2025

India's Gold Landscape: Insights into a Modernising Industry

29th September 2025

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1. Overview of Indian Economy

1.1 GDP and GDP Growth of Key Global Economies

India is projected to be a USD 7.6 trillion economies by CY 2030 and is anticipated to become the third largest economy, surpassing Germany, and Japan in terms of Nominal GDP. The global GDP is forecasted to grow from USD 113.8 trillion in CY 2025 to USD 144.6 trillion by CY 2030, thus growing at a CAGR of 4.9% during the forecasted period. Also, the CAGR of other major economies such as China (6.1%), UK (5.3%), Germany (3.3%), USA (4.0%) and India (11.5%) is expected to grow favorably for the similar period between CY 2025 to CY 2030 showcasing an upward trajectory in these years.

Several key factors are contributing to this upward trajectory across global and national economies. These include moderation of inflation and controlled interest rates which support consumer spending and capital formation, geopolitical realignments that are reshaping global trade and investment flows thereby prompting nations to diversify supply chains and deepen economic partnerships, implementation of new and favourable Foreign Trade Agreements (FTAs) to encourage smooth cross-border trade and advancements in technology leading to productivity enhancements.

Exhibit 1.1: GDP at Current Prices (Nominal GDP) (In USD Tn) CY and GDP Ranking of Key Economies (CY 2024)

Country	Rank in GDP (CY 24)	2019	2020	2021	2022	2023	2024	2025E	2030P	CAGR (CY 2020 - 25)	CAGR (CY 2025 - 30P)
USA	1	21.4	21.1	23.3	25.5	27.4	28.8	30.5	37.2	7.7%	4.0%
China	2	14.3	14.7	17.8	18.0	17.7	18.5	19.2	25.8	5.5%	6.1%
Germany	3	3.9	3.9	4.3	4.1	4.5	4.6	4.7	5.6	4.0%	3.3%
Japan	4	5.1	5.1	5.0	4.3	4.2	4.1	4.2	5.0	-3.7%	3.6%
India	5	2.4	2.3	2.8	3.2	3.5	3.9	4.3	7.4	13.3%	11.5%
UK	6	2.9	2.7	3.1	3.1	3.3	3.5	3.8	5.0	7.3%	5.3%
France	7	2.7	2.6	3.0	2.8	3.0	3.1	3.2	3.8	4.0%	3.2%
Brazil	10	1.9	1.5	1.7	1.9	2.2	2.1	2.2	2.7	8.0%	4.3%
Australia	14	1.4	1.3	1.6	1.7	1.7	1.8	1.8	2.2	5.9%	4.3%
World	**-**	**87.8**	**85.3**	**97.2**	**100.9**	**105.6**	**110.6**	**113.8**	**144.6**	**5.9%**	**4.9%**

Source: World Bank Data, IMF, RBI, CY 2017 for India refers to FY 2018 data and so on.
1 USD= INR 85

The nominal GDP of the global economy grew by 4.7% in CY 2024, and while this positive trajectory is expected to continue, a moderation in growth is anticipated in CY 2025, with a projected rate of 2.9%. Key European economies like Germany, France, and the United Kingdom recorded notable nominal GDP growth in CY 2024. Germany reported a significant year-on-year increase of 2.9%, while France and the United Kingdom registered growth rates of 3.3% and 4.8%, respectively. In comparison, the United States, a major global economy, recorded a nominal GDP growth rate of 7.5% in CY 2023, followed by 5.2% in CY 2024. Conversely, Japan experienced a contraction in its nominal GDP, with a decline of 1.2% in CY 2023 and a marginal decrease of 2.4% in CY 2024 as well.
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Exhibit 1.2: Nominal GDP Growth rate of Key Economies (CY) (%)

Country	2019	2020	2021	2022	2023	2024	2025E	2030P
USA	4.1%	-1.5%	10.7%	9.2%	7.5%	5.2%	6.0%	4.0%
China	2.9%	2.7%	20.9%	1.1%	-1.7%	4.9%	3.8%	6.1%
Germany	-2.5%	0.0%	10.3%	-5.1%	9.3%	2.9%	3.3%	3.3%
Japan	1.6%	-1.2%	-0.6%	-15.3%	-1.2%	-2.4%	1.9%	3.6%
India	6.4%	-1.2%	18.9%	14.0%	12.0%	9.8%	10.3%	11.5%
UK	-0.7%	-5.3%	16.3%	-1.6%	8.1%	4.8%	9.7%	5.3%
France	-2.5%	-3.3%	12.1%	-6.1%	9.0%	3.3%	2.6%	3.2%
Brazil	-2.6%	-20.9%	11.5%	16.4%	13.0%	7.4%	1.9%	4.3%
Australia	-2.8%	-4.3%	17.3%	8.3%	3.0%	2.9%	-1.1%	4.3%

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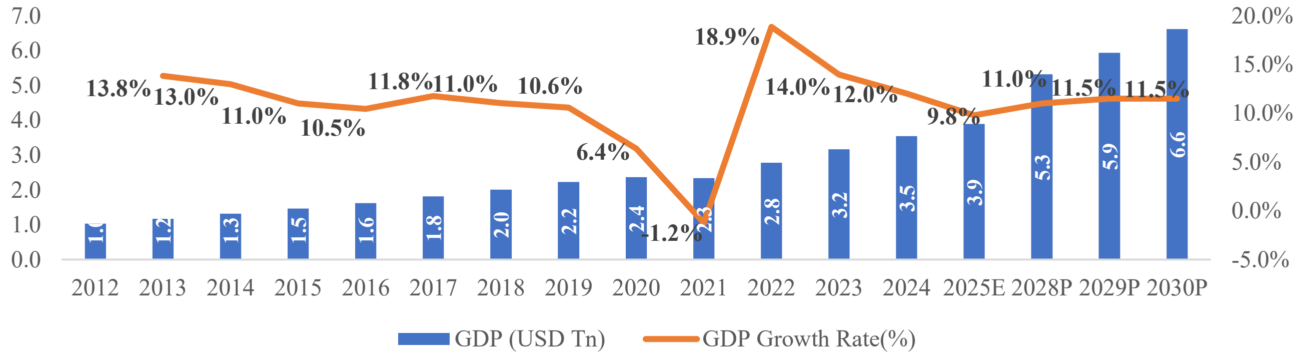
World	**1.4%**	**-2.9%**	**13.9%**	**3.9%**	**4.7%**	**4.7%**	**2.9%**	**4.9%**

Source: IMF, Technopak analysis.
For India, CY 2017 represents FY 2018 and so on

1.2 GDP and GDP Growth- India

India is ranked fifth in the world in terms of nominal gross domestic product ("GDP") for FY 2025 and is the third-largest economy in the world in terms of purchasing power parity ("PPP") with a GDP of USD 16.2 trillion in FY 2025 following China and US with a GDP of USD 38.2 trillion and USD 29.2 trillion respectively for the same period. Furthermore, India is expected to be a USD 6.6 trillion economies by FY 2030 and is estimated to become the third largest economy, surpassing Germany (USD 5.4 trillion), Japan (USD 4.8 trillion), UK (USD 4.7 trillion) and France (USD 3.6 trillion) during the same period.

Exhibit.1.3: India's GDP at Current Prices (Nominal GDP) (In USD Trillion) and GDP Growth Rate (%) (FY)



Source: RBI, Technopak Analysis
Note: 1USD = INR 85

India's nominal GDP has grown at a CAGR of 10.2% between FY 2015 and FY 2025 and is expected to continue this trend by registering a CAGR of ~11.2 % for the 5-year time-period from FY 2025 to FY 2030.

Several factors are likely to contribute to this long-term economic growth. These factors include favorable demographics, reducing dependency ratio, rapidly rising education levels, steady urbanization, a growing young and working population, the IT revolution, increasing penetration of mobile and internet infrastructure, government policies such as PLI schemes and FDI approval to increase manufacturing and export focus.

1.3 Per Capita Income Growth

India's income growth is one of the strongest drivers for higher private consumption trends. In recent years, the rate of growth of per capita Gross National Income (GNI) has accelerated, indicating that the Indian economy has been growing at a faster rate. The per capita GNI for India was estimated at INR 2,31,462 in FY 2025, marking a 79.8% increase from INR 1,28,718 in FY 2018, exhibiting a CAGR of 8.7% during the period.

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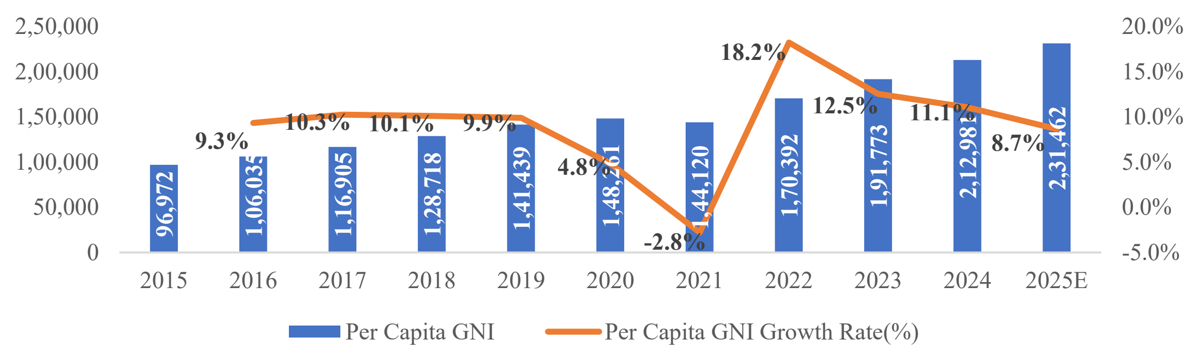
Exhibit 1.4: India's GNI Per Capita (INR) (Current Prices) And Y-O-Y Growth Trend (%) (FY)

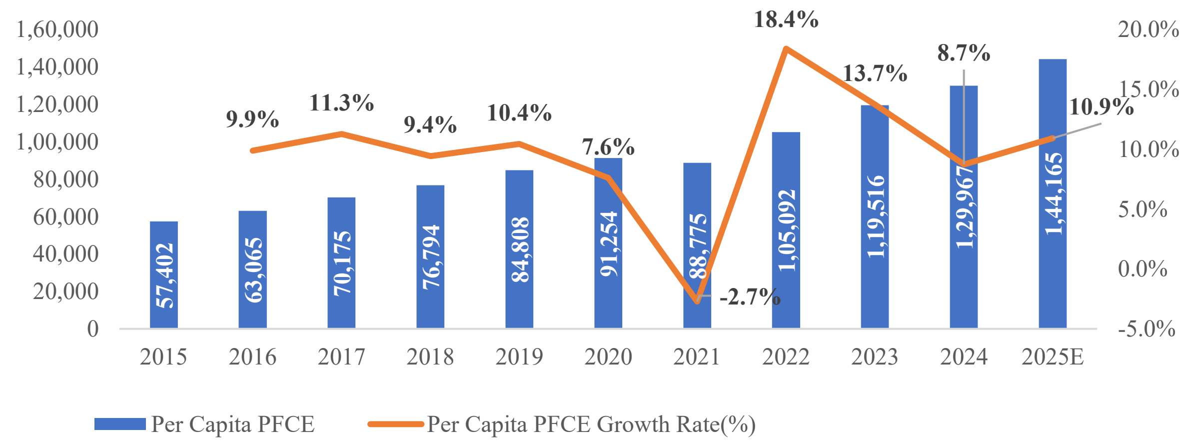


Source: Ministry of Statistics and Program Implementation , Technopak Analysis

1.4 Per Capita Final Consumption Expenditure

Private Final Consumption Expenditure (PFCE) refers to the spending by households and non-profit institutions serving households (NPISHs) on goods and services of that country. For FY 2025, the per capita final consumption expenditure was estimated at INR 1,44,165 which was a steep increase from INR 76,794 in FY 2018. This corresponds to a CAGR of 9.4% over the given period driven by the increase in sectors such as food services, entertainment and hospitality.

Exhibit 1.5: India's Per Capita Consumption Expenditure (Current Prices) and Growth (%) (In INR) (FY)



Source: Ministry of Statistics and Program Implementation , Technopak Analysis

1.5 Private Final Consumption Expenditure

India is a private consumption-driven economy, where the share of domestic consumption is measured as PFCE. This private consumption expenditure comprises both goods (food, lifestyle, home, pharmacy, etc.) and services (food services, education, healthcare, etc.). The high share of private consumption to GDP has the advantage of insulating India from volatility in the global economy. It also implies that sustainable economic growth directly translates into sustained consumer demand for goods and services. India's domestic consumption has grown at a CAGR of 10.1% between CY 2018 and CY 2023, while China's growth is estimated at 5.4% during the same period.

In CY 2023, PFCE accounted for 60.2% of India's GDP, which was higher than that in China (39.0%), Germany (50.0%) and France (53.0%) but lower than other large economies such as US (68.0%) and UK (61.0%) during a similar period of CY 2023. With the rapidly growing GDP and PFCE, India is poised to become one of the top consumer markets globally. It is estimated that the PFCE's contribution to India's GDP will be 61.4% for CY 2024.

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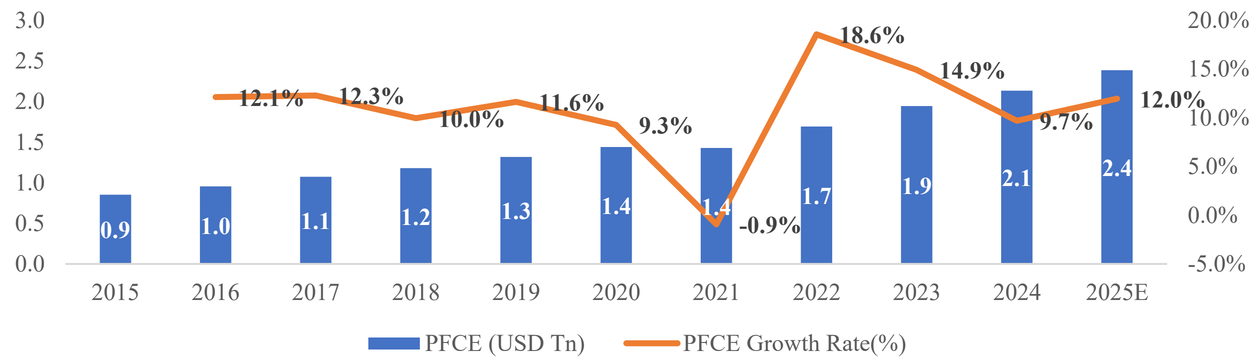
Exhibit 1.6: Private Final Consumption Expenditure (In USD trillion) for Key Economies (CY)

Country	2018	2019	2020	2021	2022	2023	Contribution to GDP			CAGR (CY 2018-23)
							2019	2022	2023	
USA	13.9	14.4	14.2	16.1	17.7	18.8	67.0%	68.0%	68.0%	**6.2%**
Germany	2.1	2.0	2.0	2.1	2.1	2.3	51.0%	50.0%	50.0%	**1.8%**
Japan	2.8	2.8	2.7	2.7	2.4	NA	55.0%	56.0%	NA	**NA**
UK	1.9	1.8	1.6	1.9	1.9	2.1	64.0%	61.0%	61.0%	**2.1%**
France	1.5	1.5	1.4	1.6	1.5	1.6	54.0%	53.0%	53.0%	**1.7%**
China	5.4	5.6	5.6	6.8	6.7	7.0	39.0%	37.0%	39.0%	**5.4%**
India	1.3	1.4	1.4	1.7	1.9	2.1	61.0%	61.5%	60.2%	**10.1%**
World	**48.7**	**49.5**	**47.4**	**53.7**	**56.2**	**60.0**	**73.0%**	**72.6%**	**73.4%**	**4.2%**

Source: World Bank, RBI, Technopak Analysis
** For India, CY 2018 refers to FY 2019 and so on*
Note:1USD = INR 85

Exhibit 1.7: India's Private Final Consumption Expenditure (Nominal) (In USD trillion) (FY)



Source: RBI, Ministry of Statistics and Program Implementation , Technopak Analysis,
Note:1 USD= INR 85

PFCE in India has exhibited varying y-o-y growth rates over the past few years. FY 2021 witnessed a significant contraction in PFCE growth, with a y-o-y rate of 0.9% largely due to the slowdown caused by the COVID-19 pandemic which recovered to 18.6% in FY 2022 and further to 14.9% in FY 2023 and to 9.7% in FY 2024. Data for FY 2025 estimates a substantial rebound, with a growth rate of 12.0%, reflecting an anticipated revival in consumer demand as the economy recovers from the pandemic-induced downturn.

1.6 Consumer Price Inflation (CPI)

Inflation, measured by the consumer price index (CPI), is defined as the change in the prices of a basket of goods and services that are typically purchased by specific groups of households. The world is expected to witness a significant rise in inflation during CY 2025 where the average global inflation can be recorded at 4.3%. As per the IMF report, the global inflation rate is expected to drop to 3.2% by CY 2030 as compared to a pre-pandemic level of 3.5% during CY 2019.

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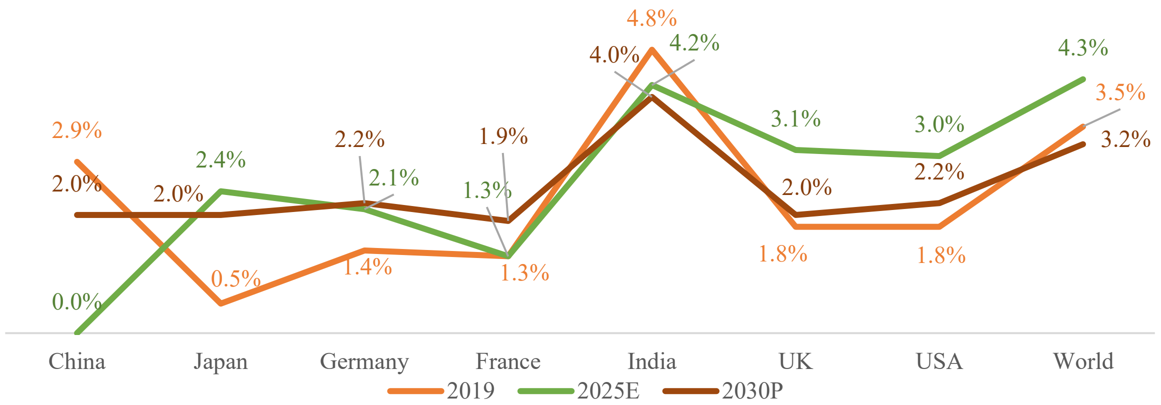
Exhibit 1.8: Inflation rate for key countries and the World (%) – average consumer price (CY)



Source: IMF projections

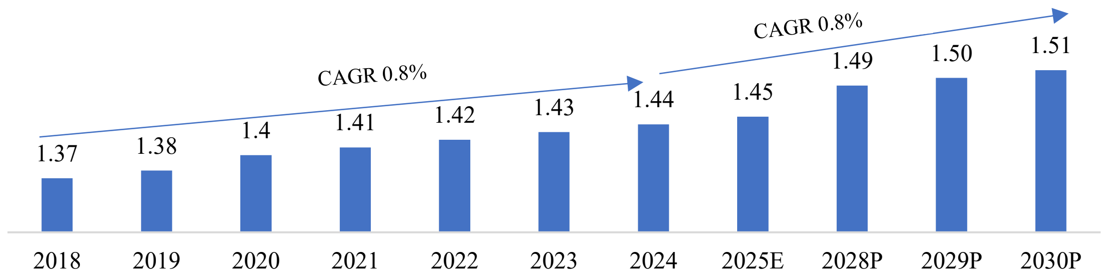
Due to a substantial increase in global crude oil and commodity prices, India along with other developed countries are facing significant challenges related to high levels of inflation in recent years. Further, the pandemic has led to disruptions in global supply chains, affecting the availability of goods and raw materials. In response to this inflationary pressure, these countries are compelled to raise their domestic interest rates.

1.7 Key growth drivers

Indian Population

India's population has been steadily growing over the years. India has surpassed China's population, thus making it the most populus country in the world with 1.45 bn population in CY 2025. Further projections suggest that India's population will continue to increase, reaching 1.51 Bn by CY 2030.

Exhibit 1.9: Population of India (in Bn) (CY)



Source: IMF Projections
Note: For India, Data for CY 2018 refers to FY 2019 and so on

Age-wise Population

India has one of the youngest populations globally compared to other leading economies. The median age in India was ~29.8 years for CY 2024, as compared to 38.9 years and 40.2 years in the USA and China respectively and is expected to remain under 30 years until CY 2030. The younger population is naturally predisposed to adopting the latest trends, given their educational profile and exposure to media and technology. This presents an opportunity for domestic consumption in the form of branded products and organized retail.

Exhibit 1.10: Median Age: Key Emerging & Developed Economies (CY 2024)

Country	India	China	USA	Singapore	Russia	South Korea	Canada	UK
Median Age (Yrs.)	29.8	40.2	38.9	39.4	41.9	45.5	42.6	40.8

Source: World Population Review
Note: For India, Data for CY 2024 refers to FY 2025

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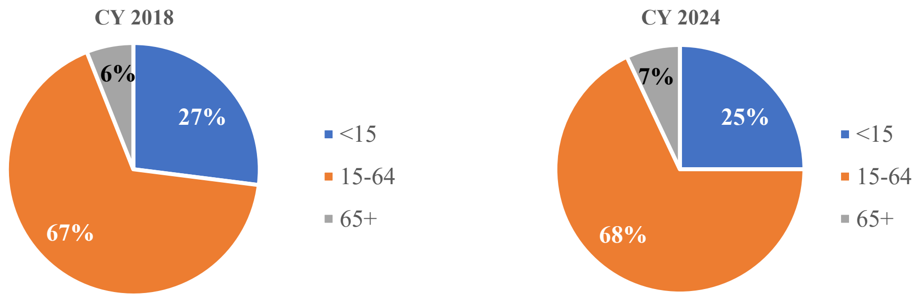
More than half of India's population falls in the 15-49 year age bracket

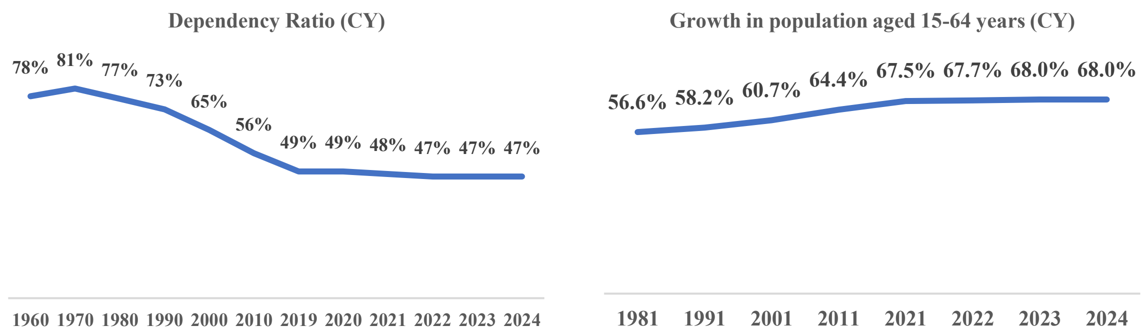
About 55% of the total population of India falls within the 15 to 49 years age group, while 80% of the population is below 50 years old.

Exhibit 1.11: India's Population Distribution, by Age (%)



Source: World Bank

Exhibit 1.12: Age Dependency Ratio



Source: Census of India 2011, World Bank, MOSPI; Age-wise break up of population not adding up to 100% due to rounding off
Note: Dependency Ratio and Growth in population aged 15-64 years are in CY. CY 2023 for India refers to FY 2024 data and so on.
**Age Dependency Ratio- It is calculated as (number of dependents/ number of people in the working-age). High dependency ratio signifies burden on the working population whereas low dependency ratio signifies more economically productive society with small proportion of people being burdened on working population*

Women Workforce

Several factors such as improved healthcare, increased media visibility, and expanding educational opportunities are enabling women in both urban and rural India to exert greater influence within their households and the broader society. Among these, access to education remains the most significant driver of empowerment. The growing participation of women in the workforce has also led to notable changes in household consumption patterns, including a rising preference for branded products across fashion, lifestyle, and related categories.

The female labour force participation rate in India has seen a marked improvement, increasing by 8.9 percentage points from 32.8% in FY 2022 to 41.7% in FY 2024. This positive trend is attributed to enhanced access to education, expanded employment opportunities, and supportive government initiatives aimed at promoting gender inclusion in the economy.

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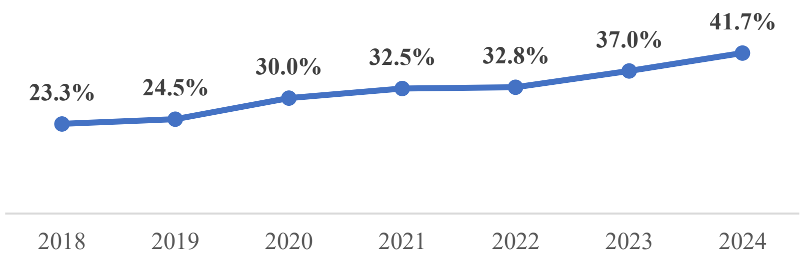
Exhibit 1.13 Participation of Women in Workforce Aged 15 Years and Above (%) (FY)

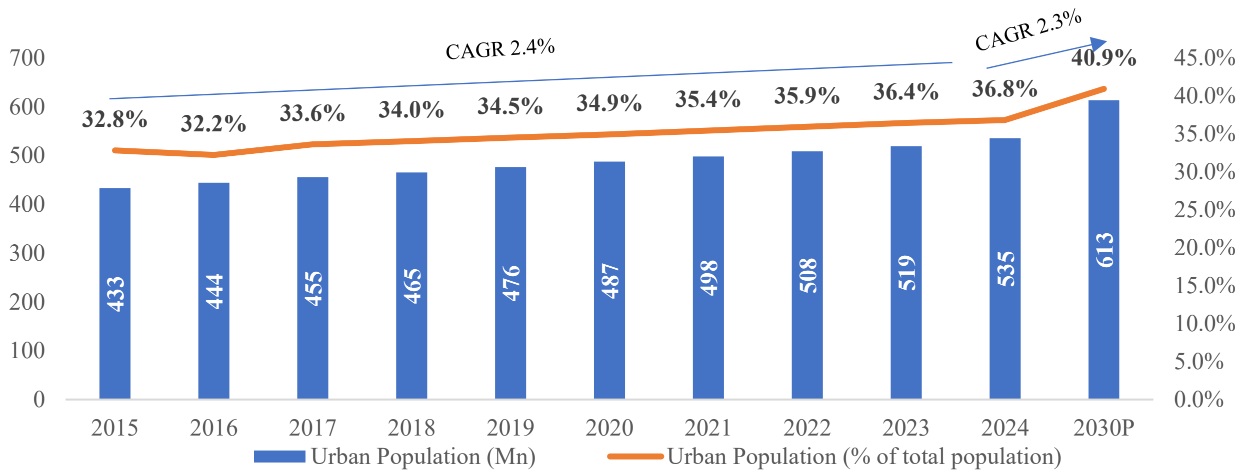


Source: Periodic Labor Force Survey (PLFS), MOSPI

Urbanization

Urbanization is one of the most important pillars of India's growth story, as these areas serve as the core drivers for consumption. India had the second-largest urban population in the world (in absolute terms) at 535 million in CY 2024, ranking only below China. Indian urban system constitutes ~11% of the total global urban population. However, only ~36% of India's population is classified as urban, compared to a global average of ~58%. It is the pace of India's urbanization that is a key trend fuelling India's economic growth. Currently, the urban population contributes 63% to India's GDP. Looking ahead, it is estimated that ~41% (613 million) of India's population will be living in urban centres by CY 2030.

Exhibit 1.14: India's Urban Population (In Million) and Increasing Urban Population as a Percentage of Total Population Over the Years (CY)



Source: World Bank, Technopak Analysis
Note: For India, Data for CY 2023 refers to FY 2024

Growing Middle Class

The increase in number of households with annual earnings ranging from USD 10,000 to USD 50,000 is poised to drive the Indian economy by fostering demand for a wide array of goods, improved services, housing, healthcare, education, and more. Households with an annual income between USD 10,000 and USD 50,000 constituted a minor portion, accounting for 5.8% of the total population in FY 2010. This share increased to ~33.5% in FY 2023 and is expected to continue in the same manner rising to 42% of the total population by FY 2030. The expanding middle-class sector in India is accompanied by a growing appetite for premiumization across various sectors, including goods and services, construction, housing services, financial services, telecommunications, and retail.

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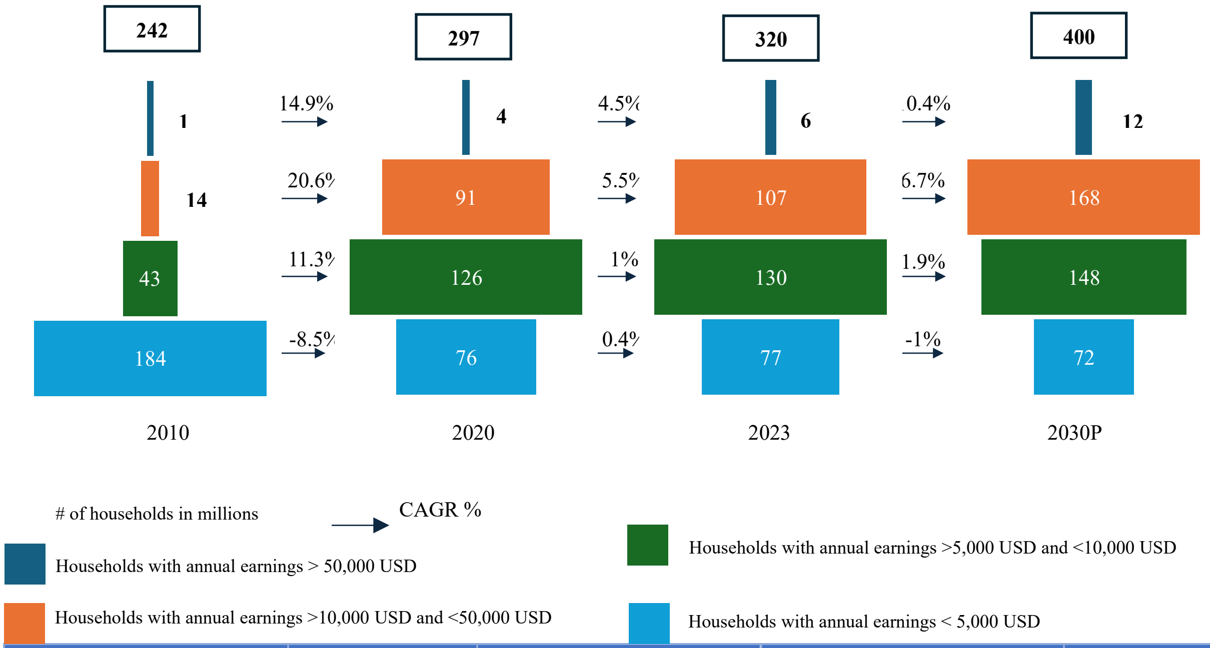
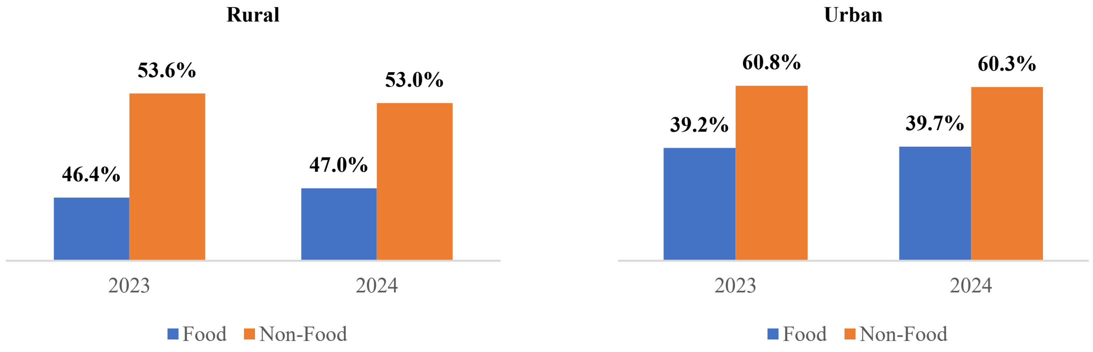
Exhibit 1.15: Household Annual Earning Details (FY) and % share of different income brackets



% share of different income brackets (FY)	<5,000 USD	USD (>5,000 to <10,000)	USD (>10,000 to <50,000)	>50,000 USD
2010	76.0%	17.8%	5.8%	0.4%
2020	25.6%	42.4%	30.6%	1.3%
2023	24.1%	40.6%	33.4%	1.9%
2030P	18.0%	37.0%	42.0%	3.0%

Source: EIU, Technopak Estimates
Note: 1 USD= INR 85

Exhibit 1.16: India's rural vs urban consumption expenditure- Food vs Non-food (%) (FY)



Source: MOSPI

India's retail consumption basket includes essential retail and discretionary retail availed by the consumers. The total retail consumption basket of India is expected to witness a CAGR of 10.3 % from FY 2025 to FY 2030 and is expected to reach ~USD 1,772 Bn by FY 2030. India's retail consumption basket which includes need-based retail and discretionary retail has grown over the years. However, the spending on essential categories is continuously falling over the years with 68.7% in FY 2018 to 65.9% in FY 2025 thereby increasing the share of discretionary categories from 31.3% in FY 2018 to 34.1% in FY 2025 and further to 37.8% by FY 2030. This spending by customers on discretionary categories has seen a rise owing to higher income levels and enhanced standards of living.

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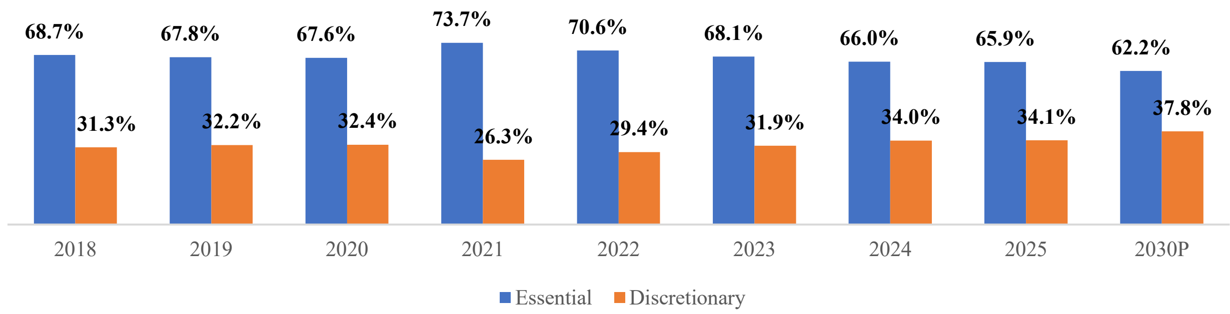
Exhibit 1.17: India's retail consumption pattern- Essential vs Discretionary (%) (FY)

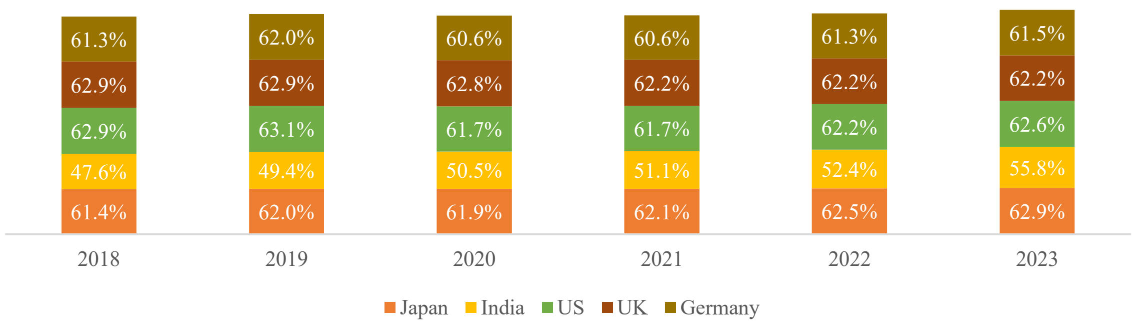


Source: Technopak Analysis
**Note: Essential includes Food & Grocery and Pharmacy & Wellness. Discretionary includes Apparel & Non-apparel accessories, Jewellery, Consumer Electronics, Watches, Home & Living, Footwear and Others*

Comparison of Increasing Working Population with key Economies

The working-age population indicates the earning potential within households, contributing to higher consumption levels. Among these economies, Japan had the highest percentage of working population of 62.9% as of CY 2023 followed by US and UK which recorded 62.6% and 62.2% respectively for the same period. India has been experiencing a positive growth in working population over the years from 47.6% in CY 2018 to 55.8% in CY 2023.

Exhibit. 1.18: Comparison of Percentage of Working Age Population for Japan, India, US, UK and Germany (%) (CY)



Source: World Bank

India's household savings as a percentage of GDP

Over the past decade, there has been a downward trend in the savings rate within the Indian economy and a decrease in the proportion of gross domestic savings (GDS) relative to the GDP. This decrease in gross savings was a global trend observed across most of the major economies. By the end of CY 2021, gross savings in India had further decreased to 27.6%, primarily due to increased individual spending. Despite this decline, India's domestic savings remained higher than the global average of 26.9% in CY 2023 and this trend continued in 2024 as gross savings as a percentage of GDP reached 28.4%.

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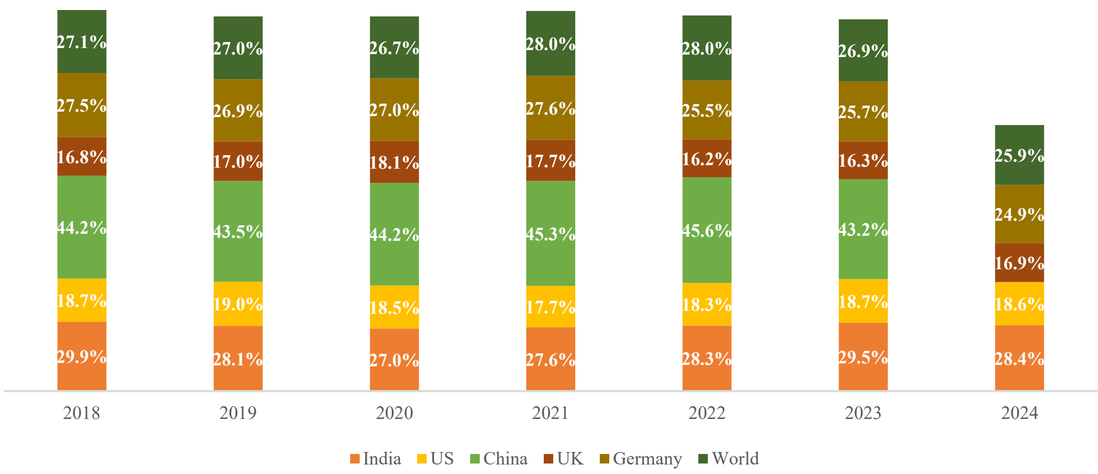
Exhibit 1.19: Comparison of gross domestic savings as a percentage of GDP- key economies vs world (CY)

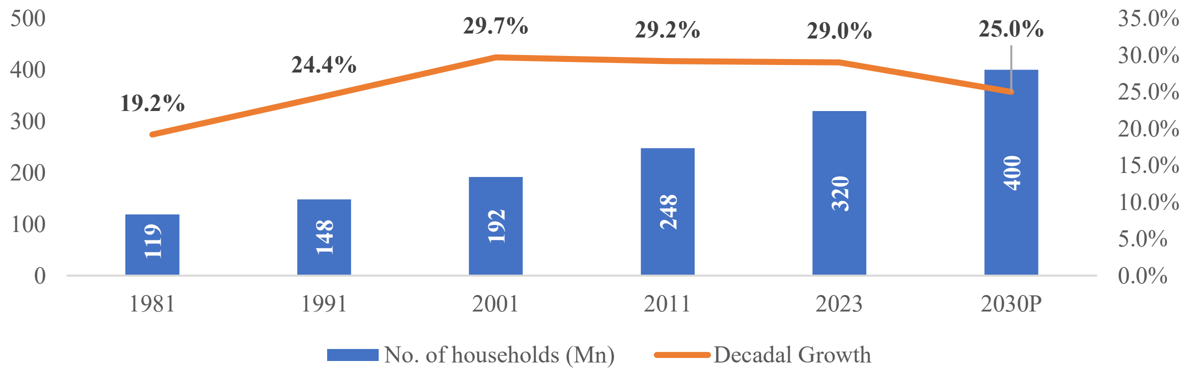


Source: World Bank
Note: Data for China for 2024 is not yet available

Nuclearization

The growth in the number of households exceeds population growth, indicating an increase in nuclearization in India. Average household size has reduced from 5.3 in FY 2001 to 4.1 in FY 2023 and is further projected to reduce to 3.9 by FY 2030. In 2011, 69% of households had less than five members, compared to 62% in FY 2001. The growth in the number of nuclear families is leading to an increase in the number of households, thereby creating a strong demand for housing units and discretionary expenditure in India.

Exhibit 1.20: Total number of households in India (In Million) and Decadal Growth Over the Years (%) (FY)



Source: Census, Technopak Analysis
Note: Decadal growth for period 2011-2023 reflects a 13-year period and 2023-2030P reflects 7-year period

Internet Penetration in India

India's robust growth in internet penetration over the years, highlights a significant digital transformation journey. From 574 million users and 41% penetration in FY 2019, internet adoption has steadily increased, reaching 886 million users and 58% penetration in FY 2024, and further projected to grow to 900+ million users by the end of FY 2025. This upward trend reflects the impact of affordable data plans, rising smartphone usage, and digital inclusion efforts. While the penetration rate is improving, there is still enough room for expansion, suggesting continued opportunities for digital service providers, policymakers, and businesses aiming to tap into India's rapidly digitizing population.

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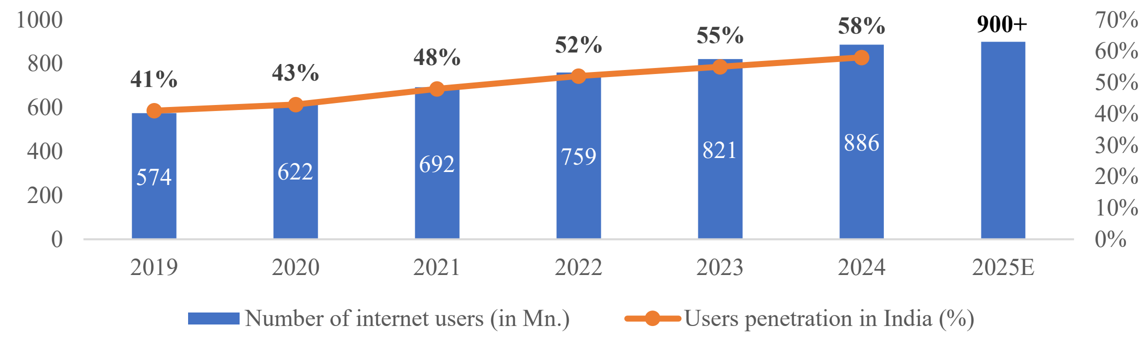
Exhibit 1.21: Number of Internet Users in India (FY) (in Mn)



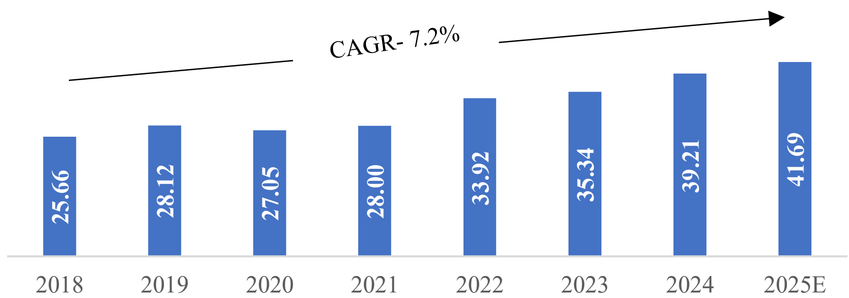
Source: Internet and Mobile Association of India (IAMAI)

Manufacturing in India gaining traction

Manufacturing has emerged as one of the high growth sectors in India, with the better performance of key sectors like automotive, engineering, chemicals, pharmaceuticals, and consumer durables. Contributing around 13% to India's GDP in FY 2025, it is poised to grow to approximately 21%-22% in the next 5 years. According to the Department for Promotion of Industry and Internal Trade (DPIIT), India was estimated to receive a total foreign direct investment (FDI) inflow of USD ~81.04 billion in FY 2025 and manufacturing FDI was estimated to reach USD 19.04 billion with ~18% growth during FY 2025, surpassing the previous year value of USD 16.12 billion.

The manufacturing Gross Value Added (GVA) at current prices was INR 25.66 trillion in FY 2018, which is expected to reach INR 41.69 trillion in FY 2025 at a CAGR of 7.2% over the period. Furthermore, the Indian manufacturing sector is experiencing a surge in investments with various government initiatives such as 'Make in India,' and the Production-linked incentive (PLI) scheme.

Exhibit 1.22: Manufacturing GVA at Current Prices (In INR trillion) (FY)



Source: RBI

Growth in Demat accounts in India

The total number of demat accounts opened in FY 2018 was ~32 million which has now surged to ~192 million by FY 2025, exhibiting a CAGR of ~29.2% over the given years. This consistent rise in account openings indicates the growing interest of investors in the financial markets. Several factors have fuelled this surge and deepened investor penetration such as swift and hassle-free digital onboarding, lower trading costs, broader access to secondary markets, IPOs, mutual funds, portfolio management services (PMS) etc.

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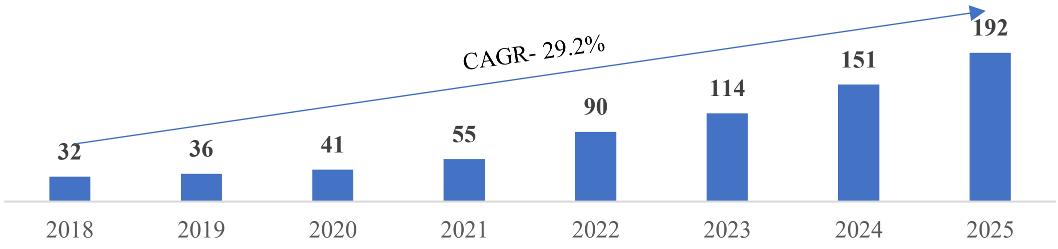
Exhibit 1.23: Number of Demat accounts in India (In Mn) (FY)

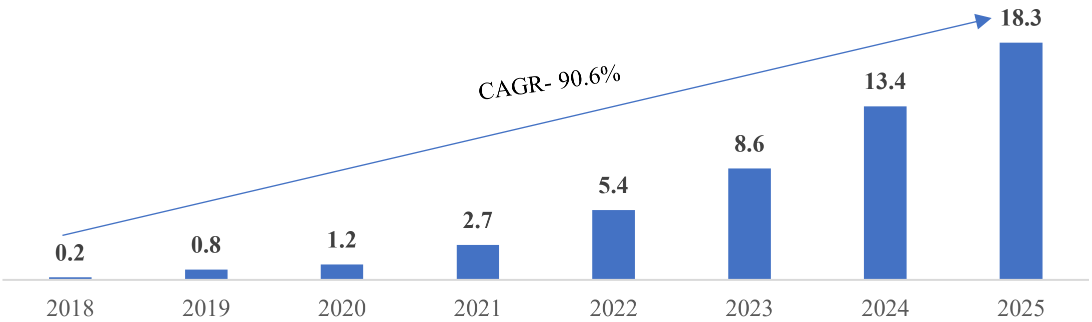


Source: Secondary Research

Growth in UPI transactions in India

Unified Payments Interface (UPI) transactions have emerged as a cornerstone of India's digital infrastructure growth, revolutionizing the way financial transactions are conducted in the country. It has played a crucial role in advancing India's journey toward a cashless economy, reflecting the nation's dedication to harnessing technology for inclusive development and economic growth. The total number of UPI transactions in FY 2018 were ~0.2 billion which has surged to ~18.3 billion by FY 2025, exhibiting a CAGR of ~90.6% over the given years. It has transformed financial transactions by making them faster, safer, and more convenient, while also empowering individuals, small businesses, and merchants.

Exhibit 1.24: Number of UPI transactions in India- By Volume (In Bn) (FY)



Source: National Payments Corporation of India (NPCI)

1.8 Jewellery's share in India's retail consumption basket

The jewellery category continues to command a significant share of India's overall retail consumption, accounting for 8.7% in FY 2025 and projected to rise to 10.2% by FY 2030. This makes it the largest non-food category, underscoring gold and jewellery's continued relevance in Indian consumer spending.

Exhibit 1.25: Share of Jewellery in India's Retail Consumption

Type of Categories	Categories	% Share - FY 2025	% Share - FY 2030 (P)	CAGR (FY 2025-2030P)
	Total Retail (INR Bn)	**92,453**	**1,50,582**	**10.2%**
Need based	Food and Grocery	62.8%	58.8%	8.8%
Primary Non-Food	Apparel & Accessories	7.4%	8.0%	12.0%
	Accessories	0.6%	0.6%	11.8%
	Watches	0.2%	0.2%	12.8%
	Jewellery	**8.7%**	**10.2%**	**14.0%**
	Consumer Electronics	7.3%	8.2%	12.8%
Other Non-Food	Home & Living	4.2%	4.4%	11.2%
	Pharmacy & Wellness	3.1%	3.4%	12.4%

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	Footwear	1.0%	1.1%	11.4%
	Others	4.8%	4.5%	9.0%

Source: Technopak Analysis
1 USD=85 INR

1.9 Key Policies and Schemes related to Gold and Silver Trading in India

A. Import Policies

- The import of gold into India is permitted only through entities specifically authorised by regulatory bodies. These include banks nominated by the Reserve Bank of India (RBI), agencies designated by the Directorate General of Foreign Trade (DGFT), Qualified Jewellers permitted to transact on the India International Bullion Exchange (IIBX) and licensed domestic refineries (in the case of gold doré imports).
- All gold imports are subject to applicable customs duties, currently levied at 6% for refined bullion and 5.35% for gold doré, along with an Integrated Goods and Services Tax (IGST) of 3% at the time of import.
- Under the India–United Arab Emirates Comprehensive Economic Partnership Agreement (CEPA), select importers may avail concessional customs duty rates on gold imported within specified Tariff Rate Quotas (TRQs), thereby enhancing trade competitiveness for compliant market participants.

B. GST and Taxation

- The sale of gold and silver in India is subject to Goods and Services Tax (GST) at a rate of 3%, with an additional 5% GST applicable on making charges for jewellery.
- Gains arising from the sale of physical gold, digital gold, or gold-based financial instruments such as ETFs are subject to capital gains tax, as per prevailing income tax provisions

C. Quality Control

- The Bureau of Indian Standards (BIS) has mandated hallmarking of all gold jewellery and artefacts across more than 340 districts in India to ensure consumer protection and standardisation.
- All hallmarked gold items are required to carry a unique Hallmark Unique Identification (HUID) code, which serves as a traceable quality certificate linked to the item's purity, weight, and place of hallmarking.

D. Exchange Traded Funds (ETFs)

Gold and Silver Exchange-Traded Funds (ETFs) are regulated under the SEBI’s Mutual Fund Regulation 1996, which mandates commodity-based ETFs, including gold and silver ETFs, must invest a minimum of 95% of their net assets in physical bullion, which must be of standard fineness (99.5% for gold) (99.9% for silver) and stored in SEBI-registered vaults.

- Gold ETFs must appoint SEBI-registered custodians who are independent of the Asset Management Company (AMC) to hold the physical gold.
- Custodians are required to maintain adequate insurance to cover risks such as theft, damage, or loss of the physical gold.
- AMCs are mandated to calculate and disclose the NAV of Gold and Silver ETFs on daily basis.
- AMCs are required to disclose the complete portfolio of the Gold ETF, including details of the physical gold holdings, monthly.
- Detailed financial statements and portfolio disclosures must be published semi-annually, providing insights into the fund's performance and holdings.
- Statutory auditors must conduct physical verification of the gold holdings at least twice a year and the results of these verifications are to be reported to the fund’s trustees and SEBI.
- Vault Managers, which hold and safeguard physical gold backing ETFs and EGRs, must be registered with SEBI and are subject to stringent operational and purity compliance requirements.

E. Gold Loan
(Current Guidelines)

- Gold loans are regulated by the Reserve Bank of India (RBI) and can be offered by both banks and NBFCs (such as Muthoot Finance, Manappuram, etc.).
- RBI prescribes a Loan-to-Value (LTV) ratio cap of 75% for loan under INR 2.5 lakhs, meaning loans cannot exceed 75% of the value of the gold collateral.
- Gold pledged must be jewellery, ornaments and specified gold coins.
- Loans against bullion or coins (beyond 50g in case of gold coins and 500gm in case of silver coins per borrower) are not permitted.
- The aggregate weight of either gold or silver ornaments pledged for loan shall not exceed 1 kilogram per borrower

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- For NBFCs, periodic valuation, proper storage, and audit of pledged gold are mandatory under Fair Practices Code and RBI NBFC guidelines.
- Lenders must comply with KYC/AML norms under the PMLA and report suspicious transactions to the Financial Intelligence Unit (FIU).

(New Guidelines- w.e.f April, 2026))

- All commercial banks (excluding Payments Banks), cooperative banks, regional rural banks (RRBs), and NBFCs, including housing finance companies must follow the new guidelines
- Tiered LTV Cap: Loan-to-Value (LTV) ratio is now tiered- up to 85% for loans below INR 2.5 lakh, 80% for INR 2.5–5 lakh, and 75% for loans above INR5 lakh.
- Collateral Quantity Limits: Aggregate weight of gold ornaments pledged for loans shall not exceed 1 kg per borrower and aggregate weight of gold coins pledged shall not exceed 50 grams per borrower.
  Collateral Eligibility and Valuation: Only gold jewellery, ornaments, and bank-specified coins (not bullion or bars) are accepted. Mandatory valuation certificate to include weight, purity, and deductions with customer presence
- Loans up to INR 2.5 lakh are exempt from income proof and full credit appraisal.
- Pledged gold/silver must be returned within 7 working days post-repayment; delays will attract an INR 5,000/day penalty payable to the borrower.
- First auction must be held within the borrower's district; reserve price set at 90% of market value, dropping to 85% in subsequent auctions. Advance notice must be published in local newspapers.

F. Gold Monetization Scheme (GMS)

- GMS is governed by the Ministry of Finance and operated through banks to mobilise idle household and institutional gold.
- Depositors can earn interest on gold holdings, which are credited in grams and payable in cash or gold.
- Gold collected under GMS is refined and either auctioned or added to RBI's reserves.
- Minimum deposit is 10 grams; the scheme accepts raw gold in any form (jewellery, bars, coins) after assaying.
- Banks must follow RBI guidelines on gold purity, deposit tenor (short, medium, long-term), and interest payouts.

G. Electronic Gold Receipt (EGR)

- EGRs are regulated by SEBI and notified as securities under the Securities Contracts (Regulation) Act.
- Only SEBI-registered vault managers can issue EGRs, which must be backed by physical gold of prescribed purity (min. 995).
- Trading is permitted on approved stock exchanges (e.g. BSE), and settlement follows a T+0 cycle.
- EGR holders may redeem receipts for physical gold subject to GST and vault fees.
- All transactions must comply with SEBI's operational, purity verification, and reporting standards.

H. Bullion Depository Receipt (BDR)

- BDRs are regulated by the International Financial Services Centres Authority (IFSCA) and traded on the India International Bullion Exchange (IIBX).
- Only Qualified Jewellers and importers authorised by DGFT may participate.
- BDRs are issued in demat form against bullion deposited in IFSCA-approved vaults.
- All trades are executed in USD and settled on a T+0 basis.
- BDRs benefit from tax exemptions on long-term capital gains and are free from import duty when sourced under TRQs.

F. Digital Gold

- Digital gold products operate outside the regulatory purview of SEBI and RBI. These offerings are currently governed only by general consumer protection laws and contractual obligations, with no specific financial regulation applicable as of date.

1.10 Key Regulators related to Gold and Silver Trading in India

Below mentioned are the key regulators and their roles: -

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Exhibit 1.26: Key Regulators related to gold and Silver Trading in India

Regulator	Scope of Regulation
Reserve Bank of India (RBI)	The RBI is the principal regulator overseeing gold-related financial operations. It regulates gold imports by nominating banks and agencies authorized to import bullion. It also sets prudential norms for gold loans, including the Loan-to-Value (LTV) ratio to prevent over-leveraging against gold collateral like jewellery. Additionally, the RBI is responsible for administering the Gold Monetization Scheme (GMS), under which banks collect idle household gold deposits, channel them through refiners, and issue interest-bearing certificates.
Securities and Exchange Board of India (SEBI)	SEBI governs gold-related financial instruments such as Gold and Silver Exchange Traded Funds (ETFs), mutual funds investing in precious metals, and Electronic Gold Receipts (EGRs), which represent dematerialized units of physical gold traded on stock exchanges. SEBI also authorizes vault managers responsible for the safekeeping of physical gold underlying these securities, ensuring transparency, security, and audit compliance in exchange-based gold trading.
Directorate General of Foreign Trade (DGFT)	DGFT functions under the Ministry of Commerce and formulates India's import-export policies, including those governing gold. It determines who can import gold (nominated banks and agencies), the quantity limits, the form of gold (bars, doré, coins), and the procedural conditions under which imports may be made. DGFT notifications directly influence trade dynamics by altering duty structures, licensing norms, or country-of-origin rules under FTAs.
International Financial Services Centres Authority (IFSCA)	IFSCA is the regulatory authority for financial products and services in the GIFT City IFSC (International Financial Services Centre). It oversees the trading and settlement of Bullion Depository Receipts (BDRs) on the India International Bullion Exchange (IIBX). These BDRs represent ownership of physical bullion stored in certified vaults and enable qualified jewellers and traders to source gold transparently through an exchange platform.
Bureau of Indian Standards (BIS)	BIS is responsible for setting and enforcing quality standards for gold and silver jewellery through hallmarking. It prescribes purity benchmarks (such as 22K or 18K for gold), oversees hallmarking centers, and has mandated the use of Hallmark Unique Identification (HUID) codes on jewellery to ensure traceability and consumer protection. BIS standards are crucial for maintaining trust and consistency in retail bullion transactions.
Central Board of Indirect Taxes and Customs (CBIC)	CBIC manages the collection of customs duty on imported gold and ensures compliance with import procedures at Indian ports and airports. It enforces applicable duties, tariffs, and exemptions as notified by the Ministry of Finance. CBIC also plays a key role in preventing gold smuggling through surveillance, seizure operations, and coordinating with customs intelligence units across entry points.
Gems and Jewelry Export Promotion Council (GJEPC)	GJEPC facilitates better interaction on trade related issues between the industry and Government of India, Ministry of Commerce & Industry, Ministry of Finance, DGFT, Dept. of Commerce and Dept. of Finance. It is the Nodal Agency appointed by the Government of India to execute the Kimberly Process Certification Scheme in the country ensuring ethical sourcing and trade of diamonds. It organizes international exhibitions, trade shows, and buyer-seller meets to showcase Indian jewelry and connect exporters with international buyers.
Indian Bullion and Jewelers Association (IBJA)	IBJA publishes daily Gold AM and PM Rates. It helps in the promotion & regulation of bullion trade, and address disputes and arbitrations between dealers. IBJA also plays a key role in interacting with all Government Departments on behalf of bullion traders, dealers and jewellers in its implementation of new policy matters, import export issues.

1.11 Role of Banks in Gold and Silver Trading in India

Banks play a multifaceted role in the gold and silver trading in India which is subject to strict regulatory guidelines issued by RBI and SEBI. Some of the key roles played by banks are-

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Exhibit 1.27: Role of Banks in Gold and Silver Trading in India

Function	Description
Authorized Importers	Certain banks and agencies, nominated by the Reserve Bank of India (RBI) or the Directorate General of Foreign Trade (DGFT), are authorized to import gold bullion into India and supply it to jewellers across the country.
Proving Loans Against Jewellery	Banks and Non-Banking Financial Companies (NBFCs), such as Muthoot Finance and Manappuram, offer loans to individuals by accepting gold jewellery as collateral.
Gold Metal Loans to Jewellers	Banks also provide working capital to jewellery manufacturers in the form of physical gold, which the jewellers later return after manufacturing and sale, known as a Gold Metal Loan.
Custodians of Gold for ETFs	Some banks act as custodians by safely storing physical gold on behalf of mutual fund companies that offer Gold Exchange Traded Funds (ETFs) to retail and institutional investors
Participation in the Gold Monetization Scheme (GMS)	Banks collect idle gold from individuals under the Gold Monetisation Scheme, send it for refining, and issue interest-bearing certificates. This enables gold to enter the formal financial system while rewarding depositors. As of March 2025, only short-term bank deposits (1-3 years) under the GMS will continue.
Ensuring Regulatory Compliance (KYC and AML)	Banks and financial entities are required to strictly follow Know Your Customer (KYC) and Anti-Money Laundering (AML) regulations. They must report any suspicious or high-value transactions under laws such as the Prevention of Money Laundering Act (PMLA) and the Foreign Exchange Management Act (FEMA).

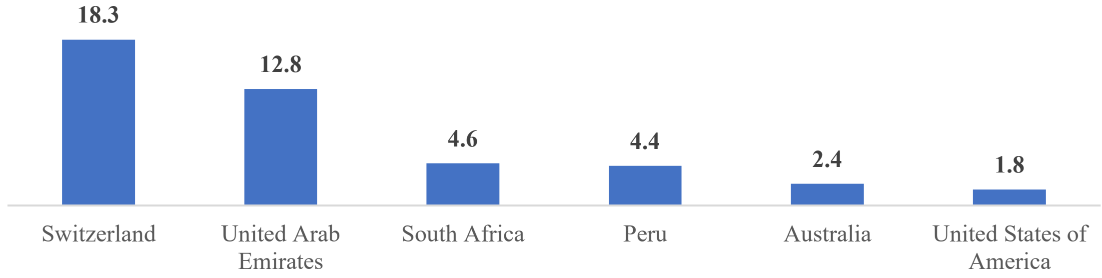
1.12 Sourcing and Import of Gold in India

The government of India has lowered the import duty on gold from 15% to 6% to increase retail growth with current rate at 6% for bullion and 5.35% for gold dore bars. Zero import duty on gold applies to specific agreement and situations, for e.g.- under India-ASEAN Free Trade Agreement, zero import duty is applicable to only unwrought and semi-manufactured gold forms like gold dore/bars, gold and silver jewellery, other preciuos metal products, satisfying origin requirements, and imported through nominated agencies, qualified jewellers via the bullion exchange. Gold dore imports specifically are limited to licensed refineries under an Actual User condition.

The India-UAE Comprehensive Economic Partnership Agreement (CEPA) allows for reduced duties on gold imports within a specified quota where gold is taxed at 5% for imports upto a Tariff Rate Quota (TRQ) of 200 tonnes . Gold imports in India stood at USD 58 Bn in FY 2025 as against ~USD 45.54 Bn in FY 2024 and this precious metal account for ~8% of the country's total imports in FY 2025. However, in terms of volume, the gold imports dipped to 757.15 tonnes in FY 2025 against 795.32 tonnes in FY 2024.

Further, India imports over majority of its gold demand from countries such as Switzerland, UAE, South Africa and others through nominated banks and agencies. Switzerland accounts for the largest share contributing ~35% of India's total gold imports followed by the UAE (25%). South Africa contributes (9%), Peru (8%) while Australia and the US account for 5% and 3% respectively.

Exhibit 1.28: Import of gold in India (in Billion) (FY 2024)



Source: Trade Map
HSN Code:7108

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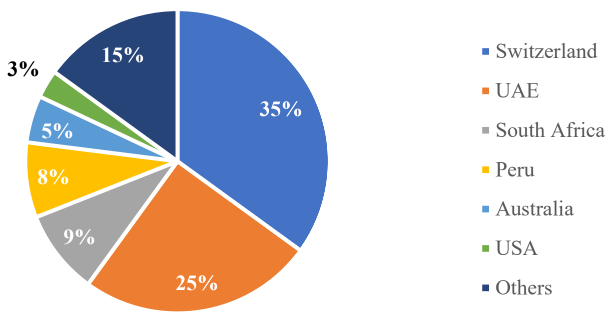
Exhibit 1.29: Import of gold in India (%) (FY 2024)



Source: Trade Map
HSN Code:7108

1.13 Key Challenges/Restrictions in Import of Gold in India

A. Regulatory Restrictions

1. **Eligibility Criteria for Importers**
   Only entities authorized by RBI and DGFT including nominated banks, public sector undertakings such as MMTC, and agencies operating on the India International Bullion Exchange ("IIBX") are permitted to import gold. Private entities must obtain an Importer-Exporter Code ("IEC") and, where applicable, comply with BIS recognition and other regulatory clearances. This limited eligibility constrains wider market participation and increases dependence on select importers.

2. **Quantity and Form Limitations**
   Individuals returning to India after a minimum stay of six months abroad are allowed to bring up to 1 kilogram of gold (including ornaments) provided it is declared at customs and duty is paid in convertible foreign currency. Additionally, male passengers can carry up to 20 grams of gold jewellery (valued up to INR 50,000) and female passengers up to 40 grams (valued up to INR 1,00,000) duty-free, if for personal use. However, the import of gold coins, medallions, and stone-studded jewellery is either restricted or prohibited under baggage rules. Failure to declare gold above permitted limits can result in seizure and penalties.

3. **End-use Restrictions for EOUs and SEZs**
   Gold imported by Export Oriented Units ("EOUs") and Special Economic Zones ("SEZs") must be used exclusively for the manufacture of jewellery or articles for export purposes. Use of such gold for domestic resale is allowed only if payment done for applicable import duties.

4. **Procedural and Documentation Requirements**
   All gold imports must be routed through customs-bonded warehouses and supported by a complete set of documentation, including invoices, bills of entry, purity certificates, and HSN code compliance. Refineries processing gold doré must hold valid BIS and NABL accreditation. These conditions necessitate stringent operational compliance from importing entities.

B. Key Challenges

1. **Regulatory Complexity and Fragmentation**
   Gold imports are regulated by multiple authorities with overlapping jurisdiction. The absence of a unified gold policy framework leads to inconsistent rulemaking, increased compliance burden, and regulatory ambiguity for importers and downstream stakeholders.

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2. **Policy Volatility and Uncertainty**
Frequent changes in import duties, tariff rate quotas ("TRQs"), and procedural rules contribute to unpredictability in the operating environment. This hinders long-term planning for importers, refiners, and jewellers, particularly small and medium-sized entities.

3. **Compliance Burden and Cost Intensiveness**
Importers face a high compliance load due to the requirement for multiple licenses, KYC obligations, warehouse approvals, and documentary audits. These increase transaction costs and extend turnaround times for customs clearance and logistics handling.

4. **Data Inaccuracies and Reporting Gaps**
Inconsistencies in data collection and reporting- such as double counting or lack of system integration across DGFT, CBIC, and RBI platforms- have resulted in statistical gaps that affect policy efficacy and transparency in trade monitoring.

5. **Exposure to Market Volatility and Currency Risk**
Global fluctuations in gold prices, coupled with INR-USD exchange rate movements, impact the profitability of gold imports. The volatility exposes importers to hedging and pricing challenges, particularly for bulk procurement linked to long shipping lead times.

1.14 Changes in Gold Policies and Duties over the years in India

Exhibit 1.30 Changes in Gold Policies and Duties over the years in India

Period	Phase	Year of Introduction	Policy / Regulatory Change	Description / Impact
Pre-1990s	Highly Restrictive Phase	1968	Gold Control Act	Gold trade and ownership were tightly controlled. Under the 1968 Gold Control Act, citizens were banned from owning gold bars and coins. Only licensed dealers could handle gold, leading to widespread smuggling and a flourishing black market.
1990-2005	Liberalization & Legal Channels	1990	Repeal of Gold Control Act	Post-1990 economic reforms led to the repeal of the Gold Control Act. NRIs were allowed to bring in gold under baggage rules. Banks and nominated agencies began importing gold legally with duty payments. Gold started entering formal channels, reducing smuggling.
		1992	NRI Scheme	
		1994	Special Import License Scheme	
		1997	Duty Payment Shift to Tariff Value Method	
		1999	Gold Deposit Scheme (GDS) launched	
		2003	Sovereign Gold Bond concept discussed in budget	
2007-2016	Financialization of Gold	2007	ETFs on Gold launched in India	This phase marked a strategic shift from physical to financial forms of gold. The government and regulators introduced instruments like Gold ETFs, Sovereign Gold Bonds (SGBs), and the Gold Monetisation Scheme (GMS) to offer safer, regulated, and non-physical ways for investors to gain gold exposure. These measures aimed to reduce reliance on imported bullion, channel idle household gold into the formal economy, and deepen capital markets through gold-linked products.
		2012	Import duty raised from 2% to 10% Ban on import of gold coins and sale through banks and post offices Import duty on gold dore was set lower (2%) than on refined gold, to promote domestic refining	
		2013	80:20 Import Scheme introduced	
		2014	80:20 Rule scrapped and ban on importing gold coins lifted.	

