

Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,

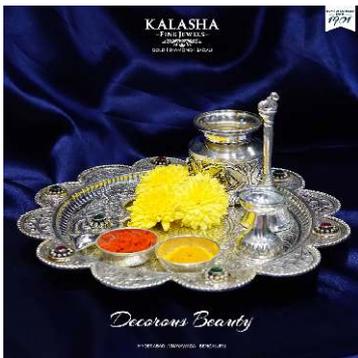
Seasons Greetings,

We wish goddess Lakshmi shower her blessings on all of us. Happy Varalakshmi Vratam and hope you had a wonderful Raksha Bandhan.

It's once again proved that traditions cannot be compromised at any cost. Everyone has subtly celebrated varalakhmi vratam. We could see an increase in purchases during the festive week where buyers showed interest in purchasing gold coins and silver articles without caring about the inflammation in gold rate.



We are glad to share with you the news about the contribution made as a part of our CSR activity. We have constructed and donated a guest house to the temple trust of Shri Lakshmi Narashimhaswami, Yadadri, Telangana for the accommodation of pilgrims visiting the temple.



Kalasha as every year introduced Sravanam Elegance collection with regards to the auspicious month of Sravanam. With the huge demand from our beloved clients, we have extended our anniversary sale offers until 18th August and added an additional offer over of No Making and No wastage on purchase of silver articles.

Gold has hit an all time highest rate in last 9 years. Presently 10 grams of gold is costing Rs.57,550. In an interview with a news channel covering a special story on gold prices, our director Mr. Abhishek Chanda told that it's a good time to invest in gold as gold prices may increase up to Rs.80,000 by the end of 2021. Gold is always a good investment option for a secured future.



Kalasha In SPOTLIGHT

Our director Mr Abhishek Chanda was seen talking about gold price hike and gold investment with an interview with Deccan chronicle and retail jeweller magazine.



THE BYGONE ERA

THE NIZAMS OF HYDERABAD

The Hyderabad Nizam's jewellery collection is said to have more jewels than all the collections of princes in India put together. Their jewellery designs are a synthesis of Mughal, Deccani and European influences. They reflect the culture of a dynasty that had its roots in the Mughal court, ruled the Deccan and was a staunch ally of the British Empire. The collection includes a number of Sarpenchs (bejewelled headgear), necklaces, waist-belts, buckles, bracelets, anklets, armlets, rings, pocket watches, buttons and cufflinks, to name but a few. All the jewels are flamboyant, yet, there are some pieces that stand out for their unique workmanship.

Most of the diamonds used in the jewellery came from the diamond mines in Golconda which were owned by the Nizams. This is why all the pieces invariably have diamonds that are either uncut or cut into magnificent pieces. They are made of gold, set with diamonds, emerald beads and cabochon rubies. There is a special one named 'Bachkana Sarpench' which was made for the young prince, Mehabub Ali when he ascended the throne. The brilliance of Golconda diamonds set in this piece outshines any other piece. A solitaire set in gold, with five smaller diamonds on each side, has on its top an exquisite bird crafted with small diamonds for its plumage and a ruby as its eye. Interestingly, the bird holds a tiny 'taveez' (lucky charm) in its beak. A diamond belt was made especially for the Nizam by the House of Oscar Massi Pieres of France. Belt buckles and waistbelts are adorned by the royals. Every belt is carved to perfection and studded with precious gemstones and diamonds.



The enduring rich heritage of the Nizams is captured in our beautiful NIZAMI COLLECTION. The oversized, pulsating gemstones, throbbing with a life of their own. Pear-shaped, moonfaced gems stacked in glistening, shimmery layers of diamonds, emerald greens, creamy pearly whites this collection has it all. Every element used in this collection is carefully chosen and designed to uphold the magnificence of the royals.



Waist belt created inspired by the royals is the showstopper of the collection. Made out of large uncut diamonds and emerald is just breathtaking.

Gross Weight: 186.845 gr.
Approx price: 17 lakhs

JEWELLERY TRENDS

A GUIDE FOR YOU TO SWEAR ON FOR YOUR JEWELLERY INSPIRATION THIS YEAR.

A guide for you to swear on for your jewellery inspiration this year.

This year we've seen different kinds of bling, some that faded as soon as they arrived, and others that grabbed on to the spotlight and refused to let go. To help you understand what the latest jewellery trends dictate, and make an informed decision about the ornaments worth investing in.

