

# Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,

In the mosaic of life, women stand as our strongest pillars of support, shaping the world with their resilience, grace, and unwavering spirit. As we embrace the vibrant hues of March, we find ourselves immersed in the celebration of women from every corner of the globe.

This March held a special significance for us as we dedicated a day to honor the women of Kalasha. It was a joyous occasion, where we gathered together, alongside the ladies from our esteemed management. Laughter filled the air as we indulged in lively games, partook of delectable treats, and shared moments of camaraderie. To express our gratitude, each employee was presented with a charming hamper, a token of appreciation for their invaluable contributions.

In the spirit of empowerment, let us raise a toast to the resilience and strength of women everywhere. May we continue to recognize their immense worth, support their endeavors, and nurture the next generation of trailblazers.



*Kalasha's  
Women's Day  
Celebrations*



**HEY NRI'S**

KALASHA  
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VIA VIDEO CALL,  
AVAILABLE FROM  
**6:00 AM IST**



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Exciting news awaits our cherished NRI clients! We are thrilled to announce that we are now accessible across various time zones, ensuring a seamless and convenient shopping experience tailored to your schedule. Connect with us from 6:00 am IST onwards, and explore our exquisite collection from the comfort of your home. Avail exclusive NRI benefits, including a remarkable 13.75% discount on Indian gold and complimentary shipping for orders above 5 lakhs. Embrace the ease of shopping through our innovative video calling app, designed to cater to your unique preferences.

Your continued support and feedback mean the world to us. Please share your thoughts and suggestions with us at [media@kalashajewels.com](mailto:media@kalashajewels.com).

Together, let us celebrate the essence of womanhood and embark on a journey of empowerment and inclusivity.

Warm regards, Kalasha Fine Jewels

# The Bygone Era

## THE ARM JEWEL – BAJUBANDH

In Indian culture, jewellery has always held a special place. It is not merely an accessory but often carries deep cultural and symbolic meanings. Armlet jewellery, in particular, has a rich history and significance. The Bajuband or Vanki, worn on the upper arm, is a symbol of strength, power, and femininity.



Armlet jewellery is believed to have originated in ancient India, where warriors wore it as a symbol of their courage and valour. Over time, it became associated with femininity and was worn by women to showcase their beauty and grace. Today, armlet jewellery continues to be cherished for its cultural significance and is often passed down through generations as a precious heirloom.

The history of armlet jewellery can be traced back to ancient civilizations, including the Indus Valley Civilization. Archaeological excavations have revealed the presence of armlets made of various materials such as gold, silver, and bronze in these ancient sites. These armlets were intricately designed and often adorned with precious gemstones. In addition to the Indus Valley Civilization, armlet jewellery can be found in other ancient cultures such as Egypt and Mesopotamia. The designs and motifs varied across different regions and periods, showcasing the diversity and creativity of ancient artisans.



The Bajuband is known for its bold and intricate designs. It is often crafted with gold or silver and embellished with gemstones such as diamonds, rubies, emeralds, or pearls. The Bajuband is typically wider and heavier, making it a statement piece that adds a touch of luxury to any outfit. The bajubandh became an integral part of the Indian royal jewellery and became an essential and luxury item for all the king and rulers.

**THIS JEWELLERY ACCESSORY IS DESIGNED BY KEEPING THE RICH CULTURE AND SIGNIFICANCE. IT IS BEAUTIFULLY CRAFTED IN 22KT GOLD AND STUDED WITH KUNDANS, RUBIES, EMERALD & PEARLS.**

K-GBB-0182  
GROSS WEIGHT : 85.350  
APPROX PRICE : 49.6 LAKHS



# - Jewellery Trends -

## THE EVERYDAY CHARM - NECKLACES FOR ALL YOUR DAILY EXPERIENCES

Discover the perfect blend of simplicity and sophistication with our handpicked selection of everyday necklaces. Crafted with versatility in mind, each piece in our collection is designed to seamlessly complement your daily wardrobe, whether you're heading to the office, meeting friends for brunch, or enjoying a night out on the town.

### THE TRADITIONAL ALLURE

This necklace is beautifully designed which the mix of traditional motifs and contemporary style. It can be paired with suits and sarees and will create the perfect embodiment of sophistication.



### THE SPARKLING RADIANCE

This necklace is crafted with delicate geometric motifs and studded with a radiant pendant in centre to help you create the perfect charm and make your piece stand out in your attire. The necklace is beautifully crafted with fine-cut

### THE IMPERIAL GRACE

This necklace piece is the perfect piece for all those who loves minimalist yet classy design. This necklace is very versatile and can be paired with Indian and western outfits.



### THE CONVERTIBLE BEAUTY

This necklace piece is majestically designed by being inspired by the Mughal jewels and crafted with utmost simplicity. It can be worn in many ways such as, bracelet, pendant, necklace, etc. This magnificent creation is perfect for those who

# CURRENT OFFERINGS

**KALASHA**  
FINE JEWELS  
A Unit of CapsGold, Estd. 1901

**THE MOST DESIRED JEWELLER BY NRI'S**

**13.75% DUTY FREE GOLD & NO GST**      **FREE SHIPPING\***

\*ONLY VALID FOR EXPORTS. \*T&C APPLY.

## NRI OFFERS

Kalasha Fine Jewels presents special NRI Benefits for jewellery exports

1. Get 13.75% off on gold rate.
2. GST and Duty free.
3. Hassle free Doorstep delivery.

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

Largest Producer of Emerald

Columbia is the largest producer of Emerald, constituting more than 50% of the world's production.



## AWARDS & ACCOLADES



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

Jewellery Certified By:

