

SSI

SILVER SHOW
OF INDIA

BIGGER | BRIGHTER | BOLDER

25 - 28 SEPTEMBER 2026

YASHOBHOOMI, IICC
NEW DELHI

#Day 2

HIGHLIGHTS

SSI DELHI - A PULSE ON MARKET
INTENT WHERE DEMAND
TAKES SHAPE



COVER STORY

BEYOND FOOTFALLS,
DRIVING POSITIVE
SENTIMENT

A strong barometer of market
intent, trust and category demand

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TREND RADAR

TRENDS. TRADITION.
INNOVATION

Balancing heritage with demand
for lightweight, high-quality
jewellery

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SILVER REPORT

925 SILVER GIFTING
A GROWING MARKET

The 925 sterling silver gifting
segment is emerging as a distinct
and fast-growing opportunity

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EXHIBITOR
SPEAK



BRANDBUZZ



RETAILER
SPEAK



SHOWBUZZ
GLIMPSES



Cover Story

BEYOND FOOTFALLS AND TRANSACTIONS, A DRIVER OF POSITIVE SENTIMENT

SSI Delhi served as a key barometer for market sentiment—proving that true commercial vitality lies in intent, trust, and category alignment.

The atmosphere at the 3rd edition of SSI Delhi was defined not merely by transactional numbers or headcount, but by a palpable, upbeat optimism that permeated the exhibition floors.

As the Indian jewellery sector prepares for the high-stakes festive and wedding seasons, SSI Delhi served as a key barometer for market sentiment—proving that **true commercial vitality lies in intent, trust, and category alignment.**

Festive Momentum & High-Velocity Categories

Moving past raw visitor counts and booth footfalls, the core story of this edition was sustained buying momentum. Retailers and trade buyers engaged in brisk, decisive purchasing of essential, fast-moving items.



Daily staples—such as classic chains, bracelets, and payals—registered consistent velocity, setting a buoyant baseline for the quarters ahead.



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Cover Story

The Lightweight & Gold-Plated Demand

A notable structural shift emerged in buyer preference, with high demand converging around the lightweight and gold-plated categories, including complete bridal sets.



Destination Wedding Boom: Gold-plated lightweight pieces have emerged as the category of choice for luxury destination weddings, where lower asset cost directly translates to minimized logistics and security risk without compromising on aesthetic grandeur.

Sacred & Gifting Artefacts: The gifting segment saw exponential traction, driven overwhelmingly by divine iconography, sacred artefacts, and meticulously crafted idols

of deities, signaling strong cultural and ceremonial demand ahead of the festive period.

Authentication & Vendor Excellence

Beyond merchandise trends, SSI reaffirmed its role as an indispensable institutional bridge between buyers and verified supply chains. For retailers navigating sourcing hurdles—particularly in verified precious metals—the platform delivered crucial transparency and trust.

