

SSI

SILVER SHOW
OF INDIA

BIGGER | BRIGHTER | BOLDER

25 - 28 SEPTEMBER 2026

YASHOBHOOMI, IICC
NEW DELHI

#Day 1

HIGHLIGHTS

SILVER SHOW OF INDIA
DELHI 3RD EDITION UNVEILED
AT YASHOBHOOMI, DELHI



COVER STORY

SILVER SHOW OF
INDIA

SSI strengthens India's
manufacturing and modernizes
retail.

READ MORE → 02



TREND RADAR

SILVER TRENDS TO
WATCH AT SSI

How exhibitors bridged timeless
tradition with modern market
demand

READ MORE → 14



SILVER REPORT

GOLD-PLATED SILVER
JEWELLERY SEES
GROWTH

Gold-plated silver drives the booming
demi-fine jewellery segment

READ MORE → 20



ORGANISER
SPEAK



BRANDBUZZ



INDUSTRY
SPEAK



SHOWBUZZ
GLIMPSES

Silver Show of India- Delhi 3rd Edition unveiled at Yashobhoomi, Delhi

SSI plays a pivotal role in empowering the country's manufacturing capabilities and modernizing its retail ecosystem.



Cover Story

Silver Show of India (SSI)- Delhi 3rd Edition was inaugurated at Yashobhoomi IICC Dwarka, New Delhi by Chief Guest **Vijay Khanna**, Director - Khanna Jewellers along with Guest of Honour **Ajay Talla**, Chairman - Talla Jewellers (Jammu) and **Dr. Chetan Kumar Mehta**, Chairman-SSI and President - JAB. Also present were **Amit Jindal**, Gurugram Jewellers Association and **Jigar Patel**, Jaykrishna Jewellers.

Representing IBJA were **Anurag Rastogi**, North India Head, **Kanaya Kakad**, Jt Treasurer, **Surendra Mehta**, National Secretary. Present at the inauguration were **Rajesh Lunkad**, Director- JAB, **Sreekanth Urs**, CMD - GES Worldex India Pvt Ltd and dignitaries from the GJ sector.

Established as the nation's premier silver-specific B2B trade platform, the four-day event runs from



September 25 to 28, 2026, bringing together industry stalwarts, leading manufacturers, and key retail stakeholders under the unifying banner of "One Nation, One Silver Show."



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As India’s largest trade exhibition dedicated exclusively to silver, SSI plays a pivotal role in empowering the country’s manufacturing capabilities and modernizing its retail ecosystem. The 3rd Edition in Delhi serves as an expansive sourcing hub, showcasing high-precision craftsmanship, innovative design trends, and

modern supply chain solutions tailored for the domestic and global markets. Over the next four days, SSI Delhi expects to facilitate significant trade opportunities, strategic networking, and industry-wide collaboration, further accelerating the trajectory of India’s silver movement.



Cover Story



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KISHORE M ROONWAL
Managing Director



DEEPAK ROONWAL
Director - Purchase Head



CHIRAAG ROONWAL
Director - Accounts Head

Company: Anmol Silver
Owner: Kishore M Roonwal
Designation: Managing Director
Company Address: #135, Pearl Meadows, 6th Cross, Vajreshwari Road, Gandhinagar, Bengaluru – 560009, Karnataka, India
Contact: 9845357038
Email ID: anmolsilver1@yahoo.com
Website: www.anmolsilver.in
No. of Employees: 30
Product Category: Silver Idols, Silver Frames, Sterling Silver Articles, Customized Silver Products, Silver Gift Articles, Religious & Decorative Silver Collections



Company Profile:

Anmol Silver is one of Karnataka’s leading silver retailers, renowned for its exquisite craftsmanship, innovative designs, and premium 92.5 sterling silver collections. With a sprawling 7,000 sq. ft. showroom in Bengaluru, the company offers an extensive range of silver idols, frames, gift articles, and bespoke silver creations. Committed to quality and innovation, Anmol Silver has introduced advanced 3D Ultra Technology that significantly reduces the weight of silver idols by up to 60% while maintaining exceptional detailing and aesthetics. The showroom is thoughtfully divided into specialized sections—The Heritage, The Collective, and The Artisans—to cater to diverse customer preferences. With certified 92.5 sterling silver products, customer-centric services, custom manufacturing capabilities, ample parking facilities, and old silver exchange/buy-back options, Anmol Silver continues to redefine the silver shopping experience through trust, authenticity, and innovation.



