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**GES WORLDEX INDIA  
TRADE EXHIBITIONS  
POWERHOUSE**

A perspective from

**SREEKANTH URS,**

CMD - GES WORLDEX INDIA PVT

SSI Mumbai



# FROM THE PUBLISHER

There are very few people who find their true calling and dedicate their entire lives to perfecting it. Sreekanth Urs is one of those rare, inspiring souls. As CMD of GES WORLDEX INDIA, he hasn't just organized exhibitions; he has poured his heart into creating them. It has been wonderful to watch him and his deeply committed team build such incredible, vibrant platforms from the ground up.

What he accomplished with the Silver Show of India (SSI) is something truly special. By giving silver its very own stage, he gave voice to what so many of us in the industry already knew: silver was never just a supporting player. He made sure it was finally celebrated as the star it truly is.

Here at JEWELBUZZ, we have always been incredibly proud to stand beside GES as a media and promotions partner. But honestly, the most beautiful part of this journey has been the personal connection. His genuine warmth, kindness, and ever-welcoming smile that makes working together an absolute joy. He has always been so much more than an industry colleague to us - a dear and valued friend.

From all of us at JEWELBUZZ, we send our warmest wishes to Sreekanth and the wonderful team at GES WORLDEX INDIA. We can't wait to see the incredible things you do next, and we look forward to sharing many more beautiful chapters in our long and fruitful journey together.

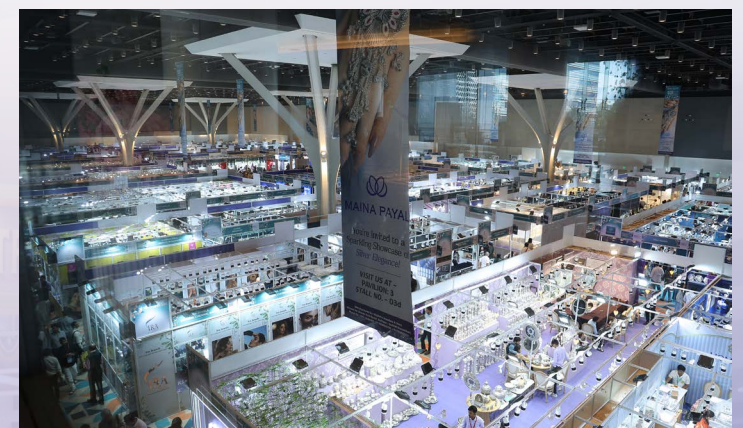
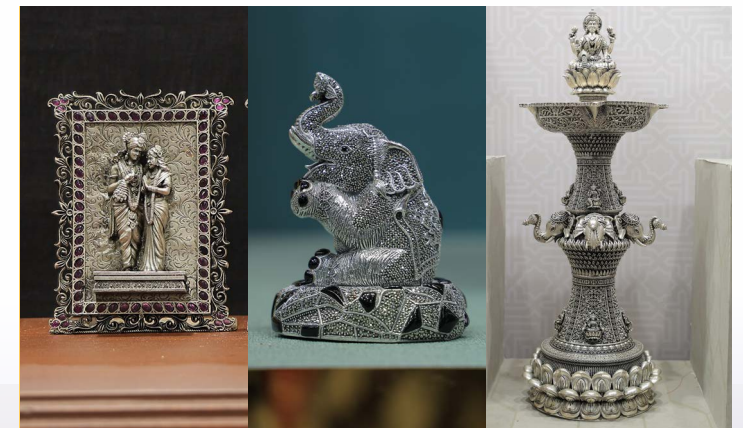
Warm Regards

*Vivek Kabra*  
Founder and Publisher - JewelBuzz

www.jewelbuzz.in | vivek@jewelbuzz.in  
For Business Enquiries - +91 9082238173 | +91 9819083366



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Dear Friends

On behalf of the leadership team at **GES WORLDEX INDIA PVT LTD.**, I would like to formally express our appreciation for your continued alignment with our organizational objectives. Since our market entry in 1997, GES has remained hyper-focused on **disrupting the exhibition landscape** through scalable innovation and a commitment to operational excellence. Our trajectory of success is a direct result of the synergistic relationships we maintain with our premier exhibitor base and visitor demographic.

