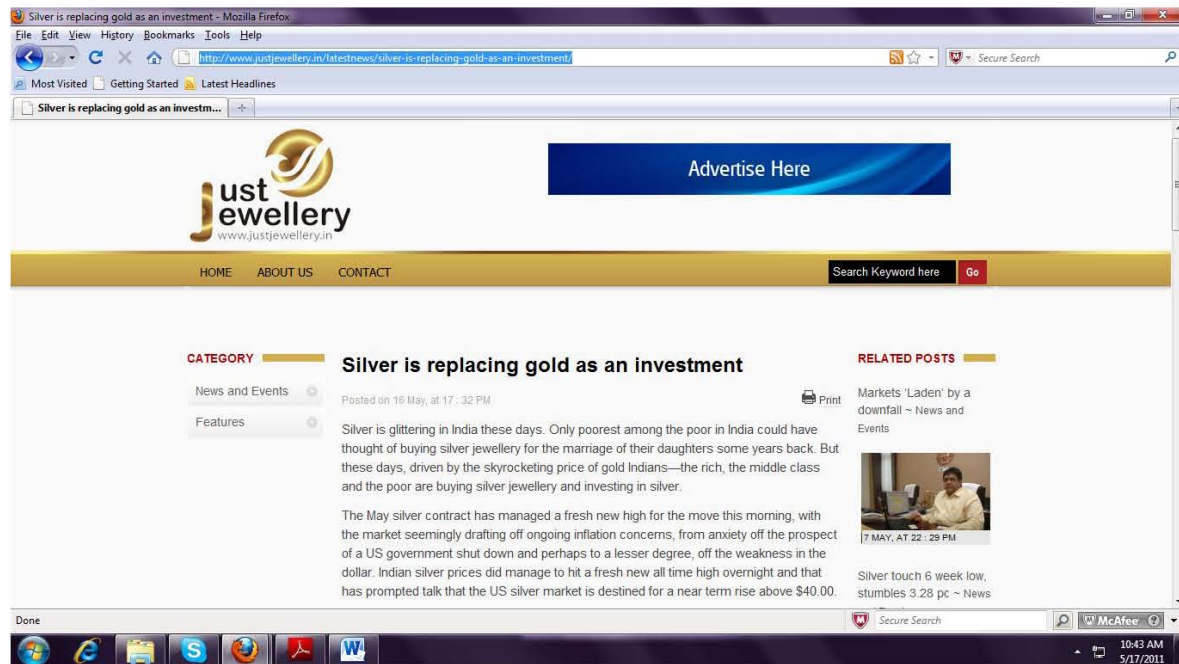


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[Silver is replacing gold as an investment](#)

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Silver is glittering in India these days. Only poorest among the poor in India could have thought of buying silver jewellery for the marriage of their daughters some years back. But these days, driven by the skyrocketing price of gold Indians—the rich, the middle class and the poor are buying silver jewellery and investing in silver.

The May silver contract has managed a fresh new high for the move this morning, with the market seemingly drafting off ongoing inflation concerns, from anxiety off the prospect of a US government shut down and perhaps to a lesser degree, off the weakness in the dollar. Indian silver prices did manage to hit a fresh new all time high overnight and that has prompted talk that the US silver market is destined for a near term rise above \$40.00.

Yet investors who focus on gold and ignore silver could be missing an even better bet. Demand and performance numbers show that silver is beating gold handily right now and has been for a while.

The point is silver tends to be in greater demand relative to gold during economic expansions and bull markets. Gold tends to be in greater demand when concerns rise about economic downturns or geopolitical events. These basic investment tenants describe how stock investors can benefit from

monitoring the gold/silver ratio, which is simply a study of the demand for gold relative to the demand for silver. Silver also has better long-term performance, with three times gold's run in the last 20 years. Specifically, silver has posted gains of about +637% since early 2009 compared with +255% for gold in the same period.

Indians are known to spend substantial part of their income on purchase of silver, partly as an unavoidable expenditure for weddings and other family celebrations and partly as investment. Gold and silver imports by India are set to touch record levels in 2011, according to early data compiled by the World Gold Council (WGC) and the Bombay Bullion Association.

What's more, a shift in who owns silver has contributed to a bottleneck. Stockpiles of silver were for decades largely part of Commodity Exchange warehouse inventories. COMEX inventories were mostly commercial holdings, with a small portion being held for investment purposes — peaking at around 280 million ounces in the early 1990s, according to a report by Ted Butler.

Then a funny thing happened — after the introduction of silver Exchange Traded Funds (ETFs), there was a profound shift in the location and structure of world visible silver inventories. Rather than being a commercial stockpile, investment holdings have overshadowed conventional-use silver by 4 to 1.

Given the long-term nature of ETF investment holdings and the current silver boom, it's highly unlikely this new floor for silver prices will go anywhere. That skews the chart upward for silver

Remember, the past performance is no guarantee of future results. But a look at just about any time frame over the last few decades shows that silver has outperformed gold. Another annual gain of nearly +80% may be a bit unrealistic, but if you think precious metals are on the rise, you should bank on silver instead of gold.



The writer is Mr Prithviraj Kothari, Director, Riddi Siddhi Bullions Ltd.(RSBL) and the President of Bombay Bullion Association.