

Our Two Cents

AN INFORMATIVE NEWSLETTER BY KALASHA

Dear Readers,

Welcome to our sparkling celebration! Seven years ago, we embarked on a journey filled with elegance, creativity, & timeless beauty. Welcome to our jubilant anniversary edition.

In celebration of this milestone, we are thrilled to unveil our latest masterpiece: the "**Yedu Varala Nagalu**" collection. Inspired by the opulent heritage of South India, this collection pays homage to the rich traditions and beliefs woven into the tapestry of gemstones.



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The launch of this exquisite collection was graced by the presence of the esteemed South Indian actress, **Aruna Mucherla**, renowned for her captivating performances in over 80 movies in a decade.



Speaking at the event, **Aruna Mucherla** shared her deep appreciation for heritage jewellery, underscoring the significance of preserving cultural legacies through masterful craftsmanship.



Congratulations to our LUCKY DRAW WINNERS

We have provided exclusive offers and surprises to share our joy with our clients. Among them, *seven lucky winners from our 7th Anniversary celebrations* have been blessed with stunning gemstone harams in our special lucky draws.



As we commemorate seven years of crafting elegance and luxury, we extend our heartfelt gratitude to all those who have been part of our remarkable journey. We offer our sincerest thanks to our cherished clients, whose unwavering trust has been the cornerstone of our success. **With warm regards, Team KALASHA.**

Bygone Era The Planetary Influence on Gems

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In the ancient time the rulers wore jewellery as per days of the week in order to attract positivity as per planetary influences, to avoid negative influences and to be strong, healthy and wealthy. Yedu Vaarala Nagalu means the jewellery worn by men or women for each day of the week. “Yedu means seven, Varalu means days -like Sunday Monday etc. & Nagalu means Jewellery” It is said that the Seven Sacred Days of the week in Hindu calendar, is ruled by Seven planets respectively. i.e. Ravivaram (Sunday) - Day of The Sun (Suryudu) | Somavaram (Monday) - Day of The Moon (Chandrudu) | Mangalavaram (Tuesday) - Day of Mars (Kujhudu) | Budhavaram (Wednesday) - Day of Mercury (Budhudu) | Guruvaram (Thursday) - Day of Jupiter (Brihaspati) | Sukravaram (Friday) - Day of Venus (Shukrudu) Sanivaram (Saturday) - Day of Saturn (Shani).

Gemstones to be worn according to the Seven Days

Ruby

SUNDAY : Ancient astrology dictates the Ruby to be the Gem of the Sun. Associated with passion, love and protection, rubies were worn in intricate adornments on Sunday, the day of the Sun God.



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Corals

TUESDAY : In the olden days, men and women adorned Coral jewellery on Tuesdays. On this auspicious day of Mars, corals were considered to be good for health, healing, passion and prosperity.

Pearls

MONDAY : The gemstones of the Chandra Planet, pearls were considered auspicious for Mondays in the olden days. On this day of the Moon God, men and women adorned pearl jewellery, viewing them as symbols of love & affection.



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Emeralds

WEDNESDAY : We honour the time old tradition of adorning emerald pendant, bangles and other jewellery on Wednesdays the day of Mercury or the Buddha Planet. Emeralds are a known symbol of royalty, loyalty and new beginnings, sentiments.



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Diamond

FRIDAY : Once a week, on Fridays, the planet Venus holds greater power than the rest. Widely known as Venus' gemstone, the diamond is adorned on this day to attract beauty, love and strength.



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Yellow Sapphire

THURSDAY : Thursdays are said to be the Day of the planet Jupiter. On this day, the influence of Yellow Sapphires is stronger, becoming a source of wisdom, prosperity and abundance.



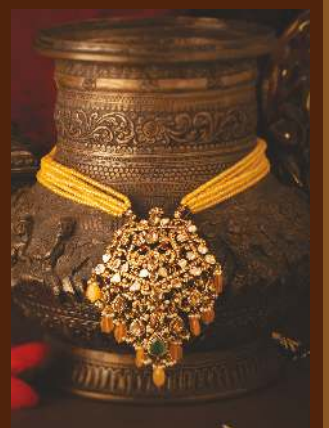
CLICK ON PICTURE TO WATCH VIDEO!

Blue Sapphire

SATURDAY : Ancient astrology dictates the Blue Sapphire to be the Gem of Saturn. Associated with calm and serenity, blue sapphires were worn in intricate adornments on Saturday, the day of the planet Saturn or Shani.

Kalasha Jewellery

This collection is a testament to the deep-rooted traditions and beliefs associated with gemstones. Each piece in the collection is meticulously crafted to symbolize the planetary influences and auspicious significance attributed to specific gemstones like Rubies, Pearls, Corals, Emerald, Yellow Sapphires, Diamonds, and Blue Sapphires across the days of the week.



CURRENT OFFERINGS

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

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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. Guttapusalala 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

The Graff Pink Diamond

The Graff Pink Diamond is the most expensive single jewel ever sold at auction.

The diamond is 24.78 carats and was sold for \$46 million.



AWARDS & ACCOLADES



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

Jewellery Certified By:

