



**Mr Samit Guha**, Managing Director & CEO

MMTC-PAMP, India's trusted brand for gold and silver, has announced the launch of its transparent and instant silver buyback service at its exclusive brand stores in Karol Bagh and Lajpat Nagar, New Delhi. The service simplifies the process of selling silver by offering verified purity testing, transparent valuation and immediate bank transfer payout.

Silver is quite commonly held in Indian households, either as coins, bars or jewellery, often acquired over time for personal use or gifting. When selling silver, customers have traditionally faced challenges around purity verification, price transparency and payment timelines.

MMTC-PAMP's silver buyback service addresses these concerns through visible testing and a clearly defined process. Customers can walk into an MMTC-PAMP Exclusive Brand Store with their silver items and complete the transaction through a straightforward in-store process.

## MMTC-PAMP Introduces Transparent and Instant Silver Buyback at Karol Bagh and Lajpat Nagar, New Delhi Exclusive Brand Stores

Customers can now sell silver coins, bars or jewellery at MMTC-PAMP through a transparent buyback process available at exclusive stores in Delhi, offering live purity verification, clear valuation and instant bank payout.



**MMTC-PAMP**  
Swiss Excellence. Made in India.

### **The silver buyback process at MMTC-PAMP takes place through the following steps:**

1. Customers visit MMTC-PAMP Exclusive Brand Store with their silver coins, bars or jewellery.
2. Each silver item is melted and tested using XRF technology, the industry standard for accurate purity verification.
3. The testing is conducted under live CCTV monitoring, which allows customers to view the process in real time.
4. The silver is valued based on the prevailing market buyback rate after purity verification.
5. The final amount is instantly transferred to the customer's designated bank account upon completion of the process.

To avail of the silver buyback service, customers are required to provide a valid Aadhaar Card or PAN Card for identity verification, along with a cancelled cheque for bank account verification and payout processing. The service is currently available only at MMTC-PAMP Exclusive Brand Stores in Karol Bagh and Lajpat Nagar, New Delhi.

Most silver coins, bars and jewellery can be submitted for buyback, subject to verification and standard quality checks carried out during the process. Items that do not meet prescribed purity or refining standards, including those containing harmful or non-processable impurities, may not be eligible for buyback.

The launch of the silver buyback service builds on MMTC-PAMP's existing gold buyback policy, which is already available at its exclusive brand stores across India. With this addition, MMTC-PAMP extends its buyback offering to include silver at select locations. With the silver buyback service, customers can sell their silver items with ease and confidence. At the same time, customers can also buy physical gold or silver coins and bars offered with 999.9+ purity from MMTC-PAMP. This flexibility is important given silver's continued role in households as well as its expanding use across industries.

Silver has been valued in Indian households for gifting and rituals. Furthermore, it plays a growing role in modern industries. This includes clean energy systems, electric vehicles and electronics. Together, these factors give silver a distinct and lasting place alongside gold in precious metal holdings.

Gold and silver continue to be held in India for a range of personal and financial reasons. Over time, customers often look for dependable ways to manage these holdings. When silver items are sold or exchanged, clarity around value becomes important. Clear verification and timely payment are equally essential to the process.

MMTC-PAMP's silver buyback service addresses this need by providing a clear and reliable in-store option, allowing customers to transact with confidence through transparent processes and timely settlement.

For more information, visit [MMTC-PAMP's official website](https://www.mmtc-pamp.com).



**About MMTC-PAMP**  
 MMTC-PAMP India Pvt. Ltd. is a joint venture between Switzerland-based bullion refinery MKS PAMP SA and MMTC Ltd., a Miniratna and Government of India undertaking. It is the only LBMA-accredited gold and silver good delivery refiner in India, reflecting global standards in refining and quality. The company offers a wide range of physical gold and silver coins and bars with 999.9+ purity, positive weight tolerance and assured buyback. Crafted with Swiss precision, MMTC-PAMP products are trusted by consumers across India for their quality, authenticity and reliability. There are over 20 exclusive brand stores nationwide and the brand continues to expand its retail footprint.

