

SSI

SILVER SHOW
OF INDIA

BIGGER | BRIGHTER | BOLDER

25 - 28 SEPTEMBER 2026

YASHOBHOOMI, IICC
NEW DELHI

#Day 3
HIGHLIGHTS

SILVER TAKES CENTRE STAGE
Market trends, industry voices,
investment insights & SSI highlights

Silver specific trade shows,
silver pavilions surge heralds
silver's supremacy

COVER STORY

SILVER SHOWS SURGE,
HERALDING SILVER'S
RISE

Gold prices, new-age consumers &
B2B platforms drive silver mainstream

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JB EXCLUSIVE

NSPL SEASON 2
LAUNCHES AT SSI
DELHI

Season 2 blends sports, youth
engagement and trade networking

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SILVER REPORT

A SIMPLE GUIDE
TO SILVER INVESTING

Silver is both a safe-haven asset
and an essential industrial metal

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RETAILER
SPEAK

BRANDBUZZ

EXHIBITOR
SPEAK

SHOWBUZZ
GLIMPSES

Silver specific trade shows, silver pavilions surge heralds silver's supremacy



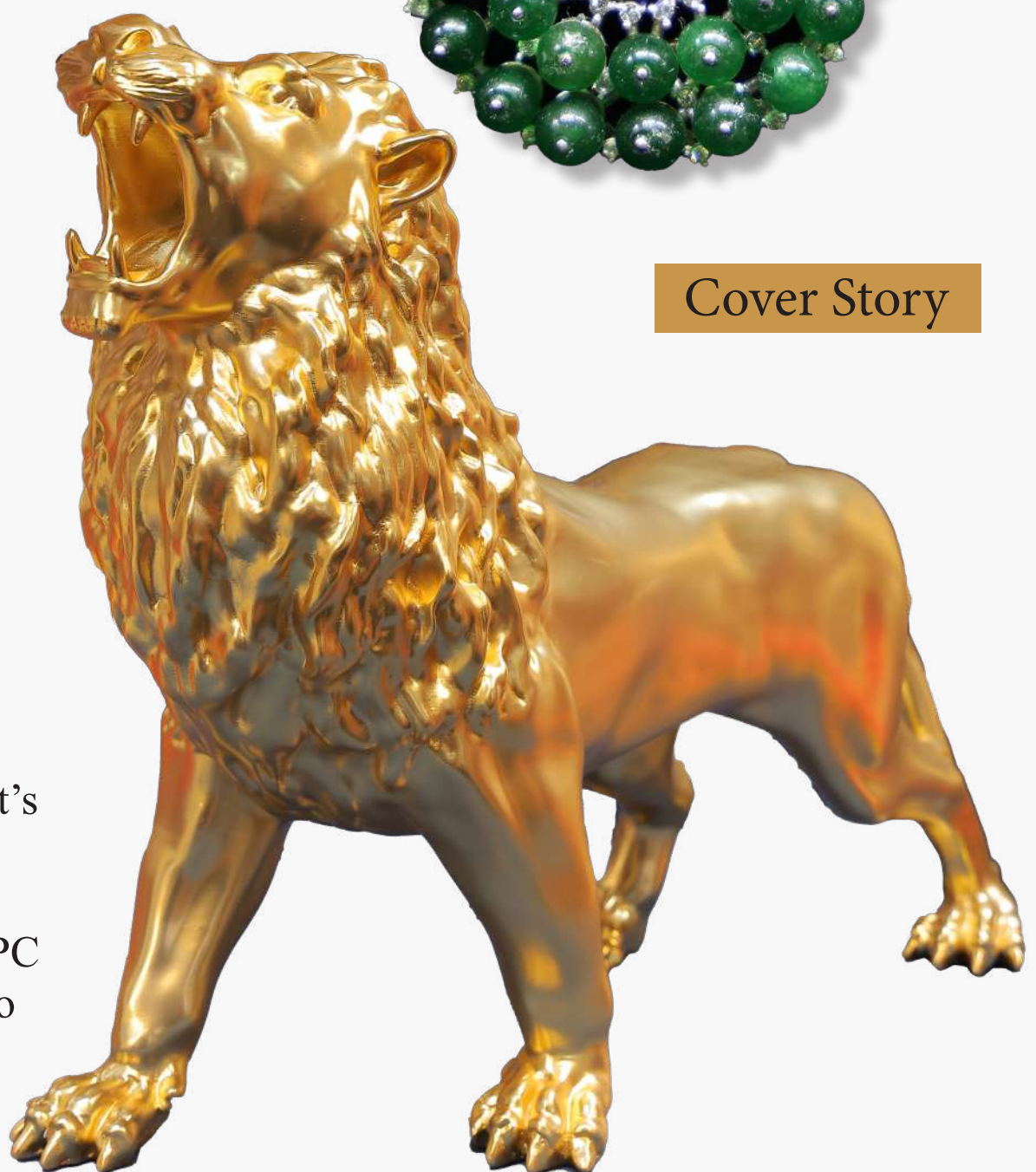
For decades, 22-karat gold dominated India's fine jewellery landscape as the ultimate symbol of wealth, tradition and security. Today, record-high gold prices and changing consumer preferences are driving a significant shift, with **silver emerging as a mainstream force in luxury retail.**