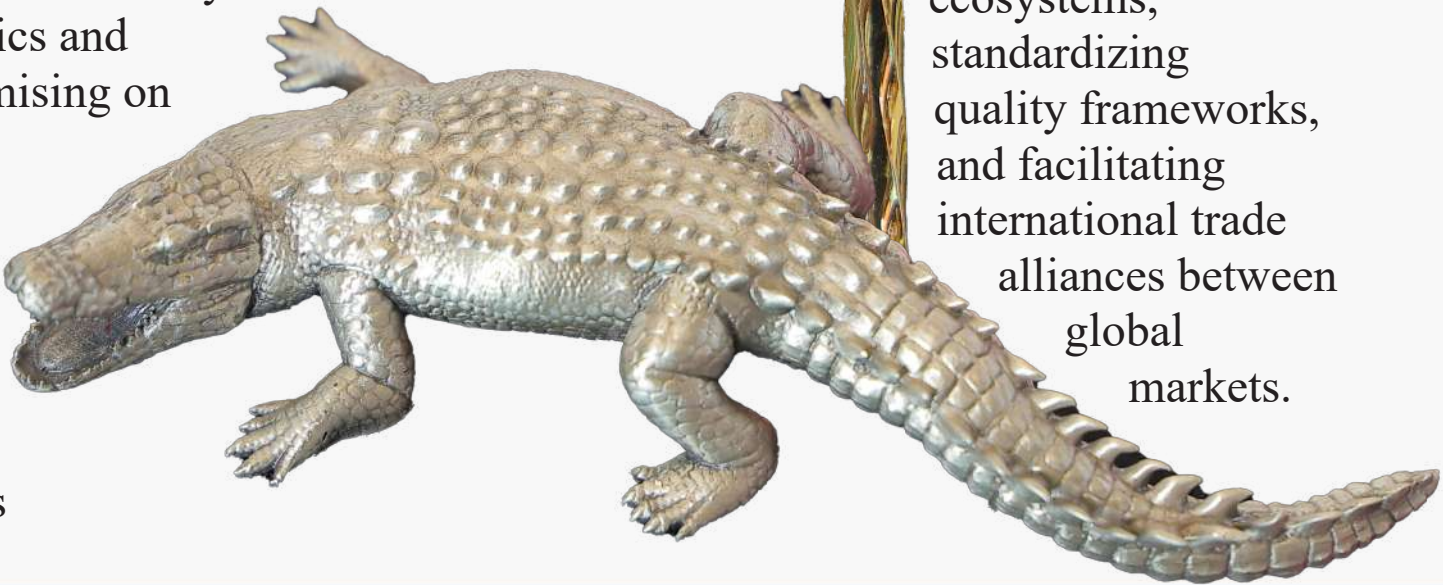
Connecting with trusted vendors

SSI has been an exceptional platform for connecting with reputable, trusted vendors who truly understand our precise requirements.

After previously struggling to source authentic 925 sterling silver products, SSI introduced reatailers to reliable suppliers who consistently meet our exacting quality standards.

Strategic Horizon: Global Industry Convergence

Ultimately, SSI Delhi 3rd Edition demonstrated that its value proposition extends far beyond local trade sourcing. The platform is rapidly evolving into a strategic catalyst capable of cross-border integration—connecting national jewellery ecosystems, standardizing quality frameworks, and facilitating international trade alliances between global markets.





SILVER EMPIRE

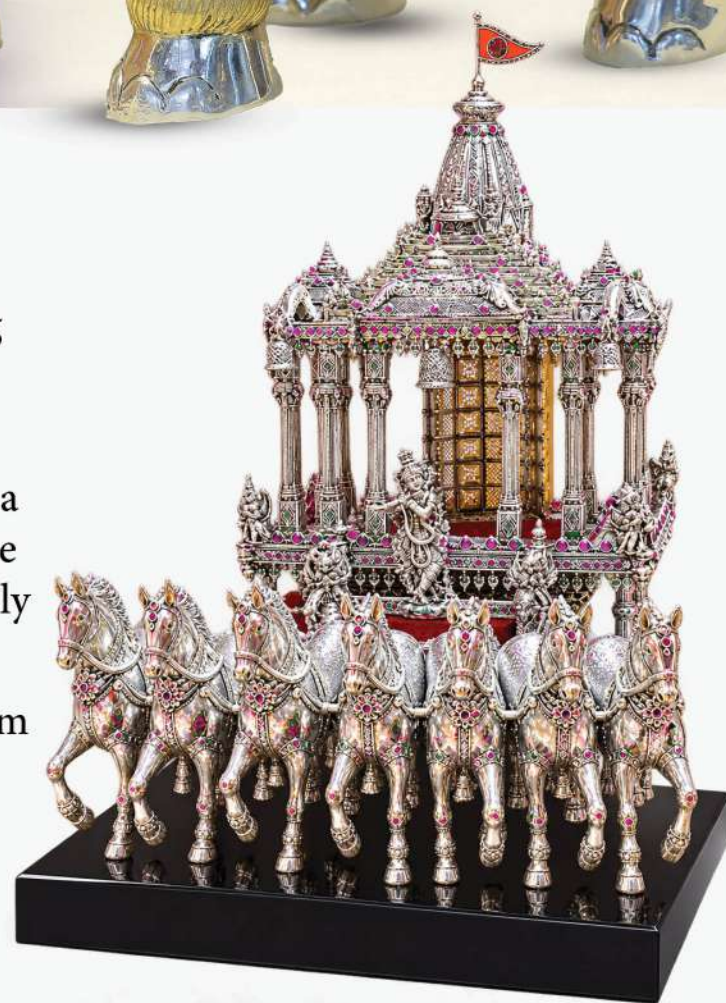
Masterful silverware & sacred art

Silver Empire showcased an extraordinary collection of fine artistry, headlined by a magnificent depiction of the **Arjuna chariot featuring Lord Krishna as the divine charioteer**.

The brand's exceptional craftsmanship was evident across a diverse display of sacred and decorative creations. Among the highlights was a meticulously detailed Ganesha mandir, crafted in pure silver alongside opulent gold-plated silver accents, and a luxury bowl featuring a deeply carved base.

Additional spiritual artistic pieces included a gold-plated Shiva Lingam and an exquisitely framed gold-plated portrait of Lord Krishna.

Stealing the spotlight as the collection's standout masterpiece was an intricately hand-carved silver elephant, richly adorned with vibrant traditional meenakari enamel work.



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ON SILVER JEWELLERY & ARTICLES

25 - 28 SEP 2026

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Trend Radar

TRENDS @ SSI DELHI 3RD EDITION

Tradition and innovation aren't mutually exclusive - they're partners

Marketplace balancing heritage storytelling with the practical demands of a market hungry for lightweight, high-quality pieces.