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Introducing

Anmol Silver's new featherlight gold idols-



LIGHTWEIGHT
CONSTRUCTION



MASTER
ARTISTRY



DESIGN
INNOVATION



25th to 28th
September 2026



Stall No :
E2B



India International Convention & Expo
Centre, Dwarka, New Delhi



info@anmolsilver.in



www.anmolsilver.in



+91 9035370755



Pavan Jain

Company Name: Antraa Silver
Owner Name: Pavan Jain
Designation: Owner
Company Address: 2nd Floor, Jai Ambe Building, 211/213, Sheikh Memon St, Zaveri Bazaar, Kalbadevi, Mumbai, Maharashtra 400002
Contact: +91 9193319164
Email id: sales@antraasilver.com
Website: <https://www.antraasilver.com/>
No. of Employees: 100+
Product Category: Silver Jewellery – Men | Women
Kids | Lifestyle

Company Profile:

Antraa is India’s Largest Importer of 925 Hallmark Silver Jewellery and a Top B2B Brand trusted by over 3,000 Retailers. With a 2 Lakh+ Collection sourced from global hubs like Turkey, Italy, Indonesia, Hong Kong, Thailand and China, we offer the Widest Range of Trend-Forward Designs for men, women, and kids.

More than just a supplier, Antraa is Your Strategic Growth Partner — delivering Scale, Style, and Seamless Service to help you succeed in silver.



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Because
**every
generation**
is buying silver



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STALL NO. : **E3E**
25th to 28th Sep 2026
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NEW DELHI, SECTOR 25, DWARKA

INDIA ITALY BANGKOK KOREA INDONESIA CHINA RUSSIA TURKEY

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Buzz at SSI Delhi 3rd Edition 2026



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SSI Special Silver Supplement

Company Name: MJR SILVER (P) LTD

Owner Name: RISHAB K BORANA

Designation: DIRECTOR

Company Address: 107, MJR HOUSE, CT STREET, BANGALORE

Contact: 9900044457

Email id: info@mjrsilver.in

No. of Employees: 15

Product Category: Silver Jewellery And Ornaments

A Legacy of Trust, Crafted Over Generations

Established in 1977 at Saklajee Market, Chickpet, Mahaveer Jewellers (MJR) was founded by brothers Mr. Shantilal Borana and Mr. Roshanlal Borana, who migrated from Barar (Udaipur, Rajasthan) to Bangalore in 1960. Driven by hard work and strong trade partnerships, the brand has grown into a leading wholesale gold and silver enterprise spanning Southern India.

Today, MJR bridges traditional artistry with modern technology through an advanced, high-precision manufacturing setup capable of handling large-scale wholesale production and custom designs.

We take immense pride in guaranteeing absolute purity, offering a premium range of silver anklets and exquisite antique silver jewelry that is 100% BIS Hallmarked and HUID compliant.

We cordially invite you to visit our office and grant us the opportunity to serve your business with our trusted heritage, certified quality, and manufacturing expertise.



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Your Destination in Delhi for Silver Jewellery



Stall No: G6a



**25|26|27|28
SEPTEMBER**

**YASHOBHOOMI, IICC,
NEW DELHI**



HALLMARK & HUID CERTIFIED

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ABHAY RANKA



Company: Navkar Sterling Silver

Owner: Abhay Ranka

Designation: Founder

Company Address: Navkar Sterling Silver 2 nd floor
VIMAL SQUARE, 38, Nagarathpet Main Rd, Thigalarpet,
Dodpete, Nagarathpete, Bengaluru, Karnataka 560002

Contact: 9986565664

Email id: navkarsterlingsilver@yahoo.com

Website: Navkarsterlingsilver.com

No. of Employees: 40

Product Category: Silver Jewellery & Minatures

Company Profile:

Navkar Sterling Silver is a distinguished name in the silver jewellery industry, known for its craftsmanship, quality, and timeless designs. With over 40 years of expertise, the company has built a strong reputation for delivering premium silver jewellery and exquisite miniature creations that blend tradition with elegance.

Founded and led by Abhay Ranka, the brand is committed to preserving the artistry of silver craftsmanship while catering to evolving market trends. Navkar Sterling Silver continues to serve retailers, wholesalers, and jewellery enthusiasts with products that reflect purity, creativity, and attention to detail.