Silver specific trade shows and dedicated silver pavilions have evolved from supporting categories into major attractions. Now in its 3rd edition in Delhi, the **Silver Show of India (SSI)** has emerged as a key catalyst, building one of India's largest dedicated silver B2B ecosystems.

SSI's growing scale reflects the market's transformation, bringing together manufacturers, exporters and buyers. Industry bodies such as GJC and GJEPC and other exhibition organisers are also expanding silver-focused platforms, reinforcing the metal's growing role in mainstream jewellery.



Cover Story



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Cover Story



Three key forces are driving this momentum:

Gold prices: Rising gold costs are encouraging consumers to explore affordable, design-led 925 silver.

New-age consumers: Gen Z and Millennials are favouring versatile, everyday

luxury from enamelled jewellery and stackable rings to contemporary chains.

B2B evolution: Dedicated platforms are connecting retailers with organised, hallmarked silver manufacturers.

The rise of silver is more than a response to high

gold prices. It signals the maturing of India's jewellery market, where design innovation, hallmarking and organised B2B infrastructure are giving silver a distinct identity as an accessible, dynamic and commercially significant category.



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NSPL SEASON 2 launched at SSI DELHI 3rd Edition featuring SSI as title sponsor

Season 2 builds upon the inaugural edition's success by bringing together sports, youth engagement, and trade community networking

The official launch of the **National Silver Premier League (NSPL) Season 2** was announced at the **Silver Show of India (SSI) Delhi 3rd Edition**, held at the **Yashobhoomi India International Convention & Expo Centre (IICC), New Delhi**.

Featuring **Silver Show of India (SSI) as the Title Sponsor**, the tennis ball overarm cricket tournament is scheduled to take place at **Mumbai in February 2027**. The championship will feature an **intense competition among 12 to 14 teams** vying for the championship.



Organized under the aegis of the **Silver Youth Forum**, NSPL Season 2 builds upon the inaugural edition's success by bringing together **sports, youth engagement, and trade community networking**.



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Sreekanth Urs, CMD - GES Worldex India Pvt Ltd (organizer of the Silver Show of India), officially launched the edition alongside team owners, official category sponsors, and trade dignitaries.



Sreekanth Urs

“Proud to be the title sponsor of NSPL once again. Last year we had a wonderful experience.

NSPL provides an excellent networking platform for trade and industry. We are pleased to commit our continued sponsorship for as long as SYM conducts the NSPL.”

More Than Cricket

The NSPL is designed to **foster camaraderie, healthy competition, and athletic excellence** within the fraternity through the popular format of tennis ball overarm cricket.

With teams representing different segments and networks across the trade, the tournament is expected to create opportunities for new connections while strengthening existing industry relationships.

As preparations begin for the Mumbai championship in February 2027, NSPL Season 2 is set to bring the silver industry's competitive spirit from the show floor to the cricket field.