The silver jewellery and articles industry continues to prove that tradition and innovation aren't mutually exclusive — they're partners. At SSI Delhi 3rd Edition

it pushes brands to reach new heights in design and craftsmanship, this season's showcase revealed a marketplace balancing heritage storytelling with the practical demands of a market hungry for lightweight, high-quality pieces.



Shift to Lightweight

High gold prices are driving strong demand for lightweight silver pieces that retain a substantial, premium look without heavy grammage.

Optimistic Retail Sentiment

Retailers are actively acquiring inventory across both heritage temple designs and modern fashion-forward categories in anticipation of positive market momentum.

Hybrid Craftsmanship & Surface Finishes

Brands are blending classical techniques (Kundan, Nakash, Meenakari) with contemporary plating finishes like Black



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Rhodium and Rose Gold. Diversification Beyond Jewelry

High-art silverware, sacred sculptures, novelty keepsakes, and men's/teen wear are creating new, high-margin retail categories.

Threading through every collection was a clear market signal: demand for high-quality, lightweight jewelry is surging, driven largely

by rising precious metal prices pushing consumers and retailers alike toward silver as a smart, elegant alternative.

Retailers on the floor were notably willing to pay a premium for innovation and quality — a sign that the market is rewarding craftsmanship rather than just chasing volume.

The mood among buyers was cautiously optimistic. **There's real hope that this season's positive sentiment isn't a one-off spike but the start of sustained momentum that carries on till the festive season and beyond.**



Trend Radar



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SIORA : Spectacular blend of heritage craftsmanship and modern luxury



SIORA by Shineshilpi Jewellers unveiled an extraordinary showcase featuring a captivating mix of heritage craftsmanship, contemporary luxury, and sacred artistry

Glorious Antique Finish Collection: Timeless creations crafted with deep patina and intricate heritage detailing, celebrating traditional Indian gold artistry.



Oxidized Silver Jewellery: Bold, artisanal designs infused with an expressive folk tribal vibe and raw character.



Luxe Rose Gold Finish Jewellery: Modern, sophisticated pieces designed with a warm, radiant blush tone for effortless elegance

Exclusive Timepieces: A refined collection of watches featuring modern rose gold finishes, dazzling polished silver, and a standout masterpiece embedding a sacred image of Shrinathji on the dial.



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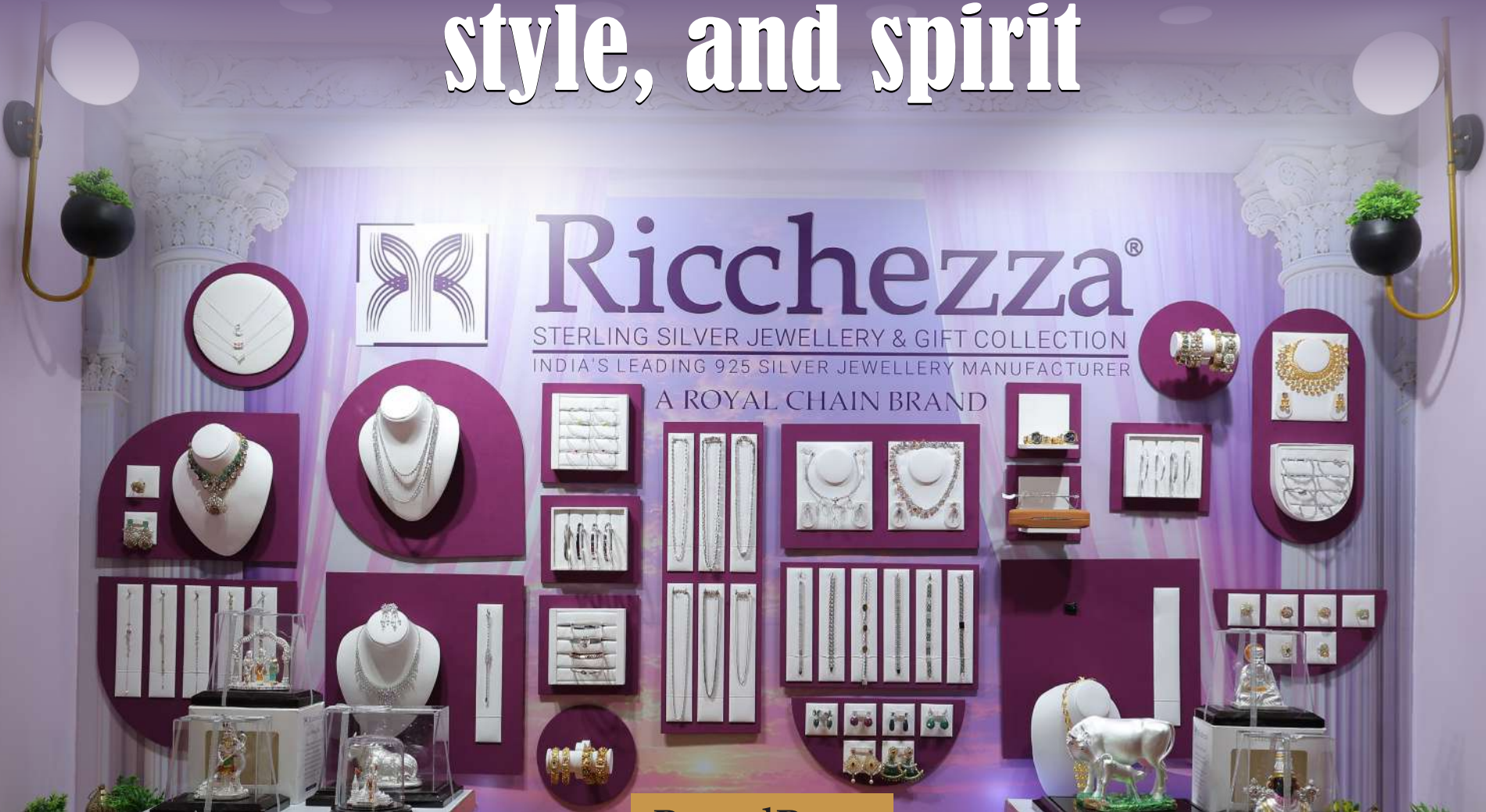
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BrandBuzz

