

# Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

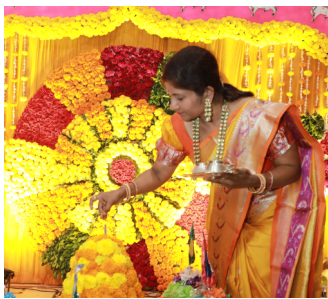
Dear Readers,

Wishing you a resplendent and joyous **Dusherra**! May the divine power and benevolent blessings always grace your life. The aura was brimming with festivity and merriment. October, an invigorating month, overflowed with exuberant celebrations and boundless elation. The dual delights of Devi Navratri on one side and the exuberant **Bathukamma and Dandiya** festivities on the other, added an enchanting radiance to the overall festive atmosphere. Every nook and cranny of our country gleamed with the effulgence of these celebrations.

We hold dear the rich tapestry of our culture and heritage, and as a testament to this commitment, we hosted a splendid Bathukamma celebration at our store in Hyderabad. Our cherished clients and the Kalasha family reveled in a joyous evening, dancing joyfully around the resplendent, multicolored Bathukamma.

[CLICK HERE](#)

to watch our celebrations.



## OUR NAVRATRI 'SHAKTI'

The 'Sacred Source of Energy' campaign was an ode to the marvalous shakti peethams that are across India. Shakti Peethams are revered divine shrines associated with the goddess Shakti. These sacred sites hold profound significance as they mark the spots where the body parts of Goddess Sati fell, symbolizing the eternal power of the divine feminine. These epitomize the union of Shiva and Shakti, representing creation and destruction, love and power. To know more about the campaign check out our social media handles or [CLICK HERE](#).

KALASHA Presents

**Shakti**  
The Sacred Source of Energy





# THE BYGONE ERA

## THE ALLURING CRAFT : MEENAKARI JEWELLERY

Meenakari jewellery, also known as enamelled jewellery, is an exquisite and intricate art form that has been cherished for centuries. Originating in the royal courts of Persia and subsequently flourishing in the rich cultural heritage of India, Meenakari jewellery has a storied history of craftsmanship and design.

### Ancient Origins

The art of enamelling, which forms the basis of Meenakari jewellery, is believed to have originated in Persia during the Achaemenid Empire. This ancient civilisation developed enamelling techniques on metal, glass, and pottery, which later spread across the Silk Road to India and other parts of the world.

The term “Meenakari” comes from the Persian word “Mina,” which refers to the brilliant hue of colours used in enamelling. When the art form arrived in India, it found patronage in the Mughal courts during the 16th century. Emperor Akbar was particularly fascinated by the beauty of Meenakari jewellery and actively promoted its production, leading to a flourishing of this art form in India.

Meenakari jewellery was quite a native style of jewellery which saw the light of popularity in India only when Raja Man Singh of Mewar decided to flaunt it for his portraits and Darbar ceremonies. In the 16th century Jaipur, the markets set abuzz with the demand of Meenakari jewellery souring high for both Indian and international trades.

Craftsmen of Lahore, who were brought to India by Raja Man Singh of Mewar, set up their base in and around Jaipur to help meet the demand of Meenakari jewellery, creating designs for pockets of all sizes.



Fig-01



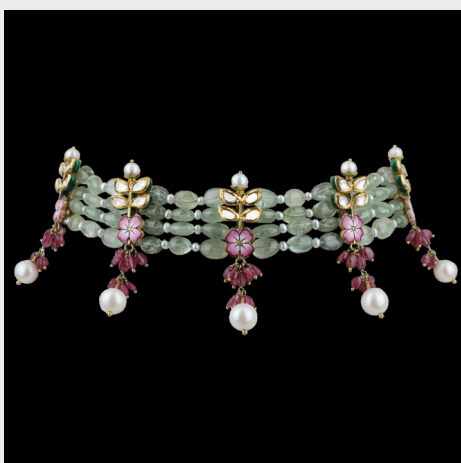
Fig-02

Fig-01 , Fig-02, & Text - [www.medium.com](https://www.medium.com), [www.google.com](https://www.google.com)

### Cultural Significance

Meenakari jewellery holds immense cultural significance in India and other parts of the world where it is practiced. In India, it has deep ties to religious and cultural traditions. The art form found patronage in the courts of various rulers, including the Mughals and Rajputs, and became a symbol of royalty and opulence.