It has been an absolute delight to work alongside the jewellery sector through SSI and SJS. This industry holds a very special place for us—not only for its creativity and craftsmanship, but for the people who bring it to life. Over time, many of our clients have grown to become close friends and trusted confidants. I have been warmly embraced by the jewellery fraternity, welcomed with genuine affection, and made to feel truly part of an extended family.

The Silver Show of India represents a high-water mark for our domestic portfolio. SSI has helped the industry articulate something it always knew but rarely said out loud: that silver is not a secondary category, but a primary one — and that it deserves to be treated as such.

We would like to extend our heartfelt thanks to all our exhibitors and retailers who took the time to be part of our shows and added such energy to them. We are equally grateful to our vendors and business associates for their continued trust and partnership. A special note of appreciation goes to IBJA, JAB, and the local trade associations for their unwavering support and valuable guidance throughout.

We would also like to sincerely thank JEWELBUZZ and our media partners. Your collaborative spirit and strong multi-channel support have played a meaningful role in strengthening our voice and helping our recent initiatives reach a wider audience. Thank you for believing in our journey and being such an important part of our growth. We remain committed to delivering exceptional value and look forward to achieving many more milestones together.

Best regards,

**Sreekanth Urs**  
CMD - GES WORLDEX INDIA PVT LTD



# Industry accolades and recognition

*Reflecting GES's consistent commitment to quality, leadership, and innovation*

GES Worldex India's trajectory exemplifies not merely expansive scale, but a legacy of distinguished industry accolades and recognition.

These honors underscore GES's steadfast dedication to superior standards, visionary

leadership, and pioneering innovation, affirming its pivotal role in shaping the evolutionary landscape of India's exhibition ecosystem.

What makes GES special is its skill in creating exciting experiences, not just

events. Every exhibition uses deep industry knowledge, careful planning, and real value for everyone involved—from exhibitors to buyers. GES does not just hold events -it builds places where businesses grow, new trends start, and industries change.

<p><b>2021</b> Exhibition Excellence Awards (Runner-up in the big show category)</p>	<p><b>2022</b> Exhibition Excellence Awards (Runner-up in the big show category)</p>	<p><b>2023</b> Exhibition Excellence Award (Top 3 clubs of star debut show &amp; Outstanding Contribution to the Jewellery Industry)</p>	<p><b>2024</b> Exhibition Excellence Award (1<sup>st</sup> Runner-Up "The Challenger", Game Changer Exhibition of the Jewellery Industry)</p>	<p><b>2025</b> Exhibition Excellence Awards Distinguished Leadership Award Winner – "The Challenger" IBJA Award (Best Exhibition of the Jewellery Industry)</p>
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# GES WORLDEX INDIA Trade Exhibitions Powerhouse

*A perspective from Sreekanth Urs, CMD - GES Worldex India pvt. ltd.*

## A Legacy Built on Experience

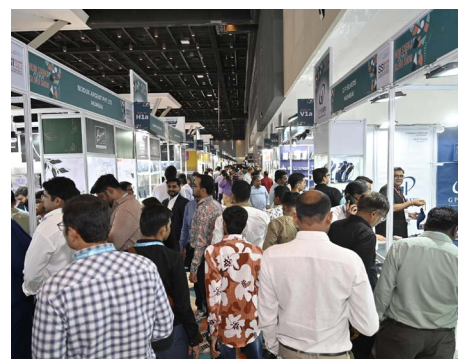
**F**ew organisations in India's trade exhibition landscape can claim a history as deliberate and deeply rooted as **GES WORLDEX INDIA PVT LTD**. Founded in 1997, the company began its journey with consumer exhibitions—B2C events designed to connect brands directly with audiences. Over the following decades, the organisation methodically expanded its canvas, venturing into business-to-business (B2B) formats across building materials, security equipment, and furniture and jewellery.

**Sreekanth Urs**, represents a rare breed of industry professional whose entire career has been devoted to a single discipline. For him, exhibitions are not merely a business but a calling refined over a lifetime of execution and iteration. Even though he does not boast of dazzling academic qualifications, his success demonstrates hard work, diligence, and laser focus on the field he has chosen. Under his leadership, the company today stands as a seasoned architect of trade platforms, guided by a team deeply embedded in the exhibition ecosystem.

## The Jewel in the Crown: The Success of SSI

While the organisation operates across multiple successful verticals, the **Silver Show of India (SSI)** stands as a definitive hallmark of achievement for **GES WORLDEX INDIA PVT LTD**.

Every meaningful industry movement begins with an unmet need. For India's silver jewellery manufacturers, that need was long-standing: despite their craftsmanship, they remained peripheral to major trade circuits. **SSI**, conceived and organised by



**GES WORLDEX INDIA PVT LTD**, was designed to change that narrative.

- **From Regional to National:** Launched in June 2022 in Bangalore with 74 participants, SSI saw rapid adoption. By the time it moved to the premium Jio World Convention Centre in Mumbai, it had transformed into a pan-India powerhouse.
- **Unprecedented Scale:** The upcoming edition in Mumbai features over **495 exhibiting companies** across **1400 stalls**, spanning **150,000** square feet.
- **Economic Impact:** Logistics partners report a **300% increase** in the volume of silver goods transported over the last two years, a trend directly correlated with the momentum generated by SSI.

Looking forward, **GES WORLDEX INDIA PVT LTD** has articulated a clear three-city architecture for SSI

1. **Mumbai:** The financial anchor for pan-India trade.
2. **Bangalore:** The dedicated South-focused platform.
3. **Delhi:** The upcoming North Indian hub

Through SSI, **GES WORLDEX INDIA PVT LTD** has not only created a marketplace but has professionalised a historically informal segment, giving silver the primary stage it deserves.



## The Paradox of Success: Why Achievement Raises the Bar

A core philosophy at **GES WORLDEX INDIA PVT LTD** is that previous success complicates future endeavours rather than simplifying them. As **Sreekanth** articulates, a landmark event resets stakeholder expectations.

“Each successful exhibition creates a benchmark that the organisation must not only meet but surpass. The effort required in execution and creative vision does not diminish—it intensifies.”

This discipline is evident in the company's operational rhythm. The culture is one of perpetual reinvention, where the conclusion of one event is merely the starting signal for the next.

## Diversification and Macro Outlook A Robust and Versatile Portfolio

The success of SSI is built upon a foundation of diverse and long-standing exhibition brands. **GES WORLDEX INDIA PVT LTD** maintains an extensive footprint across the Indian subcontinent through a variety of specialized shows:

- **IFF TECH INDIA:** A flagship event hosted in **Bengaluru**, serving as a vital node for
- **Jewellery Show of India :** Retail show that showcases a wide range of jewellery styles and designs.

technical trade and innovation.

- **The Interior & Furniture Exhibition:** One of the most geographically expansive shows in the portfolio, covering key markets across Karnataka, Andhra Pradesh, Tamil Nadu, and beyond—including **Bengaluru, Mysore, Mangalore, Tirupati, Vijayawada, Vishakhapatnam, Coimbatore, and Madurai**.

- **Auto Expo:** Bringing automotive excellence to regional hubs such as **Mysore, Coorg, Davanagere, Hubli, and Belgaum**.

- **The Best of Jewels:** A curated showcase of fine craftsmanship reaching discerning audiences in **Mysore, Coorg, Davanagere, and Hubli**.

- **Build-Con & Agarbatti Sector:** Established platforms in building materials and the incense stick supply chain, further demonstrating the company's ability to organize complex B2B ecosystems.

From a macro perspective, **Sreekanth** views the Indian exhibition industry at a structural inflection point. With the entry of major international players and the rise of mega-scale events, exhibitions are evolving from “below-the-line” activities into premium marketing vehicles essential for national commerce.

## Challenges and the Road Ahead

Despite the optimism, **Sreekanth** identifies a pressing challenge: the unchecked proliferation of jewellery exhibitions. He advocates for a structured, industry-wide dialogue to rationalise the calendar and protect the quality of trade platforms.

The journey of **GES WORLDEX INDIA PVT LTD** is a testament to the belief that growth and humility must travel together. In a service industry built on relationships, the ability to remain grounded while pursuing excellence has been central to the company's three-decade endurance. Under the guidance of **Sreekanth Urs**, the organisation continues to elevate the standards of the Indian trade exhibition industry, one benchmark at a time.

# SILVER SHOW OF INDIA

**A unified platform empowering India's silver retail and manufacturing ecosystem.**

Historically, India's silver jewellery manufacturers operated on the periphery of the major trade exhibition circuit. Despite their rich craftsmanship, they lacked a dedicated, high-profile national stage. To bridge this gap, **GES India Incorporated** launched the **Silver Show of India (SSI)** in June 2022. Designed as a structured response to a long-standing industry demand, SSI has rapidly evolved from a foundational spark into one of the country's most consequential specialized jewellery trade exhibitions.

### From Regional Roots to a Pan-India Powerhouse

The trajectory of SSI reflects a story of deliberate, strategic scaling:

- **The Bangalore Beginnings :** The inaugural show drew 74 participants, a number that nearly

doubled to 133 by the second edition in December 2022, signaling growing trade acceptance.

- **The Mumbai Strategic Pivot :** Moving the exhibition to the premium Jio World Convention Centre in Mumbai was a deliberate move to elevate silver to the same status as fine gold and diamond jewellery. The June 2023 edition validated this choice, drawing 173 companies, 435 stalls, and a record 10,800 trade visitors, transforming SSI into a truly pan-India platform.

### Institutional Backing and Strategic Alliances

SSI's industry credibility is heavily

reinforced by partnerships with premier trade bodies. The IBJA has been a steadfast national partner in elevating the Mumbai show's stature. Crucially, SSI has secured the formal alignment of major trade associations from Agra, Rajkot and major silver hubs-bringing invaluable community networks, authenticity, and trade clout to the platform.

### Extensive Marketing and Global Footprint

The organizers executed an aggressive, door-to-door outreach campaign encompassing over 500 districts across



**SSI SILVER SHOW OF INDIA**



India, targeting markets frequently overlooked by larger trade bodies. This is supported by deep digital engagement across LinkedIn, WhatsApp, and specialized trade networks. Internationally, the show is drawing buyers from Nepal, Malaysia, Thailand, and the USA. To cater to a premium audience, the organizers have integrated a curated buyer-engagement model, hosting buyers with 1,000 room nights at luxury hotels like Sofitel and Trident.

### Market Impact and Future Outlook

The success of SSI correlates directly with a measurable revitalization of the silver sector:

- Logistics partners report a massive **300% increase in the volume of silver goods transported** over the past two years.
- Corporate retail groups are actively expanding their dedicated silver floor space, with a Southeast-based corporate establishing exclusive silver showrooms.
- High-end designs typically reserved for gold and diamonds are increasingly being reinterpreted in silver.

Looking ahead, SSI is implementing a robust **three-city architecture**: Mumbai will anchor the pan-India edition, Bangalore will serve the South Indian market, and a new Delhi edition will capture the North Indian market.



**Dr. Chetan Kumar Mehta**  
Chairman - SSI Organizing Committee

As Chairman of the SSI Organizing Committee, President of the Jewellery Division (IBJA), and President of JAB, — I alongside my dedicated team have remained committed to providing continuous institutional support to GES. This collaboration has helped GES to elevate SSI to greater heights with every successive edition. And, of course, the dedication and professionalism of GES and Sreekanthbhai is remarkable- they haven't just organized an exhibition; they have disrupted the ecosystem with innovation and operational excellence.



**1** Working with Sreekanthbhai and GES was a magnificent experience. Through SSI, GES has given respect and status to silver sector. This is a trade show that has provided unparalleled, pan India reach to silver jewellery and article manufacturers. Sreekanth bhai and GES are always evolving and innovating. I will say this: Creativity + Innovation=Sreekanthbhai

**NIRANJAN SHETE**  
MD, Rajesh Silver Pvt Ltd

**2** My experience with GES has been truly transformative for the silver jewellery industry. SSI, as the first exhibition in India dedicated exclusively to silver, has grown into the largest platform of its kind in Mumbai. It brought together manufacturers and buyers under one roof in a way that had never been done before, creating visibility, opportunity, and a unified direction for the sector.

Working with Sreekanthbhai has been an equally remarkable journey. He is not just a pioneer and a visionary leader, but also someone who genuinely uplifts everyone around him. His constant commitment to supporting manufacturers and strengthening the industry as a whole sets him apart. He brings people together, inspires confidence, and leads with both clarity and purpose. GES and SSI have played a crucial role in shaping the future of silver jewellery in India, and I am proud to be part of this evolving story.

**ABHINEET BOOCHRA**  
Co-founder, Sangeeta Boochra

**3** With SSI, GES has provided a platform that gives us pan-India exposure. It has given boost to business in this sector. Working with GES and Sreekanthbhai was a great experience. We are optimistic and look forward to a bright future for the silver sector.

**RAKESH KUMAR**  
Jewel Crafts

**4** SSI has been a consistently successful platform for us, improving with every edition. Its growth has translated into greater confidence and stronger business momentum in the industry. The expansion has welcomed new exhibitors, further accelerating the sector's development. Kudos to GES India Ltd for their efficient and dependable support. Special appreciation to Mr. Sreekanth for his excellent leadership.

**PULKIT AGRAWAL**  
Partner, Moon 7 Silver Hub, Delhi

SSI Bengaluru



SSI Delhi





**5** SSI by GES represents a true revolution in the silver industry. In the four years since its inception, we have experienced remarkable growth. I would like to extend my sincere gratitude to Sreekanthbhai for this wonderful initiative; it has been a privilege to work alongside him, and his vision has been instrumental to our success.

**TARUN KOCHAR**  
Partner, KPS Silver

**6** It is the unwavering dedication of Sreekanthbhai that has given rise to a platform like SSI, and his continued commitment is steadily elevating it to new heights. Through GES, he has also played a pivotal role in ensuring that silver receives the platform and recognition it truly deserves.

**SURAJ NITIN GUNDESHA**  
N. Govind, Kolhapur

**7** India's silver jewellery market has seen strong growth, and the Silver Show of India (SSI) by Mr. Sreekanth, GES, has become a key platform for manufacturers and wholesalers to showcase products and connect with clients. We thank Mr. Sreekanth and the GES team for their vision, and we look forward to being a part of SSI for years to come.

