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Silver Show Of India

SSI SILVER
SHOW OF
INDIA

A B2B EXHIBITION ON SILVER JEWELLERY AND ARTICLES

8th - 11th JUNE 2023
#DAY 2
9th June 2023

Silver is truly in the spotlight at SILVER SHOW OF INDIA

By STEVE FERNANDES



The last couple of year's reports and analysis on silver, and silver jewellery, constantly remind us of rise in silver demand, rise in silver jewellery fabrication, and to use the cliché **SILVER IS THE NEW GOLD**.

World Silver Survey 2023 states all major silver demand categories achieved record highs in 2022, pushing total silver demand to a new high of 1.242 billion ounces (Boz) last year. Jewellery, silver artefacts and silverware rose by 29 and 80 percent, respectively, leading to the total global silver demand milestone.

Reading facts and figures is one thing, but actually seeing the frenzy with regard to silver on the ground is another experience altogether.

At the **SILVER SHOW OF INDIA (SSI)**, silver is truly in the spotlight. The shine and shimmer

of silver is clearly visible in the marvellous and magnificent jewellery, artefacts and silverware on offer.



The exhibitors, retailers and all others in the value chain are overwhelmed by the demand for jewellery and artefacts. This bullishness is triggered by rising gold prices, consumers want a wide variety of jewellery at affordable prices, ever-changing fashion trends... and finally the sheer elegance of silver.

SSI saw the biggies in retail- **Kalyan, Bhima, Thangamayil**, and other—going on a buying frenzy, to the delight of the major manufacturers like **Purple Jewels, Emerald Silver, Silver Empire, R V Agarwal, Derewalla Industries**.

As we went around chatting with some of the big buyers, it hit us that purchases of one tonne.. and more was the flavour of the day. The top of the pyramid were blown away by the range, variety and pricing. "I am stunned by the variety and range of silver jewellery available under one roof. Visiting SSI, we realized the variety of silver jewellery available in India. I see a major trend in popularity of silver jewellery -- a new trend of consumers purchasing silver artefacts and decorative articles. Besides silver jewellery there will growth in silver furniture, silver in pooja rooms", said **Rajesh Kalyanaraman**, Executive Director - Kalyan Jewellers.



I have never seen such a beautiful jewellery trade event, with especially one dedicated to silver jewellery, with such wide variety. For two days I have been constantly meeting with manufacturers exhibiting at SSI and placing firm orders", said **BA Ramesh**, Joint MD- Thangamayil Jewellery Ltd, one of the biggest, and most respected players, in the jewellery fraternity.



Purple Jewels whose portfolio consists of large variety of Temple jewellery and mix range of fusion jewellery, saw buyers swarming at the stall. The ornamental royal sword, statue of Padmababhan Swamy were the cynosure of all eyes. Ditto at Silver Empire: the masterpieces in jewellery, exquisite idols, and the magnificent statue of Shivaji Maharaj showcased unparalleled craftsmanship in india's silver jewellery segment.



It is not just about growing demand, increasing sales, but about respect and recognition. "SSI has been revolutionary for the silver jewellery and artefacts segment. It has brought recognition to the silver industry, in India and internationally. This is silver's moment", says **Dharmesh Sheth**, Proprietor, Om Jewels.

At the end of our journey through the aisles of SSI we can just say, at the risk of sounding repetitive: **Silver is truly in the spotlight**





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Om Jewels is the only manufacturer in India which creates customized gifts and articles, sculptures as per retailers demand and budget.

