

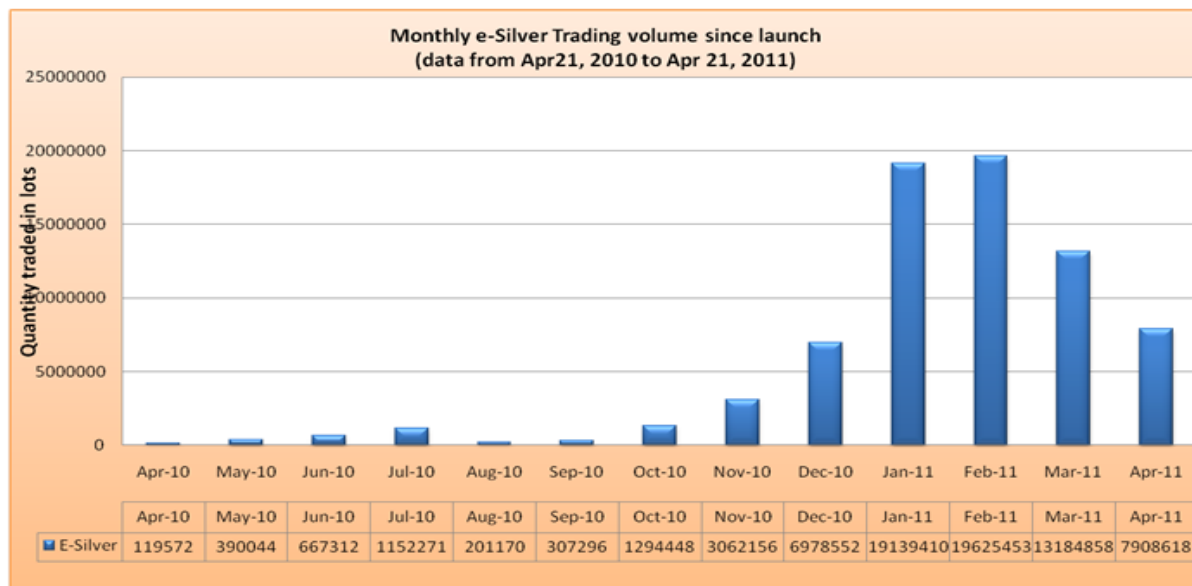
## e-Silver given whopping 146 % return in last one year

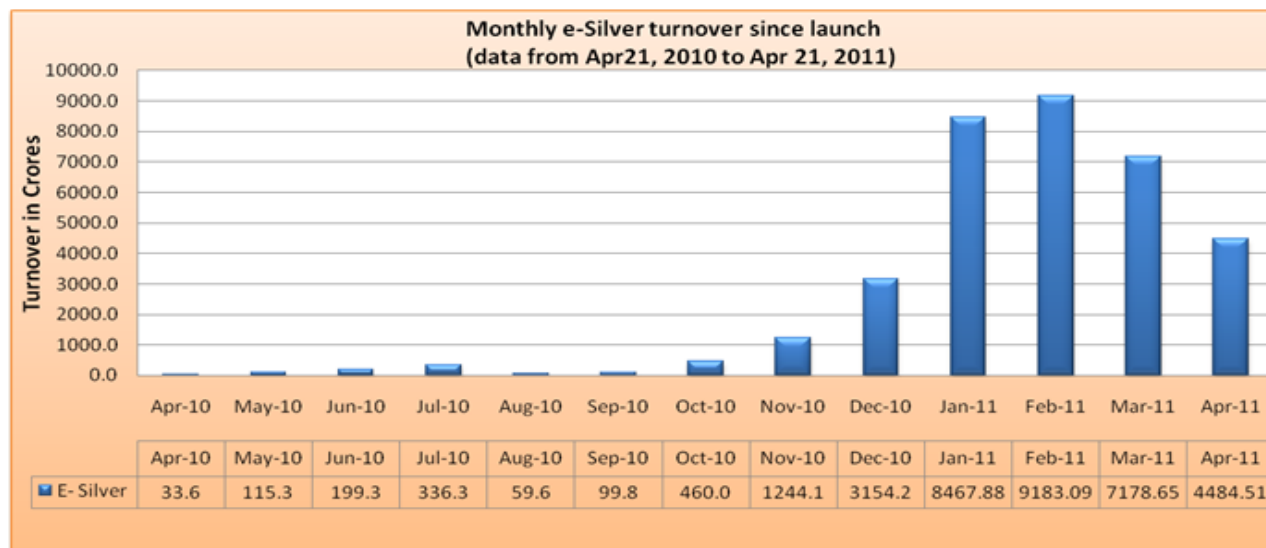
Investors opt for instruments and asset class that can fetch better return to includes them into their portfolio. Historically, bullions are proven asset giving stable and consistent return. Present, cyclical Bull Run in the bullion for over a decade has been prompting investors at large to include gold and silver in the portfolio. Still majority of them stayed away in want of some suitable instruments. Launch of e silver by NSEL provided to investors the instrument they really required. Exactly in one year, investors reaped a wholesome return of 146%. E-Silver has recorded turnover of 35016.30 crores with 74031160 traded lots (April 21, 2010 to April 21, 2011).