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		2015	Three landmark initiatives launched: 1. Sovereign Gold Bonds (SGBs) 2. Gold Monetisation Scheme (GMS) 3. India Gold Coin (IGC) was launched	
		2016	PAN disclosure mandatory for purchase above 2 lakhs, a 1% excise duty was levied on jewellers with a turnover of over INR 120 million, and the 1% excise duty on branded gold coins which was later subsumed with the introduction of GST. Introduction of GST	
2017-2022	Formalization and Compliance	2017	Gold imports shifted under “restricted” category	To further organize the sector, the government introduced GST on gold, made BIS hallmarking mandatory, and launched Indian Good Delivery Standards for refining. New frameworks like Electronic Gold Receipts (EGRs) and the India International Bullion Exchange (IIBX) were rolled out to promote transparent, exchange-based gold trading, and allow qualified jewellers to import directly under regulatory oversight.
		2018	Indian Good Delivery Standard (IGDS) launched	
		2020	Mandatory Hallmarking Announced	
		2021	Digital Gold banned for SEBI entities	
		2021	Electronic Gold Receipts (EGRs) notified as securities	
		2022	Silver ETFs introduced by SEBI	
		2022	India International Bullion Exchange (IIBX) launched at GIFT City	
2023 - 2025	Transparency and Digital Shift	2023	HUID made mandatory for hallmarked jewellery	Recent reforms focused on boosting transparency and cutting the cost of legal gold. The mandatory HUID system improved traceability of gold jewellery. UAE CEPA enabled concessional-duty imports under Tariff Rate Quotas. The customs duty cut (from ~15% to 6%) in Budget 2024–25 aimed to curb smuggling and encourage formal trade.

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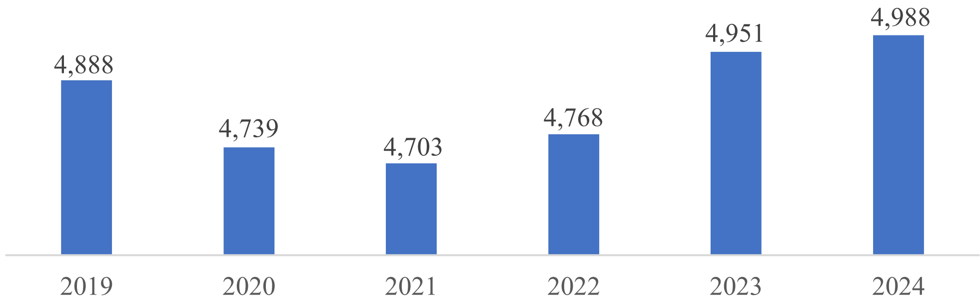
2. Overview of Gold & Silver Industry

2.1 Global Gold Demand

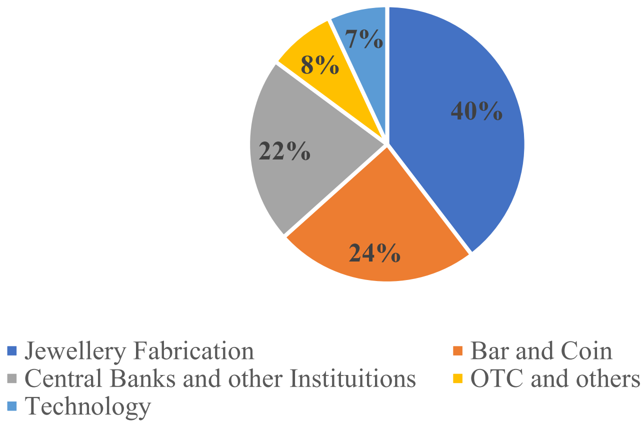
Global gold demand rose from 4,951 tonnes in CY2023 to 4,988 tonnes in CY2024, despite elevated gold prices, which averaged USD 2,386 per ounce based on LBMA benchmarks. This increase reflects the continued appeal of gold as a safe-haven asset amid prevailing global economic uncertainties. Gold outperformed most major asset classes, including U.S. equities and bonds, underscoring its role as an effective risk-hedging instrument. Jewellery remained the largest contributor to overall gold demand in CY2024, accounting for 40% of total consumption. However, jewellery demand declined by 9% year-on-year, primarily due to record-high prices dampening consumer purchases in key markets such as India and China. Investment demand, comprising gold bars and coins, was the second-largest contributor, representing 24% of total global gold demand.

Exhibit 2.1: Global Gold Demand: By Volume (in Tonnes) (CY)



Source: Secondary Research, Technopak Analysis, WGC

Exhibit 2.2: Category-wise Global Gold Demand - By Volume (in Tonnes) (CY2024)



Source: Secondary Research, Technopak Analysis, WGC

Region Wise Gold Demand

China and India continued to be the leading gold consumers globally in CY2024, underscoring their substantial influence on the international gold market. China emerged as the largest gold consumer, with total consumption reaching 857 tonnes, followed by India, which ranked second with 803 tonnes.

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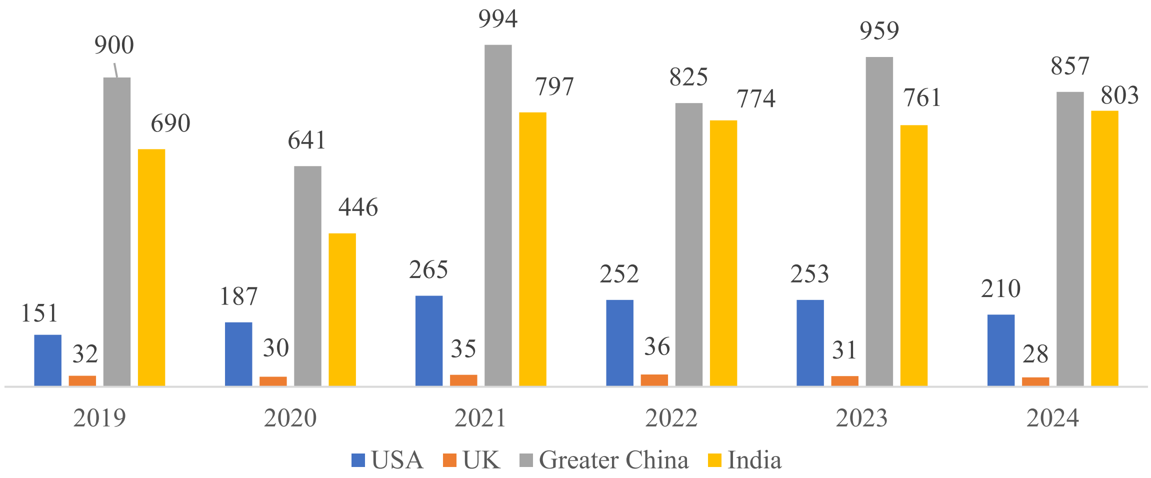
Exhibit 2.3: Region-Wise Gold Consumption: By Volume (in Tonnes) (CY)

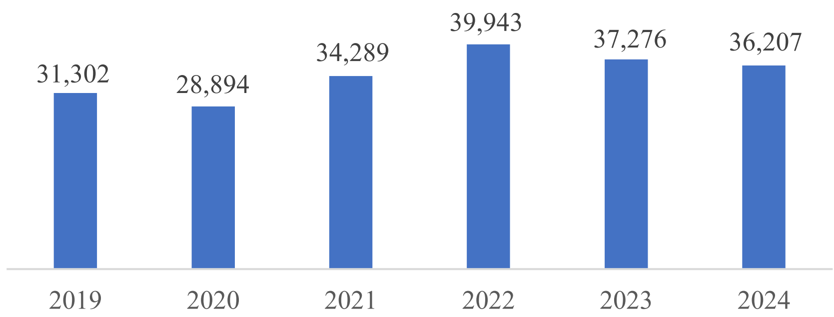


Source: Secondary Research, Technopak Analysis, WGC

2.2 Global Silver Demand

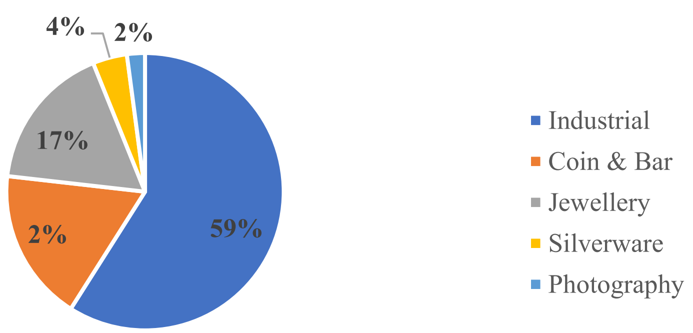
Global silver demand was valued at 36,207 tonnes in CY2024, this demand was shaped by industrial offtake, which rose by 4% to 21,165 tonnes in CY2024, driven by continued expansion in the green economy-including grid infrastructure, vehicle electrification, especially photovoltaic applications, with China leading global solar capacity additions. Jewellery fabrication also grew by 3% from CY2023 to CY2024, this growth was mostly backed by the strong demand in India.

Exhibit 2.4: Global Silver Demand: By Volume (in Tonnes) (CY)



Source: Secondary research, Technopak Analysis, The Silver Institute

Exhibit 2.5: Category-Wise Global Silver Demand - By Volume (in Tonnes) (CY2024)



Source: Secondary research, Technopak Analysis, The Silver Institute

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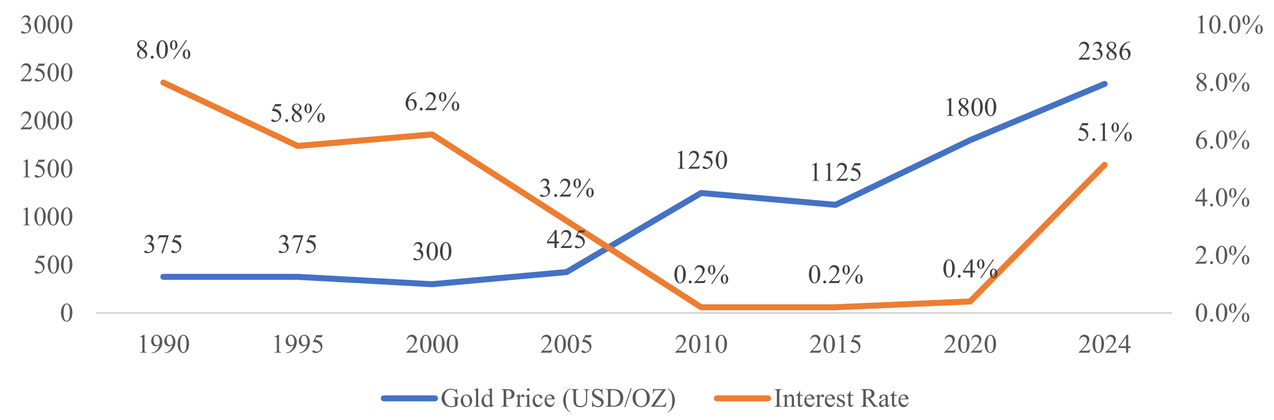
2.3 Impact of Fed Rates on International Gold Prices

The interest rate decisions of the U.S. Federal Reserve play a pivotal role in influencing international gold prices by affecting both the opportunity cost of holding non-yielding assets and the strength of the U.S. dollar. An increase in interest rates by the US reserve typically enhances returns on fixed-income instruments such as bonds and savings accounts, thereby increasing investment in banks and moving money out of gold, exerting downward pressure on its price. On the other hand, when interest rates are cut, returns on savings go down and the U.S. dollar weakens, enhancing gold's appeal as a safe asset and hedge against currency depreciation and financial uncertainty.

In September 2024, the Federal Reserve implemented a 50-basis point rate cut. The global gold market responded sharply, with spot gold prices surging over 1% to reach USD 2,599 per troy ounce, marking a new historical high.

In H1 2025, the U.S. interest rate declined to 4.33%, to which gold prices surged, rising from an average of USD 2,860 per troy ounce in Q1 2025 to USD 3,279 per troy ounce in Q2 2025. This reaction underscored the sensitivity of gold prices to monetary policy shifts and reinforced gold's role as a preferred asset during periods of declining real interest rates and macroeconomic uncertainty.

Exhibit 2.6: Impact of Federal Reserve Rates on International Gold Prices (CY)



Source: Secondary research, Technopak Analysis, WGC

2.4 Factors affecting gold price movement

- **Currency Fluctuations:** Gold prices often move inversely to the U.S. dollar. When the dollar weakens, gold becomes more affordable for investors, boosting demand.

- **Key Consuming Nations:** The United States, India, and China collectively account for over half of global gold demand. In India, cultural traditions drive gold purchases, especially during festivals and weddings. China's demand is influenced by gold's symbolism of wealth and security. In CY2024, China's bar and coin investment surged by 27.1%, reflecting a shift towards gold as a financial asset amid economic uncertainties. India consumed 803 tonnes in CY2024 (+5% y/y), with jewellery accounting for ~70% of total.

- **Inflation:** Gold is traditionally viewed as a hedge against inflation. In 2024, the U.S. Consumer Price Index (CPI) rose by 2.9%, supporting gold's price increase that year. Even as inflation rates eased to 2.4% by March 2025, gold maintained its upward trajectory.

- **Geopolitical Events:** Gold serves as a refuge during geopolitical tensions. In CY2024 and early CY2025, conflicts such as the Russia-Ukraine war and Middle East unrest, including Iran-Israel tensions, heightened global uncertainties. Additionally, announcement of U.S. trade policies in April-May 2025, rose fears of a global trade war. These events prompted investors to seek safety in gold and impacting the demand and gold prices.

- **Volatility and Performance of Other Assets:** Gold often gains appeal when other assets, like stocks, become volatile. Between January 2024 and December 2024, gold gave a return of 25.5%, outperforming all major asset

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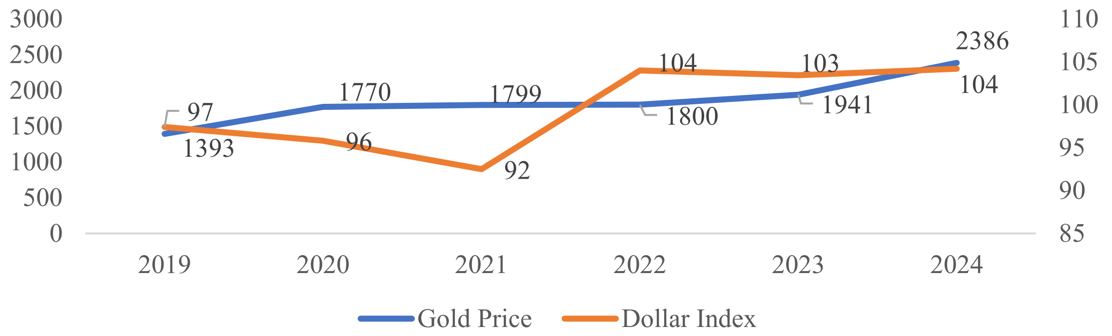
classes, with the US stock providing a return of ~25% and EM stocks ~11% in the same period. This inverse relationship highlights gold's role as a windbreak against market instability.

- **Correlation with the Dollar Index (DXY):** Beyond the direct impact of currency valuation, gold's inverse correlation with DXY highlights its dual function as both a currency and commodity hedge. A weakening DXY not only makes gold more affordable for holders of other currencies but also signals broad-based U.S. dollar depreciation. Market participants frequently monitor fluctuations in the DXY as a leading indicator to anticipate movements in gold prices, reinforcing the index's relevance in precious metals trading strategies.

Exhibit 2.7: Correlation – Gold prices (USD/Troy/ounce) vs Dollar Index (CY)



Source: Secondary research, Trading economics, WGC

2.5 Key Trends in Global Gold Market

- **Exchange-traded funds (ETFs):** ETFs are emerging as a critical barometer of investor confidence in gold, offering a hassle-free way to gain bullion exposure without handling physical gold. Globally, physically backed gold ETFs reported strong inflows in March totalling USD 8.6 billion This helped drive total Q1 CY2025 flows of USD 21 billion (226 tonnes) to the second highest quarterly level in dollar terms.

- **Central Bank Policies & Reserve Diversification:** Central banks have become consistently large buyers of gold to diversify away from fiat currencies and hedge geopolitical or inflationary risks. Purchasing decisions are often driven by reserve-management strategies that prioritize uncorrelated assets, especially when dollar or euro exposure feels vulnerable. In Q1 CY2025, central banks added 244 tonnes of gold 24% above the five-year quarterly average with Poland (49 t), China (13 t), and India (3 t) among the leading buyers.

- **Shift Toward Lighter Jewellery Due to High Prices:** Surge in gold prices has led to a structural shift in gold jewellery demand, with global consumption declining by 11% to 1,877 tonnes in CY2024. Consumers are increasingly opting for lighter weight jewellery and innovative product blends such as those incorporating enamel, pearls, etc. to maintain affordability.

- **Investment Amid Global Instability:** Heightened geopolitical tensions including the Russia-Ukraine war, US-China trade talks, and global monetary uncertainty have impacted the demand and prices of gold and despite sharp spikes in gold prices, with spot prices surpassing USD 3,000 per ounce in 2025, investor are purchasing gold as a haven asset.

2.6 Key Trends in Global Silver Demand

- **Jewellery Fabrication Rose on Strong Indian and Thai Demand:** Silver jewellery demand grew by 3% in CY2024, reaching 208 million ounces. The increase was largely driven by India, aided by a bullion import duty cut, strong rural economic activity, and rising consumer preference for higher purity ornaments. Thailand also contributed significantly, with a 13% rise in demand due to stronger exports to the US, Germany, and the UK.

- **Industrial Demand Driven by Green Economy:** Industrial offtake for silver reached an all-time high in CY2024, rising by 4% to 680 million ounces. Growth continued to be supported by structural gains in the green economy, including grid infrastructure upgrades, electric vehicle production, and solar photovoltaic (PV) applications. The demand was led by China, where newly added solar capacity hit a record 278 GW in 2024.

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- **Investment Demand via Silver ETPs Rebounded:** Silver Exchange-Traded Products (ETPs) saw a notable recovery in 2024. Total global holdings increased by 6.3% to 1,038 million ounces by the end of the year. Despite a 23% increase in silver prices, ETP demand remained resilient, with holdings staying largely stable through the first half of 2024.

