

# Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,

February, the month of love, has swiftly passed, and we are thrilled to share some exciting updates and milestones with you.

## 90k Instagram Family

We are thrilled to announce that we have reached a significant milestone - 90k followers on Instagram! Your unwavering support and love have played a pivotal role in our journey, and we are incredibly grateful for the positive response we receive on our social media platforms.

## Valentine's Week Delight

Valentine's Week commenced with a bang as we launched exclusive offers for our beloved clients. With every purchase, clients had the chance to spin the wheel and win exciting rewards. It was heartwarming to witness our clients enthusiastically engaging with the campaign and spreading love.



*Congratulations*

## EMPLOYEE APPRECIATION 3<sup>rd</sup> QUARTER (2023-24)

“ At Kalasha Jewels, we value hard work & dedication. It gives us great pleasure to recognize our best-performing employees for the third quarter. Certificates of appreciation were presented by our esteemed director MR. ABHISHEK CHANDA, acknowledging their outstanding contributions. ”



Sales Performer 1<sup>st</sup>  
SANDEEP KUMAR



Sales Performer 2<sup>nd</sup>  
VEERENDER KUMAR



Sales Performer 3<sup>rd</sup>  
RAMYA



Saving Scheme Performer  
NAVYA SREE

We value your feedback and would love to hear from you. Please share your thoughts and suggestions with us via email at [media@kalashajewels.com](mailto:media@kalashajewels.com).



# THE BYGONE ERA

## THE AGE-OLD GOLDEN CRAFTSMANSHIP - KUNDAN JEWELLERY

Kundan is one of the famous type of jewellery, which is an ancient form of jewellery that is adorned with gemstones and gold foil. Kundan is considered to be royal because its production is believed to have been originated in the royal courts of Rajasthan centuries ago. The word 'kundan' implies highly refined gold. The jewellery gets its name because of the skilled craftsmanship of encasing glass or gemstones in a base of gold foil made of highly refined and pure form of molten gold. It's production process also involves enameling with vivid colours on the reverse while the kundan design is on the front. It has a rich legacy of over 2500 years.

## HISTORY

The roots of Kundan jewellery account back to the Indus valley civilization around 5000 years ago. Kundan jewellery is said to be brought to the country by the Mughals. While it dates back thousands of years, its origins can be traced to North India, mainly Delhi. It was popularized by the Mughals, and seen in the royal courts in their era. It then flourished in Rajasthan and Gujarat as well.



## CRAFTSMANSHIP

The technique of making kundan jewelry involves setting gemstones, usually diamonds, rubies, emeralds, and sapphires, in pure gold. The gems are set in a framework of gold foil and then backed with lac, a resinous substance, which gives the jewelry its characteristic shine and depth. Kundan jewelry is known for its intricate designs and skilled craftsmanship. It requires highly skilled artisans who are proficient in setting the stones and shaping the intricate gold framework.



## THE SOUTH INDIAN INFLUENCE

The fusion of South Indian influences with the traditional Kundan technique has resulted in unique and exquisite jewellery pieces that reflect the diversity of Indian culture. One significant influence from South India is the use of intricate motifs and designs inspired by South Indian temple architecture and traditional motifs such as mango, peacock, and floral patterns. These motifs are often incorporated into the Kundan jewelry designs, adding a distinct South Indian flavour to the pieces. This fusion combines the richness of Kundan craftsmanship with the intricate designs and vibrant colours typical of South Indian jewellery, creating stunning



"THIS NECKLACE SET EMBRACES THE SURREAL FUSION OF KUNDAN JEWELLERY WITH SOUTH INDIAN HERITAGE. THE NECKLACE IS BEAUTIFULLY SET WITH POLKIS, PEARLS & RUSSIAN EMERALDS. "

K-GNK3-0311

Gross weight : 313.200    Approx Price : 23 Lakhs



# - JEWELLERY TRENDS -

## SAYING "I Do" IN 2024 - THE CHARMING BRIDAL TRENDS FOR YOUR BIG-DAY

It is era to indulge in the world of bridal elegance. The trends are ever-evolving, yet some classics manage to steal the limelight and manage to be the show-stopper for the event. As we step into 2024, there's a few beautiful creations that seems to captivate brides-to-be.



### THE EMERALD DAZZLE

This Maharani-style necklace is exclusively designed by being inspired from the Royal Jewels. The necklace is beautifully set with luscious emeralds that is radiantly highlighting the Polkis and Diamonds. This necklace perfectly complements your Bridal lehenga or Gown and adds the much needed charm to your whole look.

### THE NAKSHI RADIANCE

This necklace is majestically crafted with intricate craftsmanship with Goddess Lakshmi and beautiful motifs. This necklace when paired with the traditional kanchi-pattu saree will definitely resemble a heavenly look and will create magic with your special day attire.



### THE LAYERED SPARKLE

Layering, this one styling for accessories can never go wrong and so with diamonds. So pair yourself with this beautiful layers of diamonds and shine through your whole wedding festivity.

### THE ALLURING CHOKER

Chokers, are the one jewellery piece that naturally highlights your outfit. This choker is radiantly set with Polkis, Diamonds, Emeralds, Pearls and crafted in 18kt gold.




# CURRENT OFFERINGS

Shop at your convenience through **KALASHA'S**

## Video Call App

Conference Video Call Shopping 4K Video Quality

Browse through 1000's of Design Live Gold Rates



Download Now

HYDERABAD | VIJAYAWADA | BENGALURU

Download on the App Store or Get it on Google Play

## KALASHA - VIDEO CALLING APP

Take yourself and even your family through **KALASHA FINE JEWELS** magical world of handcrafted fine jewellery and never miss the boat to classy, high-end, exclusive fine jewellery – wherever you might be across the globe!

Download our App to schedule a video call now!

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. Guttapusal 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

### Treasure of Mermaids

Ancient tales suggest Aquamarine were the treasure of Mermaids. The Aquamarine were thus traditional talismans for luck, fearlessness and protection.



## AWARDS & ACCOLADES



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

Jewellery Certified By:

