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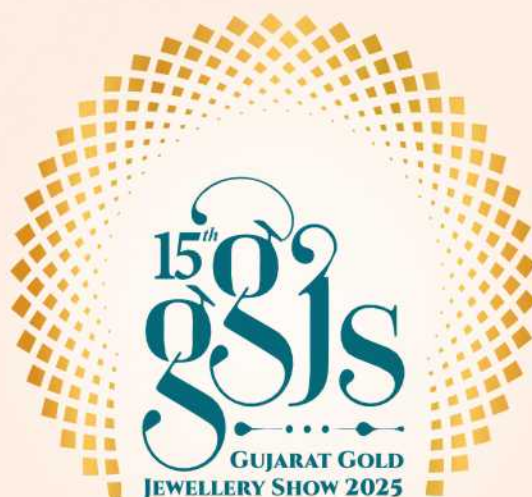
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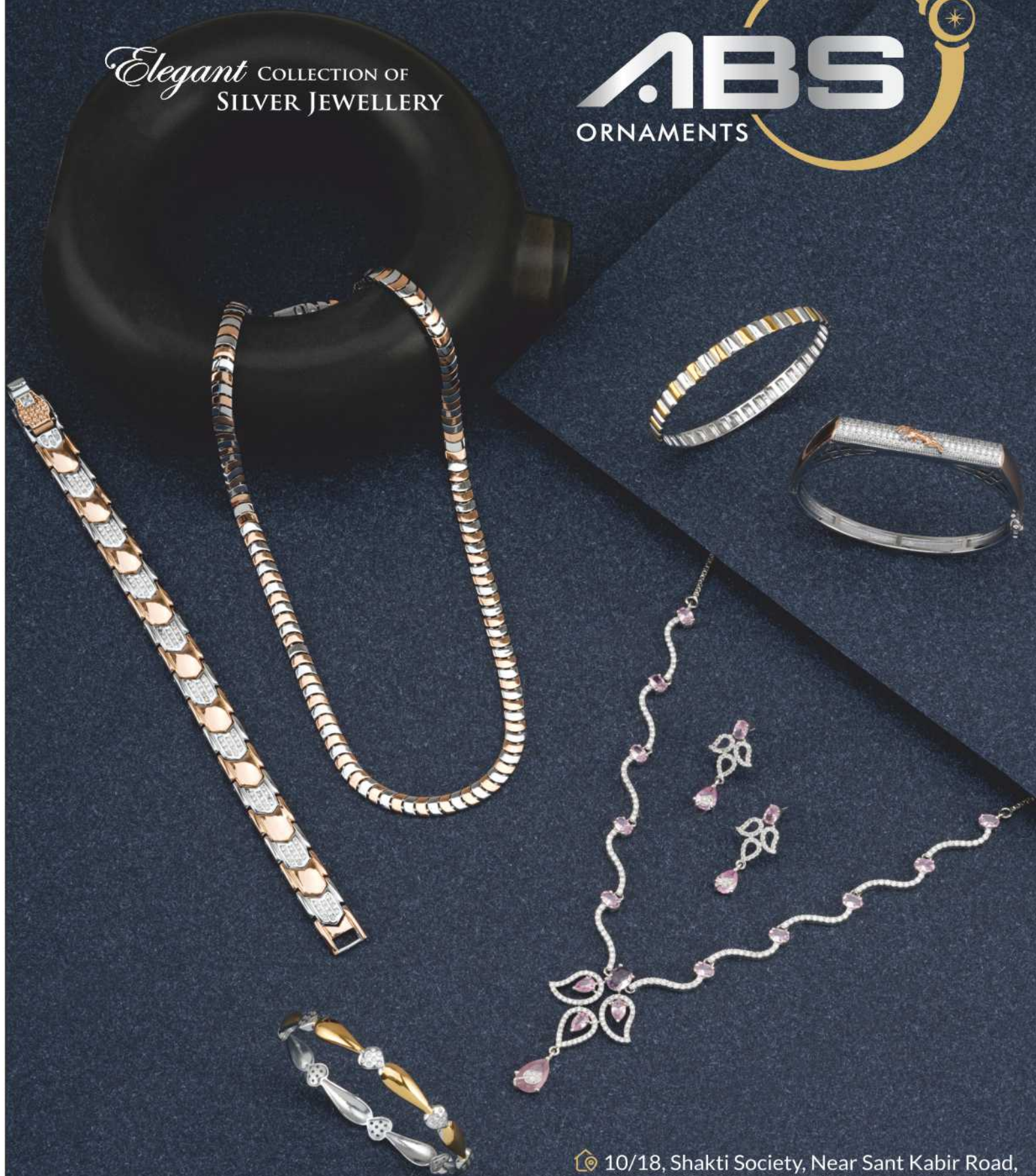
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Editorial

JULY-AUGUST 2025



A Season of Shift and Shine

As we step into the second half of 2025, the Indian jewellery industry finds itself at a pivotal moment — where tradition meets transformation, and opportunity gleams brighter than ever.

*One of the most striking developments this season has been the **sharp drop in the Gold-Silver Ratio**, which has plunged nearly 20% in recent months. While gold has always reigned supreme in Indian households and bridal collections, **silver's unprecedented rally — both in price and perception — is reshaping conversations** across workshops, showrooms, and trade floors.*

*Silver, once viewed primarily as the "common cousin" to gold, is now asserting itself with new-age design innovations, especially in **fusion jewellery, temple wear, and artisanal pieces**. Its dual identity as both a precious and industrial metal is adding depth to its demand, bolstered by global trends in EVs, electronics, and green energy.*

*That said, gold isn't losing its glow. Instead, it is evolving — becoming **lighter, smarter, and more design-focused**. This trend was evident at the recently concluded IJJS Preview and is set to shine brighter at **IJJS 2025**, where jewellers across India are ready with **CNC-crafted lightweight gold jewellery, fusion collections, and regional festive edits**.*

*Jewellery today is no longer just about karats and carats. It's about emotion, adaptability, and experience. With the **festive and wedding season around the corner**, the industry is seeing **revived consumer sentiment**, stronger footfalls, and a keen interest in both traditional and contemporary designs. At Touch of Silver, we believe this is the season to embrace innovation, while staying rooted in legacy. Whether it's gold's timeless appeal or silver's rising status, the opportunity lies in **how we tell our story, design with intent, and connect with today's discerning consumer**.*

To all our partners, artisans, retailers, and readers — this season is yours to shine.

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Silver in India:

How Basel III Could Spark a Bull Run in 2025

What Indian investors need to know about global banking reforms and the growing case for physical silver

India, one of the world's largest consumers of silver, stands at a strategic inflection point as global banking reforms under Basel III begin to shake up the precious metals landscape. While gold has traditionally dominated the Indian investment psyche, silver's explosive potential is now coming into sharper focus. Driven by regulatory pressure on paper silver markets and booming industrial demand, silver is poised for major gains in 2025 and beyond. Indian investors, traditionally fond of physical bullion, may find themselves at a unique advantage as the rest of the world pivots toward the same model.

This guide breaks down what Basel III means for silver prices, market structure, and investment strategy—specifically from an Indian perspective.

Basel III: A Quick Overview

Basel III is a set of international banking reforms introduced by the Basel Committee to prevent another global financial crisis. It enforces stricter rules on how banks manage risk, especially around unallocated (paper) gold and silver holdings.

What Changed for Precious Metals:

Physical gold and silver are now Tier 1 assets, treated like cash or government bonds (0% risk weighting).

Unallocated metals (paper contracts) must now be backed with 85% stable long-term funding—making them expensive and unattractive to banks.

Why It Matters for Silver:

Silver doesn't receive the same exemptions as gold under Basel III. This puts enormous pressure on



banks that deal with synthetic silver contracts, forcing them to reduce their exposure—creating a potential supply crunch in physical silver.

Why Silver May Benefit More Than Gold

While gold remains a staple for central banks and Indian households, silver is gaining ground due to three key advantages:

1. Extreme Global Leverage in Paper Silver

Silver has a 300:1 paper-to-physical ratio—**3x worse than gold**.

As banks unwind paper silver, demand for physical metal (especially coins and bars) is likely to spike.

2. No Special Exemptions

Unlike gold, silver doesn't enjoy exemptions under UK or US regulatory frameworks. This makes physical silver relatively scarcer and more sought-after.

3. Industrial Demand Explosion

Silver is vital for solar panels, 5G tech, EVs, and medical devices. India's own **solar energy boom under its renewable mission** is expected to push domestic silver demand to record highs.

India's Strategic Role in the Silver Ecosystem

India ranks among the top global silver importers and consumers:

Imports over 8,000 metric tonnes of silver annually (second only to China)

Major demand from **jewellery, investment bars, utensils, and industrial sectors**

Rising solar panel installations are significantly increasing demand for silver paste

The Indian market is largely physical. With Basel III de-risking paper silver globally, India's **preference for physical silver** aligns well with the direction of the international market.

Final Thoughts for Indian Investors

The Basel III framework is ushering in a **new era for silver**, one where **physical ownership** is king and paper silver faces rising pressure. For Indian investors—who already lean toward tangible assets—this shift aligns perfectly with long-standing cultural and financial preferences. With silver still trading at a discount to its historical gold ratio, and industrial demand booming due to India's clean energy goals, now may be an ideal time to **diversify your portfolio with silver**.

Ready to Invest in Silver?

Whether you're looking for silver coins, bars, or ETFs, consider these steps:

- ✓ Buy from trusted jewellers or online bullion platforms
 - ✓ Track global Basel III developments for market timing
 - ✓ Consider SIPs in Silver ETFs for cost averaging
 - ✓ Maintain 4–6% silver allocation in your investment portfolio
- India's silver story is only just beginning. Basel III is the catalyst—are you positioned to benefit?



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Silver Price Outlook:

XAG/INR Moves Higher Above ₹3,030

Amid Weaker US Dollar and Surging Industrial Demand

Silver gains to around ₹3,030 per 10 grams (₹36,350/kg) in early Thursday trading.

Weaker US Dollar due to political uncertainty in the US supports precious metals.

Rising industrial demand, especially in solar and electronics, boosts silver's long-term outlook.

Investors eye US GDP data and Fed commentary for short-term cues.

Silver Gains Amid Dollar Weakness and Demand Surge

In early Thursday trading, **Silver prices in India edged higher to nearly ₹36,350 per kilogram**, tracking international XAG/USD prices around \$36.35. This move came as the **US Dollar weakened**, offering support to silver, which is priced in dollars on global markets. For Indian investors, this translates to firmer domestic silver prices even without major currency movements. The Dollar came under pressure after former US President **Donald Trump hinted at replacing Federal Reserve Chair Jerome Powell**, raising concerns about the Fed's future independence. This political noise, in turn, weighed on the Greenback and supported precious metals like silver.

Industrial Demand Provides Fundamental Support

Beyond currency movements, **strong industrial demand** continues to be a key driver of silver's upward momentum. According to the **Silver Institute**, global silver demand is expected to **hit record highs in 2025**, fueled by usage in **photovoltaics, electronics, and electric vehicles (EVs)**—sectors where silver's superior conductivity is irreplaceable. India's solar sector, part of the government's push for renewable energy under the **National Solar**

Mission, is expected to contribute significantly to domestic demand growth. Additionally, **recovery in silver jewellery and silverware**—a popular investment and cultural



preference in India—adds to bullish sentiment.

