

# TWO\_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA

**KALASHA**  
FINE JEWELS

A Unit of CapsGold. Estd.:1901



## MY TWO CENTS

Dear Readers,

I am delighted to introduce to you the first edition of TWO CENTS newsletter by KALASHA FINE JEWELS (A Unit of CapsGold Pvt. Ltd.).

M/s Chanda Anjaiah Parameshwar (CAP) also known as “CapsGold” is a 117-year-old family establishment with its 4th generation recently joining the business. We have been a market leader of gold bullion trading in India and Kalasha Fine Jewels is our first step towards achieving the same in retail space.

We unveiled our flagship showroom in April, 2017 and are overwhelmed with the response received from our esteemed customers. The inaugural had been a grand affair with celebrities, socialites and well-wishers gracing the occasion.

I am elated to share that Kalasha Fine Jewels within no time of its inception has been awarded with “The Best Jewellery Store Award for the Year-2017 for Andhra Pradesh and Telangana” in more than 5000 sft. category by the UBM Retail Jewellers Guild Awards, Hyderabad. KALASHA was featured in 'Indian Jeweller' magazine too (Vol 7, Issue 6) under “Retail Innovation”.

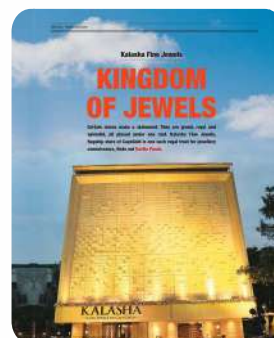
We intend to make Two Cents a regular feature and would like to keep you updated about current and futuristic jewellery trends, latest events, new developments in the industry, jewellery buying tips and a brief recap of the bygone royal era. In the upcoming editions, I and my team shall strive our best to give you essential information and keep you well informed.

Happy Reading!

**Abhishek Chanda**

Director

CapsGold Pvt. Ltd. | Kalasha Fine Jewels





## A BYGONE ERA



### Jewelled Journey

The powerful kingdom of Vijayanagara, in South India, had a rich tradition of goldsmithing and gem encrustation. The Timurid ambassador Abd-al-Razzaq, who visited in 1442, reported that the King sat on a golden throne set with precious stones of great value. The most popular King of those times was “Sri Krishnadevaraya”. A little is known about how such pieces looked; one of the very few surviving pieces of jewellery from the period is a small gold figure of bee, found at Hampi in Kundan setting. This shows the offshore trade or jewellery exports in those times as bee jewellery is only preferred by people in countries like Indonesia and Malaysia.

Foot Notes: Manuel Keene, 'The Kundan Technique: The Indian Jeweller's Unique Artistic Treasure'  
Source: "Beyond Extravagance" by Amin Jaffer.



### Kumkum Box (1675-1725):

Kumkum Box is made out of Gold on lac core set with foiled cabochon rubies and emeralds and table cut diamonds in Kundan setting.

The rounded lower part has a flat base set with a band of emeralds around the bottom and rubies within a lattice of lozenge-shaped setting above. The lid is round and conical with a broad band of rubies.

Source: The Al Thani Collection



## THE NEW ADDITION

### HATHPHOOL – The Flower of a Hand

Hathphool has been a part of the Indian culture for ages now irrespective of whether one is wearing western outfit or traditional Indian wear. The trend comes from the Mughal era where it was a must to wear Hathphool. In the yester years, Persian dancers were also seen wearing it.

Also known as Palmlet, it is a fine piece of jewellery made with intricacy and art. Hathphool is an instant decorative ornament to enhance the beauty and grace of a hand. Usually, it's adorned by women during weddings and special occasions.

Going with the current trend, the Hathphool has evolved into modern designs which are more westernized and can be worn for various occasions. From Meena Kumari, Aishwarya Rai to young actresses like Sonam Kapoor every beautiful diva has been seen wearing Hathphool on the silver screen.