Anamitra

A charming, colorful line of infant jewelry designed to bring joy and playfulness to life's earliest milestones.



Tixty

A chic, modern jewelry collection crafted specifically for contemporary women.

The Cuban Collection

Bold, masculine pieces tailored for men seeking a strong, refined aesthetic.



The Idols Collection

A sacred ensemble where fine art seamlessly merges with spiritual devotion.



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BrandBuzz

PURPLE JEWELS

Sacred Artistry Unleashed



Purple Jewels Pvt. Ltd. proudly showcased its exquisite collection of hand-crafted spiritual masterpieces, featuring intricately detailed idols of Lord Balaji and a divine Shiva Lingam.

Highlights of the showcase included the magnificent Ashtalakshmi Lamp and Ashtalakshmi Tulsi Pot, a striking Saptashwa Vase depicting the seven celestial horses, and a breathtaking Shankh intricately carved with the image of Lord Shiva.



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IIC INDIA INTERNATIONAL
CONVENTION & EXPO CENTRE
HALL NO : 1, SECTOR 25, DWARKA **NEW DELHI**

BrandBuzz

NAVKAR
STERLING
SILVER
Everyday Luxury,
Everyday Silver



Navkar Sterling Silver showcased a delightful and diverse collection of fine silverware and jewelry, crafted to elevate every occasion:

Gifting Collection: Intricately designed miniature musical instruments, animals, cars, and novelty keepsakes that make memorable gifts.



Men's Sacred Kada: Sleek, lightweight, and modern wristwear embossed with an elegant image of Lord Shiva.



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Vibrant Floral Brooches

Breathtaking designs featuring vivid colors and delicate floral motifs, perfect for adding a touch of elegance to any outfit.