US Rate Cut Hopes Drive Sentiment

Global markets are increasingly pricing in a **25% chance of a US interest rate cut in July**, up from 12% a week ago. For the full year, expectations have risen to **64 basis points of rate reductions**, which helps non-yielding assets like silver shine. Lower interest rates typically weaken the Dollar and increase the appeal of precious metals as stores of value.

However, traders are closely watching the release of **US Q1 GDP growth data** later on Thursday. Stronger-than-expected economic performance could temporarily **strengthen the Dollar** and weigh on silver, both globally and in India.

Why Indian Investors Turn to Silver

Silver remains a **popular precious metal investment** in India, second only to gold. Many Indians buy **silver coins, bars, or jewellery** for both cultural and financial reasons. Apart from physical silver, Indian investors now have access to **Silver ETFs** via the National Stock Exchange (NSE), which allow them to track global prices in rupee terms.

Silver acts as a **hedge during inflation**, and its affordability compared to gold makes it attractive to a wider range of investors.

What Moves Silver Prices?

Several factors influence silver prices, both globally and in India: **Factor Impact on Prices**
US Dollar Strength/Weakness Inverse relationship with silver prices
Interest Rates Lower rates boost silver
Industrial Demand Higher demand = higher prices
Gold Prices Silver tends to follow gold's trend
Geopolitical Risks Increase safe-haven demand
Supply Constraints Can drive long-term price appreciation
 In particular, the **Gold-Silver Ratio** is a useful tool. Currently hovering near **80:1**, this ratio suggests that silver may still be **undervalued** compared to gold (historical average is ~60:1). Many investors see this as a long-term buying opportunity for silver.

Final Take for Indian Investors

As silver prices hover near **₹36,350/kg**, Indian investors may consider **gradual accumulation** through:

Physical Silver: Coins, bars, and silverware.

Silver ETFs: NSE-listed funds like Nippon India or ICICI Prudential Silver ETF.

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Silver SIPs: To take advantage of price dips and manage volatility. With global central banks likely easing rates, geopolitical tension rising, and industrial silver use booming—**2025 could be a breakout year for silver**. For Indian investors seeking inflation protection and portfolio diversification, silver offers a compelling value story.

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India's Missed Opportunity?

Russia Bets on Silver as Global Supply Crisis Escalates

While central banks worldwide continue their aggressive gold buying spree, silver remains virtually untouched—except by one country breaking ranks: Russia. In a move that could reshape the global precious metals landscape, Russia has become the **first nation to officially include silver in its strategic reserves**, allocating over ₹4,400 crore (\$535 million) over the next three years. This decision comes amid record-breaking industrial demand and a deepening global silver supply crisis. India, one of the world's largest silver consumers, has so far stayed on the sidelines. Yet, the structural deficits and mounting pressure on global inventories suggest that this may be a narrow and closing window of opportunity.

1. Central Banks Ignored Silver for Decades—Until Russia's Bold Move

For over 50 years, central banks have distanced themselves from silver. After the demonetisation of silver by the U.S. in the late 19th century and its complete removal from the monetary system in 1971, national reserves steadily eliminated their silver holdings. India once held significant silver reserves but liquidated much of them over time. The U.S. Strategic Silver Stockpile, once boasting 165 million ounces, was exhausted by 2002. Since then, silver has been absent from major government portfolios—until now.

Russia's Groundbreaking Announcement

In 2024, Russia stunned the financial world by explicitly including silver in its Draft Federal Budget for 2025–2027. It earmarked **51.5 billion rubles** (₹4,400 crore) for purchasing precious metals—including silver. This marks the first central bank silver purchase of its kind in the 21st century.

Why is this important for India?

Russia is the 8th largest silver producer globally. By leveraging domestic production, Russia is reducing dollar dependence—something India has also aimed for. Analysts suggest silver prices could rise **50% within two years** if other countries follow Russia's lead.



Industrial Demand at All-Time Highs

Industrial usage of silver hit 680.5 million ounces in 2024, led by: Solar energy: 232 million ounces, growing 20% annually; Electric vehicles: ~80 million ounces; 5G and AI infrastructure: Rapid new adoption. Unlike gold, industrial silver is consumed permanently, meaning less is recycled and returned to the market.

Supply Constraints

80% of silver comes as a byproduct of other mining—making supply inelastic. COMEX inventories fell to 23.1 million ounces, a 15-year low. Few new silver mines are being discovered, adding pressure to future supply.

3. Why Silver Could Outperform Gold for Indian Investors

Indians have traditionally favored gold for investment and jewelry. But silver's market dynamics suggest it may offer greater upside in the current cycle.

Gold-to-Silver Ratio Signals Undervaluation

Historical ratio: ~40:1

Current ratio: 80–90:1

If the ratio reverts, silver could double or more in price relative to

gold.

Storage and Volatility Concerns Overblown?

While silver is bulkier and more volatile than gold, these factors are increasingly outweighed by the strong industrial foundation and looming supply shortage. India has no sovereign silver reserve strategy—yet domestic consumption remains among the highest globally. This imbalance could expose the country to external pricing shocks and supply bottlenecks.

4. Analysts Predict a Silver Surge Experts globally are sounding the alarm on silver's upside:

David Morgan (The Morgan Report): Predicts triple-digit silver prices in coming years.

Ted Butler (Silver analyst): Warns that low COMEX inventories and short positions are setting up for a “short squeeze.”

The Silver Institute: Forecasts continued industrial growth, especially from green energy technologies and digital infrastructure.

5. A Quick wrap-up: India at a Crossroads

Russia's entry into silver reserves could be the first domino to fall in a shift that alters central bank strategies. India, with its massive silver consumption and lack of strategic reserves, must take note.

Key Takeaways:

Silver is facing a perfect storm: growing demand, shrinking supply, and historically low inventories. Russia's move may push other nations to consider silver as a strategic asset.

For Indian investors and policymakers, the time to act may be now—before prices rise and global access tightens.

The silver window is still open—but closing fast.

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India's Gem & Jewellery Imports Hold Steady in May 2025 Amid Shifts in Market Demand

India's gem and jewellery imports remained largely stable in May 2025, recording only a marginal year-on-year decline, despite notable shifts in key commodity segments. According to official data, total imports under Chapter-71 stood at ₹32,006.09 crore (US\$3,748.62 million), slightly down by 0.18% in rupee terms and 2.52% in dollar terms from May 2024 figures of ₹32,065.28 crore (US\$3,845.69 million).

Rough Diamond Imports Continue to Slide

Rough diamond imports saw a modest downturn, totalling ₹19,311.73 crore (US\$2,262.21 million) — a 3.20% decline in rupee terms and 5.46% in dollar terms compared to May 2024. The dip signals ongoing subdued demand within the domestic cutting and polishing sector.

In contrast, gold bar imports surged dramatically to ₹7,554.46 crore (US\$884.17 million), registering a 108.59% increase in rupee terms and 103.58% in dollar terms over the previous year. This growth reflects renewed investor and consumer interest, likely driven by signs of economic recovery.

Lab-Grown Diamonds and Synthetic Stones See Decline

Lab-grown diamond imports fell in the April–May 2025 period to ₹1,432.20 crore (US\$167.82 million), down from ₹1,587.84 crore (US\$190.21 million) during the same period in 2024. This represents a 9.80% drop in rupee terms and 11.77% in dollar terms, aligning with market corrections in this emerging category.

Silver and Imitation Jewellery Show Positive Growth

Silver jewellery imports rose by 34.63% in May 2025, while imitation jewellery imports saw a sharp rise to ₹6.20 crore from ₹2.02 crore — a 206.93% increase. These gains point to growing consumer interest in affordable and innovative jewellery designs.

Polished Diamonds Remain Under Pressure

Cut and polished diamond imports continued their decline, falling to ₹1,250.13 crore (US\$146.43 million) — a 33.84% decrease in rupee terms and 35.84% in dollar terms from May 2024, continuing a trend seen throughout the past fiscal year.

Platinum Imports Record Substantial Growth

Platinum bar imports jumped to ₹646.23 crore (US\$75.92 million) in the April–May 2025 period, compared to ₹145.20 crore (US\$17.02 million) a year earlier. This marks a 345.06% rise in rupee terms and 335.77% in dollar terms, underscoring increasing demand in the high-value segment.

Imports from SEZs and EOUs Decline

Imports from Special Economic Zones (SEZs) and Export Oriented Units (EOUs) declined notably in several categories, including waste and scrap, suggesting inventory adjustments or reduced re-export activity.

Overall Outlook: Stability with Selective Strength

Despite softness in the diamond segment, significant gains in gold and platinum imports helped maintain overall import levels close to the previous year. May 2025's data paints a picture of cautious optimism in India's gem and jewellery sector, with resilience emerging from high-demand commodities amid ongoing market corrections.



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SILVER STEPS INTO THE SPOTLIGHT WITH NITMAN SILVER

With silver prices witnessing an upward trajectory in recent years, do you believe silver is now evolving into a viable investment asset for the Indian consumer?

Yes, silver is increasingly becoming a viable investment asset for Indian consumers. Traditionally valued for its ornamental and industrial uses, silver is now gaining traction as a hedge against inflation and currency devaluation. The recent surge in global demand, coupled with India's growing interest in precious metals beyond gold, has made silver an attractive alternative. Affordable compared to gold, it offers diversification and potential for strong returns amid economic uncertainties. Additionally, innovations like silver ETFs and digital silver platforms are making investments more accessible, further enhancing their appeal as a strategic asset in Indian investment portfolios.

In the current economic climate, with gold prices reaching all-time highs, do you see silver jewellery becoming the entry point for aspirational buyers, or is it evolving into a luxury category in its own right?

In the current economic climate, silver jewellery is increasingly serving as both an entry point for aspirational buyers and evolving into a luxury category. As gold prices soar, silver

Nitman Silver has built a strong and credible presence in the silver jewellery industry, known for its emphasis on quality craftsmanship, design-led collections, and a thoughtful blend of traditional techniques with contemporary aesthetics. Over the years, the brand has developed a clear understanding of evolving consumer preferences, allowing it to create jewellery that resonates with both modern sensibilities and cultural roots. With a consistent focus on innovation and detail, Nitman Silver continues to expand its reach across Indian and international markets. Steering this growth are Mr Nitin Ghataliya and Mr Mansukh Talsaniya, whose clear vision and steady leadership continue to shape the brand's evolving identity.



Mr Nitin Ghataliya | Mr Mansukh Talsaniya
Chairman, Nitman Silver Exports LLP.

offers an affordable yet stylish alternative for first-time buyers seeking precious metal adornments. Simultaneously, designers and brands are elevating silver with contemporary craftsmanship, limited editions, and fusion with gemstones, positioning it within the premium and luxury space. This dual appeal—affordability and exclusivity—has widened its market base, making silver jewellery not just a substitute for gold, but a fashionable and aspirational choice in its own right across consumer segments.

Could you shed light on how the silver market is growing in comparison to gold, especially in India's urban and semi-urban centres? Are there regions or demographics where silver is witnessing a particularly sharp rise in popularity?

The silver market in India is experiencing significant growth, particularly in urban and semi-urban centres. While gold remains a traditional investment choice, silver is gaining popularity due to its affordability and versatility. In Tier-II cities like Rajkot, Vijayawada, and Visakhapatnam, demand for silver jewellery has surged, with a 59% year-on-year increase in popularity. This trend is driven by rising disposable incomes, changing fashion preferences, and the influence of social media. Younger demographics, including Gen Z and millennials, are particularly inclined towards silver jewellery, appreciating its contemporary designs and lower price point. Additionally, the reduction in import duties has made silver more accessible, further boosting its appeal as both a fashion accessory and an investment option.

What new offerings has Nitman Silver introduced in response to the evolving market?

Nitman Silver has introduced a range of 925 sterling silver jewellery, including rings and belts, to cater to the growing demand for lightweight and trendy designs among the younger generation. These offerings are produced in-house, ensuring consistent quality and craftsmanship. The company aims to provide unique and stylish silver jewellery that appeals to fashion-conscious consumers.

Which product categories in silver - jewellery or the silver idols are performing the best for you?

Silver jewellery is currently outperforming other categories for Nitman Silver, driven by growing demand among younger consumers for contemporary, affordable luxury. Lightweight, stylish pieces such as rings, bracelets, and earrings in 925 sterling silver have gained popularity, especially in urban and semi-urban markets. However, silver idols also remain a strong segment, particularly during festive seasons and for gifting purposes, supported by cultural and religious sentiments. While both categories contribute significantly, the jewellery segment has shown more consistent year-round growth, fueled by fashion trends, increasing digital sales, and a broader appeal across age groups seeking both style and investment value.

Do you believe silver offers a unique canvas for men's jewellery? How is Nitman Silver catering to the growing demand?

Yes, silver offers a bold and versatile canvas for men's jewellery, blending style with affordability. Nitman Silver is meeting this rising demand with an exclusive range of 925 sterling silver rings, chains, and bracelets, tailored to modern male aesthetics through contemporary designs, in-house craftsmanship, and consistent quality.

How does the future look like for Nitman Silver?

Nitman Silver is poised for significant growth in 2025, capitalising on the rising demand for silver

jewellery in India. The company is expanding its product range to include lightweight, contemporary designs that appeal to younger consumers, particularly Gen Z. By leveraging in-house design and manufacturing capabilities, Nitman ensures consistent quality and innovation. This strategic approach positions Nitman Silver to meet the evolving preferences of the market and establish a strong presence in the silver jewellery segment. With a focus on affordability, style, and quality, the future looks promising for Nitman Silver.

Conclusion

As consumer preferences shift toward affordability, individuality, and quality, silver is swiftly moving beyond its supporting role and claiming centre stage in the world of precious metals. With a clear eye on changing market dynamics and design sensibilities, Nitman Silver stands well-positioned to lead this transformation, shaping silver as a lifestyle statement for the next generation.



Celebrate Everlasting Bonds with Silver Friendship Bands



Friendship is one of life's most beautiful and grounding relationships. It's built on trust, laughter, shared memories, and the quiet assurance that someone will always be by your side. While we often express this bond with words or gestures, sometimes, a small token can speak volumes. That's where **silver friendship bands** come in—a timeless way to celebrate your friends with elegance, meaning, and style.

Why Choose a Silver Friendship Band?

Friendship bands have traditionally been made of colorful threads, beads, or cords—simple yet meaningful. But

silver takes this tradition to the next level, turning a temporary gesture into a **lasting keepsake**.

Here's why silver friendship bands are becoming increasingly popular:

Long-Lasting & Durable: Crafted from 925 sterling silver, these bands are designed to stand the test of time—just like your friendship.

Stylish & Versatile: Silver bands can be worn every day, complementing both casual and formal looks. They

suit all genders and styles.

Meaningful Designs: From engraved initials to infinity symbols, hearts, or even quirky charms that reflect inside jokes, silver bands offer endless personalization.

Symbol of Purity & Trust: In many cultures, silver symbolizes purity, calmness, and protection—traits that define a true friendship.



Personalized Silver Friendship Bands: A Modern Classic

One of the best parts of gifting a silver friendship band is the ability to personalize it. Whether you want to engrave your friend's name, your initials, a special date, or a meaningful quote—silver makes it feel permanent and intimate.

You can choose from:

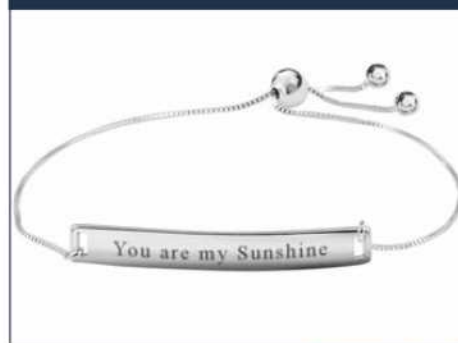
Infinity Knot Bands:
Symbolizing endless friendship and loyalty.



Heart Link Designs:
Perfect for best friends who are like family.



Charm Bracelets: Add personalized charms that reflect shared memories, hobbies, or travel adventures.



Continued on Page...25

Celebrate Everlasting Bonds...

Minimal Bands: Sleek, unisex options for friends who prefer simplicity and subtlety.



Custom Engraved Pieces: Add a touch of humor, a quote, or coordinates of where you met.



Occasions to Gift a Silver Friendship Band

Though every day is a good day to celebrate friendship, here are some perfect occasions to give a silver band:



Friendship Day (First Sunday of August)

Birthdays

Graduation or Farewell Gifts

Anniversary of Your Friendship

Random Acts of Appreciation

Even without an occasion, a surprise silver band can warm a friend's heart and strengthen your connection.

Caring for Your Silver Friendship Band

Silver is precious, and with a little care, it can last forever. Here are a few tips:

Store it in a dry, air-tight container when not in use.

Avoid contact with harsh chemicals or perfumes.

Clean it gently with a soft cloth or silver polish if it tarnishes.



Storage storage



Cleaning cloth

VS



Cleaning cloth

Quick Fix:

A silver friendship band is more than a piece of jewelry—it's a tribute to years of shared laughter, late-night talks, silent support, and unforgettable moments. It's a reminder that no matter where life takes you, your friendship remains unshakable.

So whether you're celebrating a childhood friend, your college bestie, or a work buddy who became family, a **silver friendship band is the perfect blend of sentiment and sophistication.**

Let your friendship shine—in silver.

Celebrate Janmashtami with the Divine Glow of Silver

Janmashtami, the birth anniversary of **Lord Krishna**, is one of the most cherished and vibrant festivals in India. Marked by fasting, devotional songs, beautifully decorated temples, and joyful enactments of Krishna's life (Raas Leela), the festival celebrates the arrival of the divine child who symbolizes love, wisdom, and eternal joy.

As we prepare our homes and hearts to welcome **Kanha**, one of the most graceful ways to honor his presence is through the timeless beauty of **silver**—a metal deeply rooted in Indian spirituality and tradition.

The Spiritual Significance of Silver in Hindu Traditions.

In Indian culture, **silver** is more than just a precious metal. It is associated with purity, calmness, and moon-like serenity—all qualities linked to divinity and peaceful energy. During Janmashtami, silver is often used in various spiritual and decorative forms:

- ▲ **Silver idols of Bal Gopal (baby Krishna)**
- ▲ **Silver cradles (jhoolas)** for midnight rituals
- ▲ **Silver utensils** for offering bhog (divine food)
- ▲ **Silver ornaments and jewelry** to adorn Krishna idols

These are not just traditions but symbolic gestures, expressing devotion and welcoming divine energy into our homes.



Why Choose Silver for Janmashtami Celebrations?

Here's why silver holds a special place in Janmashtami rituals:

□ Symbol of Purity and Peace

Silver represents cooling and calming energy. Lord Krishna, known for his mischief and charm, also brought peace and wisdom. Offering or decorating with silver reflects these divine qualities.

□ Spiritual Conductor

Silver is considered a spiritual conductor in Vedic texts. It is believed to absorb positive vibrations and divine blessings, making it perfect for pooja rituals.

□ Tradition Meets Timelessness

Silver blends age-old customs with a sense of elegance and permanence. Be it a silver diya, Krishna's flute, or a decorative silver pankh (feather), these pieces become heirlooms—preserved and passed down through generations.

Continued on Page...27

Celebrate Janmashtami ...

.Ways to Include Silver in Your Janmashtami Festivities
Make this Janmashtami extra special with these silver elements:



1. Silver Bal Gopal Idols

A beautifully crafted silver idol of baby Krishna in a playful pose is perfect for your home temple. It brings spiritual grace and serves as a charming centerpiece.

2. Silver Jhoola (Cradle)

Recreate the magic of Krishna's birth by placing the idol in an ornate silver jhoola. It's traditional, symbolic, and heartwarming.

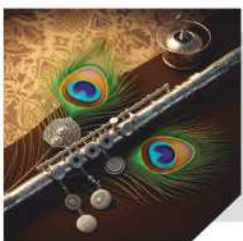


3. Silver Krishna Ornaments

Adorn your deity with miniature silver jewelry—tiny earrings, bangles, waistbands (kamarbandh), and crowns (mukut). It reflects devotion and attention to detail.

4. Silver Utensils for Bhog

Offer sweets, makhan-mishri, and fruits to Krishna using silver bowls, plates, and spoons. It enhances the sanctity of the offering.



5. Silver Flute & Peacock Feather Accessories

Silver flutes and feather-inspired motifs (pankh) are symbolic of Krishna's essence—playful, musical, and full of life. These also make elegant gifts or home décor pieces.

Silver Gifts for Janmashtami

Janmashtami is a time of sharing joy and blessings. Gifting silver items like:

Ø Small Krishna pendants or lockets

Ø Silver coins with Krishna motifs

Ø Silver bracelets or rakhis with bansuri, Om, or peacock feather designs is a thoughtful way to spread good fortune and devotion during the festival.

Janmashtami reminds us of the divine presence in simple joys, music, love, and childhood innocence. Adding silver to your celebrations elevates the experience—offering beauty that's not just visual, but deeply spiritual. Whether you're decorating your temple, preparing bhog, or looking for a meaningful gift, let the timeless charm of **silver** illuminate your Janmashtami this year.

Celebrate Krishna. Celebrate purity. Celebrate in silver.



"Silver Empire Rising: Mahendra Jain Munoth's Shining Showcase at SSI"

At a recent showcase hosted by SSI, Mahendra Jain Munoth of Silver Empire Annex presented an exquisite collection of silver creations that captivated visitors from around the world. Featuring over 80 hallmark-certified pieces, the highlight of the Silver Empire Annex was the introduction of a newly launched silver line in 92.50 purity — a mark



of superior craftsmanship and quality.

Among the standout items were intricate depictions of Arjun and Krishna's Mahabharata Rath, luxurious wooden furniture and wall clocks adorned with silver detailing, elegant timepieces, statues, ornamental frames, and a wide-ranging jewellery section. The collection also boasted antique 92.50 purity silver, samai lamps with gold or oxidized coatings, and innovative rose-gold mixes — all backed by a purity guarantee.

Mr. Jain further stated that for such work our skilled artisans work day and night to bring new and serve new things to the industry and it's



customers understanding their needs and requirement. Our passion is to serve new every time we visit any exhibition we do not repeat any designs

With such a diverse and unique offering, Silver Empire Annex is setting new standards in the silver industry. As interest continues to grow, silver is increasingly being recognized not just as a precious metal, but as the new gold in terms of style, value, and investment potential.



Harshit Jewellers Unveils 'Awesome'

A Stunning 999 Silver Frame Collection with 24K Gold Foil Artwork at SSI Show 2025



SSI Show 2025 which was held at JWCC BKC Mumbai, Harshit Jewellers made a notable mark with their exceptional presentation of 999 silver frames under their signature brand 'Awesome'. Led by Mr. Jigesh Shah and Mrs. Pradnya Dalvi, the brand showcased a dazzling array of frame collections that masterfully combine pure silver craftsmanship with 24K gold foil artistry.

'Awesome': Where Devotion Meets Design

The 'Awesome' collection is a visual and spiritual delight, featuring 999 purity silver frames meticulously adorned with 24K gold foil artwork. From divine figures to spiritual scenes and intricate motifs, each frame is designed to evoke reverence, elegance, and timeless charm. These frames serve not only as decorative showpieces but also as ideal gifting solutions for weddings, anniversaries, corporate milestones, housewarmings, and religious occasions.

“The ‘Awesome’ brand reflects our passion to bring together heritage art and luxury craftsmanship,” said Mr. Jignesh Shah.

“Each piece is created with care, aiming to blend beauty with meaning,” added Mrs. Pradnya Dalvi.

From traditional to contemporary themes, Harshit Jewellers displayed a wide variety of frame sizes and artwork styles, showcasing the versatility of the brand. Every frame in the collection is:

- Crafted with 999 fine silver
- Enhanced with real 24K gold foil details
- Protected in elegant finishes and ready-to-display packaging

With their 'Awesome' collection, Harshit Jewellers continues to redefine devotional décor — transforming pure silver into a medium of expression, reverence, and refined artistry.



K.K. Silver:

Where Timeless Artistry Meets Contemporary Elegance in 92.5 Sterling Silver

At the prestigious SSI Show held at JWCC BKC, Mumbai, **K.K. Silver** captivated visitors with a dazzling showcase that perfectly fused tradition with innovation. Known for their unmatched craftsmanship in **92.5 sterling silver**, K.K. Silver continues to redefine luxury through thoughtfully curated collections that cater to both spiritual sensibilities and modern tastes.

A Divine Legacy: Contribution to Ayodhya Ram Mandir

One of the proudest moments for K.K. Silver was their honored role in the **Ayodhya Ram Mandir Pran Pratishtha** celebrations. On special order, the brand delivered intricately crafted silver items including the **Mukut**, **jewellery sets**, **bow and arrow**, and other devotional pieces — a testament to their craftsmanship and cultural reverence.



A Universe of Silver Creations

From **divine idols of Lakshmi Ji and Ganesh Ji** to **silver samayis, pooja thalis**, and **home mandir décor**, K.K. Silver offers an expansive collection that embodies blessings, devotion, and aesthetic beauty. Each item is thoughtfully designed, combining traditional motifs with contemporary artistry. But spirituality is just one facet of their creativity.

Bridging Culture and Contemporary Style

K.K. Silver also dazzled with their **moissanite silver jewellery** – a growing trend in affordable luxury. From bridal pieces to everyday elegance, each design showcases brilliance and sophistication. The collection is further enriched by: **Designer Silver Handbags, Antique-style Silver Boxes, Silver Mobile Phone Cases, Unique Silver Ludo Games** – blending nostalgia with luxury

Innovation in Everyday Luxury

What sets K.K. Silver apart is their ability to bring silver into the everyday lifestyle of modern consumers. Their unexpected creations like **silver mobile cases, playable silver Ludo sets**, and **ornamental utility items** prove that silver can be both practical and poetic.

A Name Synonymous with Grace

Mr. Kushal Khunteta, speaking on behalf of the brand, said: "At K.K. Silver, we're not just creating products — we're celebrating stories, rituals, and modern elegance through silver. From temples to homes, our silver touches every space with grace."

With a deep-rooted legacy and a vision for the future, **K.K. Silver** continues to stand as a beacon of **sophistication, spirituality, and timeless design** in the world of sterling silver.



Silver Nakasshi, Udaipur:

Crafting Heritage and Devotion in Sterling Silver

Steeped in heritage, adorned in silver — these words truly encapsulate the experience of visiting **Silver Nakasshi** at the **SSI Exhibition 2025**, held at JWCC BKC Mumbai. Renowned for their exquisite craftsmanship and soulful silver creations, Silver Nakasshi represents the essence of **Udaipur's regal artistry**, brought to life in every handcrafted piece.

A Journey Through Art and Devotion

From intricately carved **pooja chowkis** to luxurious **home décor items**, every display at the Silver Nakasshi booth radiated timeless elegance. Their designs are not merely decorative — they are sacred, narrative-driven, and deeply rooted in Indian culture. Each piece feels like a tribute to divine artistry.

Visitors were especially drawn to their spiritual collections — delicately sculpted in **92.5 sterling silver**, with motifs that honor tradition while embracing a refined aesthetic.

A Personal Touch: Stories Behind the Silver

A heartfelt thanks to **Rashmi Ma'am**, whose passion for the art form added a deeper dimension to the experience. Her stories about the making of each item — the symbolism, the regional inspirations, and the techniques passed down through generations — gave each creation a soul.

"Silver isn't just metal; it's emotion molded with purpose," Rashmi Ma'am shared. And that sentiment echoed in every item on display.

Digital Luxury, Udaipur Style

In a thoughtful extension of their services, **Silver Nakasshi** now offers **video consultations**, allowing patrons to explore their exclusive collections from anywhere in the world. Whether you're designing a sacred corner of your home or selecting a wedding heirloom, the brand ensures a personalized, immersive experience.

Where Tradition Meets Taste

With a balance of **classic pooja essentials** and **modern luxury silverware**, Silver Nakasshi continues to elevate the standard of Indian silver craftsmanship — one elegant creation at a time.

Discover the timeless charm of Udaipur through Silver Nakasshi — where silver becomes a living, breathing expression of devotion and design.



SILVER NAKASSHI



Jay Enterprises Shines at SSI Show 2025

with Global Silver Collections & Corporate Gifting Excellence

The prestigious SSI Show 2025 at JWCC BKC Mumbai was a treasure trove of innovation and tradition — and among the standout exhibitors was **Jay Enterprises**, led by **Mr. Narendra Bhandari**, along with **Mr. Harsh Bhandari** and **Ms. Sakshi Bhandari**. The brand showcased an impressive blend of **999 fine silver idols**, curated **corporate gifting solutions**, and an expansive selection of **92.5 sterling silver jewellery** imported from across the globe.

999 Silver Idols: Purity Meets Spiritual Grandeur

At the heart of their exhibit were meticulously crafted **999 silver idols**, each reflecting spiritual elegance and cultural reverence. Designed with precision and devotion, these idols cater to both personal and institutional spaces, offering timeless appeal for pooja rooms, temples, and gifting occasions.

Global Jewellery Collection in 92.5 Sterling Silver

Jay Enterprises also unveiled a sophisticated assortment of **92.5 sterling silver jewellery**, imported from leading international markets. Their collection spans:

- Elegant contemporary designs
- Traditional ethnic motifs
- Versatile pieces for daily wear and special occasions

Their selection offers something for every silver jewellery connoisseur — from minimalist modern styles to statement heritage pieces.

Corporate Gifting, Redefined

Understanding the evolving needs of modern businesses, Jay Enterprises presented a well-curated line of **corporate gifting items** in silver — perfect for festivals, events, and brand partnerships. With a focus on utility, luxury, and lasting value, these items stand as thoughtful tokens that leave a lasting impression.

A Legacy of Trust and Innovation

Speaking about their journey and participation at the SSI Show, **Mr. Narendra Bhandari** shared:

"At Jay Enterprises, we blend purity with purpose. Whether it's a devotional idol, a fashion-forward jewellery piece, or a premium gift, every item reflects our commitment to quality and craftsmanship."

With many years of experience in the silver industry, **Jay Enterprises** continues to expand its reach across India and beyond, serving as a trusted name for retailers, wholesalers, and corporate clients alike.

Jay Enterprises' presence at SSI 2025 was a celebration of purity, innovation, and global artistry — all in silver.



Manish Bhindi Jewels Unveils the All-New 'Zoey Collection' at SSI Show 2025: A Bold Step in Silver Innovation

At the SSI Show 2025, held at JWCC BKC Mumbai, Bhindi Jewellers (Rajkot) captivated visitors with the official launch of their much-anticipated **'Zoey Collection'** — a truly heartened, handcrafted line that breaks away from the ordinary. **Mr. Manish Bhindi** and **Mrs. Rekha Bhindi**, the creative minds behind this bold brand, introduced the **Zoey Collection** as a tribute to **individuality, emotion, and design innovation** in the world of silver jewellery.

A Fresh, Never-Seen-Before Concept in Silver

The **Zoey Collection** is unlike anything seen before in the silver space. With fluid forms, artistic asymmetry, and a play of textures and finishes, each piece is designed to tell a story — one of strength, grace, and modern femininity. The collection is a result of a meticulous design journey, blending tradition with a fresh, fashion-forward sensibility.

“Zoey is more than just a jewellery collection — it’s a statement of expression. We wanted to bring something different to the silver industry, something that’s not just

worn, but felt,” shared Mrs. Rekha Bhindi during the launch. From bold necklaces to elegant earrings and everyday luxe rings and much more, the line is crafted in **92.5 sterling silver**, combining both high

Manish Bhindi jewels

design and wearability. Celebrating Emotion Through Craftsmanship
Bhindi Jewellers has long been known for their exceptional craftsmanship and refined aesthetic. With **Zoey**, they’ve pushed the envelope — bringing in a curated selection that resonates with the younger generation while maintaining their hallmark quality and artistry.



“

Mr. Manish Bhindi added, “Every piece in Zoey is a reflection of emotion. We’ve poured our heart into this — from concept to craftsmanship — and we’re proud to present something truly original to our customers.”

”



A Milestone Launch at SSI Show 2025

The SSI platform was a fitting stage for this landmark launch. With buyers, designers, and jewellery connoisseurs from across India and beyond in attendance, the response to **Zoey** was overwhelmingly positive, garnering praise for its originality and daring design language.

With the launch of Zoey, Bhindi Jewellers (Rajkot) has not only introduced a new collection but has redefined what silver jewellery can be — heartfelt, high-fashion, and undeniably unique.



Mr. Deepak of Dev Ornaments Showcases Latest Silver Collections at SSI Show, JWCC BKC Mumbai

At the recently held SSI Show at JWCC BKC, Mumbai, Mr. Deepak, the face behind Dev Ornaments, made a striking impression with an expansive showcase of silver jewellery collections. Known for innovation and diversity in silver ornaments, Dev Ornaments continues to evolve with the changing demands of the market.

In his latest display, Mr. Deepak highlighted both regular and festive-themed collections — most notably the Rakhi range, launched in time for the upcoming season. The collection features intricately designed silver Rakhis that balance tradition with a modern aesthetic.

Beyond festive offerings, Dev Ornaments also introduced: Hallow Chains, Payals (anklets), Kids' Jewellery Collections, Rose Gold-Plated Silver Necklaces, Men's & Ladies' Collections, Imported Silver Items, Lightweight Jewellery in Silver



These additions reflect the brand's dedication to offering versatile and trend-forward pieces, catering to a wide spectrum of customers — from traditional buyers to modern fashion enthusiasts.

Mr. Deepak expressed enthusiasm about the brand's evolving direction, stating: "Our goal is to bring innovation to silver jewellery, keeping it fresh and relevant across all customer groups.

Whether it's festive items like Rakhis or our signature lightweight pieces, we aim to provide style, quality, and affordability."

Dev Ornaments continues to be a key player in the Indian silver jewellery landscape, with a growing footprint and a loyal clientele. Stay tuned for more seasonal innovations and standout designs from Dev Ornaments in the upcoming months.

Rising Demand for Silver Jewellery Boosts U.S. Retail; Indian Exporters Poised for Gains

Silver jewellery is playing an increasingly pivotal role in driving retail growth across the U.S., according to a recent survey commissioned by the Silver Institute. The study, which gathered insights from American jewellery retailers on their 2024 sales performance, highlights silver as the top performer among precious metals, both in terms of sales and profit margins.

This trend bodes well for Indian silver jewellery exporters, with India currently exporting \$320 million worth of silver ornaments to the U.S. market.

The survey found that 53% of U.S. retailers reported a rise in silver jewellery sales in 2024—an encouraging increase compared to

2022. Additionally, 71% of retailers expanded their silver jewellery inventory this year, with an average stock increase of 15%, up from a 10% expansion in 2022.

Silver jewellery proved especially profitable during key retail periods like the holiday season, offering retailers the highest-maintained margins. It made up 31% of total unit sales in jewellery retail for 2024, a rise from 28% two years ago. On average, stores reported a 20% increase in silver jewellery sales this year, significantly above the 14% growth reported in 2022.

Consumers aged 20 to 40 were the most frequent buyers of silver



jewellery, followed by those aged 41 to 50. The primary driver of sales was women purchasing for themselves. A strong 83% of retailers stated that silver jewellery is vital to their business, and 92% expressed confidence in continued

sales growth in the years ahead, up from 88% in 2022.

Michael DiRienzo, President and CEO of the Silver Institute, noted: "Silver jewellery gives consumers diverse choices at accessible price points. The rising popularity of bold, fashion-forward silver designs is encouraging more shoppers to opt for silver pieces."

Celebrate Raksha Bandhan with These 10 Elegant Silver Rakhi Designs That Speak from the Heart

Raksha Bandhan is a celebration of the unbreakable bond between brothers and sisters—a festival filled with love, memories, and heartfelt promises. This year, make the occasion even more special by choosing a 925 sterling silver rakhi—a keepsake that goes beyond a single day and becomes a treasured memory.

At any Jewellers Store you will be offered a unique collection of silver rakhis that beautifully combine tradition with modern elegance. Whether you're choosing one for your younger brother, elder sibling, or even a bhaiya-bhabhi pair, our handcrafted designs add meaning and style to every relationship.

Why Choose a Silver Rakhi?
Opting for a silver rakhi isn't just about style—it's also a meaningful and practical choice:

Reasons to Wear Silver Rakhi

- Protection
- Prosperity
- Spirituality



Long-lasting: Unlike traditional thread rakhis, silver ones don't wear out and can be kept as a lasting memory.

Skin-friendly: 925 sterling silver is hypoallergenic and gentle on the skin—perfect for kids and adults alike.

Spiritual Significance: Silver is often associated with purity, protection, and calm energy in Indian culture.



Reusable: Many of our silver rakhi designs double as stylish bracelets, making them wearable all year round.
Elegant Gift: A silver rakhi becomes both a token of affection and a valuable gift that your brother will cherish.

10 Thoughtfully Designed Silver Rakhis to Make Your Brother Feel Truly Special



1. Swastik Silver Rakhi for Kids

Designed for younger brothers, this rakhi features the sacred Swastik symbol—a sign of good fortune and positivity. Its child-friendly size and lightweight design make it perfect for small wrists, offering comfort along with tradition.



Continued on Page...36

Celebrate Raksha Bandhan...



2. "Bhai" Silver Letter Rakhi

Let your rakhi say it all. This silver rakhi spells out "Bhai" in bold letters, making it a heartfelt and contemporary gift for teenage or elder brothers. Stylish enough to wear as a bracelet, it's a reminder of your love long after the festival ends.



3. Om Sun Silver Rakhi

Combining the peaceful vibrations of "Om" with the strength and warmth of the Sun, this rakhi carries deep spiritual energy. It's ideal for brothers who appreciate designs with meaning and power.



4. Swastik Silver Rakhi for Brothers

A timeless and classic choice, this rakhi brings together traditional Indian symbolism with fine silver craftsmanship. It's perfect for brothers who hold cultural values close to their heart.



5. Kartik Om Bracelet Rakhi for Kids

This rakhi channels the warrior spirit of Lord Kartikeya with a bold "Om" symbol and a modern bracelet look. Cool, divine, and trendy—perfect for energetic young boys.



6. Ganesh Ji Rudraksh Silver Rakhi

With Lord Ganesha and rudraksh beads, this rakhi brings protection, wisdom, and good luck. A divine and decorative option that adds charm and blessings to your brother's wrist.



7. Minimal Om Silver Rakhi Clean lines

and subtle elegance define this rakhi. Featuring a simple yet powerful "Om" symbol, it's ideal for brothers who prefer understated designs with deep meaning.

Continued on Page...37

Celebrate Raksha Bandhan...



8.Om Ganesha

Silver Rakhi

This design merges two sacred symbols—Om and Ganesha—into a detailed and devotional piece. A thoughtful pick for spiritual brothers or those who admire intricate Indian artistry.



9.Krishna Bansuri

Silver Rakhi

Inspired by Lord Krishna's flute, this rakhi exudes charm and joy. It's a playful yet emotional design that captures the loving mischief of sibling bonds.



10.Pankh Bansuri

Silver Rakhi

Symbolizing freedom and affection, this rakhi blends a feather (pankh) with a flute motif—a poetic tribute to Krishna's playful spirit. It's a beautiful pick for a brother who's more like your best friend.



11.Pankh Bansuri

Silver Rakhi

Symbolizing freedom and affection, this rakhi blends a feather (pankh) with a flute motif—a poetic tribute to Krishna's playful spirit. It's a beautiful pick for a brother who's more like your best friend.



12.Engraved Name

Silver Rakhi

Add a personal touch with custom name or initial engravings. A beautiful keepsake that becomes a lasting memory.

Final Thoughts

A silver rakhi is more than a festive accessory—it's a meaningful token that reflects the strength of your bond and the memories you've built together. With Latest curated collection of sterling silver rakhis, you're not just tying a thread; you're tying a promise that lasts a lifetime.

This Raksha Bandhan, choose a rakhi that your brother won't just wear—he'll treasure.

Kerala Emerges as Jewellery Trade Powerhouse as KJIF 2025 Breaks All Records

- ▲ *KJIF 2025 Concludes with Massive Trade Volumes, Policy Dialogues, and Industry Accolades*
- ▲ *Historic Milestones and Glittering Celebrations Mark the Grand Success of KJIF 2025*
- ▲ *Kerala Leads the Nation with 100% Hallmarking as Industry Gathers for Record-Breaking B2B Expo*

The Kerala Jewellery International Fair (KJIF) 2025, held from 25th to 27th June at the Adlux Convention Centre, Kochi, came to a grand and successful end, reaffirming its position as Kerala's most prestigious B2B jewellery exhibition. Jointly organised by the Kerala Gold & Silver Merchants Association (KGSMA) and United Exhibitions, the event saw record-breaking footfall, overwhelming trade response, and three days of exceptional business and networking opportunities.

The exhibition was inaugurated in a vibrant ceremony by Shri Kirit Bhansali, Chairman of the Gem & Jewellery Export Promotion Council (GJEPC). Joining him on the dais were several esteemed dignitaries from across the jewellery trade spectrum — including Shri Avinash Gupta, Vice Chairman of the All India Gem & Jewellery Domestic Council (GJC), Shri Sabarinath, State President of the Tamil Nadu Jewellers Federation, Shri Vijay Kumar, State President of the Andhra Pradesh Jewellers Association, Shri Muthu Venkatraman, President of the Coimbatore Jewellery Manufacturers



Association (CJMA), and Shri Shantilal Jain representing the AP Jewellers Association along with Shri K Surendran, State President, KGSMA Adv S Abdul Nazar, State General Secretary, KGSMA and Shri CV Krishna Das, State Treasurer, KGSMA and other leaders of KGSMA and other regional

associations who had been the backbone for the success of the show. Their collective presence and support lent remarkable stature to the fair's inauguration, reflecting the unifying spirit of India's jewellery fraternity.

From the very first hour, the exhibition halls experienced a massive influx of trade visitors, with packed aisles and buzzing booths. All previous records for B2B shows in Kerala were surpassed — both in terms of visitor footfall and business transactions. Exhibitors reported brisk trade, with high-quality buyers placing orders across all product segments. The energy and enthusiasm on the show floor remained consistent throughout all three days.



Continued on Page...39

KJIF 2025 Breaks All Records....

A defining feature of KJIF 2025 was its **robust knowledge-sharing platform**. Several curated seminars and expert panel discussions were held to educate jewellers on emerging **compliance norms, legal frameworks, hallmarking standards, and modern business strategies**. These sessions were enriched by the participation of key representatives from relevant government departments and influential industry voices, offering actionable insights for retailers, wholesalers, and manufacturers alike.

On the second day, a special felicitation ceremony was organised to mark a historic milestone: **Kerala becoming India's first state to achieve 100% hallmarking compliance with HUID process**. The event was honoured by the



Jewellery Awards', held to recognise outstanding achievers within Kerala's jewellery industry. The glittering ceremony was graced by **Shri Benny Behanan**, Hon'ble Member of Parliament, whose encouraging words reinforced the importance of excellence and innovation in the sector. The dazzling presence of Malayalam film actress **Miss Honey**



presence of **Shri G. R. Anil**, Hon'ble Minister for Food, Civil Supplies, and Legal Metrology, Government of Kerala, who addressed the gathering and lauded the exemplary coordination between jewellers and regulatory bodies in achieving this national distinction.

The celebratory mood continued into the evening with the highly



anticipated **'SVAR Presents Kerala**

Rose added a cinematic sparkle to the night. The evening concluded with a **power-packed live performance by Shri Anoop Shankar and his band**, whose electrifying musical act kept the audience thoroughly enthralled.

The final day of KJIF 2025 featured the much-awaited **Grand Kerala State Jewellers Conference**, which witnessed the attendance of over **5000 jewellers and traders** from every corner of Kerala. The conference served as a dynamic forum for deliberating on **industry challenges, trade opportunities, taxation, hallmarking updates, and future vision for the sector**. The scale and seriousness of this conclave positioned Kerala at the national forefront of industry leadership, with visuals and takeaways from the event gaining wide attention across the country.



India-GCC Designers Collaborate to Create Jewellery for SAJEX 2025

21st July 2025, Mumbai: GJEPC, the apex body of gem & jewellery trade in India, organized the Exporter and GCC Designers' Workshop at the Bharat Ratnam Mega CFC, SEEPZ in Mumbai on 17th July. The event marked a key milestone in the lead-up to SAJEX (Saudi Arabia Jewellery Exposition), GJEPC's first-ever show in Saudi Arabia, scheduled from 11th to 13th September 2025 at the Jeddah Superdome.

The workshop was inaugurated by **Mr. Milan Chokshi**, Chairman, Indian Institute of Gems & Jewellery (IIGJ) Mumbai and **Mr. Sabyasachi Ray**, Executive Director, GJEPC, along with distinguished designers and industry stakeholders. A special welcome was extended to **Ms. Mahima Varma** and **Mr. Tarun Jain**, Founders of the World Academy of Design, Dubai, who partnered with GJEPC to bring six leading GCC-based designers to collaborate with Indian manufacturers.

These six designers — Nadiyah Ghurmullah Alghamdi, Nouf Abdulaziz Sehli, Haifa Khaled Saeed Gathnan Alhadhrami, Fahima Saif Rashed Bakhit Alfalasi, Abeer Hussein Othman Yahya, and Fatimah Mohammed A Alsofi — travelled to Mumbai for this creative workshop focused on jewellery design trends in Saudi Arabia and GCC markets. They shared valuable insights and interacted closely with a select group of Indian exporters.

Delivering the keynote address, **Mr. Sabyasachi Ray** expressed his optimism about the initiative: "This design workshop marks a crucial step in deepening India's engagement with the fast-evolving Saudi jewellery market. With Saudi's jewellery market expected to grow from \$4.5 billion to \$8.5 billion by 2030, this is a timely initiative. The collaboration between Indian manufacturers and



GCC-based designers will help create region-specific collections that reflect Saudi sensibilities while showcasing India's manufacturing strength. SAJEX 2025 is not just an India show; it's envisioned as a world jewellery show, and this workshop lays the foundation for its long-term success. Saudi has a young, affluent, and globally minded audience looking for style and substance — and India is perfectly poised to meet that demand."

Adding to the sentiment, **Mr. Milan Chokshi** highlighted the broader design evolution taking place. "This initiative has the potential to spark something truly exciting in design. Indian jewellery design has evolved from referencing catalogues to creating original, contemporary pieces rooted in Indian heritage but made for the world. Today, as the Middle East undergoes its own transformation, this is a chance for GCC designers to draw from their own cultural identity and collaborate with Indian manufacturers to build something unique and globally relevant. The future belongs to

original design — and this is where it begins."

Bringing in the perspective of cross-cultural collaboration, **Mr. Tarun Jain** underlined the value of the exchange: "This collaboration is more than just a design exercise — it's about building a communication bridge between Indian manufacturers and the evolving Gulf market. The designers we've brought in are visionaries who understand not only current trends but also future market demands. They'll help manufacturers align their capabilities with regional preferences and guide them in communicating effectively with buyers at SAJEX. This mutual exchange of knowledge and creativity will lay the groundwork for long-term success in the GCC."

Mahima Varma offered a detailed overview of consumer behaviour across the GCC region. With this initiative, GJEPC is laying the groundwork for stronger ties between India and the Gulf. By bringing together design talent from both regions, the workshop is encouraging fresh ideas, meaningful partnerships, and jewellery that resonates with today's global consumer. It's a step towards building collections that not only reflect local tastes but also stand out on the international stage — just in time for the Council's much-anticipated debut in Saudi Arabia with SAJEX 2025.

Engineering Elegance in Silver: Emerald's Silver Innovations at IIJS 2025



Mr. K. Srinivasan

Managing Director
Emerald Jewel Industry India Ltd.

At IIJS 2025, Emerald is set to elevate the silver category with a fresh and future-ready lineup that blends functionality with finesse. Our silver showcase has been meticulously curated to reflect both durability and design sophistication—hallmarks of the Emerald legacy.

Key Silver Highlights at IIJS 2025:

Tarnish-Resistant Designs: Built for longevity and daily wear, these pieces offer lasting shine without the need for constant maintenance.

Multi-Colour Plated Utensils: Marrying utility with aesthetic appeal, these utensils reflect our commitment to reimagining everyday silverware.

5-Year Long-Lasting Gold-Plated Silver Line: Developed with enhanced coating technology, this range ensures a premium gold finish with extended durability.

Machine-Made 24Kt Silver Chains: Precision-crafted using advanced machinery, these chains set new benchmarks in purity, finish, and consistency.

With our silver innovations, we're not just responding to evolving customer needs—we're setting new standards for what silver jewellery and artifacts can achieve. Emerald's silver offering at IIJS 2025 promises exceptional value, long-term wearability, and style that speaks across generations.

Tanvi & Co.: Showcasing Minimalist Silver Brilliance and CNC Craftsmanship at IIJS 2025

1. What are your expectations from IIJS this year?

hello i am haresh sardhara from tanvi group as we are participating every year in the iijs show and every year we can meet national and international jewellery buyers in this exhibition and i can see that the demand of jewellery is going up day by day and i am very thankful to gjepe to organise this kind of many exhibitions every year so we can meet and greet to new buyers every year.

2. How are you preparing for IIJS and the upcoming festive season?

we are very excited to showcase our new light weight collections in the iijs show and our usp is that we are making minimalist silver 92.5 jewellery and we are hoping that this time festive season will more lit up because we are receiving good response of our branded jewellery from the market.

3. What key collections or product lines will you be showcasing at IIJS this year?

our key collections are
zaira collection – represent our cnc jewellery
dazzel collection – represent our colour stone jewellery



Mr. Haresh Sardhara,
Chairman – Tanvi & Co.

Bijoux Argent Pvt. Ltd.



Mr. Arvind Bafna
CEO- Bijoux Argent Pvt Ltd

What are your expectations from IIJS this year?

Being in the Jewelry Industry for 35 Years, I can confidently say that the India International Jewelry Show (IIJS) remains the pinnacle event for the Indian jewelry industry. Every year, we're incredibly encouraged by the overwhelming response from our customers, and this year, our expectations are even higher.

Despite the current elevated prices of gold and silver, we anticipate an even grander show. We're particularly excited about the surge of new entrants in the silver jewelry market and the emergence of exclusive silver retail stores. This growth signifies a robust expansion within the silver segment, which we believe will be incredibly beneficial for the industry as a whole. We look forward to a dynamic and prosperous IIJS this year.

How are you preparing for IIJS and the upcoming festive season?

Our strategy for IIJS 2025 and the upcoming festive season is clear. We've observed that while retail customers are a bit hesitant about significant gold investments, they still want to wear beautiful, luxurious jewelry. To meet this demand, we've launched "**Bijoux Select**," a sub-brand focused exclusively on Luxury Jewelry. For these pieces, we prioritize exceptional stone setting and superior plating processes to ensure every item is of the finest quality. This shift allows us to cater to evolving customer desires, offering exquisite pieces perfect for the festive celebrations ahead.

What key collections or product lines will you be showcasing at IIJS this year?

We're excited to unveil a diverse range of collections at IIJS this year, reflecting our commitment to innovation and catering to a wider audience. Beyond our newly launched "Bijoux Select" luxury line, we will also be prominently featuring:

Expanded Kids Collection:

Fresh and playful designs tailored for our younger clientele, ensuring stylish and age-appropriate options.



Contemporary Men's Wear:

A refined selection of modern jewelry for men, including new designs in bracelets, chains, and other accessories that blend sophistication with contemporary trends.



Minimal Workwear Jewelry:

A dedicated line focused on sleek and elegant pieces perfect for everyday professional wear. This collection boasts a multitude of new designs across bracelets, chains, and anklets, offering versatility and understated chic.



We believe these diverse offerings will not only attract a broader range of buyers but also solidify Bijoux Argent's position as a trendsetter in the Indian Silver Jewelry Market.

Is Silver Leading Gold? Is this the time to switch?

Should Indian Investors Rethink Their Gold Strategy.....

Precious metals are on the move — and this time, it's not just gold making headlines. Silver, often seen as gold's less glamorous cousin, has surged past ₹3,200 per 10 grams (₹38,000 per kg), touching its highest level since 2011. That's more than double its price from July 2022, when it hovered around ₹1,600 per 10 grams.

Meanwhile, gold remains strong, with prices nearing ₹2,90,000 per 10 grams (roughly ₹34,000 per gram or \$3,400 per ounce globally), and forecasts suggesting it could breach ₹3,40,000 per 10 grams (or \$4,000/oz) later this year. With such steep prices, many gold investors are asking a timely question: **Should I switch to silver now that it's rising?**

Gold vs. Silver: What Indian Investors Should Know

There's no one-size-fits-all answer. Precious metal investing is personal — it depends on your goals, risk tolerance, and budget.

If your aim is portfolio diversification or a hedge against inflation — but you're finding gold increasingly unaffordable — then silver may be a logical and cost-effective alternative. It provides many of the same protections as gold and still has strong upside potential, especially with industrial demand driving a big part of silver's price action. But remember, **silver is not gold**. Historically, gold has been the preferred store of value. There's a reason gold commands a premium that's nearly **8,000% higher** than silver — it's universally recognized, highly liquid, and limited in supply. So while silver may look attractive now, going “all in” could be a risky move. Even with silver's recent surge, it's unlikely to fully replace gold as a long-term wealth preserver.



How Much Should You Invest?

A good rule of thumb is to limit your precious metal exposure to **10% of your total investment portfolio**.

This keeps your portfolio balanced while still giving you a hedge against market volatility.

Rather than **switching entirely from gold to silver**, this may be a good time to **re-evaluate your current allocation**. For example:

5% in gold and 5% in silver, Or 7% gold and 3% silver — depending on your outlook and budget.

Bottom Line

Silver's rise is real — and tempting, especially if gold feels out of reach. But a full switch from gold to silver may not be the wisest move right now. Instead, use this moment as an



opportunity to **reassess your precious metal strategy**. Fine-tuning your gold-silver mix could help you capture potential gains while staying diversified and protected against inflation and market swings.

Exporters can now hand-carry jewellery as GJEPC Initiated Facilitation Centre Opens at Mumbai Airport

National, 17th July 2025: The Gem & Jewellery Export Promotion Council (GJEPC), in collaboration with Mumbai Customs, formally inaugurated the Jewellery Hand Carriage Facilitation Centre at Chhatrapati Shivaji Maharaj International Airport (CSMIA), Terminal 2, on 16th July 2025.

The facilitation centre was inaugurated by **Shri Surjit Bhujbal, Member Customs, CBIC**, in the presence of **Smt. Prachi Saroop, Principal Chief Commissioner, Shri Alok Jha, Principal Commissioner** and other Customs officials. Also present were **Shri Dnyaneshwar Patil, Development Commissioner, SEEPZ**, and the leadership team of GJEPC, including **Shri Kirit Bhansali, Chairman, Shri Shaunak Parikh, Vice Chairman, Smt Khushboo Ranawat, Regional Chairman (West), Shri Ajesh Mehta, Convener, Diamond Panel, Shri Sabyasachi Ray, Executive Director, Shri Mehul Shah, Vice President, BDB**.

The launch of the Hand Carriage Facilitation Centre at Mumbai Airport has been the result of GJEPC's persistent advocacy and groundwork. Recognising the immense potential of hand carriage for boosting gem and jewellery exports—especially from Mumbai, which typically accounts for nearly 65–70% of the country's exports—GJEPC proactively engaged with the Government.

Anticipating future clearance, the Council went a step ahead by securing a dedicated space at the Mumbai airport on a rental basis and fully equipping it in advance. With the premises now notified as a Customs area with Bharat Diamond Bourse appointed as a custodian, the Centre is fully operational—ready to facilitate round-the-clock hand



carriage exports. This initiative is a testament to GJEPC's vision, planning, and continuous coordination with government agencies to strengthen export infrastructure. Based on this initiative all types of exports and imports of jewellery through hand-carriage mode can now take place from Mumbai

Airport. In **FY 2024-25**, gem and jewellery exports from the Western Region (Mumbai Port) totalled US\$ 19,653.24 million, accounting for approximately 68% of India's total gross gem and jewellery exports during the year. The new dedicated facility is aimed at streamlining export procedures for high-value gem and jewellery shipments carried by hand, bringing greater transparency, faster clearance, and enhanced ease of doing business for exporters.

Shri Kirit Bhansali, Chairman, GJEPC, commented, "The inauguration of the Jewellery Hand Carriage Facilitation Centre at Mumbai Airport is a milestone in our ongoing efforts to boost ease of doing business for exporter members.

Alongside the e-commerce export channel, hand carriage will prove especially beneficial for MSMEs and high-value shipments, especially to FTA partner nations such as UAE under CEPA, Australia under ECTA and UK FTA. It offers a faster, cost-effective, and more agile way to service international orders. We thank Ministry of Commerce & Industry, Govt. Of India, Mumbai Customs, Bharat Diamond Bourse and Mumbai Airport International Airport Ltd. for their constant support to achieve the unique milestone."

Shri Dnyaneshwar B. Patil, IAS, Development Commissioner, SEEPZ-SEZ who was present at the occasion expressed "The inauguration of the Jewellery Hand Carriage Facilitation Centre at Mumbai Airport is a timely and impactful initiative that will greatly benefit SEEPZ-based exporters. With SEEPZ contributing a significant share (around 13%) to India's gem and jewellery exports, the availability of a dedicated hand carriage facility just minutes away will enable faster clearances, reduce logistical hurdles, and provide greater flexibility for companies handling high-value, urgent shipments. I commend GJEPC and Mumbai Customs for their collaborative efforts in enhancing the export ecosystem and making it more responsive to industry needs."

Continued on Page...45

Exporters can now...

With nearly two-thirds of India's gem and jewellery exports routed through Mumbai, the centre marks a major milestone in export infrastructure. The new facilitation centre will serve as a single-window facility supported by Mumbai Customs, CISF, police, and airport authorities. Personal carriage of gem and jewellery is permitted through select airports as specified in the Foreign Trade Policy.

For exports, the facility is allowed at nine locations: Delhi, Mumbai, Kolkata, Chennai, Kochi, Coimbatore, Bengaluru, Hyderabad, and Jaipur. For imports, personal carriage is permitted at seven locations: Delhi, Mumbai, Kolkata,

Chennai, Bengaluru, Hyderabad, and Jaipur. At present, the personal hand carriage facility is operational in Kolkata, Jaipur, Mumbai, and Delhi. The Council noted that this initiative is part of a broader rollout across nine key centres in India, designed to strengthen infrastructure for the gem and jewellery export sector.

Shri Shaunak Parikh, Vice Chairman, GJEPC, noted, "The launch of the Hand Carriage Facilitation Centre for gems and jewellery at Mumbai Airport is a long-awaited step that will unlock immense value for Indian exporters. It brings speed, safety, and flexibility—crucial elements for high-

value gem and jewellery exports. This initiative will especially benefit MSMEs and empower them to meet urgent global demand efficiently.

We thank Mumbai Customs and all stakeholders for making this vision a reality." This initiative reflects GJEPC's ongoing commitment to strengthening export infrastructure and aligning with the Government's vision of ease of doing business. By enabling faster, more secure, and cost-effective shipments, the Council is paving the way for India to reinforce its position as a global hub for gem and jewellery exports.

India Shifts Gears:

Gold Imports Dip While Silver Demand Surges in May

India saw a notable shift in precious metal trade patterns in May 2025, as gold imports declined while silver imports surged significantly.

According to data, **India imported \$2.5 billion worth of gold in May**, marking a **13% decline year-on-year** and an **18% drop compared to April**. This marks the **second consecutive month of decline**, reflecting a **muted domestic demand environment**, as observed by the **World Gold Council**.

In terms of volume, **gold imports stood at 31 tonnes** in May, down from 41 tonnes in May 2024 and slightly below the 35 tonnes imported in April this year. **For the first five months of 2025**, India has imported **184 tonnes of gold**, a steep **27% drop** compared to **255 tonnes** during the same period last year, according to **Metals Focus**.

Silver Takes the Spotlight
In contrast, **silver imports in May soared by 320%**, reaching **433 tonnes**, compared to just **103 tonnes in May 2024**. This also represents a



160% increase over April's 166 tonnes. The sharp rebound in May helped recover some of the earlier losses in the year.

However, despite the surge, silver imports for the **January–May 2025** period remain **50.8% lower year-on-year**, totaling **2,094 tonnes**, compared to **4,257 tonnes** imported during the same period in 2024. The lower imports in February and March are largely responsible for this year-to-date shortfall.

Price and Sentiment Drive Demand Trends



Commenting on the trend, **Chirag Sheth**, Founder of Metals Focus, said:

"Gold prices have remained high, and this, combined with a seasonal dip in weddings and festivities, has subdued demand. However, silver has seen renewed interest, especially from investors anticipating future price gains."

The **investment-driven demand for silver** is seen as a key driver behind the May spike, highlighting growing market confidence in the metal's upward potential.

Glam Up This Teej with Sangeeta Boochra's Exquisite Jewelry Collection

Teej is not just a festival—it's a celebration of womanhood, devotion, and timeless traditions wrapped in vibrant colors, heartfelt rituals, and joyful gatherings. Whether it's **Hariyali Teej** or **Hartalika Teej**, this auspicious occasion calls for dressing up in your ethnic best, complete with mehendi, bangles, and dazzling jewelry.

And when it comes to statement pieces that reflect both **heritage and high fashion**, nothing complements the grace of Teej better than the **signature collections of**

Sangeeta Boochra—a name synonymous with handcrafted luxury and modern heirloom jewelry.

Why Sangeeta Boochra for Teej?

Rooted in tradition and crafted for the contemporary woman, **Sangeeta Boochra's jewelry** celebrates the soul of Indian culture with an artistic flair that's both regal and refreshing. Whether you're attending a pooja, celebrating with your loved ones, or simply embracing your inner goddess, their pieces add the perfect touch of elegance and glamour.

Must-Have Jewelry from Sangeeta Boochra's Collection This Teej



Statement Silver Neckpieces

Elevate your lehenga or saree with chunky, oxidized silver chokers or layered tribal neckpieces. With intricate Rajasthani craftsmanship and a bold, boho-chic vibe, they instantly turn your outfit into a showstopper.

Heritage Jhumkas & Chandbalis

No Teej look is complete without a pair of ornate jhumkas. Sangeeta Boochra's handcrafted earrings—studded with uncut stones, pearls, and filigree detailing—add a perfect blend of tradition and drama to your festive attire.



Antique Rings & Haathphools

Add a royal twist with oversized rings, haathphools, or elegant cuffs that channel the aura of old-world royalty. Perfect for mehendi-clad hands and Instagram-worthy Teej photos!

Maang Tikkas & Matha Pattis

Highlight your festive hairstyle with heritage-inspired maang tikkas or matha pattis. These pieces add grace to your face and complete your Teej-ready look with ethereal charm.



Nature-Inspired Motifs

Drawing inspiration from flora and fauna, many of Sangeeta Boochra's pieces feature motifs like peacocks, lotuses, and leafy vines—ideal for a festival that celebrates nature and monsoon magic.

Glam Up This Teej...

What Makes These Pieces Stand Out?

- * **Handcrafted with love:** Each piece is made by skilled artisans using centuries-old techniques.
- * **Sustainable & Ethical:** Crafted in 92.5 sterling silver and adorned with semi-precious stones, these pieces are timeless and eco-conscious.
- * **Versatile Styling:** Whether you love a modern fusion look or stick to classic Indian silhouettes, Sangeeta Boochra jewelry enhances every style.
- * **Celebrity-Approved:** From Deepika Padukone to Janhvi Kapoor, top fashionistas swear by the brand for its statement-making impact.

Style Tips: How to Flaunt Sangeeta Boochra Jewelry This Teej

- v Pair a **mirror work choker** with a bright bandhani

saree for a pop of contrast.

- v Let your **oxidized silver chandbalis** do the talking by keeping the neckline simple.
- v Mix and match bangles and cuffs for a layered arm party.
- v Add an antique **kamarbandh** (waist belt) over a saree or lehenga for an elegant ethnic twist.

Quick-Fix

Teej is a festival that brings out the divinity, strength, and beauty of every woman. This year, don't just dress up—**celebrate your essence with jewelry that tells your story**. Let Sangeeta Boochra's exquisite creations be your crown, your armor, and your celebration of self.

Glam up, glow on, and honor the festive spirit in unforgettable style.

This Teej, sparkle in silver—sparkle in Sangeeta Boochra.

Gold & Silver Shine Bright Amid Global Uncertainty: What Indian Investors Should Know

With rising concerns over global economic instability, precious metals like **gold and silver** are once again taking center stage as safe-haven investments. Financial commentator and author Robert Kiyosaki—famous for *Rich Dad Poor Dad*—has recently reiterated his stance on hard assets, warning of an impending economic collapse and urging investors worldwide to move away from fiat currencies.

While Kiyosaki's statements are primarily focused on the U.S. economy, the implications resonate strongly with **Indian investors**, who traditionally value **gold and silver** not just as cultural staples, but also as resilient financial instruments.

Why Gold and Silver Are Gaining Global Appeal

Kiyosaki warns that traditional savings and paper money are becoming increasingly unreliable due to excessive money printing, inflation, and weakening trust in centralized financial systems. He has called gold and silver “real money” that have maintained value

throughout history, even during times of war, crisis, or currency collapse. For Indian investors, this sentiment isn't new. Gold has always been a pillar of wealth preservation in India, passed down through generations and used both in festive rituals and financial planning. Silver, too, has become a rising investment avenue, especially in the form of coins, bars, and even digital silver.

