ISSUE 03 | MARCH 2021

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AN INITIATIVE OF



KHALSA 1699

World's First Khalsa 1699 Watch Takes World By Storm **OCEAN LION**

Events

International Trade Wing

Trending

Ek Mik Meetings

Events Round Up Mar²2

Sikh pplause

Vision being actualized through channelizing our legacy to its highest potential

khalsa1699watches.com



Indian - Australian watchmaker's luxury creation captures the 'Spirit of Khalsa'

Iconic visionary, Melbourne-based Mr Danny Singh created a niche brand inspired by his religion of faith, "Sikhism." The story of it's conception is stranger than fiction. His legendry success story is a beacon of inspiration for the youth of today and worth emulating for all those who are passion driven and have the fire in the belly to create their own brand, exemplary and unique.

His business acumen, pivoted him around of the most powerful warrior, "Time" and as they say "A gentleman's choice of timepiece says as much about him. He started crafting watches in 2019. This bright idea of manufacturing watches occurred to him during a random visit to London and changed his life 180 degrees.

Once he set his heart on setting up a business of manufacturing time-piece, his mind started whirling with ideas for the logo and a USP that could make his brand 'stand-out' in the bracket of luxury watches – a space currently owned by established and "larger-than-life" brand equities. He was convinced, in order to be irreplaceable, one must be distinct.

Mr Singh's yearning for perfection took him on a trajectory of divine, seeking answers for the manifestation of his brain child. He confesses, "This is when I looked inside into my own Sikh religion for inspiration. One night I dreamt of the Golden Temple and saw the Nishan Sahib that carries the Sikh symbol of Khanda with the double-edged sword, integrating both spiritual and temporal sovereignty that to me represents my religion."

Promoting Sikhism with a perspective that affirms the notion of progress and inherent dignity of all with an earnest endeavor of bridging cultural difference through his watches having 'Khanda,' representing the belief in ONE GOD, EK OMKAR as its logo on the dial and crown of his luxury range of watches has become the Aim of Australian watchmaker Danny Singh

At the centre of every serious watch guy's collection is a noble dive watch. Whether you actively paddle 100 metres beneath sea level or not, the functions and features of a dive watch are just as fun to play with out of water, as they are below it.

But just like diving isn't a cheap sport, diving watches aren't the most attainable wrist bling on the market. Because of this, we're constantly trawling the Internet for more affordable options that don't skimp out on quality. Recently, we came across a new brand that embodies this tip-top quality for less mantra to a tee: Khalsa 1699.

The brand, which specialises in high-end sport, urban and professional grade watches, takes its name from Khalsa folklore; a Sikh tradition that emanates from the 17th century, when the revered Guru Gobind Singh formed an army of spiritual warriors whose duty it was to protect the innocent from any form of religious persecution.

Today, the spirit of Khalsa lives on, through philosophies such as kindness and a service to humanity. The watches by Khalsa 1699 embody the original mythology's exotic tone in elements like sapphire crystal, the finest Japanese quartz and its signature 'Khanda' engraved crowns.

For Sikhs all over the world, the Khanda is a totem of Khalsa faith, representing peace, equity and strength through spiritualism. Khalsa 1699 is the first brand in the world to use the revered Khanda symbol as its logo.

In no piece is this commitment to quality and unique symbolism more legit than the brand's own dive watch, the 'Ocean Lion'.



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From the Founder's Desk



Sikh Applause!

International Delegates Visit Gurdwara Shri Bangla Sahib ji, An oasis of spirituality to experience ultimate peace and harmony. Explore the tenets of the sacred Sikh Philosophy.

This initiative provides the Ambassadors/Delegate an opportunity to get a sneak peek and explore the Sikh culture, traditions, customs, beliefs, language., and much more. Hence, providing an alternative perspective! It broadens one's horizons and increases the tendency of acceptance for cross cultural exchange.

World Sikh Chamber of Commerce (WSCC), a non-profit organization that comprises a cross-section of Sikh Entrepreneurs, Professionals, Business Owners, and Budding start-ups showcases Rich Sikh Culture and legacy to Foreign delegates on their Gurdwara Visit. New Delhi, 12th of March, 2021.

Delhi-based non-profit organization, World Sikh Chamber of Commerce (WSCC) along with the support of Delhi Sikh Gurdwara Management Committee has taken this maiden step for showing Rich Sikh culture and legacy to Foreign Delegates on regular intervals.

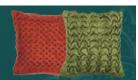
WSCC was established in 2020 with an aim to bring together Sikh businesses and professionals in the spirit of an enterprise and provide them an effective and efficient platform for business networking which assists them in the growth of their business and professional careers.

"We have Strong, Rich, heritage, culture and Tradition, let the world know about it and share our pride in their respective countries," says Dr. Parmeet Singh Chadha, Founder of WSCC.

WSCC International Trade wing, the hosts to the delegation of the following renowned delegates, is a part of WSCC operates with a sole objective to connect Members to Global opportunities and assist in business and networking among all foreign countries.



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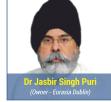




























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Events of International Trade Wing



















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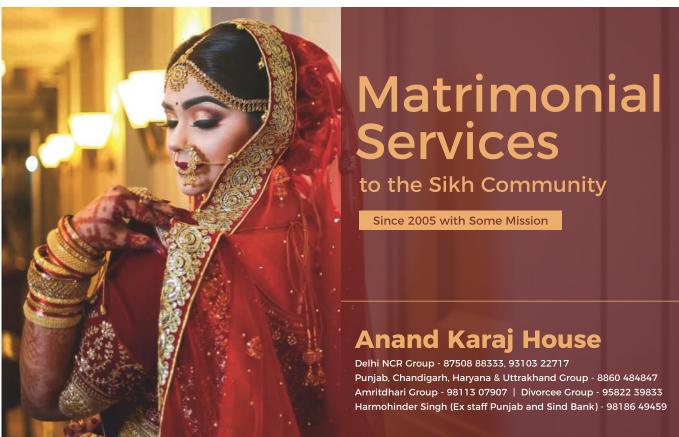
WSCC Weekly Meetings













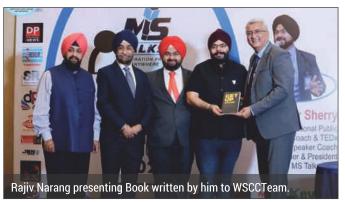
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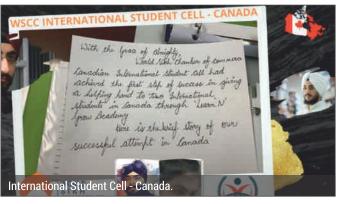




















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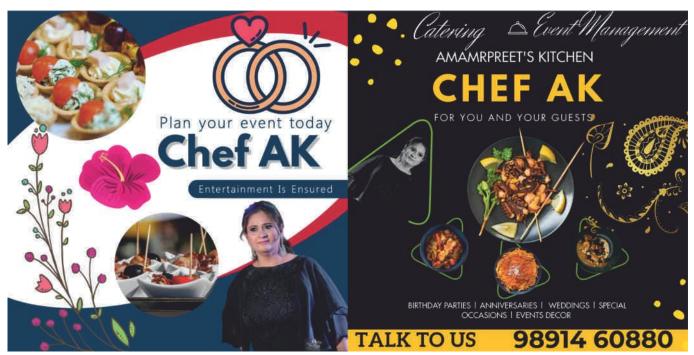






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