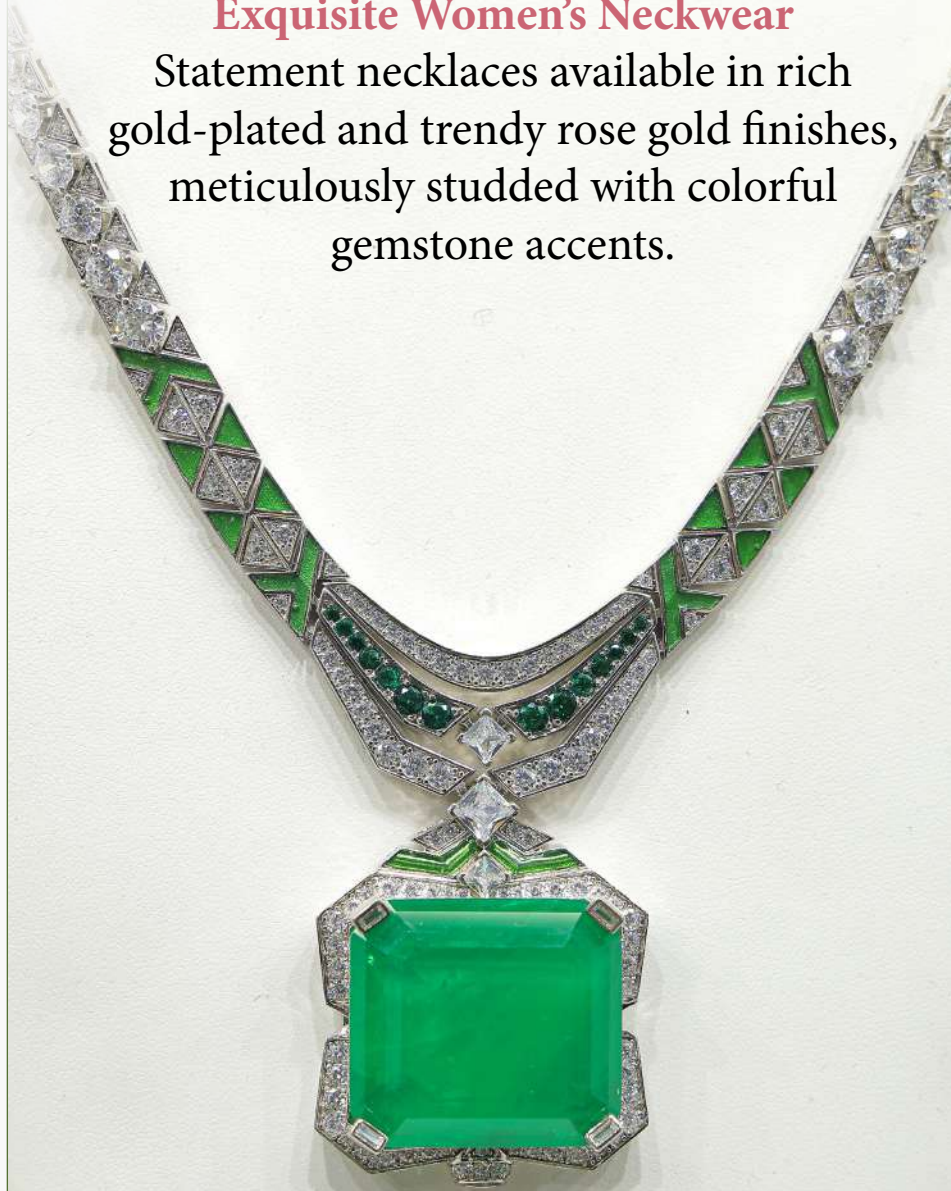
Playful Kids & Teen Collection

Cute, cheerful jewelry featuring colorful, vibrant pendant designs tailored for younger styles.



Exquisite Women's Neckwear

Statement necklaces available in rich gold-plated and trendy rose gold finishes, meticulously studded with colorful gemstone accents.



BrandBuzz

Modern Black Rhodium Pendants

Contemporary, striking pendants featuring sleek black rhodium plating for a bold, sophisticated look.



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STERLING SILVER

THE ART OF

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DIVINE MOTIFS, TIMELESS ELEGANCE