Gold and Silver in the Indian Market: A Renewed Focus

With global economic fears escalating, Indian markets have witnessed renewed interest in bullion:

- Ø **Gold prices in India** are hovering near record highs, fueled by global demand and central bank purchases.
- Ø **Silver**, often considered the “common man's gold,” is gaining momentum due to its industrial use and affordability, making it an attractive alternative for new investors.
- Ø As inflation eats into purchasing power, both metals are viewed as reliable hedges to preserve wealth.



- Ø With geopolitical tensions and volatile equity markets, physical gold and silver continue to offer stability in uncertain times.

Takeaway for Indian Investors

While cryptocurrency and equities continue to capture headlines, the age-old reliability of **gold and silver** is once again in the spotlight—both globally and in India. Influencers like Kiyosaki are amplifying a message that resonates deeply in Indian households: **hard assets never go out of style**.

Whether it's to diversify your portfolio, hedge against inflation, or prepare for long-term financial security, **investing in gold and silver remains a time-tested strategy**—and perhaps more necessary now than ever before.

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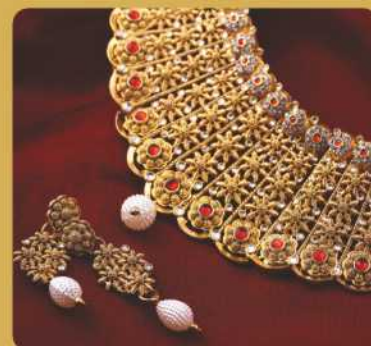
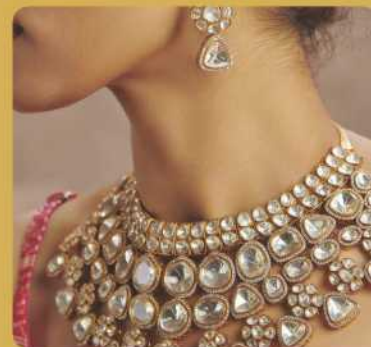
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GJEPC Targets Saudi Arabia, a \$1.1 Trillion Economy to Expand Gems & Jewellery Exports

- ▲ Launches The World Gem & Jewellery Fair in Saudi Arabia
- ▲ First-ever dedicated B2B Gem & Jewellery Show in the Kingdom of Saudi Arabia

Jeddah/Riyadh 12th July 2025: The Gem & Jewellery Export Promotion Council (GJEPC), the apex body of the gem and jewellery trade in India, with the support of the Ministry of Commerce & Industry, Government of India; the Embassy of India in Riyadh; the Consulate General of India in Jeddah; and the Dubai Jewellery Group, successfully launched SAJEX – The Saudi Arabia Jewellery Exposition through two curtain-raiser events in Jeddah on 6th July and Riyadh on 8th July 2025. The twin events witnessed an overwhelming response from over 280 key Saudi stakeholders — including top retailers, wholesalers, and manufacturers.

As part of its ongoing efforts to diversify export markets and explore untapped opportunities, GJEPC is unlocking the growing potential of Saudi Arabia — the Gulf's largest economy, with a GDP of USD 1.1 trillion. With its jewellery market projected to nearly double from USD 4.56 billion in 2024 to USD 8.34 billion by 2030, Saudi Arabia is fast emerging as a key destination for contemporary and luxury jewellery. A young, urban population and a dynamic retail environment are driving demand for 18K and 21K plain gold, diamond-studded jewellery, and premium design-led products. Against this backdrop, SAJEX becomes an important strategic step to strengthen India-Saudi Arabia ties and expand India's jewellery footprint in the Middle East and beyond.

SAJEX 2025 will take place from 11th to 13th September 2025 at the iconic Jeddah Superdome.

SAJEX, positioned as “The World Gem and Jewellery Fair,” marks the beginning of a long-term partnership



between India and Saudi Arabia in the jewellery sector. India, as the global hub for jewellery manufacturing, will proudly showcase its exceptional craftsmanship, cutting-edge design, and manufacturing expertise at this platform which will feature over 200 leading exhibitors across 250+ booths



from India, Saudi Arabia, UAE, Turkey, Hong Kong, and Lebanon. The event will witness over 2,000 international buyers, and the product showcase will span diamond and coloured gemstone-studded jewellery, 18kt, 21kt, and 22kt plain gold jewellery, platinum jewellery, lab-grown diamond jewellery, in both pret and bridal, gifting collections, along with cutting-edge jewellery technology.

What makes SAJEX truly unique is its long-term vision — to foster enduring partnerships between international manufacturers and Saudi retailers through a focused B2B platform tailored to the Kingdom's evolving market. At the heart of this effort is the World Jewellery Investment Forum, co-hosted by

GJEPC and the Ministry of Investment of Saudi Arabia. This high-level forum will bring together government leaders, global brands, investors, and industry experts to explore strategic opportunities across the jewellery value chain — positioning Saudi Arabia as a future hub for jewellery design, innovation, and investment.

SAJEX curtain raiser at Jeddah was graced by Mr. Fahad Ahmed Khan Suri, Consul General of India in Jeddah; Eng. Raed Ibrahim Almudaiheem, First Vice Chairman, Jeddah Chamber of Commerce; and Mr. Sheikh Ali Batarfi Al Kindi, President, Jeddah Jewellery Association, along with the GJEPC leadership team.

The Riyadh event witnessed the presence of His Excellency Dr. Suhel Ajaz Khan, Ambassador of India to the Kingdom of Saudi Arabia; His Excellency Mr. Ajlan Saad Alajlan, Second Vice Chairman, Riyadh Chamber; Mr. Faleh G. Almutairi, Director of International Relations with Asian Countries; and Ms. Manusmriti, Counsellor (Economic & Commerce), joined by Mr. Kirit Bhansali, Chairman, GJEPC; Mr. Nirav Bhansali, Convener – National Exhibitions; and Mr. Sabyasachi Ray, Executive Director, GJEPC.

Continued on Page...53

GJEPC Targets Saudi Arabia...

Speaking about this new GJEPC initiative, Dr. Suhel Ajaz Khan, Ambassador of India to the Kingdom of Saudi Arabia said, "India and Saudi Arabia share a strategic and deep-rooted relationship, and SAJEX reflects this evolving bond. It's not only a celebration of India's design excellence but also a gateway to deeper commercial cooperation in the luxury segment. This initiative opens new avenues for bilateral partnerships, drives cultural exchange through craftsmanship, and contributes meaningfully to Saudi Arabia's Vision 2030 goals. It is heartening to see such focused efforts towards strengthening economic ties in high-value sectors like jewellery."

Mr. Fahad Ahmed Khan Suri, Consul General of India in Jeddah said, "SAJEX 2025 is more than just an exhibition — it is a symbol of the growing partnership between India and Saudi Arabia. With India's legacy of jewellery craftsmanship and Saudi Arabia's rising global influence in luxury retail, this platform sets the



stage for a vibrant and collaborative jewellery ecosystem. The Consulate is proud to support this initiative that not only deepens bilateral trade but also showcases the power of cultural and commercial synergy."

Kirit Bhansali, Chairman, GJEPC, said, "Amidst a dynamic global trade environment, SAJEX is a proactive step towards expanding India's

jewellery exports to high-potential markets like Saudi Arabia. The Kingdom, with its evolving luxury retail ecosystem, young consumers, and strong appetite for design-led gold and diamond jewellery, presents an exciting frontier for Indian manufacturers. SAJEX marks the beginning of a shared journey between India and Saudi Arabia — positioning the two nations as a formidable force. With India as a leading global supplier of gems and jewellery, exporting USD 32 billion annually, and Saudi Arabia's jewellery market projected to nearly double to USD 8.34 billion by 2030, this partnership is set to reshape the industry and set new benchmarks for collaboration, innovation, and growth across the region and beyond."



SAJEX 2025 Highlights:

- Date & Venue: 11th to 13th September 2025, Jeddah Superdome
- Participants: Over 200 leading exhibitors across 250+ booths
- Representation: Saudi Arabia, India, UAE, Turkey, Hong Kong, Lebanon
- Buyers: More than 2,000 international trade buyers expected
- Product Range: Diamond and coloured gemstone-studded jewellery, 18kt, 21kt, and 22kt plain gold jewellery, platinum jewellery, lab-grown diamond jewellery, in both pret and bridal, gifting collections, and jewellery technology
- Features: Knowledge Talks, Design Atelier, Curated Networking, Strategic Tie-ups, World Jewellery Investment Forum
- SAJEX is expected to be a game-changer — not just as a trade platform, but as a catalyst for transforming the Kingdom's gem and jewellery industry through global collaboration, innovation, and investment.

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"Aarambh Ganesha by El Silver: Where Devotion Meets Design"

In the ever-evolving world of silver artistry, few creations truly shift the landscape. This month, we pause to reflect on one such turning point — the unveiling of the Aarambh Ganesha, a sculpture that does more than adorn. It communicates, educates, and transforms how we perceive sacred iconography. Traditionally, silver Ganeshas have served as symbols of wealth, auspiciousness, and protection. But Aarambh Ganesha dares to ask a deeper question: What if every element of the deity — each weapon, each symbol — was not just beautiful, but understood? This is not merely a statue. It's a narrative cast in silver.

The Breakthrough: Meaning Meets Metal

For perhaps the first time in contemporary silverwork, an entire form of Lord Ganesha has been conceptualized from a philosophical perspective — with deliberate attention given to each weapon, its deeper purpose, and the moments in life when its invocation becomes spiritually vital.

Every artifact — from the Trishul to the Parshu, the Shankh to the Sudharshan Chakra — has been represented not just for ornamentation, but for function and inner alignment.

Where most idols invite reverence, this one encourages understanding.

Why This Matters in the Silver World

This shift toward narrative silver sculpture opens new doors for the industry:

Craft with Purpose: Moving beyond aesthetics into the realm of intention.

Spiritual Education: Offering a bridge between tradition and contemporary consciousness.

Collectors' Insight: Giving silver connoisseurs more than an object — offering them a story.

It's rare to see a piece that teaches as much as it inspires. The Aarambh Ganesha does both — gracefully.

Reflections from the Bench

Speaking to artisans involved in this creation, what stood out was the deliberate attention to each symbolic layer. The Parshu wasn't just designed to look fierce — it was shaped as a tool of emotional detachment. The Ankush wasn't about posture, but about psychological mastery. Even the positioning of the single tusk (Ekdant) was done in honor of knowledge that is earned through sacrifice.

One senior craftsman described it as “the first time I've worked on something where every line of silver had a lesson in it.”

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Closing Thought

In many ways, Aarambh Ganesha represents a new chapter for the silver world — where form meets philosophy, and where artistry becomes a language of timeless ideas. This is not just a piece for a pooja room or a pedestal. It is a companion for seekers, a reminder for decision-makers, and perhaps, a mirror for all of us navigating modern life with ancient wisdom.

May this mark the beginning — the Aarambh — of more such meaningful journeys in silver.



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