- **Technological Acceleration & AI Applications:** Next-generation technologies like 5G infrastructure, data centres, AI-enabled devices, and IoT sensors etc. rely on silver's reliability and conductivity in small-form components. Electronics & electrical silver demand rose by 4%, reflecting expanded use in AI-driven hardware and green economy investments

2.7 Gold and Silver Demand in India

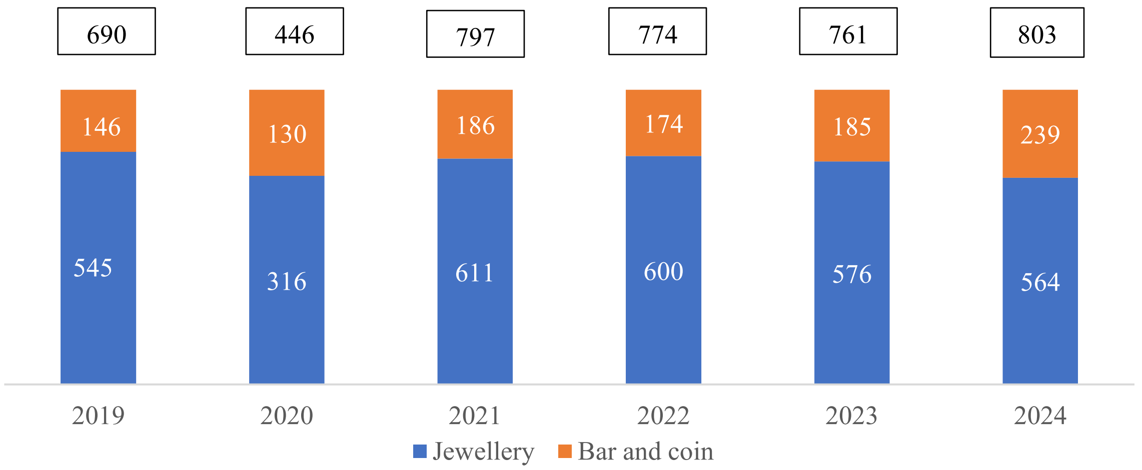
Gold Demand in India

India's gold demand rose by 5% to 803 tonnes in CY2024 as compared to 761 tonnes in CY2023. Key factors driving this demand included reduction in import duties (from July 2024) which led to increased buying in late Q3 2024. The gold price dipped in November following the US election, leading to increased inflows in digital gold

ETFs as well as accumulation of 8 tonne gold by RBI in November itself. Additionally, the RBI added 73 tonnes to its reserve in CY2024 which was four times more as compared to the previous year, adding to the Indian gold demand.

The world gold council expects the Indian gold demand to remain in the same range of 800 tonnes in CY2025, supported by investments and expected recovery in jewellery demand given the prices remain stable.

Exhibit 2.8: Category-Wise Gold Demand in India - By Volume (in Tonnes) (CY)



CAGR (2019-2024)	
Total Gold Demand	3.1%
Jewellery demand	0.7%
Bar and coins demand	10.4%

Source: Secondary research, Technopak Analysis, WGC

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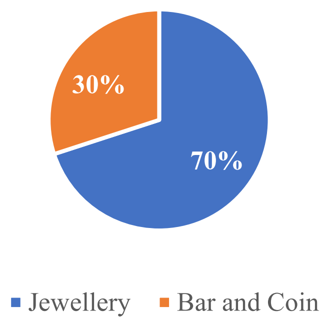
Exhibit 2.9: Share of Jewellery and Bar & Coin in Total Gold Demand (by Volume) (in Tonnes) (CY2024)

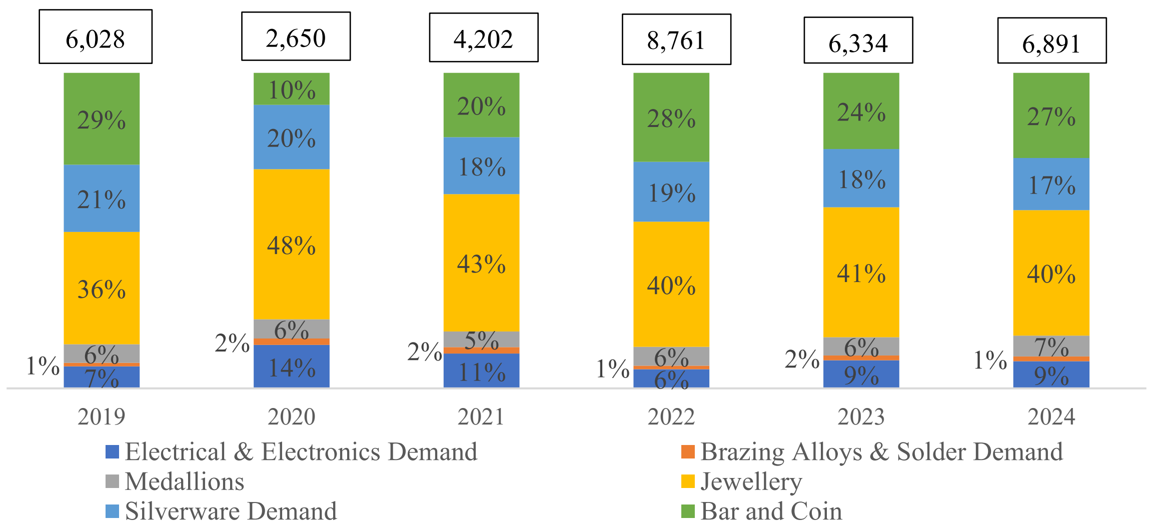


Source: Secondary research, Technopak Analysis

Silver Demand in India

India's silver demand increased in CY2024, supported by record investment inflows and strong industrial and jewellery demand, reduction in import duties and shift towards higher purities. Indian silver ETP holding soared by 195% for the year, while silver prices surpassed INR 1,00,000 per kilogram for the first time. Industrial silver demand grew by 4%, reflecting India's expanding role in electronics and green technologies, and jewellery fabrication rose 5% in CY2024 as compared to previous year.

Exhibit 2.10: Category-Wise Silver Demand in India - By Volume (Tonnes) (CY)



Source: Secondary Research, Technopak Analysis, The Silver Institute

The demand for both gold and silver is seen on a rising trend in India with their prices also following an increasing trend. The gold and silver prices in India are influenced by several interrelated international and domestic factors. The international drivers include global gold and silver prices such as gold prices set by the LBMA, international supply and demand trends, international logistics and freight rates, the US Dollar volatility index, futures and options, volatility in alternative digital assets and global gold ETF demand.

Whereas, the domestic factors that affect gold and silver prices include disparity between domestic and international gold and silver prices, domestic supply and demand fluctuations, the Indian Rupee to US Dollar exchange rate, premiums charged by banks, applicable central and local taxes.

2.8 Global Gold Refining Market

The gold refining sector plays a key role in converting dore and recycled gold into high-purity bullion. In Q4 CY2024, recycled gold supply reached 359 tonnes, up 15% year-on-year and 10% quarter-on-quarter. Switzerland remains the global

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centre of gold refining, handling around 70% of newly mined gold through its four LBMA-accredited refineries-Valcambi, PAMP, Argor-Heraeus, and Metalor. Other major hubs include Rand Refinery (South Africa), Tanaka (Japan), and Perth Mint (Australia).

Rising investment and industrial demand from central bank buying to electronics and green technology has driven global refiners to increase capacity. From 2014 to early 2025, the number of LBMA-accredited refiners rose from 50 to 66, with additions across Asia, Africa, and the Middle East. Investments in advanced refining and testing technologies have improved efficiency and compliance with environmental standards.

Trade & Duty Incentives for Refiners
Free-zone and FTA-backed duty waivers play a pivotal role in gold refining. In the UAE's DMCC, zero customs duty on both doré imports and finished-bar exports incentivizes global miners to channel doré into Dubai for value-addition. Similarly, Singapore's Jurong Free-Trade Zone shields refining operations from GST and import duties under multiple FTAs, drawing regional flows into its LBMA-accredited Metalor facility.

Exhibit 2.11: Top Global Gold Refineries (By Volume)

Refinery	Location	Refining Capacity (Tonnes per annum)
Valcambi Suisse	Switzerland	~2000 *
Argor-Heraeus	Switzerland	400
Rand Refinery	South Africa	~600
Perth Mint	Australia	800
MKS Pamp	Switzerland	>450
Heraeus Precious Metals GmbH & Co. KG	Germany	400-500
Tanaka Kikinzoku Kogyo KK	Japan	>500
Johnson Matthey Gold & Silver Refining Inc	United States of America	~250

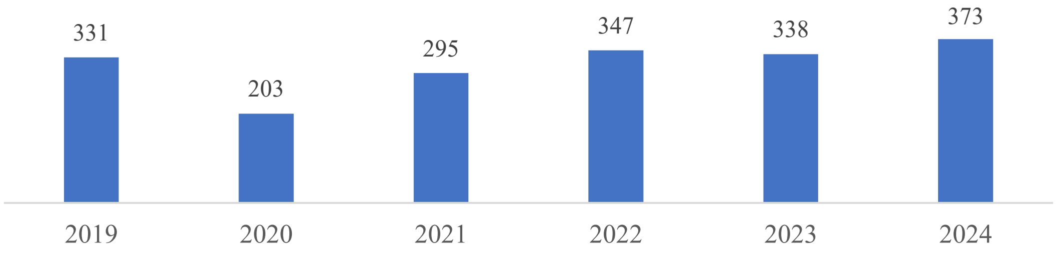
Source: Secondary Research, Technopak Analysis
*Note: *Refining Capacity refers to the total refining capacity of the refinery*

2.9 Indian Gold Refining Market

India's gold refining sector has expanded over the past decade, evolving from a handful of small operations into a network of 57 BIS-accredited refineries as of September 2024 (up from 33 in CY2022) and 1 LBMA-accredited refinery. These refineries work in collaboration with specialized logistics partners like Brink's G4S, Sequel, etc. for secure bullion transport and storage.

India's gold refining sector primarily processes two types of raw material: imported dore (semi-refined gold) and locally sourced scrap (recycled jewellery and other gold products). In CY2024, the refining market was valued at 373 tonnes including 258 tonnes from dore imports and the remaining through scrap gold supply.

Exhibit 2.12: Refining Market in India – By Volume (Tonnes) (CY)



Source: Secondary research, Technopak Analysis, WGC
Note: The figures include dore imports and scrap supply

Among the BIS-accredited refineries, MMTC-PAMP has the highest refining capacity at 300 tonnes per annum, followed by Augmont Enterprises with second highest capacity at 280 tonnes, making them two of the most prominent organised players in India's gold refining landscape.

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Exhibit 2.13: Key Players in Indian Gold Refining Market

Refinery	Refining Capacity (in Tonnes per annum)
MMTC-PAMP	300
MD Overseas	109.5
Zaveri & Co.	216*
Sovereign Metals Limited	110
Kundan	109.5*
Augmont Enterprises Limited	280
JBL Refineries	150

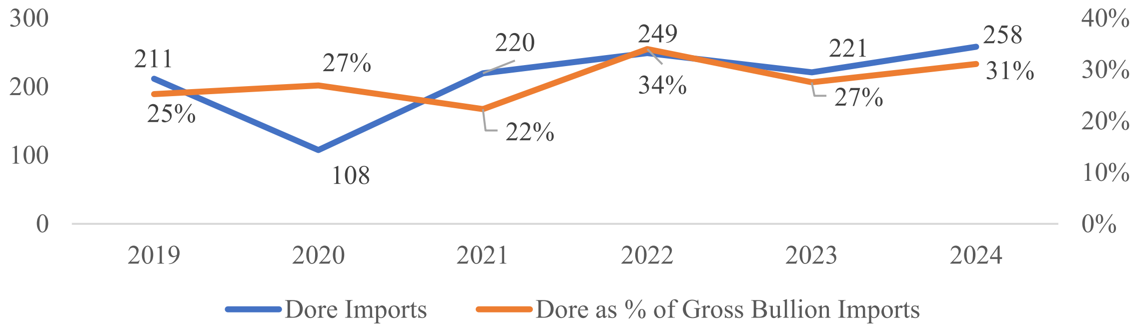
Source: Technopak Research & Analysis, Company Websites
*Note: *Refining Capacity refers to total refining capacity of the refinery. For other players- it refers to exclusive gold refining capacity*

Impact of duty differential on dore imports

Despite fluctuations in overall gold import duties, the differential between bullion and dore imports has consistently remained close to 0.65%, ensuring a stable incentive for dore imports over refined bullion.

This duty differential has encouraged higher imports of dore, stimulating domestic refining capacity. Dore's share in total bullion imports rose from 22% to 34%, with volumes reaching 249 tonnes, post COVID duty restructuring and reduction of import duty on gold dore to 10.1% in 2022. In CY2024, an additional cut reduced dore import duty further to 5.4%, resulting in a 17% year-on-year increase in dore imports - from 221 tonnes in CY2023 to 258 tonnes in CY2024.

Exhibit 2.14: Dore Imports in India (CY) (in Tonnes)



Source: Secondary Research, Technopak Analysis, WGC

Organised vs. Unorganised Gold Refining in India

India's gold refining sector is split between a highly organised segment which accounts for approximately 80-85% of formal refining capacity and a sizeable unorganised segment responsible for the remaining 15-20%.

1. Organised refiners in India operate under regulatory frameworks including the Indian Standards (IS) defined by the Bureau of Indian Standards (BIS) and testing certifications from NABL-accredited laboratories. While all organised refineries must comply with BIS standards to ensure purity and quality, only a select few meet the stricter India Good Delivery Standards (IGDS), a benchmark required for delivery of refined bullion on domestic commodity exchanges such as NSE, BSE, and MCX. Augmont's refining operations are certified under the India Good Delivery standards, and it is one of the few refiners in India authorised to deliver refined bullion on commodity exchanges operated by the BSE and MCX. Further, Augmont sells bars that comply with standards set by BIS, the London Bullion Market Association ("LBMA") or India Good Delivery standards through its SPOT Platform thus providing assurance in purity and weight.

Organised refineries operate under rigorous compliance, incorporating modern induction and plasma furnaces, NABL-accredited assay labs, stringent environmental and safety protocols. Organised refineries can import gold dore against a valid license bearing the 'Actual User' condition or through nominated agencies authorised by the RBI and DGFT. Their raw material supply is also supported by organised scrap collection centres and, by handling recycled gold through structured buy-back programs and digital payment channels.

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Unorganised Refiners, by contrast, comprise hundreds of small melting shops, often jeweller run units, in bullion bazaars such as Mumbai's Zaveri Bazaar, Hyderabad's Pathargatti, and Kolkata's Burrabazar- that process ~200 tonnes of gold annually. These operators typically melt 2–3 kg of scrap per day, accept cash transactions, and turn around refined bars within hours to meet local jewellers' urgent needs.

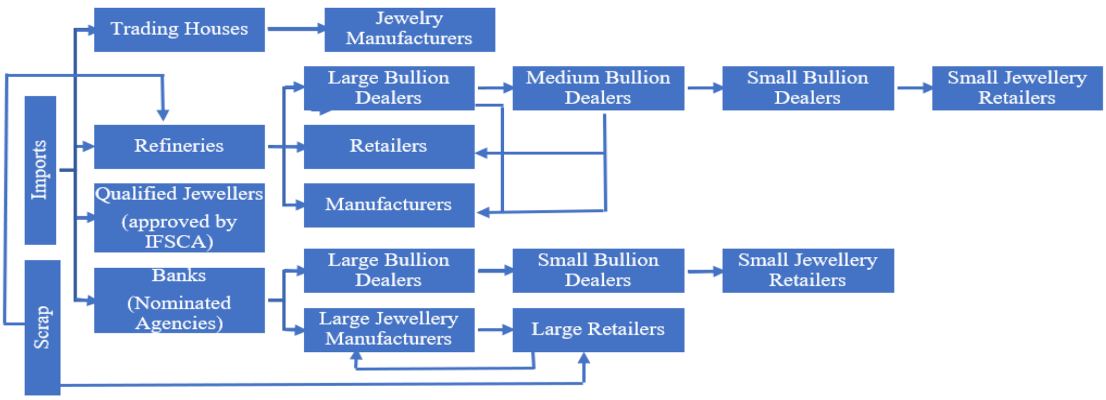
The organised trade faces challenges such as:

- **Cash-Driven Transactions:** Accredited refiners cannot purchase scrap with cash, as they must demonstrate clear chains of custody. Small jewellers, particularly in rural areas, therefore, favour unorganised units that offer immediate payment and rapid turnaround.

- **Logistical Hurdles:** Though organised refiners have established scrap collection centres in major cities, these remain scarce and distant for many small jewellers. The time and cost of aggregating sufficient scrap volumes for formal processing push them toward local melting shops.

As IGDS compliance expands and exchange audits intensifies, the organised sector stands to gain further market share by building public trust and extending collection networks. Strengthening scrap aggregation, incentivizing digital payments, and improving rural outreach will shift volumes from unorganised to organised refiners.

2.10 Gold Distribution to Jewellers: Methods and Evolving Landscape



India's gold distribution network operates through a layered value chain, beginning with imports managed by nominated agencies, banks, authorized trading houses, and refineries. These entities import either bullion that is sold directly or dore gold (semi-pure form) which is first refined by organized refineries like MMTC-PAMP, Augmont, Rajesh Exports, and Kundan. The pure gold including both refined gold and pure bullions flows through a multi-tiered network of bullion dealers, and jewellers. Large bullion dealers in metro and Tier 1 cities source gold from banks, importers, or refineries and supply 100g bars to medium dealers. Medium dealers convert these into smaller denominations (50g, 10g) and supply them to manufacturers and local retailers. Small dealers source from higher tiers and cater to small jewellers and artisans in rural and unorganised markets.