**DILIP PATWA**  
Director, Usakee India Pvt Ltd.

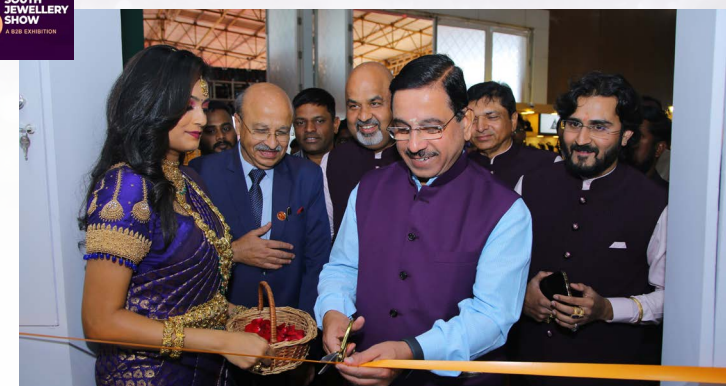
**8** Working with GES was an outstanding experience. Their expertise in organizing and managing a large-scale event was evident throughout, and their team remained consistently helpful and cooperative. SSI has truly flourished thanks to Sreekanthbhai's unwavering dedication; his continued commitment is steadily elevating the platform to new heights. Beyond the business and exhibition side, it was a genuine pleasure to work with someone as warm and friendly as Sreekanth bhai.

**DINESH KOTHARI**  
Proprietor, Vinayak Exports

**9** A big thank you to SSI and Mr. Sreekanth for putting together such a lovely platform. It's been really nice being a part of the Silver Show of India, and I appreciate all the effort that goes into making it happen. Grateful to be included.

**DARSHAN VADHER**  
Director, R K Silver, Rajkot

**SJS Bengaluru**



**Jewellery Show Of India**





**1** SSI has emerged as one of the most premier and focused platforms for the silver industry in India. What makes it truly relevant for the retailers is the incredible diversity it offers; from contemporary silver jewellery to traditional collections, across multiple categories and price points. It brings together innovation, craftsmanship, and business opportunities under one roof.

**SAMYAK SHAH**  
MD, Chandukaka Saraf

**2** Attending SSI was a truly rewarding and fruitful experience. The energy and excitement at the show was great. Other trade shows cover multiple categories—SSI's exclusive focus on silver creates a specialized environment that is invaluable for sourcing high-quality jewelry and articles. SSI continues to play a main role in driving the growth and evolution of the silver jewelry sector.

**MILAN SHAH**  
Director, Kalamandir Jewellers

**3** SSI has become India's top event for the silver industry. It's a massive one-stop shop. It brings together fresh designs, traditional styles, and great business opportunities—with products available at every price point. SSI is truly helping the silver industry grow and transform.

**SHEEL GOYAL NARANG**  
Founder and Proprietor, Glorious by Sheel

**4** SSI has evolved into one of the premier platforms for showcasing the strength and versatility of silver jewellery in India. From traditional craftsmanship to contemporary daily-wear designs, the platform brings together a wide variety of silver collections across diverse price points, making it accessible to every generation of consumers. As retailers, we see SSI playing a significant role in elevating silver as both an aspirational and lifestyle category in the jewellery industry.

**N. ANANTHA PADMANABAN**  
CMD, NAC Jewellers

**5** SSI has been an incredible platform for the silver jewellery industry - bringing together innovation, craftsmanship, and serious business opportunities under one roof. It's great to see the industry growing at this scale, with such a strong mix of retailers, manufacturers, and new design talent.

**PRIYANKA VEMULURI**  
Founder & CEO, Goyaz Silver Jewellery

**6** SSI has emerged as India's leading platform for the silver industry, evolving into a comprehensive destination for innovation, craftsmanship, and business growth. Showcasing everything from traditional artistry to modern daily-wear silver jewellery, SSI caters to every consumer segment through diverse designs and price points. For retailers, the platform plays a pivotal role in positioning silver as both an aspirational and lifestyle category, while driving transformation across the industry.

**VIVEK GANDEVIKAR**  
Director, Gandevikar Jewellers Pvt Ltd

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**IFF TECH INDIA**



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BIEC

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FOR TRADE ENQUIRIES CONTACT :

+91 98440 00515 / +91 98440 00517 / +91 98440 00534 / +91 98440 00543



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info@gesworldex.com