E-Silver of the National Spot Exchange Limited (NSEL), enables to buy silver in units of 100 grams each, and hold it electronically in demat account. The best feature of this product is that, not only one would be able to sell it whenever he want at NSEL platforms, but he could also seek a physical delivery of the metal in various denominations of 500 grams, 1 Kg, or 5 kg multiples, at NSEL delivery centre in Mumbai, Delhi, Ahmedabad, Jaipur, Kolkatta, Hyderabad, Chennai.

E- Silver is a physical asset that is accumulated in demat form, rather than consumed. This differentiates it from investment assets such as equities, mutual funds (which are claims on futures cash flows), other commodities such as oil (which is consumed) and paper money (which can be more easily destroyed). E-Silver is increasingly popular with investors and financial advisors and is among the fastest growing investment vehicle today. The reason behind is E-Silver is efficient low cost and transparent pricing and option of delivery in physical form from multiple locations across India.

## The Growth in popularity of E- silver:-





#### The benefits of E silver:

1. **Trading with benchmark:** It delivers the performance along with benchmark silver price in India.
2. **Low fees:** - E-silver is low cost alternative to the traditional methods of investing through etfs, mutual funds and physical metal. So due to these differences using E-Silver can result in significant savings over the life of an investment.
3. **Investing in an asset class which is easy to access:** - E-Silver is based on benchmark price of silver which is a liquid asset class across the board.
4. **Managing Risk:** - All above the features one critical important benefit is managing risk in portfolio by tracking specific asset class closely knowing what you own, keeping fees and cost of transaction at lower side and being able to trade in a liquid asset class. So E-Silver helps investors better manage risk with no storage and security issue for investors.

The above mentioned benefits make E-Silver much better investment avenue for the investors rather than investing in silver through any other source. Strong investment demand for silver is quite visible with, investors viewing silver, a real asset and as a hedge against medium-term inflationary pressures. Rising industrial consumption led mostly by telecommunication and electronic industry, higher fabrication demand, global economic uncertainty and geopolitical unrest have increased interest in silver both in short and long term. GFMS estimates that the annual global demand of silver is 1057 million ounce in the year 2010. Market conditions in 2010-11 have prompted E-silver to have a strong positive performance. After trading in a range of Rs 2800 to Rs 3000 per 100 grams for the first half of year 2010 the price of E-silver steadily climbed through the first quarter of year 2011 nearly Rs 7100 till date. E-silver has given a net return of 146% in last one year. E-silver represents an innovation for accessing the silver market. The investments vehicles offer the ability for investors to buy and sell their investment in silver through a brokerage account in demat form in the line of equity market. The benefits of e silver make it an ideal solution for building the foundation of portfolio and the blueprint for helping to achieve the investment goals.