Large jewellery brands like Tanishq, Malabar, and Kalyan procure gold directly from authorised sources, while regional and smaller jewellers rely on medium and small dealers.

Organised retailers with import licences via IIBX/IFSCA receive gold in SEZ vaults under CEPA-TRQ. After processing at in-house or partner refineries, the jewellery is distributed through stores and online platforms. Unorganised retailers buy 10–100g bars from local dealers, paying spot price plus GST/PAN, and manufacture jewellery either in-house or via job-workers.

Recycled gold from consumers, NBFC auctions, and retailers re-enters the system through both organised and unorganised refiners, supporting domestic supply.

The gold distribution landscape is undergoing significant transformation, driven by digital innovation and regulatory reforms:

- **Digital Platforms:** Jewellers can now access live global prices and place orders online through digital SPOT platforms enabling real-time, competitive pricing and instantaneous settlement. The availability of Futures and Options contracts on exchanges provides an effective tool for hedging against gold price volatility, allowing jewellers and bullion traders to lock in prices and reduce exposure to market fluctuations. Some players have developed proprietary platforms that function like formal exchanges. For instance, Augmont's SPOT platform operates like a marketplace- similar in spirit to how MCX or BSE facilitate trading, but purpose-built for India's bullion ecosystem. It enables real-time price discovery, trade execution, and settlement, backed by a fully hedged engine that eliminates price risk. Revenue is generated through bid-ask spreads, processing margins, and platform fees, rather than market speculation.

- **Bullion Exchanges:** Centralised, auction-based trading on exchanges such as IIBX, NCDEX, and MCX is becoming increasingly popular, offering transparency and traceability.

- **Recycled Gold:** Jewellers are sourcing more gold from consumer exchanges and recycling old jewellery, reducing reliance on imports and supporting sustainability.

- **Gold Metal Loan Scheme (GML):** The Gold Metal Loan scheme has been transformed into a financing and distribution channel for jewellers. Initially designed for large manufacturers, GMLs are now extended to a broader base of medium and regional jewellers, supported by improved risk frameworks and NBFC participation. GMLs are often clubbed with MCX hedging solutions, enabling jewellers to lock in procurement costs in INR while holding the loan in gold ounces. Banks now directly disburse metal through refiner-linked networks, enabling jewellers to receive ready-to-use metal without physically handling imported bullion

2.11 Transition of Jewellery Retailing Towards Organized Retail

The shift from unorganised to organised jewellery retailing in India is being driven by rising consumer demand for transparency, quality, and branded experiences. Organised players have responded with wider reach, modern retail formats, efficient supply chains, and strong brand building catering to both urban and rural markets with trust, variety, and better value. In FY2024, Organized retail, comprising both national and regional players, comprised about 38% of the market. The unorganised market, comprising of over 5,00,000 local goldsmiths and jewellers, constituted the remaining 62%.

Several targeted initiatives have accelerated the shift from unorganised to organised jewellery retail in India:

- **100% FDI under Automatic Route:** By allowing full foreign direct investment in jewellery retail, India has attracted global capital, cutting-edge design expertise, and best-in-class retail practices. This influx of international brands and investment has raised the bar for quality and store experience, making it harder for small, informal operators to compete on consumer trust and innovation.

- **Jeweller Parks & Surat Diamond Bourse:** The establishment of dedicated jewellery parks and the world-class Surat Diamond Bourse has modernized manufacturing and trading infrastructure. By co-locating processing units, assay labs, and export facilities, these hubs streamline supply chains.

- **ECLGS Extension to 2024:** The Emergency Credit Line Guarantee Scheme has continued to support over 90% of MSME jewellers with affordable, guaranteed credit, enabling them to upgrade technology, expand retail footprints, and adhere to compliance requirements. Access to formal finance has pulled many smaller players into the organised fold.

- **Gold TRQ under India-UAE CEPA:** The transparent Tariff Rate Quota (TRQ) for bullion imports from the UAE has reduced reliance on informal channels and ensured that supply enters through regulated banking and trading platforms. This has enhanced purity assurance and price transparency, further marginalizing unorganised dealers.

2.12 India's Gold Supply is Dominated by Imports

Gold continues to be a key part of India's trade profile, accounting for over 5% of total imports in CY2024. With domestic mining contributing less than 1% of annual demand, India depends almost entirely on imports.

Imports dropped from 836.6 tonnes in CY2019 to 430.1 tonnes in CY2020 due to higher import duties, a weaker rupee, and Covid-related disruptions. In CY2021, imports rebounded to 1,068.0 tonnes, supported by pent-up festival and wedding demand and gold's appeal as a hedge against inflation. Volumes declined to 774.1 tonnes in CY2022 and 760.9 tonnes in CY2023, as moderate duty hikes and a rise in recycling (now 114.3 tonnes in 2024) reduced import needs. In CY2024, imports rose again to 812.7 tonnes, reflecting economic recovery and seasonal demand.

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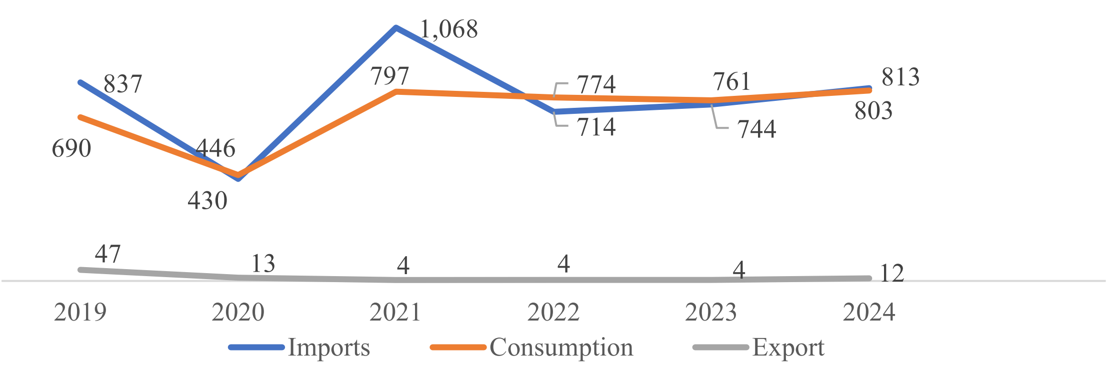
Despite being the world's second-largest gold consumer, India exports limited volumes. In CY2024, exports of coins and bars stood at 11.6 tonnes, up from 4.4 tonnes in CY2023. This wide gap of imports in the 800 tonnes range versus exports of around 12 tonnes highlights India's position as a net importer. Exports remain concentrated in specialised jewellery and re-exports of refined gold from SEZ-based refineries.

Exhibit 2.15: Gold Imports, Exports, and Consumption in India – By Volume (Tonnes) (CY)

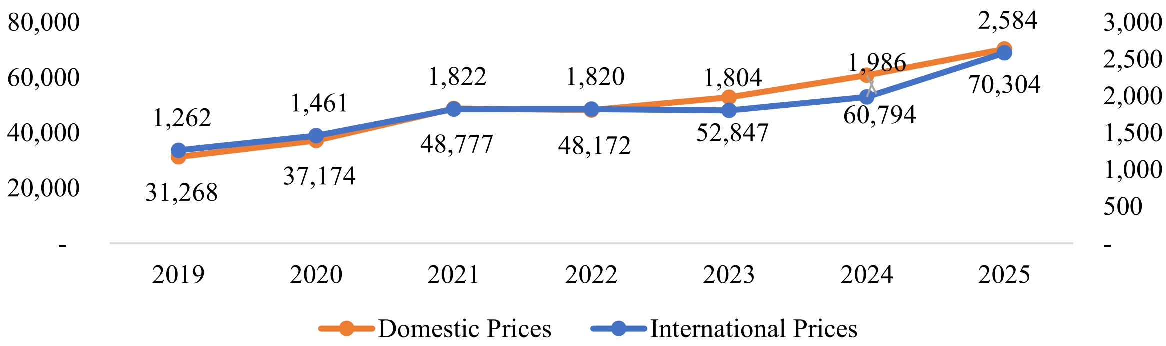


Source: Secondary research, Technopak Analysis, WGC, Ministry of Commerce and Industry
Note: HS code used for imports and exports- 7108, 7118
Note: Consumption includes jewellery, bars and coins

2.13 Fluctuation in Gold Prices

Domestic gold prices have demonstrated an upward trend, rising sharply from INR 31,268 per 10 grams in FY2019 to INR 70,304 per 10 grams in FY2025, while international gold prices followed a similar trajectory, increasing from USD 1,262 per ounce in FY2019 to USD 2,584 per ounce in FY2025. The steep rise in FY2025 is attributed to heightened geopolitical uncertainties like the US-China trade war and persistent global economic instability. Additionally, the Indian rupee's depreciation and sustained central bank gold purchases have further boosted the upward trend.

Exhibit 2.16: Domestic Prices and International Prices of Gold- Prices Correlation (FY)



Source: Secondary Research, World Gold Council, Technopak Analysis
Note: International Gold Prices are measured in USD/Troy/Ounce and Domestic Gold Prices are measured in Rs/10 gram

2.14 Indian Lab Grown Diamond (LGD) Market

The global diamond industry is undergoing transformation with lab grown diamond gaining market share and India is at the forefront leading this transformation. India was the largest LGD exporter in the world in CY2023 as per gems and jewellery export promotion council (GJPEC). It produced ~1.5 million carats of lab grown diamond in CY2020 accounting for approximately 25-30% of the global market and is expected to contribute around 31-35% of the global lab grown diamond market by CY2030 producing 6-7 million carats of LGD. The Indian lab grown diamond jewellery retail market is smaller valued at INR 29.5 billion in FY2025; however, the market is projected to grow to INR 63.0 billion by FY2030, at a CAGR of 16.4%.

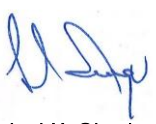


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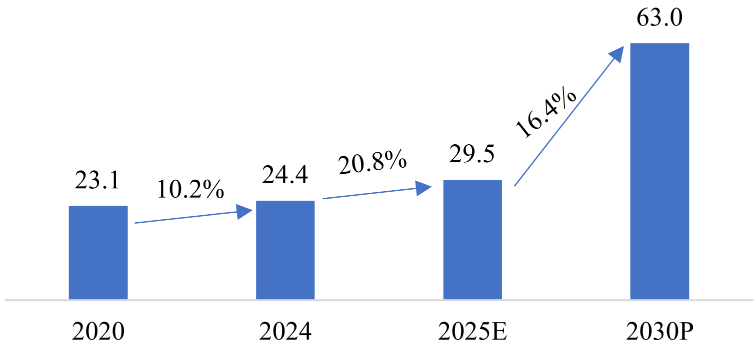
Exhibit 2.17: Indian Lab Grown Diamond Jewellery Retail Market: By Value (INR billion) (FY)



Source: Secondary research, Technopak Analysis

India’s lab-grown diamond market includes a blend of manufacturers and retail-led brands. ALTR India, part of the R.A. Riam Group, focuses on lab-grown couture jewellery. Greenlab Diamonds, established in 2020, uses solar and hybrid windmill energy for production. Bhanderi in Surat specialises in CVD diamonds under its own brand, while Dholakia Technologies operates Craft Lab Grown Diamonds with end-to-end control from growth to finished jewellery. Sonani Jewels, with decades of industry experience, markets its LGD line under Sonani Lab Grown Diamonds. Large jewellery retailers are also expanding into the segment. Kalamandir Jewellers and Senco Gold & Diamonds have added LGD products, while Augmont’s Akoirah and Trent’s Pome brands represent new retail-led LGD initiatives. This mix of players is shaping India’s growing LGD ecosystem.

Government Initiatives and Industry Growth

The Indian government has taken several steps to support the growth of the lab-grown diamond (LGD) industry. These measures aim to improve investment, reduce costs, and strengthen industry infrastructure.

Key Initiatives:

- **100% FDI via Automatic Route**: The government allows full foreign direct investment in the LGD sector, encouraging both domestic and global investors.
- **Duty Removal on Diamond Seeds**: In February 2023, the 5% customs duty on diamond seeds was removed, lowering input costs for LGD manufacturers.
- **Research Funding**: INR 2,420 million was allocated to IIT Madras in Union Budget 2023 to advance LGD manufacturing technology.
- **Infrastructure Development**: The Surat Diamond Bourse, launched in 2023, is now the world’s largest jewellery and diamond business hub, aiming to centralise trade and streamline operations.
- **State-Level Support**: The Gujarat government waived electricity duty for LGD production to lower operating costs.
- **Improved Tracking**: Introduction of separate import codes for lab-grown and natural diamonds has enhanced traceability and regulatory oversight.

These initiatives reflect a structured push to build India’s position as a leading global hub for lab-grown diamonds.

2.15 Risks and Challenges

A. Industry-Wide Risks

1. **Bullion Price Volatility:** Gold and silver prices are highly sensitive to macroeconomic events, central bank actions, and geopolitical tensions. In FY2025, the LBMA gold price peaked at USD 2,386 per troy ounce, while the INR depreciated ~2.4% against the USD, amplifying domestic price fluctuations. Such volatility can impact inventory valuation, consumer sentiment, and trading margins.
2. **Underutilisation of Refining Capacity:** India has over 57 BIS-accredited gold refineries with a combined capacity exceeding 1,800 tonnes, yet utilisation hovers at less than 30%. High import duties on doré and tariff anomalies under CEPA with UAE have diverted demand toward bullion imports, directly impacting domestic r viability.
3. **Dominance of Unorganised Gold Loan Segment:** Despite increasing penetration of banks and NBFCs, ~55-60% of gold loans in India are still issued by informal lenders due to ease of access, cash-based disbursal, and flexible terms. This inhibits transparency, reduces recycling efficiency, and limits the reach of formal finance channels for the bullion ecosystem.

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4. **Lab-Grown Diamond Export Headwinds:** While the LGD market in India is growing domestically, exports declined by 9.64% in value in FY2025, driven by reduced demand from key markets like the US and China. Additionally, G7 sanctions on Russian-origin natural diamonds and global inventory corrections have disrupted international supply chains.
5. **Structural Shift in Jewellery Retail:** As India's jewellery market continues to formalise, organised players now account for ~35-40% of total retail. However, the unorganised sector remains sizeable, posing challenges for traceability, hallmarking compliance, and quality control. This fragmentation complicates standardisation in bullion distribution and customer service.
6. **High Entry and Operation Barriers:** There are high entry barriers in place for existing and new companies operating within the industry. In terms of operations, companies require high working capital on account of funds to purchase gold and silver. Companies are required to hold multiple licenses and permits to conduct their operations and comply with stringent rules and regulations. Industry is technology intensive and requires continuous monitoring of systems and processes in line with the increase in business volume as well as changing regulations. Companies are required to adhere to stringent quality management processes to ensure that the gold and silver that they sell meet specific quality requirements. Possessing effective price discovery capabilities for gold and silver products acts as an additional entry barrier. Further, companies have to keep expanding their delivery network to efficiently service their end customers. Apart from regulatory and financial barriers, the consumer trust on domestic jewellers and traders built with years of experience also make it an additional challenge for new entrants.

B. Company-Specific Risks

1. **Exposure to Bullion Price Movements:** Augmont's core trading and SPOT platform revenues are directly influenced by gold and silver prices. Sharp intraday price swings could result in inventory mark-to-market losses and affect buyer sentiment, especially with rising import costs and volatility post-July 2024's duty realignment.
2. **High Working Capital Requirements:** Operating in a high-value, low-margin industry, Augmont faces significant working capital pressure. As of FY2025, gold prices averaged INR 70,304 per 10 grams, increasing capital lock-in across the refining, retail, and trading operations, particularly during procurement and settlement cycles.
3. **Low Refining Capacity Utilisation:** Despite refining facilities in Mumbai and Uttarakhand, underutilisation remains a challenge. Competition from free-zone refineries in UAE, limited scrap supply due to an unorganised collection network, and past duty differentials on bullion vs. doré have affected throughput.

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3. Overview of Bullion Trading Industry in India

3.1 Evolution of bullion trading

Bullion trading involves the purchase and sale of precious metals, primarily gold and silver, in either physical form or derivative form. In India, bullion trading is largely pursued as a means of investment in gold or silver. This trend is steadily gaining popularity among the younger generation, who increasingly view gold as an investment asset rather than something to be worn.

Bullion trading in India has evolved significantly from unorganized physical trade through unofficial channels to a more regulated and transparent electronic system with India having recently launched its own bullion exchange platform. The market has moved from restricted and controlled imports to more accessible options, including digital gold allowing investments as low as INR 1, as well as a growing interest in ETFs, coins, and bars. The bullion market continues to evolve in response to new investment schemes and fluctuating market prices.

