

Udaipur : Kalyan Jewellers, India's trusted and leading jewellery brand will showcase a specially curated selection of exquisite jewellery for the occasion of Akshaya Tritiya. Over 5,000 designs from different states of India selected from Kalyan's Tejasvi, Mudhra, Anokhi, Apoorva, and Antara collections will be made available for customers to ring in the auspicious occasion.

Ramesh Kalyanaraman, Executive Director, Kalyan Jewellers said, "Akshaya Tritiya is an auspicious day wherein people buy gold for good luck and prosperity. We have a compelling collection of jewellery that caters to distinct requirements of customers. Kalyan Gold card Customers can also take advantage of the ongoing sale that provides unique offers and discounts and pre book jewellery for delivery on Akshaya Tritiya, and extract more value from their purchases."

"We look forward to robust sales of jewellery sales on May 9th. We expect people to come in large numbers and expect sales growth at 15 to 20 per cent compared to last year and further believe that Akshaya Tritiya will trigger the momentum for jewellery sales for the rest of the year," Kalyanaraman added.

Tejasvi, the new collection will be highlighted in a new advertising campaign featuring the new brand ambassador, Sonam Kapoor. The Tejasvi collection is inspired by jewellery from the state of Rajasthan, with enameling in vivid colours and designs on the reverse, while the Kundan setting is in the front.

The Apoorva collection comprises of chokers and necklaces, a quintessential adornment for the bride-to-be

bangles. These necklaces are created using a traditional canvas of organic motifs and a labyrinth of diamonds. The designs have an illusion setting that deliver more brilliance and a bold flourish.

A unique collector's edition series, Mudhra brings together the fine tradition of handcrafted jewellery with subtle touches of contemporary ideologies. Embellished with emeralds, rubies, pearls and other precious stones, every Mudhra piece celebrates the grandeur of tradition and the splendour of our glorious heritage, through designs that transcend time.

From stunning chokers to statement earrings, from elaborate necklaces to glorious bangles - Mudhra is unapologetically bold and versatile. Each piece of jewellery captures the natural beauty and architecture of Gujarat and Rajasthan which is brought to life by exquisite craftsmanship such as Meenakari, Kundan and Nakkashi unique to the region.

This Akshaya Tritiya, customers of Kalyan Jewellers will have a surfeit of options to make their auspicious gold purchase.

Kalyan Jewellers has launched a special Annual Sale for its Gold Card customers. The sale will be held at the Kalyan showrooms from May 1 to May 7. The week-long sale will provide several offers and discounts on purchase of certified gold, diamond and uncut diamond ornaments and the Polki collection.

Customers can pre-book jewellery in the sale offer period and take delivery on Akshaya Tritiya. To enroll as a Gold card member, customers can