

ISSUE 22: October 2019  
For Private Circulation Only

# TWO\_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA

**KALASHA**  
FINE JEWELS

A Unit of CapsGold. Estd.:1901

## MY TWO CENTS



Dear Readers,

Season's Greetings..!

We wish you had a blessed and joyous diwali. At KALASHA the intimate celebration of the festival reached celestial heights with family like staff, the festival of lights has surely brought us the glory of prosperity and happiness this year.

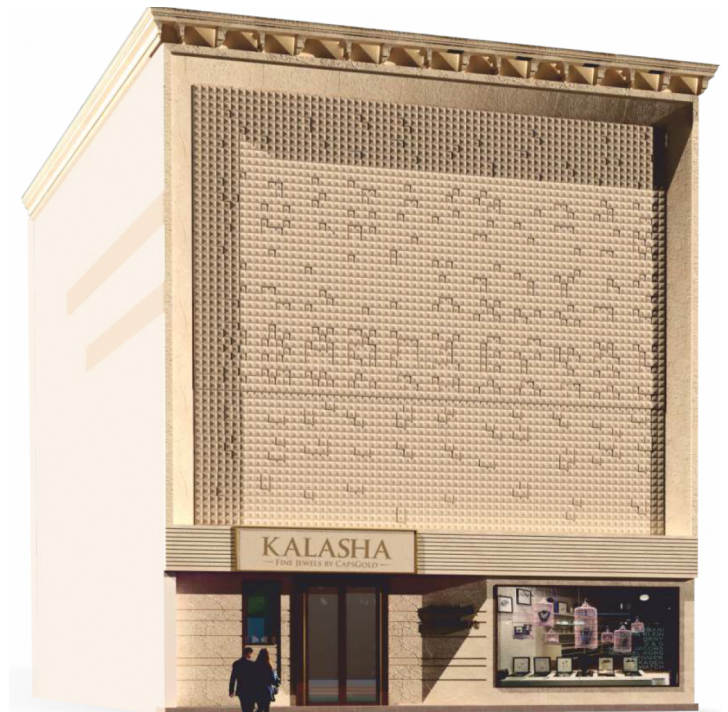
Kalasha has introduced the “*Royal Diwali Collection*” with No Making & VA Charges on the occasion of Dhanteras and Diwali. The overwhelming response which we got from our valuable clients was impeccable. The alluring range of Jadau & Diamond necklaces, harams, waist belts, chokers, armlets, earrings stole hearts.

With immense gratification I would like to share that we have been through the final rounds of Prestigious IJ Jewellers Choice Awards 2019 in *Best Temple Jewellery*, *Best Transformative Jewellery* & *Pantone Jewellery Of The Year* categories.

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



Mr. Chanda Venkatesh (MD) & Family Performing Lakshmi Puja  
On Auspicious Day of Diwali.



Kalasha Family Celebrating Diwali Together



Nominated Jewellery pieces by KALASHA @  
IJ Jewellers Choice Awards 2019



## THE BYGONE ERA

### NAVARATAN – A MELANGE OF NINE COLORS

Jewellery making is an ancient art that is as old as human civilization, and the Asian subcontinent has always featured predominantly among the world leaders when it comes to development in the styles and techniques of making jewellery. India in particular boasts of a rich history when it comes to traditional jewellery. Goldsmith in India have experimented with jewellery making since time immemorial. The supernatural powers believed to be possessed by the precious metals and gemstones added to the charms and enigma of jewellery crafted and Navaratan jewellery is considered much more than just a piece of adornment. The melange of nine precious gemstones set in on jewellery piece is considered bringing good luck to the wearer.



Thailand's  
"Queen Sirikit Navaratna"  
Necklace

Navaratan jewellery was usually worn by maharajas and other royals in olden days but, now the ornament has become staple jewellery. Apart from the beauty adornment navaratan jewellery also works to balance person's mental and emotional health.

At Kalasha you can find exclusive navaratan jewellery precisely handcrafted to continue the heirloom and which will surely make you feel no less than royals.



**Navaratan Set**  
@ Kalasha

Price: 11 Lakhs  
(Necklace + Earrings)

Gross Wt.: 141.580 gms



*The advent of Mughal rule further embellished the world of Indian jewellery. The fusion of Indian and Central Asian styles and patterns resulted in a great outburst of ornamentation, elegant and exquisite, and of a lush extravagance never seen before. Although traces of enamelling in jewellery (the reverse side of each jewel is covered with intricate enamel work) have been found at the ancient town of Taxila, this technique reached its zenith only under the Mughals*



# JEWELRY TRENDS

## THE WEDDING SEASON: BIGGER IS BETTER.

As far as bridal trousseaus go, jewellery takes up an equally important space as the clothes in your wedding wardrobe. Whether you chose traditional trinkets to save as heirlooms or you'd much rather go the modern route with gemstone-encrusted statement pieces, there's a jewellery piece for every kind of bride. But there's no denying that when it comes to picking jewellery, most of us subscribe to the mantra: bigger is always better. So, this wedding season, super-size your baubles. Pick from our exclusive range of jewellery suitable for every occasion.



If you want to turn heads, start with all-eyes-on-me shoulder duster earrings if you are the bridesmaid. Nakshi kundan jumkas for pre-wedding puja. For a contemporary look at a sangeet or cocktail party, opt for tourmalines and diamonds-set gold earrings. Brides-to-be on the lookout for traditional jewellery suites for the big occasion can consider gold necklace and earrings set encrusted with emeralds and uncut diamonds set or the hasli-style neckpiece and want to add a pop of colour with your jewellery? Choose the emerald, diamond and pink sapphire necklace and earrings.



## POINT OF VIEW TESTIMONIALS

### --- CLIENT ---

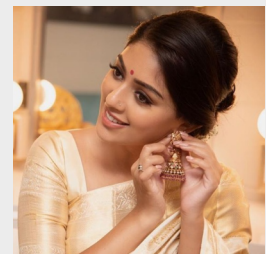


**Mrs. Rishika Agarwal**

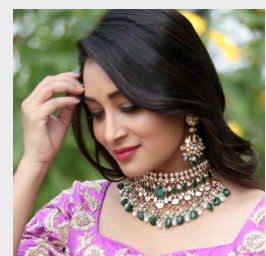
### I BOUGHT EARRINGS SITTING AT HOME!

My search for the best diamond jewellery ended at Kalasha. The diamond chandeliers with a hint of traditional jumka element can easily be paired up with my different outfits. The best part is they are detachable and can be worn in multiple ways. What I loved the most is Kalasha's video call shopping. Yes! I bought this piece sitting at home at my comfort zone and my convenient time. I was a little hesitant at the beginning on how the entire process would go but their team explained each and every element of the jewellery I asked them to show. They sent me detailed breakup and close up images of the piece I selected. Then they sent the jewellery home and asked me to pay only if I liked it. Guess what I loved it! Now I can shop at any time and place!

### ---CELEBRITIES---



**Ms. Anu Emmanuel  
(Actress)**



**Ms. Bhanushree  
(Actress)**

## CURRENT OFFERINGS



### The Majestic Royal Diwali Collection.

The royal diwali collection was launched on the occasion of dhanteras and diwali. Every intricate detail in the jewel depicts our royal heritage. The perfect blend of nakshi, uncut diamonds, pearls and precious beads are a feast to the viewer and royalty is encapsulated in the wearer. This collection consists of necklace, haarams, earrings, elaborate malas, bangles and jumkas.

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 & FIGURES

The Tirupati temple in India owns about 20 tonnes of gold and diamond jewellery, valued at Rs 1 lakh crore i.e. 1,000,000,000,000. Some of them date back to the 12th century.

**KALASHA**  
FINE JEWELS  
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**GIA**  
SOLITAIRE



Best 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