The MIRA Collection from MJR Silver

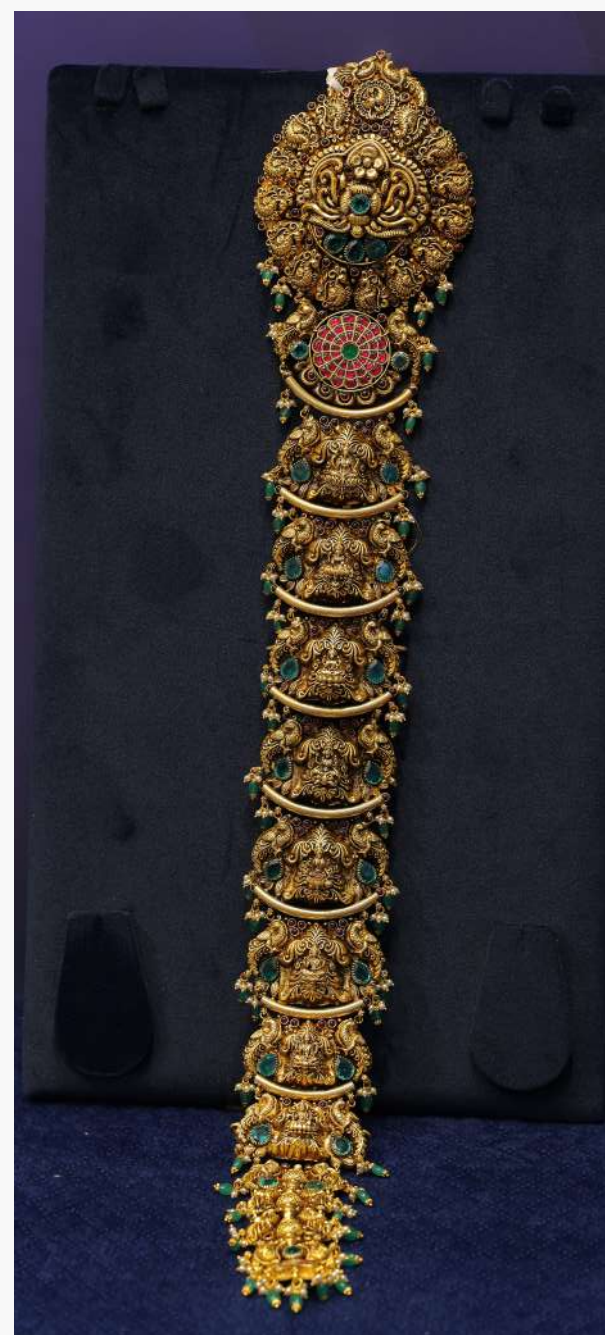
BrandBuzz

MJR Silver showcased the exquisite **MIRA Collection**, a stunning lineup of traditional Nakash temple jewellery.

Highlighting the collection was a majestic 6-layered haaram (necklace), meticulously crafted with intricate motifs of Goddess Lakshmi and delicate floral patterns.

The showcase also featured authentic heritage pieces, including the jadekuchu, vaanki, daab.

Expanding their range, MJR Silver presented finely crafted silver payals, along with silver coins and bars elegantly engraved with Goddess Lakshmi and floral motifs.



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Stall No: G6a



**25|26|27|28
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#RetailerSpeak



“SSI is a great platform for industry to showcase its product- Such a variety under one roof. This show is a great source point for lightweight jewellery; we are sourcing lightweight rings, chains, bangles etc.

SSI enables us to offer innovative and high quality products to Nepal jewellery consumers. SSI is also a medium for India and Nepal jewellery fraternity to work together.

Subin Bajracharya,

President- Lalitpur (NEPAL) Gold & Silver Dealers Association
Proprietor- Swarn Jewellers, Nepal

“SSI is the ultimate in sourcing all segments of silver jewellery and articles. I have been attending this show for three years and know it's potential.

We are opening a huge four floor retail showroom in Patna and there is no better place other than SSI to source all our requirements. This is the place we can source the A to Z of silver jewellery and articles.

Aditya Vikram, Shri Sitaram Chandiwalla - Patna



“SSI is a premier platform for silver jewelry—a sector gaining significant momentum in today's market. With all major retailers establishing dedicated silver stores or divisions, competition is intensifying. Strengthening our silver portfolio is now a strategic necessity, making SSI an essential sourcing platform for our business.

Varghese Alukka, Jt MD - Jos Alukkas

“We've been visiting SSI for five years and consistently find unmatched design variety and innovation. SSI offers a complete solution for silver under one roof. With the trade steadily transitioning from gold to silver, this exhibition has become an indispensable sourcing hub for all our business needs.

N Balaji, ANB Jewellers (Coimbatore)



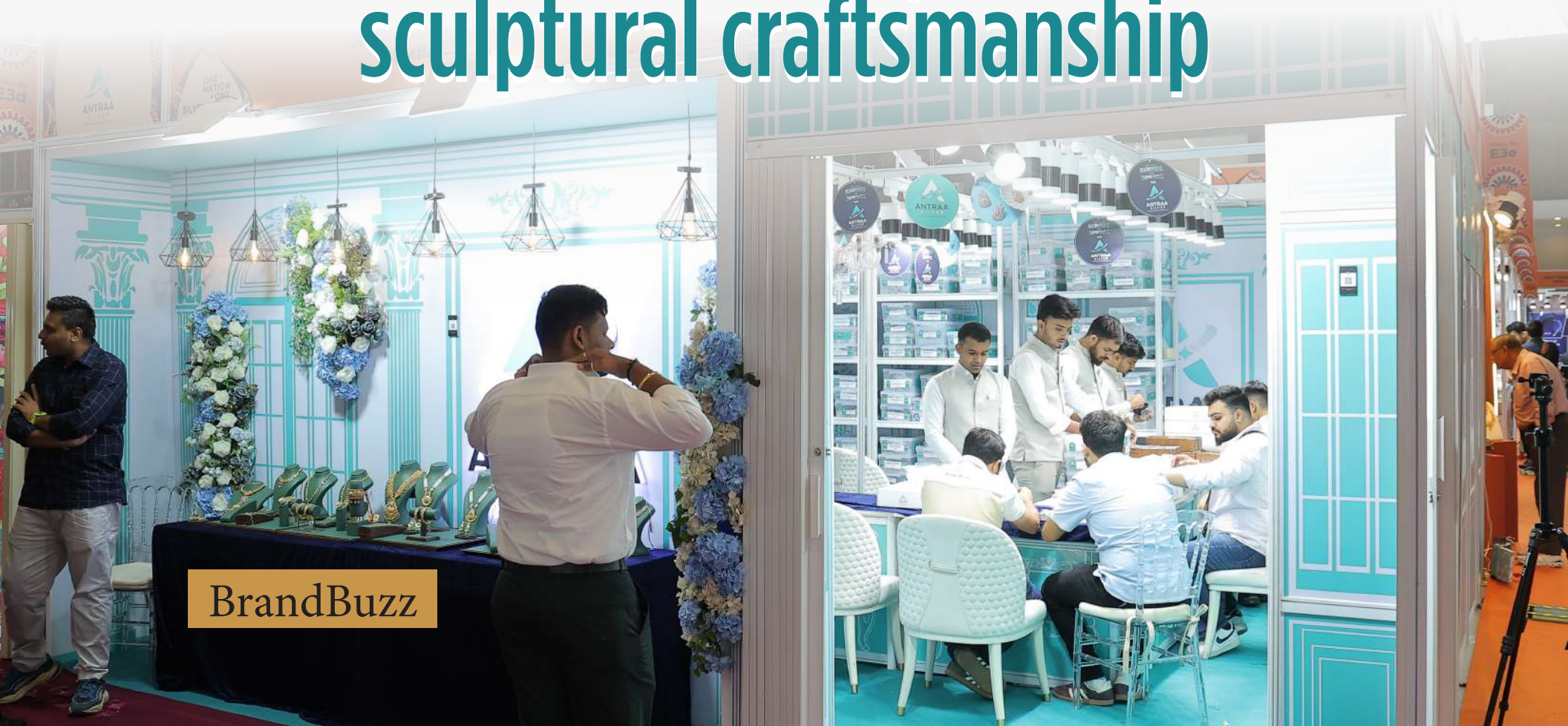
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Antraa: Blend of antique kundan and sculptural craftsmanship