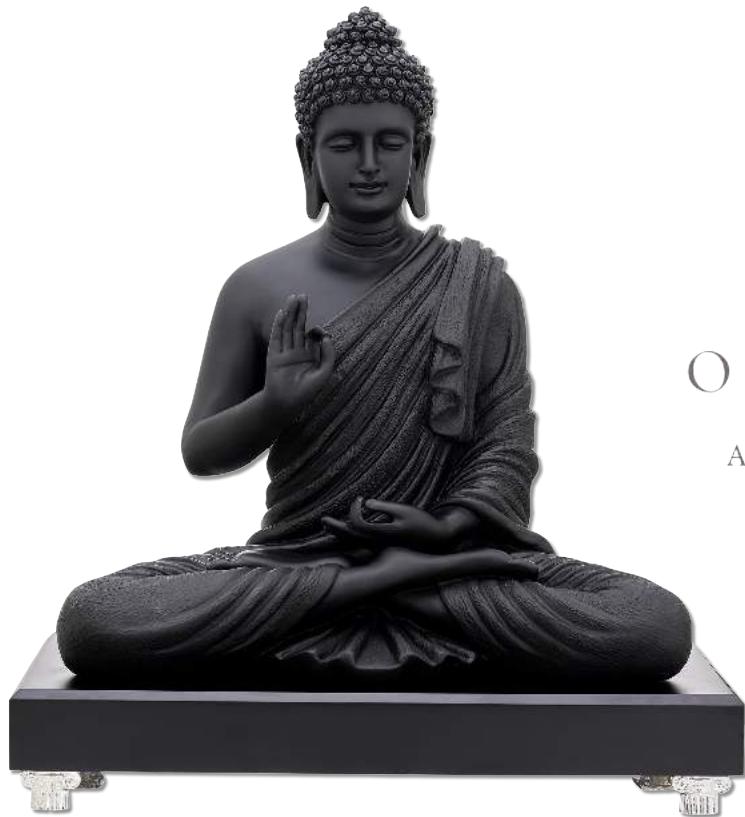


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Venue: JIO World Convention Centre Bandra Kurla Complex