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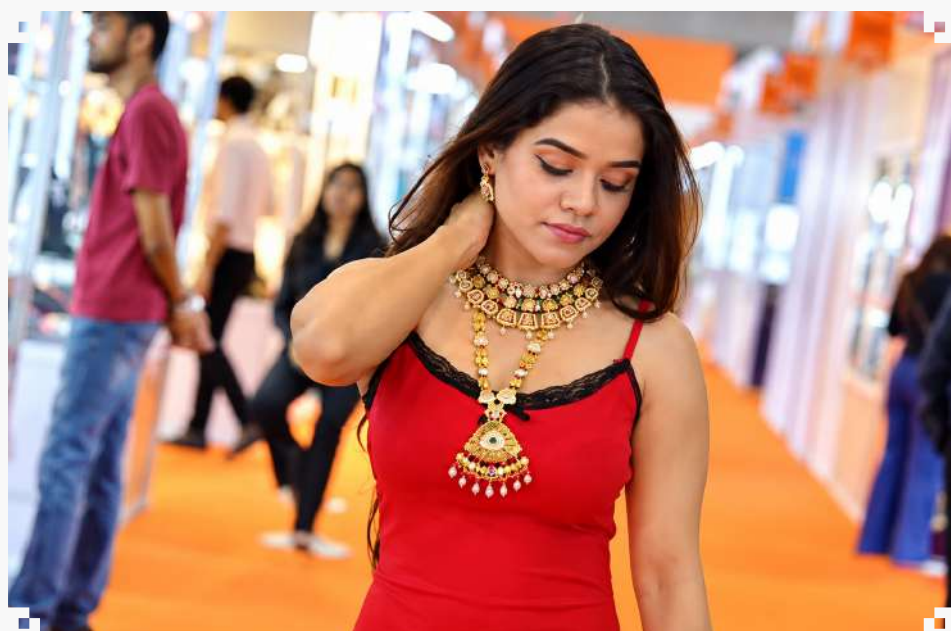
25|26|27|28
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Delhi, here we come!



Buzz at SSI Delhi 3rd Edition 2026



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in Silver



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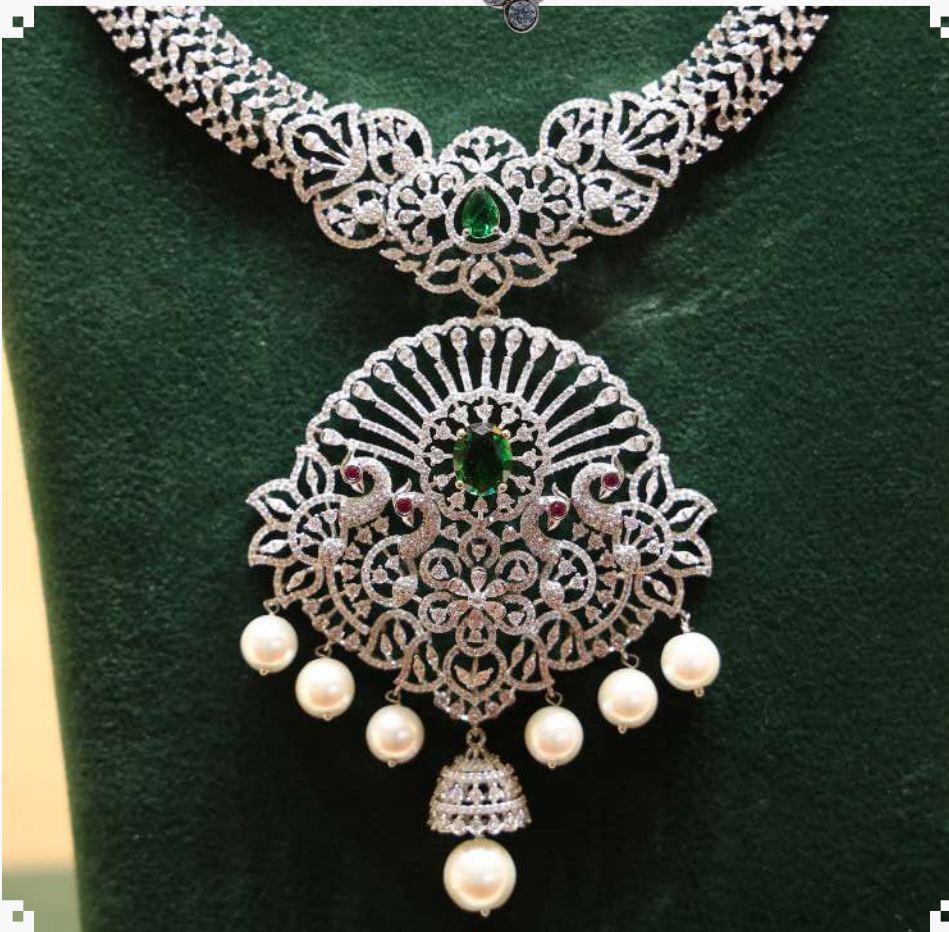


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Buzz at SSI Delhi 3rd Edition 2026



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#RetailerSpeak



“The festive season is in full swing, and there is a strong positive buzz around SSI. The sheer scale of the show—featuring an incredible lineup of manufacturers and an exceptional variety of products—is truly impressive. Our focus this year is sourcing silver collectibles, including unique gift articles and intricate artifacts

Harsh Rastogi, Casa Bonita Jewels - Lucknow

“The SSI trade show is an exceptional platform for silver jewellery and artefacts. Featuring a wide array of vendors from across the country, it serves as an industry powerhouse where retailers can source everything from A to Z directly from leading Indian manufacturers. This is a must-visit event for any retailer looking to source silver jewellery.

