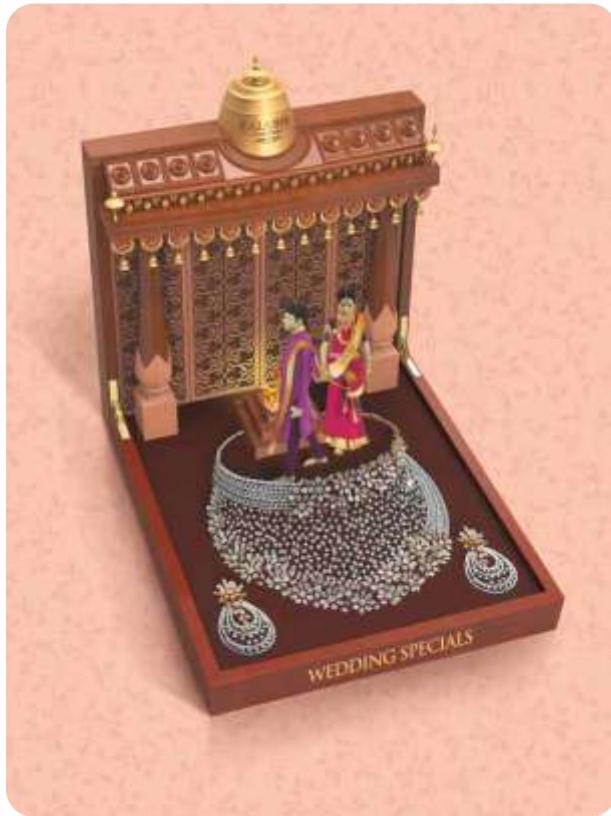


## CURRENT OFFERINGS



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.Guttapusalala 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

### #STYLING

Stack rings up on your fingers. Try doubling up or wearing a regular ring and a midi ring on the same finger.

### #TREND

Primitive or tribal designs are the trend. Striped down, over-sized, handmade jewelry are made taking inspiration from tribal decorative traditions.



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 [f](#) [t](#) [i](#)



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.

ISSUE 5: APRIL 2018

For private circulation only

# TWO\_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA



## MY TWO CENTS

Dear Readers,

Season's Greetings..!

Many beautiful families have made Kalasha a part of their life events during this wedding season. Brides and families looked splendid in Kalasha's exclusive bridal collection. We are expecting robust growth in sales this season and strengthening relationship with customers is going to be our priority, as always. I take immense pleasure in sharing with you that Kalasha turned 1 this month; "The best way to multiply happiness is by sharing it with our customers and well-wishers".

Celebrating the 1st Anniversary of Kalasha, we organized a Grand Exhibition Cum Sale at our store in Road #10, Banjara Hills. With exclusive masterpieces on display we had special offers - NO VA & Making Charges of entire stock. Daily lucky draws, bumper draws left many customers with happy faces. Gold coins were given away with every purchase. A lucky couple was offered an all-expenses paid vacation to Switzerland! Chief guests of the Inaugural event, Ms.Manchu Lakshmi Prasanna(Actress), Mr.Chanda Sreenivas Rao (Chairman-CapsGold Pvt. Ltd.) lit the lamp and inaugurated the grand event. The unveiling of a new collection by glamorous ladies Sushruthi Krishna (Runner-up – Femina Miss India 2016) and Poonam Bajwa (Actress) stood as special attraction. Kalasha has unravelled the magic of diamond jewellery in the "STYLE AND SUBSTANCE", a 90 min interactive and fun workshop conducted in association with Style Prer and NYUZ. Mr.Navin Sadarangani & Ms.Perna Makhariaa imparted knowledge on diamonds to women. We were thrilled to see multitude of ladies enthusiastically taking part in this. My joy doubled with their love and feedback.

I hope you are enjoying reading this newsletter.

Kindly email your suggestions to [abhishek@capsgold.com](mailto:abhishek@capsgold.com)

Happy Reading!

Abhishek Chanda

Director

Kalasha Fine Jewels

**KALASHA**  
FINE JEWELS

A Unit of CapsGold. Estd.:1901



1st Anniversary Celebrations.



## THE BYGONE ERA



Princess Sophia is wearing one of the two strands of the Medallion necklace in Cabochon Rubies and Diamonds.

It was one of the greatest parades of jewels and gems ever witnessed in the Annals of high society. On the evening of May 13, 1962, the Royal Palace in Athens became a Showcase for Medallion necklace worn by Princess Sophia, daughter of King Paul and Queen Frederica. That night, Princess Sophia wore jewels among her wedding gifts. Sparkling in her hair were the diamond and pear-shaped pearls of an antique tiara given to her by her parents-in-law, the Count and Countess of Barcelona. On her neck, she wore a garland of foliage and roses set entirely with diamonds.

The necklace which could also be worn as a tiara, was her wedding gift from the Spanish dictator, General Franco. Franco had given his blessing to this marriage with royal necklace. The principle of the design was simple. Cabochon stones-rubies, sapphires, emeralds, and even turquoise and coral were mounted in a double setting of precious stones, one of diamonds and the other of colored stones.

Each motif thus formed an oval medallion and the medallion were linked by foliage motifs in diamonds and by other simpler medallions, composed of oval cabochons surrounded by a single row of diamonds. The double row of medallion followed the curve of the gown's low neckline, and was fastened at the back of the throat by a garland of foliage in diamonds.



Some of the detached elements of the Medallion Necklace which may be transformed as one long necklace or two shorter necklaces



Queen Sophia wearing complete Medallion Necklace.

Medallion Necklace  
Available At Kalasha Fine Jewels



Price- Rs. 34,36,846 | Gross weight – 240.650gm

## GLITTERING FORECAST

### South India's first gold refinery to come up in Telangana's Rangareddy district

South India's first gold refinery plant will come up in Telangana in an exclusive Special Economic Zone (SEZ) to be set up at Kongara Kalan village in Ibrahimpatnammandal of Rangareddy district. According to officials, the industries department has identified 30 acres in Kongara Kalan, where the State government had earlier proposed to construct a building for the Rangareddy district collectorate. Of the 30 acres, five acres would be allotted for SEZ, where the two proposed gold refinery units will come up. In the remaining 25 acres, which is a non-SEZ area, eight jewellery processing units will come up. Officials further revealed that there is only one gold refinery in the country in Mumbai (north India) and the first south India's gold refinery plant is coming up in Telangana. "The Hyderabad international airport is just 16 km away from Kongara Kalan," the officials said. The State government officials also contacted the Union Ministry of Commerce for sanctioning gold refinery SEZ. Refineries help in growth of State GDP Gold refinery plants would help the State GDP to grow further. "Most of the gold consumption is in southern states. Once, the refined gold is available here, the sale of gold biscuits in the state will be high and it will help the State to get more revenues," official sources said. Normally, jewellers import refined gold. Gems and jewellery are one among the 14 priority sectors identified by the State government for investments. News: NewIndianExpress

## POINT OF VIEW TESTIMONIALS

### CLIENTS



"I could not have been more pleased with my experience at Kalasha. Kalasha can be best summarized by the high level of class and wonderful customer service".

Ms. Shikha Goel, IPS

"I'm very much impressed with Kalasha's unique designs. Their staff were caring enough to understand my requirement and help me out in buying the perfect jewellery as per my choice. Totally satisfied".

Ms. Hameeda Sharma, Architect



### CELEBRITIES AT KALASHA



Ms. Manchu Lakshmi Prasanna



Ms. Poonam Bajwa