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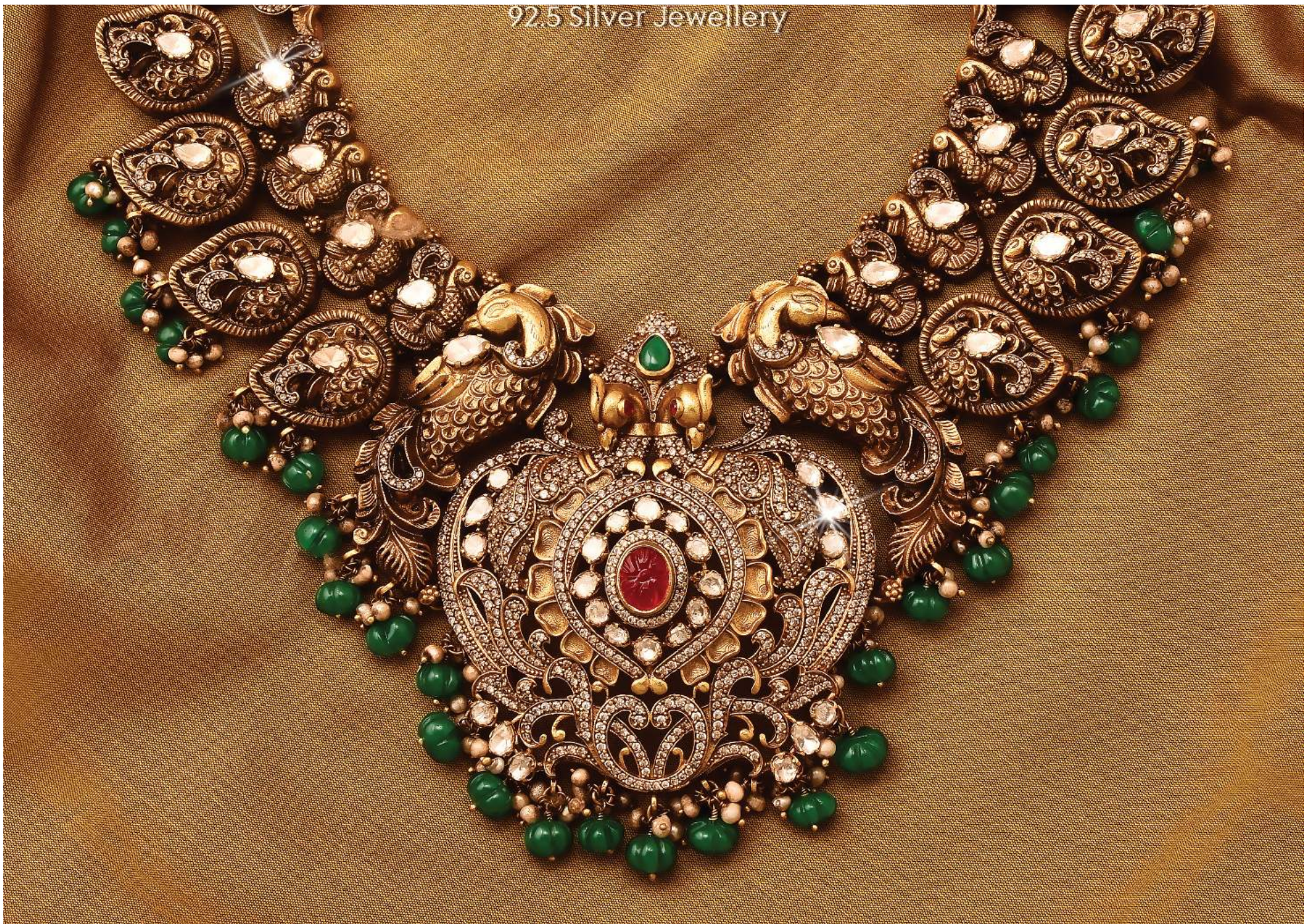
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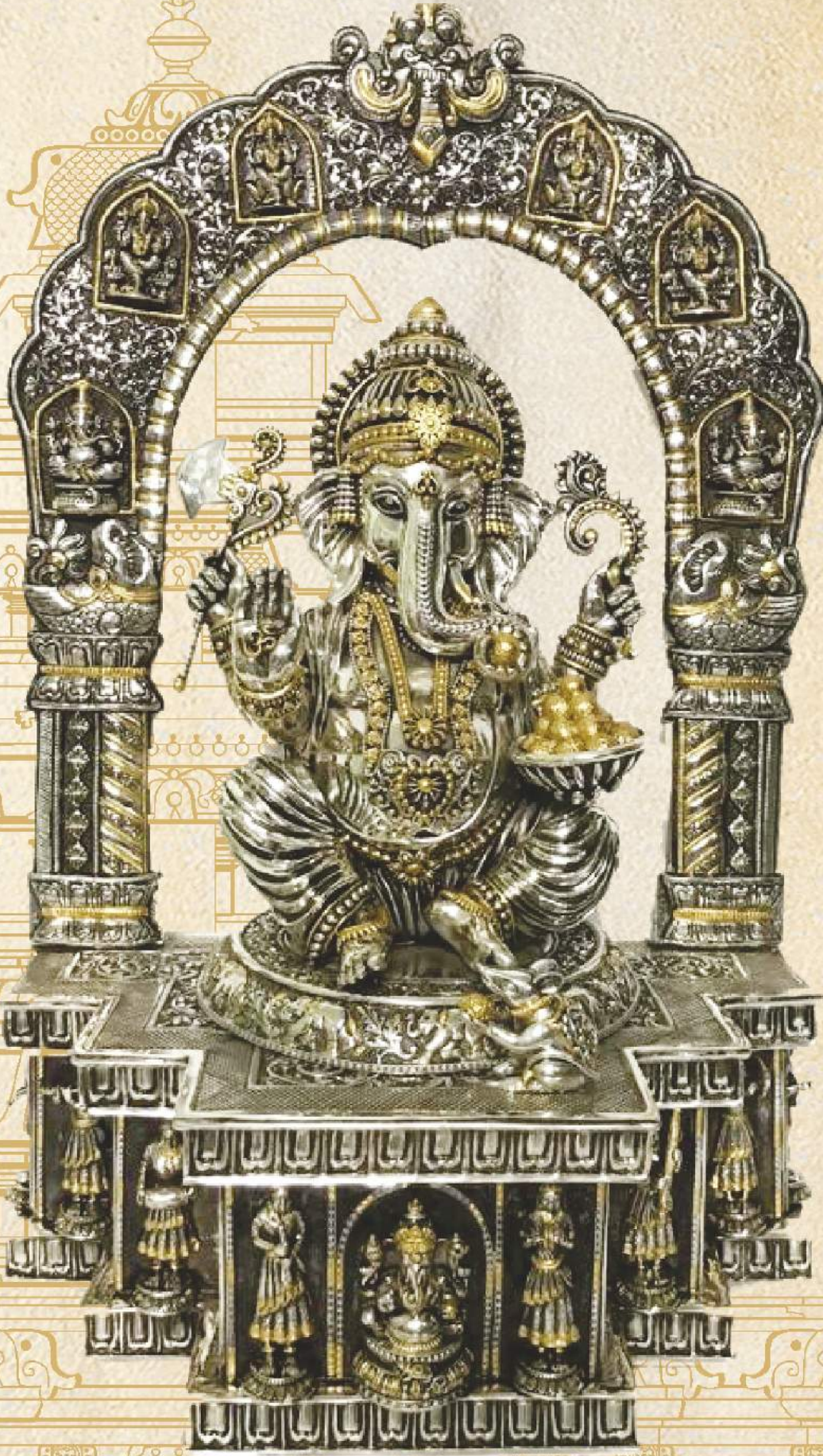
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BA RAMESH