Meenakari jewellery is particularly cherished in Rajasthan, where it has been an integral part of the region’s artistic heritage for centuries. The state’s skilled artisans have mastered the art of Meenakari, passing down their knowledge from generation to generation.



### Meenakari@ Kalasha Fine Jewels

This necklace set from Kalasha Fine Jewels is a beautiful depiction of nature. The jewel piece is alluringly set with detailed enamelled flowers and radiant gemstone. The necklace set is studded with Emeralds, Polkis, Rubies and Pearls.

**KJNK3-0128**

Gross Weight: 88.00 Gms  
Approx price: 03.73 Lakhs



# JEWELLERY TRENDS

## BLING YOUR WAY WITH A STATEMENT PIECE OF JEWEL

This wedding season is all about flaunting the Bold Statement pieces, whether be it extravagant chokers, oversized jhumkas or magnificent rings. Let your jewellery do the talking this festive season.



### The Royal Ensemble

This necklace piece is all set to take everyone's breath and make you the show-stopper for the evening. This necklace is the perfect piece and an heirloom treasure for all the brides-to-be. The necklace is studded with radiant emeralds and diamonds.

### The Stunning Jhumkas

These jhumkas will become the favourite pick for all the earring-lovers out there. This single jewel piece will add the stunning allure to any outfit you wear. The earrings are studded with emeralds, pearls and diamonds.



### The Radiant Allure

This royal necklace is inspired from the courts of the Mughal era. This jewel piece can be styled beautifully with an elegant saree or even with a lehenga. The necklace is encrusted with radiant rubies, fine-cut diamonds, pearls and polkis.



### The Maharani Ring – Aashika ring

This opulent ring is inspired from the extravagant jewels from the royal rajputana treasure. The ring is a rotating one, which elegantly moves when you move. The ring is studded with a radiant emerald, fine-cut diamonds and pearls.



## SPOTLIGHT AT KALASHA

ALLU ARHA  
X  
KALASHA

Little princess Allu Arha adorning kalasha fine jewels creations on the occasion of navratri.



[Click to View](#)





# CURRENT OFFERINGS



**KALASHA FINE JEWELS**  
A Unit of CamGold, Since 1988

**Let Your SAVINGS  
Grow in RIGHT DIRECTION...**

**Swarna Kalasham**  
- SAVINGS SCHEME -

Download Our App on  
App Store | Google Play

HYDERABAD | VIJAYAWADA | BENGALURU

## SWARNA KALASHAM MOBILE APP

A one-stop application where you can register and view all the scenes related to the Swarna Kalasham scheme.  
Get exclusive members benefits when enrolling in the scheme.  
No Making Charges on Gold Jewellery  
No Making Charges on Jadau Jewellery  
No Making Charges on Diamond Jewellery  
No VA on Silver Articles

Here are a few of our beautiful offerings.

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

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

## FACTS

### The Largest Red Diamond – Red Shield

The Moussaieff Red Diamond is a diamond measuring 5.11 carats with a triangular brilliant cut, rated in color as Fancy Red by the Gemological Institute of America. It is the world's largest known red diamond, the rarest of all diamond colours.



## AWARDS & ACCOLADES



Visit Kalasha For Exclusive Jewellery In Diamond | Jadau | Gold | Platinum | Silver  
Banjara Hills, Hyderabad | MG Road, Vijayawada | Jayanagar, Bengaluru

Jewellery Certified By:

