

TWO_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA



MY TWO CENTS

Dear Readers,

Season's Greetings..!

On this Eid, may you all be awarded with a bouquet of wealthy thoughts, a basket of successful days and a life of prosperity and health. I am grateful towards all my friends who made an effort to celebrate this fest with us by making purchase with Kalasha. Eid Mubarak to you and your families! This month we have been exhibiting finest handcrafted jewellery at various cities in the south and I am overwhelmed by the customer's response. In well-known Garden City- Bangalore, Kalasha was a part of Jewels Exotica Exhibition where finest collection was showcased.

Malayalam and Kannada Actresses Ms Ahaana Krishna & Ms Sruthi Hariharan, showcased the trendiest collection of Kalasha Fine Jewels at 65th Jio Filmfare Awards South 2018, which was held on June 16th in the Pearl City of India, Hyderabad. Beautiful Actresses with Kalasha's jewellery stole the show.

Monsoon is on its way and we are all set to welcome the breezy-fizzy weather bringing out all necessary items back from our wardrobe. From colourful raincoats and umbrellas to waterproof makeup and accessories, we have short listed those chic items that push your femininity to next level and will keep your style as ravishing as it looks in spring/summer days. We won't let the rainy weather harm your appearance rather we would use it as a better opportunity to flaunt your vivacious cuteness, all by opting for superior and right jewellery for your monsoon look. Get your feet set to grab it only from Kalasha Shine all the way in monsoon season with our jewellery trend.

I hope you are enjoying reading this newsletter.

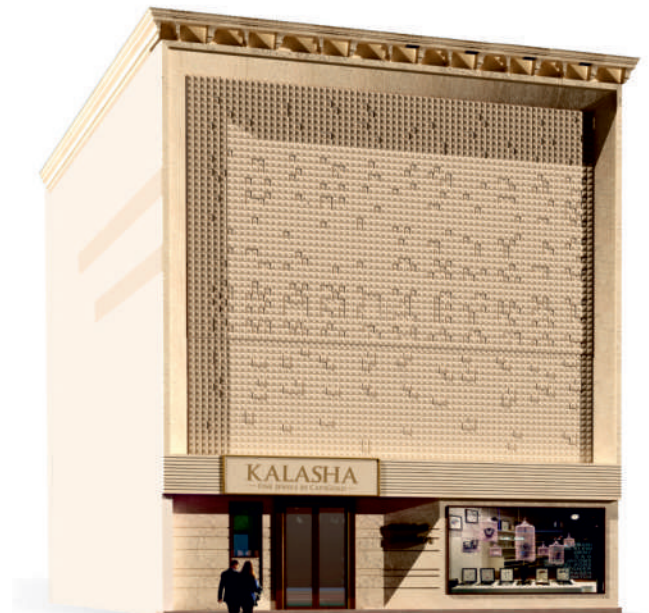
Kindly email your suggestions to abhishek@capsgold.com

Happy Reading

Abhishek Chanda

Director

Kalasha Fine Jewels



KALASHA @ Jewels Exotica, Bng.



Ms. Ahaana Krishna



Ms. Archana



Ms. Sruthi Hariharan

CELEBRITIES @ Kalasha fine jewels



THE BYGONE ERA

Karanphool Jhumka

Tradition of Moghul period



Karanphool Jhumka during the Moghul period

This old Karanphool Jhumka is from Rajasthan (Karanphool meaning a flower for the ear). It is set with uncut diamonds, pearls and cabochon rubies. Two strands of pearls are taken around the ear to support the weight of the jewel. The projection at the rear is also for the purpose of attaching it to the hair to minimise the weight on the ear.

In olden times, to make room for more ornaments, the ear was pierced in four places the lobe, the inner ear, the outer part of the middle of the ear and the top of the ear.

