

#SHOWBUZZ - SSI 2024

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**SSI - 4th Edition inaugurated at
BIEC, Bengaluru**
Silver is in the Spotlight!

4th EDITION SSI SILVER SHOW OF INDIA
AN EXCLUSIVE B2B EXHIBITION
ON SILVER JEWELLERY & ARTICLES
12th - 15th DEC 2024
BIEC BANGALORE INTERNATIONAL
EXHIBITION CENTRE
TUMKUR ROAD - BENGALURU



SSI - Bengaluru, 4th Edition was formally inaugurated at **BIEC, Bengaluru** by Chief Guest **Rajesh Kalyanaraman**, Executive Director - Kalyan Jewellers in the presence of Guests of Honour **Dr. T A Sharavana**, Member - Karnataka Legislative Council, **Ba. Ramesh**, Jt MD - Thangamayil Jewellery Ltd. Present at the inauguration were **Dr. Chetan Kumar Mehta**, President - JAB & President, Jewellery Division - IBJA, **Suresh Ganna**, Chairman - Exhibitions Committee - JAB, Directors and Silver Committee Members of JAB, **Sreekanth Urs**, MD - GES India Inc. and dignitaries from the GJ industry.

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We at Kalyan stand focussed on silver. Our product requirements are met, industry is growing and there is great demand from consumers.

Rajesh Kalyanaraman
Executive Director
Kalyan Jewellers

Speaking at the inauguration of SSI-BENGALURU 4th Edition



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**GIYAN Collection from
Sangeeta Silver, Bengaluru launched
at SSI 4th Edition, Bengaluru**

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Rajesh Kalyanaraman, ED, Kalyan Jewellers along with Ba Ramesh Jt MD- Thangamayil Jewellery and TA Sharavana, Member Karnataka Legislative Council and Dr Chetan Kumar Mehta, President - JAB & President, Jewellery Division - IBJA unveiled the GIYAN Collection - Source of Silver Creativity from Sangeeta Silver, Bengaluru at SSI 4th Edition, Bengaluru. Present at the launch were Tarun Badera and Kunal Badera from Sangeeta Silver - Bengaluru.

The GIYAN Collection features a wide array of silver articles including diyas, idols, pooja items, utensils and more.

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#Glimpses Of SILVER SHOW OF INDIA 2024

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INDIA'S BIGGEST SILVER SPECIFIC TRADE SHOW
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Purple Jewels Shree Anantha Padmanabhaswamy silver statue is a masterpiece

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This 5ft long statue weighing 75 kg is a highlight at SSI 4th Edition- Bengaluru



Purple Jewels has created a masterpiece with their silver statue of **Shree Anantha Padmanabhaswamy**. This is an exact replica of the statue in Shree Anantha Padmanabhaswamy temple in Kerala .The dimensions of the statue are: **width 3 feet,length 5 feet and height 3 feet. 75 kg** of silver has gone in the making of this marvel. Skilled craftsmen took around 6 months to create this piece of sacred art.

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Voice of Silver's tribute to Shaheed Major Varadarajan

A salute to a noble son of India

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Voice of Silver has created a tribute in memory of a noble martyr, late **Major Mukund Varadarajan** who served in the Rajput Regiment. He sacrificed his life during a counterterrorism operation in Jammu and Kashmir while on deputation to the 44th Rashtriya Rifles battalion. He was posthumously awarded the Ashoka Chakra.

Inspired by the Tamil movie Amaran, the founders of Voice of Silver decided to celebrate the valour of this noble son of India. They created a red box lined in velvet and adorned with 3 kg of 925 silver. The box has the Rajput Regiment insignia, Ashok Chakra and a citation – all in silver. The box, which is showcased at SSI - 4th Edition-Bengaluru will be presented to the family of Major Varadarajan after the show. It will be used to house the national flag and Major Varadarajan's awards and any other belongings.

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Mehta Silver - Couture Silver Jewellery

An enchanting blend of elegance and luxury

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Mehta Silver - Couture Silver Jewellery from Mehta Ventures showcased a dazzling array of exquisite silver couture jewellery at SSI 4th Edition- Bengaluru.

The combination of silver, premium CZ and color stones allowed for an enchanting blend of elegance and luxury. The colour palette, intricate patterns and bold statement pieces lent themselves to endless creative possibilities.

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SSI-4th Edition-Bengaluru

*Business is buzzing! Serious buyers, brisk sales...
it's all happening at SSI*

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