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NAV KAR

STERLING SILVER



TIMELESS ELEGANCE
IN EVERY DETAIL

Stall no: H2d



THE ART OF
SILVER

DATE: 25 - 28 SEPT 2026

VENUE: YASHOBHOOMI

HALL NO: 1, SECTOR 25,
DWARKA, NEW DELHI



RUDRA IMPEX
— The Silver Hub —

No 38, Vimal Square, 2nd Floor, Nagarathpet Main Road, Bengaluru - 560002

OLD NO: 48, VEERAPPAN STREET, GROUND FLOOR, SOWCARPET, CHENNAI - 79

ABHAY: +91 9986565664 | MONISH: +91 9566135256 | SAURAV: +91 9600469670

Trend Radar

Devotion, Heritage & Diversification

The defining trends of SSI Delhi's 3rd Edition 2026

From sacred artistry to lifestyle-driven expansion, how top exhibitors bridged timeless tradition with modern market demand

Spirituality as a design anchor

Devotional and spiritual artistry emerged as the single strongest thread of the show. **Ricchezza's Idols Collection**, **SILORA's Shrinathji timepiece**, **Purple Jewels' Balaji idols** and **Shiva Lingam**, and **Anmol Jewellers' extensive range of silver and gold idols** (Vishwarupa, Panchmukhi Hanuman, Ram Parivaar, and more) together show that sacred and devotional pieces are no longer a niche category but a mainstream, premium-positioned offering across exhibitors.

Antique, oxidized and heritage finishes

SILORA's glorious Antique Finish Collection and **Oxidized Silver Jewellery** reflect a broader pull toward deep patina, folk-tribal textures, and traditional Indian artistry — a counterpoint to high-polish contemporary pieces and a signal that heritage aesthetics remain commercially strong.

Rose gold's continued momentum

Rose gold surfaced across multiple product types not just jewellery but also timepieces — as seen in **SILORA's Luxe Rose Gold Finish Jewellery** and rose-gold-finished watches, reinforcing its position as a staple modern finish rather than a passing trend.



Category expansion beyond traditional jewellery



Exhibitors are widening their range beyond rings, chains, and bangles. **Ricchezza's Anamitra** line targets infants, while **SILORA's Exclusive Timepieces** extend a jewellery brand into horology — both pointing to lifestyle-driven diversification as a growth strategy.



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Gender-Specific Design Lines

Distinct masculine and feminine lines were a notable feature, exemplified by **Ricchezza’s Cuban Collection** (bold, masculine) alongside Tixty (chic, feminine) — indicating that targeted, gender-specific collections continue to be a deliberate merchandising strategy rather than a one-size-fits-all approach.



Mastery in Silver Artefacts and Idols

Both **Purple Jewels** and **Anmol Jewellers** demonstrated the depth of skill in silver idol-making,



from the Saptashwa Vase’s mythological detailing to the technical complexity of Vishwarupa and Panchmukhi Hanuman forms, underscoring silver artefacts as a distinct and thriving craft category alongside wearable jewellery.



Balancing tradition and modernity

Taken together, the exhibitors at the 3rd edition of SSI Delhi painted a picture of an industry balancing tradition and modernity — where antique finishes and devotional artistry sit comfortably alongside rose gold sophistication, gender-targeted lines, and category extensions such as infant jewellery and timepieces. This blend of heritage craftsmanship and contemporary lifestyle relevance appears to be the defining character of the show.



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Company: Purple Jewels Private Limited

Owner: Nitesh Jain

Designation: Managing Director

Company Address: 4th Floor, 79, Vani Vilas Road, Basavanagudi, Bengaluru - 560004

Contact: 9972292790

Email id: orders@purplejewels.com

Website: www.purplejewels.in

No. of Employees: 200

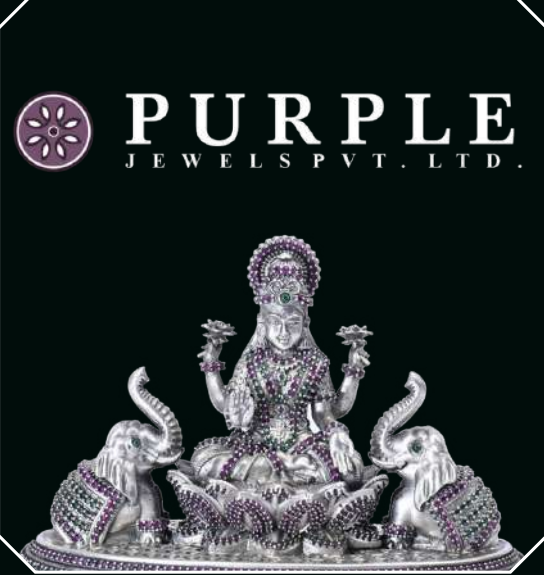
Product Category: Silver Temple Jewellery & Artefacts