Sachin Gupta, Director - P C Jewellers



“The buzz at SSI is all about design innovation and creativity. I'm genuinely impressed by the quality and diversity on display—the jewelry and handcrafted idols are absolute highlights. At SSI we aren't just sourcing products here; we're sourcing pure creativity and fresh ideas.

Anjana Somani, Glamour by Abhishek Somani



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#ExhibitorSpeak

“

While SSI is a great platform for the silver jewellery and articles sector and has created a positive buzz, we are of the opinion that multiple trade shows being held on the same dates does lessen and dilute the impact.

Rishab Borana, Director - MJR Silver



“

This edition of SSI generated exceptional footfall, resulting in a high volume of quality leads and visitors at our booth. We experienced an overwhelming response to our product lines and secured several firm orders. We extend our sincere gratitude to the organizers, GES, for executing such an outstanding trade show.

Deepak Roonwal, Director - Anmol Silver



“

The overall experience at SSI has been excellent. We are delighted to report strong festive sales backed by firm orders, and we are confident that this momentum will carry forward through the upcoming festive and wedding seasons.

Pawan Jain, Antraa Silver



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A SIMPLE GUIDE TO SILVER INVESTING

THINK OF SILVER AS A UNIQUE “DUAL-IDENTITY” ASSET: IT IS PART PRECIOUS SAFE-HAVEN (LIKE GOLD) AND PART ESSENTIAL INDUSTRIAL MATERIAL (USED HEAVILY IN SOLAR PANELS AND ELECTRONICS).

Silver Report

If you are an everyday investor looking at silver, it helps to look past the complicated financial jargon. Think of silver as a unique “dual-identity” asset: it is part precious safe-haven (like gold) and part essential industrial material (used heavily in solar panels and electronics).

Here is a straightforward look at where silver might be heading and how to think about it for your savings.

The Outlook: Where is the Price Heading?

Experts are generally optimistic about silver’s long-term future, but they expect some bumps along the way. Because silver has a smaller overall market than gold, its price can swing up and down much more dramatically.

The Safe/Conservative View: Large banks like J.P. Morgan predict silver will stabilize and average around \$63 to \$70 per ounce through the end of 2026. In India, analysts at major financial firms expect it to hold a steady baseline between 2,20,000 and 2,60,000 per kg.

The Growth View: Major institutions like Goldman Sachs and Commerzbank are more bullish, forecasting that silver could trade in

the \$85 to \$100 per ounce range over the next few years due to physical shortages. If that happens, local prices in India could potentially test 3,20,000 to 3,50,000 per kg.

Why is Silver Expected to Grow?

Two main engines are driving silver’s value right now:

The Green Energy Boom: Silver is a critical component in manufacturing solar panels and electric vehicles. As the world switches to renewable energy, factories are buying massive



amounts of silver, creating a continuous “supply deficit” (meaning we are using it faster than we can mine it).

Interest Rates & Inflation: When central banks (like the US Federal Reserve) hint at pausing



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or cutting interest rates, traditional bank savings accounts pay a bit less. This historically makes physical assets like silver look much more attractive to investors looking to beat inflation.



Golden Rules for Retail Investors

If you are thinking about adding silver to your household portfolio, consider these basic principles:

Don't Chase the Hype: Silver is famously volatile. For example, earlier in January 2026, a massive retail buying craze temporarily spiked silver to an unnatural record of over \$121 per ounce (over 4.2 Lakh/kg) before it crashed by

nearly half a few sessions later. Never buy during a sudden market panic or massive spike.

Use the "SIP" Strategy: Instead of putting a large lump sum into silver all at once, buy small amounts regularly (a Systematic Investment Plan or SIP). This averages out your purchase cost and protects you from bad timing.

Keep it to a Small Percentage: Financial planners generally suggest keeping commodities like silver to a small portion of your total savings-usually 5% to 10% of your portfolio with the rest safely distributed across traditional investments like fixed deposits, diversified mutual funds, or gold.



Silver Report



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