Antraa proudly showcased an exquisite repertoire of antique Kundan jewellery, headlined by a majestic gold-plated longset necklace intricately embellished with shimmering stones, complemented by matching earrings and statement rings.

Beyond regal adornments, the collection featured magnificent carved daggers crowned with lion-headed hilts, a commanding lion-head belt buckle, and a remarkably sculpted silver crocodile.



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Silver Report

GROWTH OF THE 925 STERLING SILVER GIFTING SEGMENT

The 925 sterling silver gifting segment is emerging as a distinct and fast-growing opportunity within the global jewellery and gifting economy, driven by the convergence of rising gold prices, changing consumer preferences, personalisation, digital commerce and the growing acceptance of affordable luxury. Once positioned largely as a lower-priced alternative to gold, sterling silver is increasingly being viewed as a meaningful, fashionable and culturally relevant gifting product across jewellery, festive articles, pooja items, personalised keepsakes and corporate gifting.

The global silver jewellery market is estimated at around **US\$40.5 billion in 2025**, with Asia-Pacific accounting for a significant share of demand and manufacturing. India occupies an important position in this ecosystem, supported by its strong jewellery-making base, cultural affinity for silver and expanding organised retail sector.

The report estimates that India's combined silver jewellery and silver articles market could grow at around **4–6% CAGR through 2029**, with gifting-led categories potentially expanding faster than the broader market.



A key catalyst is the widening affordability gap between gold and silver. Although silver prices have also risen sharply, gold's much stronger price escalation has encouraged consumers to trade down without abandoning the desire to gift precious-metal products.



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In India, silver jewellery and gifting products in the **₹10,000–₹30,000 range** provide an accessible entry point for consumers seeking a premium yet affordable gift. Gold-plated 925 silver, personalised jewellery, initials, names, zodiac symbols and meaningful charms are further expanding the addressable market. Young consumers—particularly Gen Z and millennials—are increasingly treating silver as a fashion statement, a form of wearable value and an expression of personal identity.

India's vast gifting economy provides another significant growth pool. Festival gifting, weddings, birthdays, anniversaries, personal gifting and corporate appreciation programmes

create multiple occasions for silver products. Traditional silver articles such as idols, pooja sets, utensils and commemorative pieces remain culturally relevant, while modern retailers are adding fashion jewellery, personalised products, premium silverware and corporate gifting collections.

The rise of **D2C silver-first brands** provides perhaps the clearest evidence of the **segment's commercial potential**. A business built around 925 silver can scale rapidly by combining digital-first merchandising, affordable pricing, personalisation and gifting-led positioning.

925 sterling silver is moving beyond its traditional role as a secondary jewellery category to become an important standalone gifting proposition. Through the late 2020s, personalised jewellery, vermeil, festive products, corporate gifts and organised silver retail are likely to remain key growth engines, positioning silver as an increasingly important bridge between **affordability, aspiration, personal expression and precious-metal gifting**.