Nitesh Jain

Company Profile:

Purple Jewels Pvt. Ltd. specializes in the manufacturing and supply of Temple Jewellery and artefacts in gold and silver. We are committed to offering affordable and stylish silver jewellery that helps celebrate and cherish life's special moments. Our product portfolio features a wide range of Temple Jewellery and Fusion Jewellery designs.

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Booth No.- D1a

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ON SILVER JEWELLERY & ARTICLES

25 - 28 SEPT 2026

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HALL NO : 1, SECTOR 25, DWARKA NEW DELHI



Suman



Ritesh Doshi



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Company: RICCHEZZA-Royal 925 Sterling Silver Jewellery
Owner: Ritesh Doshi
Designation: Owner
Company Address: 239 Garodia Chambers, 2nd Floor, Kalbadevi Road , Mumbai- 400 002
Contact: 9930044431
Email id: royalsilver.ricc@gmail.com
No. of Employees: 25
Product Category: Premium 92.5 Sterling Silver Jewellery

Company Profile:

Ricchezza Royal 925 Sterling Silver Jewellery is a leading Pan-India manufacturer and supplier of premium 925 Sterling Silver Jewellery, Silver Accessories, and 999 Fine Silver Products, serving diverse B2B segments across India. Trusted by retailers, wholesalers, distributors, e-commerce brands, exporters, and corporate gifting companies, Ricchezza is known for its exceptional craftsmanship, quality, and innovation.

Our portfolio includes contemporary and traditional silver jewellery for men, women, and children, along with customized collections and 999 Fine Silver Hollow Idols. With advanced manufacturing, stringent quality standards, private labeling, bulk production capabilities, and customer-focused service, we deliver products that combine purity, durability, and timeless design.

Driven by trust, consistency, and excellence, Ricchezza continues to be a preferred silver partner for businesses across the country.



Ricchezza
STERLING SILVER JEWELLERY & GIFT COLLECTION
INDIA'S LEADING 925 SILVER JEWELLERY MANUFACTURER
A ROYAL CHAINS BRAND



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Kalbadevi, Mumbai, Maharashtra 400002



Silver Report

Gold-plated silver jewellery is seeing explosive growth

Gold-plated silver jewellery is the defining shift of the modern accessories market, establishing a massive industry segment known as demi-fine jewellery

The explosive rise of gold-plated silver jewellery is the defining shift of the modern accessories market, establishing a massive industry segment known as **demi-fine jewellery**. Positioned precisely between cheap, disposable fashion pieces and cost-prohibitive solid gold, this hybrid category has transformed how consumers approach luxury.

The global demi-fine jewelry market is projected to reach **\$1.46 billion by 2035**, expanding at a rapid **CAGR of 15.96%**. Driven by a shift toward “self-gifting,” workwear aesthetics, and an aversion to fast-fashion alloys, this segment has successfully captured the modern consumer.

The Economic Catalysts

- **The “Gold vs. Budget” Dilemma:** Global solid gold prices have soared to unprecedented heights. For perspective, an intricate 26-gram piece of solid gold can easily exceed **\$1,900**, while an identical design crafted in gold-plated silver costs just a fraction of that, around **\$190**.
- **The Silver Retail Boom:** Brick-and-mortar storefronts dedicated exclusively to premium 925 sterling silver have seen a **300% to 400% surge in new store openings**. Retailers are aggressively expanding their physical footprints to capture buyers who are priced out of traditional gold but refuse to sacrifice the prestigious retail experience.
- **Investment vs. Wearability:** Traditional consumers viewed jewellery strictly as an investment asset. Modern buyers split their budgets: they relegate solid gold to bank



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lockers and build vast, versatile collections of gold-plated silver to wear out in the real world.

Shifting Demographics and “Self-Gifting”

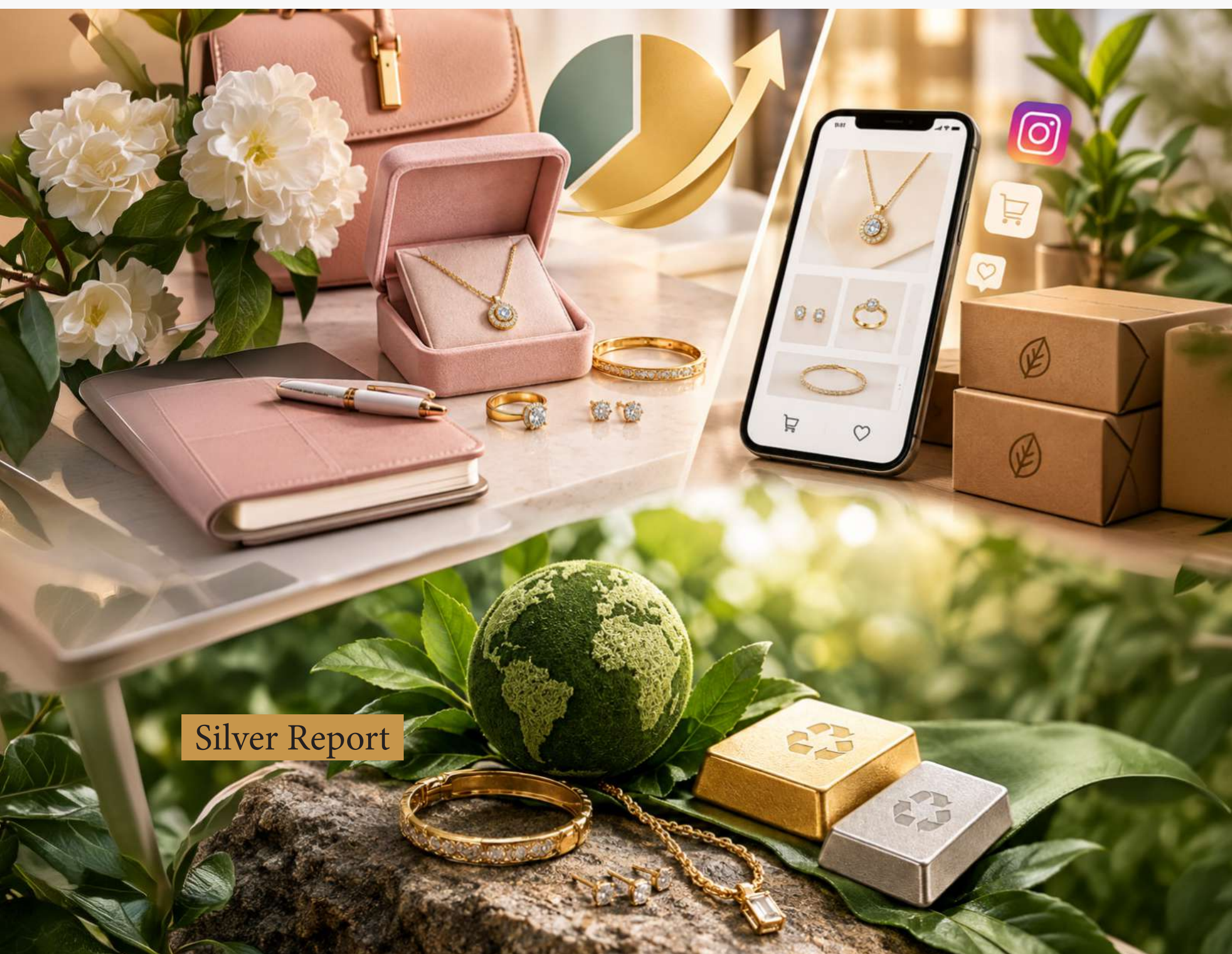
- **The Rise of the Female**

Self-Purchaser: Historically, fine jewellery was predominantly bought as a gift by men for weddings or formal milestones. Today, women account for over **62% of total demi-fine market revenue**, buying pieces for themselves to mark personal milestones, career achievements, or simply everyday office styling.