Joint MD - Thangamayil
Jewellery Ltd - Madurai

I have never seen such a beautiful jewellery trade event, especially one dedicated to silver jewellery. For two days I have been interacting with exhibitors and placing firm orders. SSI is such a great experience. A special thanks to Chetan Kumar Mehta for all efforts he has put into SSI, and for bringing it to Mumbai and making SSI a great success

I am pleased to be at SSI -the first Silver specific trade show in India.

Retailers and resellers are thrilled at the opportunity to purchase such a variety, volume of jewellery at attractive prices. And, an opportunity to deal directly with manufacturers, and cut out the middlemen.

The silver jewellery industry and trade is enthusiastic about SSI - and hoping it gets bigger and better.

I thank the organizers GES, IBJA and all involved with SSI.



KARTHIK SURABI

Chairman - Surabi Bullion &
Coswan Silvers - Coimbatore



PAVAN

Gautham Gold
Bengaluru

I am distributor for Emerald; I am glad that Emerald has launched Heritage Collection, and other beautiful collections at SSI. The atmosphere at SSI is positive. I hope SSI gets bigger and better.

SSI is a wonderful experience. Excited to be here - over 400 exhibitors, innovative products, wide variety of collections. Good to see manufacturers keeping up with trends and fashions.

SSI is a boon for silver jewellery industry. And a great place for networking. I see exciting times ahead for silver jewellery segment, given the inclination of consumers for silver jewellery.



ABHISHEK BINDUMADHAV

MD - Bhima Jewels Pvt Ltd
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JAYESH RATHOD
Proprietor-Ornament Creations
(Mumbai)

SSI has been very special for the silver jewellery industry. As exhibitors we are enthusiastic, seeing the steady flow of visitors who are serious buyers. SSI has been truly beneficial. A big thank you to Sreekanth and his team at GES for excellent organisation and management of SSI.



RINKU CHOUDHARY
Five Finger Handicrafts Pvt Ltd -
RIVVAZ - (Kolkata)

This is our first time at SSI, it is a beautiful show. Good to see focussed buyers. Good footfall and potential customer – we are having a lovely time.



DHARMESH SHETH
Proprietor - Om Jewels, (Mumbai)

SSI has been revolutionary for the silver jewellery and artefacts segment. It has brought recognition to the silver industry, in India and internationally.

Buyers are excited at the quality, variety, innovation on offer, all under one roof. Some of the retailers felt SSI should be held four times a year.

I thank the organizers and extend my full support to SSI.

SSI is great experience. I appreciate the manner in which the organizers promote SSI, and promote the exhibitors. I am pleased with high footfall and genuine, relevant visitors.

Very grateful to SSI organizers - will surely participate in all future editions of SSI



JUHI JAIN
Founder, dibiaa (Jaipur)



NINE SILVER



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