Silver Report



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Anmol Silver Bangalore: Divine Masterpieces in Silver and 22K Gold Idols

BrandBuzz



Anmol Silver, Bangalore showcased silver idols and artefacts that displayed superior craftsmanship. These included Rama Patta Abhishek, Vishwarupa, Sankeshwar Parshvanath, Ram Parivaar, Panchmukhi Hanuman

And also on offer were 22k gold idols of Goddess Laxmi, Lord Shiva



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#ExhibitorSpeak



“There is a great demand for high quality lightweight jewellery given the rising prices. Retailers are willing to pay more for innovation and quality.

Retailers are hopeful that the positive sentiment carries the momentum forward and there is traction in the market.

Rajesh Lunkad, Director- Purple Jewels

“It is an absolute delight to be at SSI! There is an incredible energy on the floor as we welcome a steady stream of retailers from across India, alongside so many new faces. The positive sentiment and buzz surrounding the event are truly inspiring.

SSI continually pushes us to reach new heights in innovation, design, craftsmanship, and quality to meet the evolving demands of the market.

Abhay Ranka, Navkar Sterling Silver



“It is heartening to note the positive sentiment and buzz at SSI Delhi. We have seen robust footfalls and quality visitors. There has been an enthusiastic response to 925 silver at SSI.

Ritesh Doshi, Proprietor- Ricchezza- Royal 925 Sterling Silver



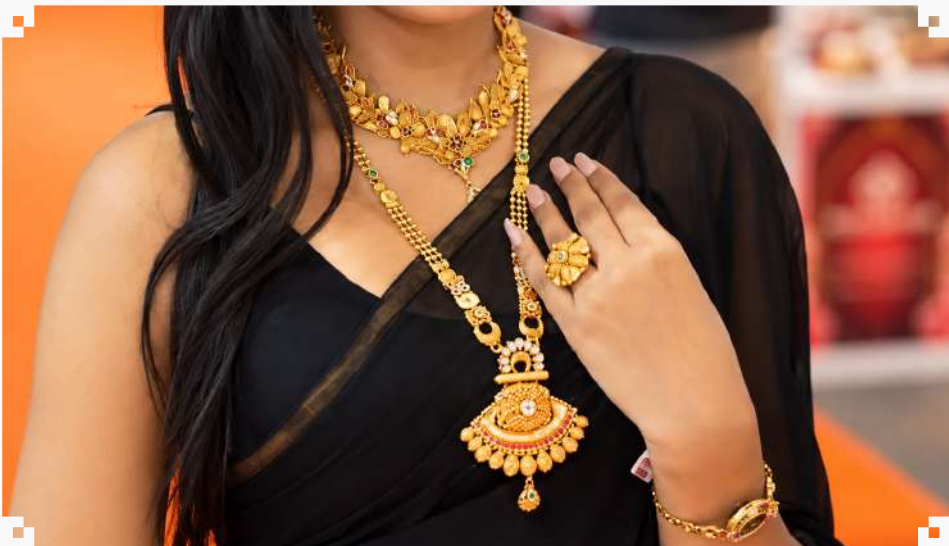
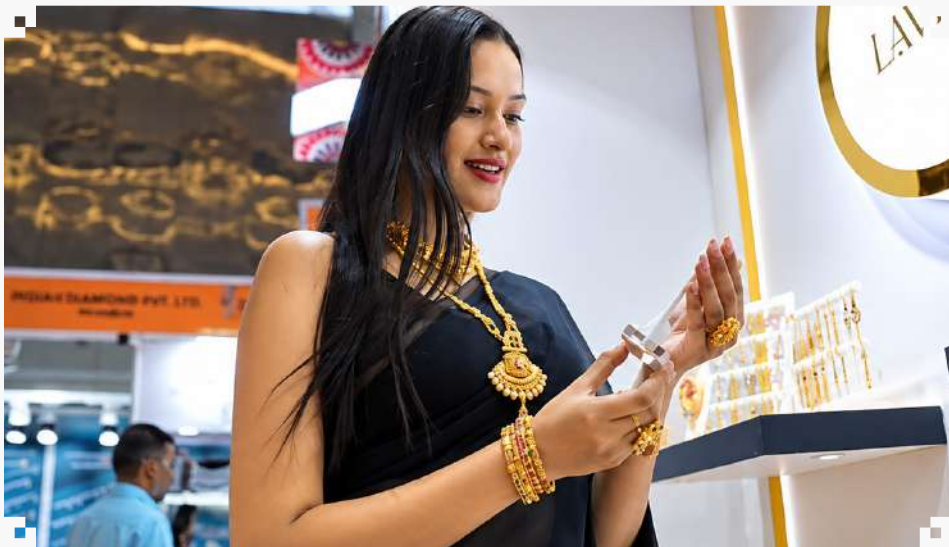
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Buzz at SSI Delhi 3rd Edition 2026



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