The most popular jewel for the ear in the north has been the Karanphool, with the flower motif in the centre of the ornament. The Jhumka in the shape of a bell has also been separately worn. It was only during the Moghul period, however, that the Karanphool Jhumka evolved as a single jewel for the ear, each region having its own special embellishment added to the basic design.



Karanphool Jhumka at Kalasha
Fine Jewels
Price :2,20,000 INR
Gross Weight. 44.92

GLITTERING FORECAST

Eid festivities boost sales of gold jewellery

Festive mood during Eid Al Fitr has pushed up gold sales in the country. Showrooms witnessed up to 30 percent rise in sales of gold jewellery, helped by attractive offers launched by gold retailers.

High prices of gold could not dent customers love for the yellow metal as most of the retailers witnessed brisk business. Gold prices are around 14 percent higher than last year, as a gram of 22 carat gold was trading yesterday at QR150 while one gram of gold of same purity was available for QR132 in January last year.

“There was a huge rush to buy jewellery on the first day of Eid Al Fitr and sales jumped by 30 percent compared to other days. It is an annual trend in Qatar and jewellery sales is usually high during Eid,” a senior official of a gold showroom told The Peninsula. “Most of the customers were Asian expatriates,” he said.

Many gold retailers have launched offers and discounts on gold jewellery to attract customers. The offers include zero making charge on jewellery, cash back, lucky draws, zero deduction on old gold exchange etc. The demand for gold bars, which is mostly bought for investment purpose, was comparatively dull and high prices of yellow metal were blamed for this.

In the remaining part of 2018, the trend in gold prices will depend on the movement in the value of dollar and interest rates in the US.

A weaker dollar fuels demand for gold by making it cheaper for holders of other currencies, while lower bond yields reduce the opportunity cost of owning non-yielding bullion. Gold is highly sensitive to the rising interest rates because they push up bond yields and tend to boost the dollar.

Courtesy: The Peninsula

POINT OF VIEW

TESTIMONIALS



The collection of Kalasha Fine Jewels has exceeded my expectations.. Beautiful bridal sets and authentic temple collections just amazed me. From traditional heavy bridal masterpieces to lightweight jewellery is under one roof. The best part is the services offered by them –jewellery at door step, customization of jewellery and they also provide video calling services.

I will surely recommend everyone to visit Kalasha Fine Jewels, a place which wins customers heart with the authentic designer collection, interiors and the best customer service ever.

Mrs. Ahladini Alapati



Beauty is what we get at Kalasha Fine Jewels. The perfection and precision every piece of jewellery comes with leaves me astound every time I take a look at their collection. Especially the Diamond Jewellery sets at Kalasha are worth a buy. This is my go-to place for all jewellery needs. Gives me the best and the finest.

Ms. Alekhya Bejgam

CURRENT OFFERINGS



UNVEILING A TREASURE OF MEMORIES,
FOR NOW...FOREVER



Bridal Jewellery - Our exclusive wedding collection 'Pavithram' has been an emotional adornment in splendid pre-wedding, wedding and post-wedding ceremonies of many beautiful brides, grooms and their families. New additions to the collection for upcoming wedding season is enthralling buyers. From heavy exclusive wedding jewellery sets to simple solitaire rings, Kalasha has got everything to offer for the most auspicious moment of your life.

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 an divine and exquisite look
4. Polki - The royal look of Rajkumaris
5. Guttapusal Haram - Trendy choice to look graceful and elegant
6. Pacchi Jewellery - Aesthetically designed and finely finished intricate art
7. Kaasula Peru - Beautiful assortment reflecting work of art based on various traditions.

WORDS OF THE WISE

#SHINE

Retain the shine of your gold by regular mild cleaning with a little water and some dish wash.
Because what's gold that doesn't shine.

#COLOUR

The pairing of different hues creates a jewel juxtaposition that showcases a variety of gems in a wide assortment of different shades.
Color blocking creates a beautiful and bold expression of color!

KALASHA
FINE JEWELS

A Unit of CapsGold. Estd.:1901

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

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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

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