Source: Indian Jeweller Magazine (Vol.6 Issue 3)





# GLITTERING FORECAST

## GOOD NEWS FOR JEWELLERY BUYERS - GOLD PRICE IS LIKELY TO GET SLASHED.

**Ms. Rita A. Teatia** who serves as Secretary, Department of Commerce, Ministry of Commerce & Industry, Government of India, made a case for reviewing the import duty on gold with a view to curbing arbitrage opportunities resulting from FTAs without impacting the genuine requirement of businesses. Her statement comes against the backdrop of a surge in gold imports from South Korea. India and South Korea have in place a comprehensive Free Trade Agreement (FTA) since January, 2010.

Addressing the Gold Summit here, GJEPC Chairman Mr. Praveen Shankar Pandya highlighted the need for reducing import duty on gold to 4-5 per cent from 10 per cent, saying that it encourages smuggling of the precious yellow metal.

He also pointed out that the FTAs need to be 'examined very carefully, citing the example of the agreements with South Korea and Indonesia.

Ms. Teatia said government thinks that NITI Aayog has set up an inter-ministerial group to discuss the components of the new Gold Policy for India.

Source: The Economic Times 01.12.2017



## POINT OF VIEW TESTIMONIALS

### CLIENTS



**Mrs. Jhansi Rani-Director, Kalamandir -**  
As I entered Kalasha store, I was amazed to browse through the wonderful collection of jewelry. Truly a class apart in terms of design and craftsmanship. I am so pleased to have made my purchase at Kalasha. Thank you Kalasha for making it a memorable experience.

**Ms. Satya Yalamanchili -** I truly believe that you can only create what's on the outside, which you are on the inside. Kalasha jewellery is exquisite, pure and intricate in its fragility. "I can't thank Kalasha and their team enough for their help in designing the perfect pendant and guiding me through the process. I had faith in their expertise from beginning to end.



### CELEBRITIES



**Ms. Mehreen Kaur Pirzada**



**Ms. Lavanya Tripathi**

## CURRENT OFFERINGS



**Wedding** - The most important occasion in a woman's life, especially in India and that is when she looks flamboyant in all the splendid jewellery she adorns. Pre-wedding occasions like Engagement, Sangeet, Haldi and Mehendi ceremonies, Tilak, Janavasam and many more have their own importance, depending on the family tradition. At Kalasha, we make sure that every bride looks no less than a princess as she adorns magnificent jewellery handcrafted by our artisans. Here are a few of our beautiful offerings .

1. Diamonds - A woman's best friends
2. Mango Mala - Reflects South Indian tradition
3. Nakshi & Temple Collection - For divine and exquisite look
4. Polki - The royal look of Rajkumaris
5. Guttapusala haram - Trendy choice to look graceful and trendy
6. Pacchi Jewellery - Aesthetically designed and finely finished intricate art
7. Kaasula peru - Beautiful assortment reflecting work of art based on various traditions.

Every piece at Kalasha is an *eye-catching work of art!*

## WORDS OF THE WISE

### #TIP

Apply cosmetics, perfume & hairspray before wearing jewellery as they contain chemicals that might effect it.

### #PEARL JEWELRY CARE

Store pearl and opal jewelry in soft fabric and not plastic. They need to breathe.

### #JEWELRY STORAGE

Store your jewelry in a box with velvet lining and each set, especially diamond jewelry in a separate section to avoid scratches.

### #EARRINGS BEAUTY

Earrings are in direct line of vision of anyone you talk to. Don't forget to pick a flattering one.



A Unit of CapsGold. Estd.:1901

VISIT KALASHA FOR EXCLUSIVE JEWELLERY IN DIAMOND | JADAU | GOLD | PLATINUM | SILVER

Road #10, Banjara Hills | Tel: 040 2331 8899 | [www.kalashajewels.com](http://www.kalashajewels.com) | Follow us on   



JEWELLERY CERTIFIED BY: **GIA**  
SOLITAIRE



**AWARDED THE BEST JEWELLERY STORE\* OF THE YEAR 2017**  
FOR TELANGANA & ANDHRA PRADESH By UBM Retail Jewellers Guild Awards - Hyderabad

This content is for information purpose only.