- **The DTC Revolution:** Digital-native, direct-to-consumer (DTC) brands command

a massive 41% share of the national demi-fine market. Through Instagram-driven discovery and seamless online shopping, **these brands have normalized the concept of accessible luxury.**

- **The Green Factor:** Gen Z and Millennial buyers demand ethical sourcing. Over **62% of buyers** state they actively seek out «conflict-free» or recycled metals. Because silver and gold vermeil are highly recyclable, **demi-fine jewellery perfectly satisfies the eco-conscious mandate.**



Silver Report



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Pramod Mehta

Company Name: Shinshilpi Jewellers Pvt. Ltd.
Owner Name: Pramod Mehta
Designation: Director
Company Address: The Shine House, 205/207 Kalbadevi Road, Kalbadevi, Mumbai 400002.
Contact: 022-4216-0700 | +91 8879960700
Email id: info@shineshilpi.com
Website: https://shineshilpi.com/
Mobile App: linker.ee/shineshilpi
No. of Employees: 100+
Product Category: Gold | Platinum | Silver

Company Profile:

Shineshilpi Jewellers is India’s leading B2B jewellery hub and a premier multimetall powerhouse backed by a 30-year legacy. Its portfolio features NINESHINE, the star brand showcasing 9 categories of gold across multi-karats (22kt, 18kt, and 9kt), along with PLATIN for platinum. Embracing a forward-looking philosophy, Shineshilpi introduced its newest and fastest-growing silver brand, SILORA, to capture modern retail trends. All these metal brands come together under one roof at The Shine House—a modern, luxurious head office thoughtfully designed for customer comfort and a seamless B2B sourcing experience.



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NINESHINE

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SILORA

SILVER JEWELLERY BY SHINESHILPI

THE
SHINE HOUSE

205/207 KALBADEVI ROAD, MUMBAI 400 002

T: +91 22 42160700 info@shineshilpi.com www.shineshilpi.com

#IndustrySpeak



“ It is heartening to see the massive response to SSI, the driver of growth of the silver sector. I wish SSI all the best and pray that it sees larger growth and response year on year.”

VIJAY KHANNA, Khanna Jewellers

“

SSI is not just an exhibition—it is a lifeline for the silver industry. When trade and industry speak about silver, invariably they mention SSI. This show has been instrumental in driving the growth of silver. Today, silver is, truly, the new gold.”

DR. CHETAN KUMAR MEHTA, Chairman - SSI and President - JAB



“ We have been visiting SSI regularly from Jammu. SSI has been an exceptional platform for connecting with reputable, trusted vendors who truly understand our requirements. After previously struggling to source authentic 925 sterling silver products, SSI introduced us to reliable suppliers who consistently meet our high quality standard

AJAY TALLA, Chairman - Talla Jewellers

“

SSI changed the game for silver—it has positioned silver as the gold of the future. While traders historically treated silver merely as passive inventory, SSI reframed it as a high-value, powerhouse asset.

ANURAG RASTOGI, North India Head - IBJA



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Sujeeth Bafna

Company: Silver Empire

Owner: Sujeeth Bafna

Designation: Partner

Company Address: #38 Ground Floor Vimal Square Nagarthpet Main Road, Bangalore - 560002

Contact: 9845011112 / 08041710000

Email id: silverempirebangalore@gmail.com

Website: silverempire.in

No. of Employees: 22

Product Category: Silver Artifacts & Idols and Silver Jewellery



SILVER EMPIRE



Company Profile:

Silver Empire is a trusted name in the world of premium 925 silver articles & jewellery, known for delivering exquisite craftsmanship, timeless elegance, and trend-driven collections to retailers across the globe. With a strong focus on quality, innovation, and customer satisfaction, the brand has built a reputation as a reliable wholesale partner in the jewellery industry.

Specializing in finely crafted silver articles & jewellery, Silver Empire offers an extensive range of designs that blend modern aesthetics with classic luxury. From everyday elegance to statement pieces, every creation reflects superior artistry and attention to detail.



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SE SILVER EMPIRE

Wholesaler & Manufacture
Exclusive Showroom of Silver Articles & Temple Jewellery



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NEW DELHI

📍 No.38, VimalSquare, Nagarathpet Main Road, Bangalore-560002

☎ TEL : 080-4172 5151 / 41725152

#OrganiserSpeak

SSI 2026 has opened with tremendous energy in Delhi, bringing together 290 exhibitors across 710 stalls and around 11,000 buyer registrations.

The growth we have witnessed in Delhi reflects the confidence the silver industry has placed in SSI. I sincerely thank our exhibitors, buyers, visitors and industry partners for their continued support.

Our focus remains on creating a strong platform for business, innovation, networking and new opportunities across the silver trade.”

SREEKANTH URS

CMD, GES Worldex India Pvt. Ltd.
SSI 2026 | Yashobhoomi, New Delhi





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