1. Modern Pearl

This year, the runways have been studded with pearls. But not the kind you'd associate with your grandmother. The pearl jewellery trend is here to stay in 2020, but with a contemporary twist. We're looking at edgier pearl necklaces like black chokers dotted with pearls, metallic earrings with pearl details, and even hairpins speckled with small pearls. So basically the elegant jewellery classic, with a modern makeover.



2. Colourful Gemstone Earrings

Once upon a time, there were a select few gemstones that were considered to be in vogue, including emerald, ruby and sapphire. But the new Millennium is all about gemstones with a splash of colours. Embellished earrings with multi-colour details have been all the rage in the jewellery trends of the year, with both simpler designs and those with a touch of extravagance making the rounds. Even in the case of necklaces, we've seen more than a few with rainbow diamonds.

3. Edgy Cocktail Rings

Another trend that didn't exactly go out of style, but returned in a bolder format is that of bejewelled cocktail rings. We've noticed a lot of big cocktail rings studded with diamonds, or embellished with stones in rainbow hues. A minimal, classic variant of this jewellery trend is parading a large single gemstone in an asymmetrical shape, sitting atop a thin gold band.



4. Floral Motifs

Pandas, penguins or flamingos, animal motifs are absolutely hot in the jewellery world right now. We've spotted everything you can imagine under this 2020 jewellery trend, from goldfish earrings adorned with neon rhinestones, to pendants in the shape of a pug. The same goes for floral motifs, which have been trending for quite a while and 2020 is no different. Rings and earrings with a mix of metals in floral designs are totally in vogue.

TESTIMONIALS

Shopping during the pandemic got easier with the video call facility at Kalasha. We got to choose from a wide range of designs at the comfort of our own home during this Varalaskhmi Vratam.



Mrs. Vani Latha

Along with Temple Jewellery, I have also purchased, Lakshmi Rupam & 24 carat gold. The sales executive who visited my home was very cooperative & showed me a wide range of collection over I-Pad. I was astonished to experience the E-Shop at my doorstep. I feel more safer now to shop from home. I would like to recommend Kalasha to all of my friends & family members. Thanks to team Kalasha.

CURRENT OFFERINGS

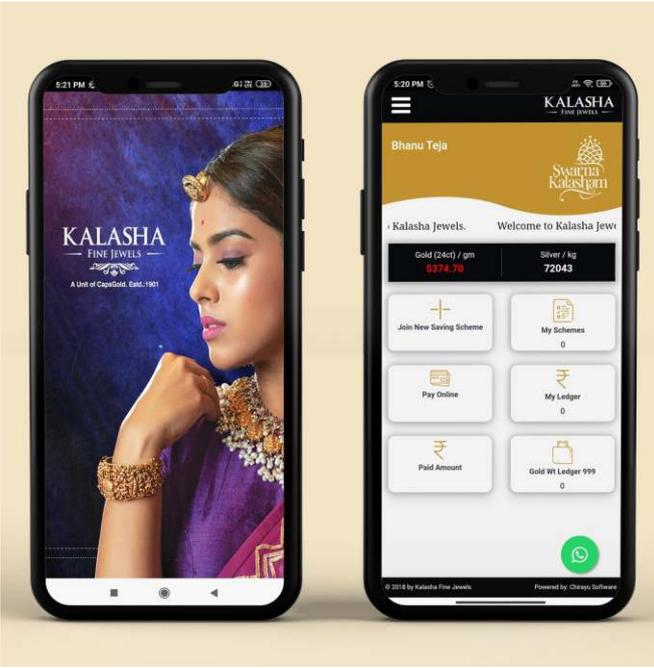
SWARNA KALASHAM MOBILE APP

KALASHA introduces Swarna Kalasham Mobile Application – a one stop destination for all information regarding your saving scheme account. Now pay your monthly installments online with our easy payment options. Get benefited with our Gold Rate Protection unique feature against rising gold prices.

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. Guttapusala 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

Pure elemental gold is 24 karats, while 18-karat gold is 75 percent pure gold, 14-karat gold is 58.5 percent pure gold, and 10-karat gold is 41.7 percent pure gold. The remaining portion of the metal usually used in gold jewelry and other items is silver, but items can also consist of other metals or a combination of metals, such as platinum, copper, palladium, zinc, nickel, iron, and cadmium.



Store Of The Year 2017
By UBM



The Best Heritage Bridal Jewellery
- Times Retail Icons 2018 -



Temple Jewellery Of The Year
IJ Jewellers Choice Design Awards 2018

Visit Kalasha For Exclusive Jewellery In Diamond | Jadau | Gold | Platinum | Silver
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Jewellery Certified By: **GIA** |  | 

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