Exhibit 3.1: Evolution of Bullion Trading in India

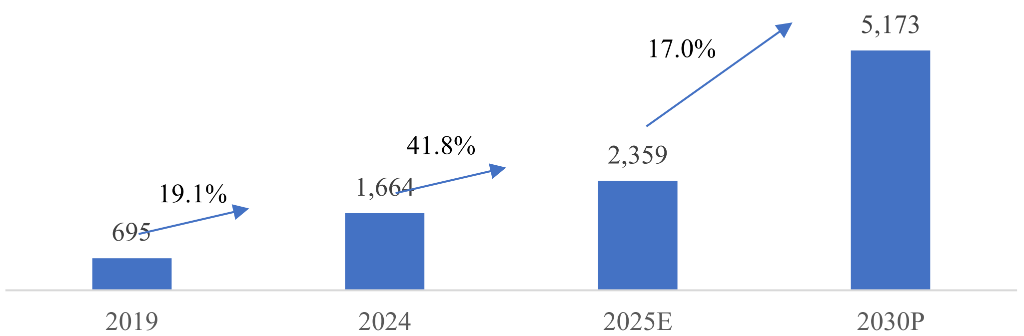
Period	Key Developments
Pre-1990s	Unorganised trade; gold imports largely through unofficial channels
1991	Economic liberalisation allowed greater gold imports and flexible pricing. Gold control act was revoked allowing free imports
2003	Launch of Multi Commodity Exchange (MCX) and NCDEX enabling futures trading in bullion.
2014	80:20 rule to curb gold imports was revoked
2018	SEBI appointed as commodity market regulator, increasing transparency and consumer trust
2019	Institutional players allowed into commodity derivatives market
2022	India International Bullion Exchange (IIBX) launched at GIFT City
2023	Silver trading introduced at IIBX with strong initial response
2024	Custom duty on both Gold and Dore imports was reduced to 6% and 5.35% from 15% and 14.35%

Source: Technopak Analysis, Secondary Research

3.2 Bullion trading market in India

The bullion trading market which includes bars, coins, and collectibles made from precious metals such as gold, silver, platinum, and others, is valued at approximately INR 2,359 billion for FY2025 and is expected to reach INR 5,173 billion by FY2030, registering a CAGR ~17.0%. This growth is largely driven by rising gold and silver prices, inflation, and global economic uncertainty. As a result, both individuals and institutions are increasingly turning to precious metals as a hedge against inflation and a means of building long-term assets. Consumer buying behavior is also shifting and while jewellery remains significant, there is a growing preference for investment-oriented options such as coins and bars.

Exhibit 3.2: Bullion Trading Market in India by Value in INR Billion (FY)



Source: Technopak Analysis, Secondary Research, WGC
Note: Value basis consumer price,
Includes Physical Bars, coins and other collectibles made from gold, silver and other precious metals

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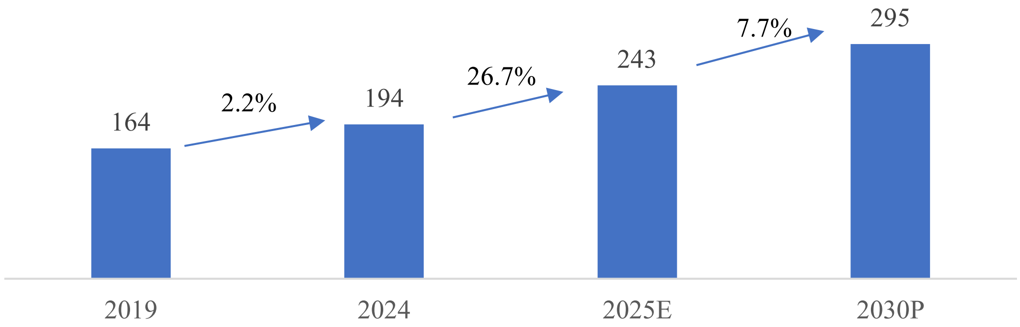
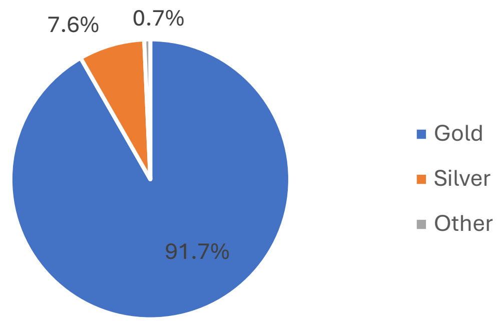
Exhibit 3.3: Gold Bars and Coins Market in India by Volume in Tonnes (FY)



Source: Technopak Analysis, WGC
Note: Volume-based on demand

Gold dominates the bullion trading market, holding a substantial share of 91.7% in FY2025. Several factors contribute to its leading position gold is widely regarded as a reliable instrument of value and a hedge against economic uncertainty, it carries deep historical and cultural significance, and its high value-to-weight ratio which makes it a practical investment. Moreover, the fact that governments and financial institutions include gold in their reserves further strengthens investor confidence in its long-term value. These factors collectively make gold the preferred metal in bullion trading, surpassing other precious metals.

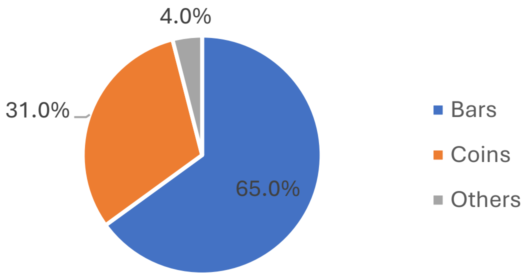
Exhibit 3.4: Bars and Coins Market Segmentation by Metal (Value) (FY2025)



Source: Technopak Analysis, Secondary Research

In India's gold and silver bullion trading market, bars hold the largest share at 65.0%, followed by coins at 31.0%. Coins are a popular choice, especially for gifting during festivals and special occasions, as they are available in smaller denominations, starting from as low as 0.1 grams being offered by players like Augmont. This makes them more affordable and accessible to a broader segment of buyers. In contrast, bars are typically favored by investors seeking to purchase in larger quantities for long-term investment and are usually available in 24 carat (999.9 purity). Collectibles include specially minted coins, limited-edition pieces, and uniquely designed/ customized items that may hold added value beyond their metal content.

Exhibit 3.5: Gold and Silver Bullion Trading Market Segmentation by Category (Value) (FY2025) Total Market Size INR 2,359 billion

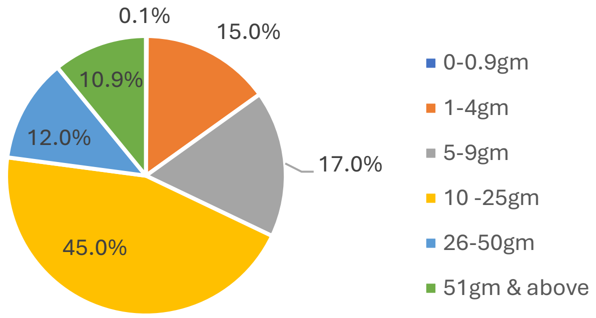


Source: Technopak Analysis, Secondary Research, WGC

The gold bars and coins market is segmented based on weight, with specific denominations exhibiting higher demand driven by affordability and intended use. Lighter-weight coins, such as 1 gram, 2 grams, and 5 grams, are frequently purchased during festive seasons and ceremonial occasions, primarily for gifting purposes. Mid-range denominations, notably the 10-gram and 20-gram segments, account for the highest volume of sales, as they offer an optimal balance between intrinsic value and investment attractiveness. In contrast, higher-weight denominations such as 50 grams and 100 grams witness relatively lower consumer demand due to their elevated cost, which limits accessibility for the average buyer. To broaden participation in gold investment, organized players such as Augmont have introduced ultra-lightweight options, including 0.5 gram and 0.1 gram coins. These innovations have facilitated incremental investment behaviour, enabling a wider consumer base to invest in gold in smaller, more affordable units over time.

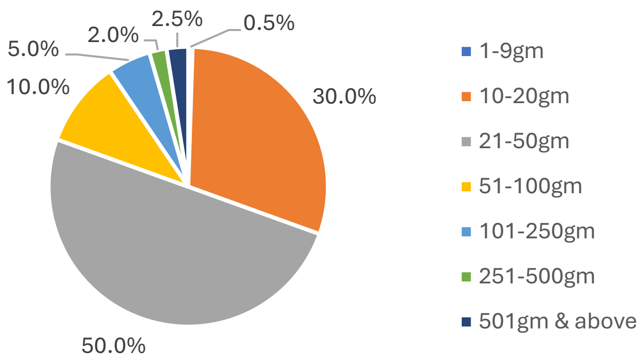
In the silver bars and coins segment, demand trends reverses, favouring larger denominations. Above 20 gram and below 50-gram segment contribute the highest sales, followed by the 10-20 gram segments. Notably, silver continues to see consistent demand for large-format options, including 1-kilogram coins and bars, particularly among retail investors seeking bulk acquisitions. Given silver's lower price points relative to gold, higher-weight investments remain more accessible, supporting both long-term value storage and periodic accumulation.

Exhibit 3.6: Gold Bullion Trading Market Segmentation by Weight (Value) (FY2025) Total Market Size INR 2,164 Billion



Source: Technopak Analysis, Secondary Research

Exhibit 3.7: Silver Bullion Trading Market Segmentation by Weight (Value) (FY2025) Total Market Size INR 178 Billion



Source: Technopak Analysis, Secondary Research

3.3 Bullion trading market in India- Organized v/s Unorganized

The Indian bullion market is still driven by unorganized market accounting for 59.0% of the total market, though the share of organized retail is gradually rising and is expected to reach 44-46% by FY2030 from 41.0% in FY2025. The increase in the organized market share is supported by shifting consumer demands towards higher purity bars and coins for silver and trusted hallmarked gold coins and bars available through organized players. Additionally, regulatory changes such as mandatory PAN/GST compliance, digital trading through IIBX, and import schemes like CEPA-TRQ are making the market more favorable for organized players. These changes support better price discovery, ensure product quality, and reduce informal transactions, driving the growth of organized players in the bullion trading market.

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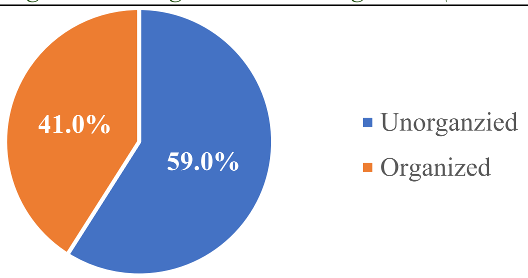
Exhibit 3.8: Gold and Silver Bullion Trading Market- Organized v/s Unorganized (FY2025)



Source: Technopak Analysis, Secondary Research

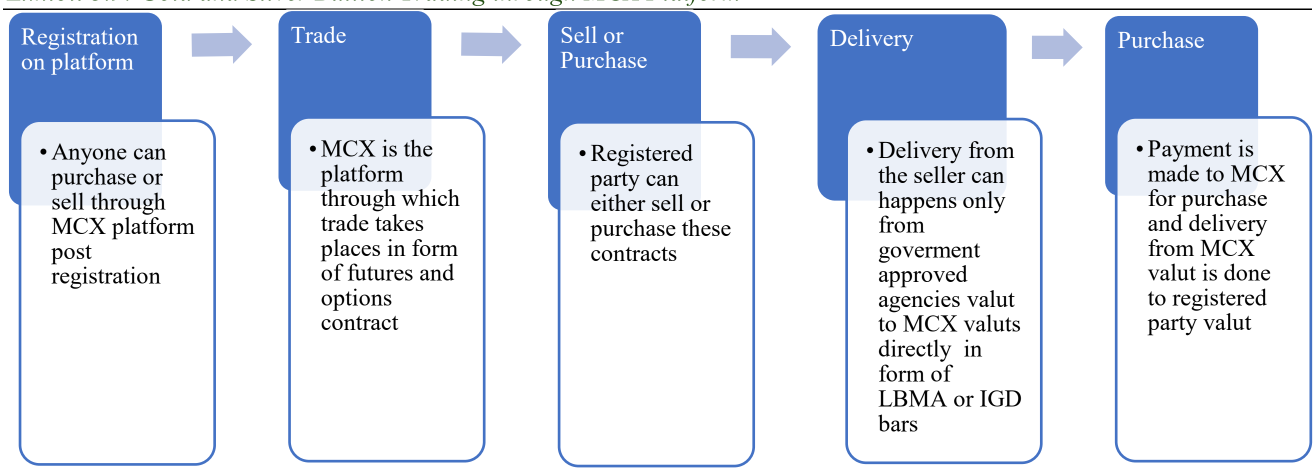
3.4 Bullion trading through MCX, Other Trading Platforms- Value Chain, Price Mechanism

Bullion trading in India takes place through both commodity exchanges and digital platforms. Exchanges like MCX and NCDEX offer trading in gold and silver futures and options, where transactions are standardized and regulated by SEBI. These platforms follow a contract-based trading model, and settlement can be in cash or through physical delivery via vaults. On the other hand, platforms like Augmont SPOT enable bullion trading of gold and silver, where buyers can purchase digital or physical bullion directly from online trading platforms in real time at live market prices. The key difference is that MCX and NCDEX operate through futures contracts, while Augmont SPOT facilitates direct purchase at live market prices.

Market participants on commodity exchanges like MCX and NCDEX include hedgers, speculators, and arbitrageurs. Hedgers, such as jewellers and bullion dealers, use futures contracts to manage price risk. Speculators trade to benefit from price movements, while arbitrageurs exploit price differences across markets. On platforms like Augmont SPOT, participants mainly include GST registered jewellers, bullion dealers and corporates who buy gold or silver in physical or digital form for investment, consumption, or resale. These participants trade based on current spot prices rather than through derivative contracts.

The key difference in both platforms is that in case of MCX, anyone can be a seller or buyer and a transaction can take place between any two parties and there is a clearing corporation that ensures smooth execution of these transactions whereas in platforms like Augmont's SPOT, in each case of buy or sell, Augmont Enterprise is always the transacting party, they sell directly to registered parties on the platform as well as purchase from these registered parties. Gold sold on SPOT platform may come from banks, IIBX or IGD refineries including Augmont and others but is channelled through Augmont to the registered party. Augmont SPOT is also one of the largest integrated gold and silver trading platforms in India in terms of revenue, for FY 2024. Also, 4975 jewellers are currently buying through the platform as of September 2025.

Exhibit 3.9: Gold and Silver Bullion Trading through MCX Platform



Source: Technopak Analysis, Secondary Research

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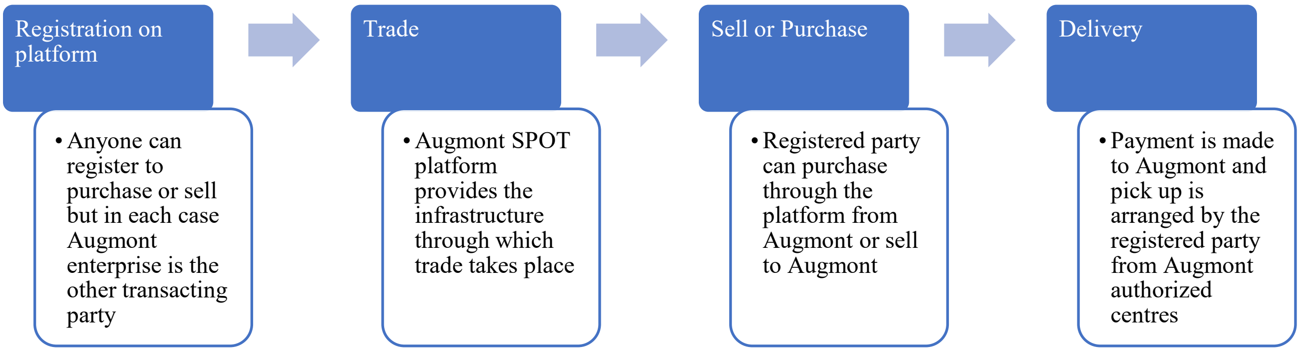
Exhibit 3.10: Gold and Silver Bullion Trading through Augmont SPOT Platform



Source: Technopak Analysis, Secondary Research

Bullion price trading mechanism on exchange platforms:

The pricing mechanisms employed by bullion trading platforms are shaped by distinct market structures. On commodity exchanges such as MCX, prices are established through futures contracts, wherein participants agree upon a delivery price for a specified future date. These prices are primarily influenced by global futures benchmarks, foreign exchange rates, and domestic demand dynamics. In contrast, bullion trading platforms, such as Augmont, determine prices based on the prevailing market value of gold or silver for immediate delivery. Spot prices are derived from real-time international rates, with adjustments for local taxation, logistics, and premium margins. The divergence in pricing structures arises from the inherent differences in contract types and delivery timelines.

While the BSE and MCX operate as broad-based exchange platforms serving multiple sectors, Augmont SPOT is a vertically integrated platform for all life stages of gold. It combines the roles of exchange, clearing house, logistics provider, and API infrastructure within a single framework, thereby creating a comprehensive, dedicated ecosystem for India's gold value chain with 20 physical delivery centres across India. Augmont has, over the years, developed and implemented a technology-based price discovery mechanism for the gold and silver products that are sold on their Augmont SPOT platform. This mechanism has enabled real-time access to market-linked spot prices, supporting transparent and competitive pricing. Pan-India player Augmont operates a fully regulated and dedicated bullion trading platform. Other platforms like Suvidhi Gold, DP Gold and others operate regionally or in two to three states within a region with some having an online presence only for price dissemination and not for trading.

Exhibit 3.11: Bullion price Trading Mechanism on Exchange Platforms

Particulars	Price Trading Mechanism	
	Commodity Exchange (MCX)	**Trading Platform (SPOT)**
Price basis	Derived from global futures (COMEX), INR/USD exchange rates, domestic market demands, holding costs	Live international spot prices, logistics and storage costs
Market price discovery	Through open bidding on the exchange based on futures contract	Based on live spot prices & domestic premiums
Contract nature	Standardized contracts (expiry dates based)	No contracts, real time settlement

Source: Technopak Analysis, Secondary Research

Futures Trading Market in India

Futures trading in gold and silver involves the agreement to fix prices in the present for the delivery of the commodity at a predetermined future date, serving as a tool for managing price volatility. These contracts are predominantly traded on platforms such as the MCX and the NCDEX. Participation is open to individuals, traders, jewelers, and institutional investors; however, active engagement is most commonly observed among commodity traders and hedgers within the bullion market. The market operates under the regulatory oversight of the Securities and Exchange Board of India (SEBI), which ensures adherence to fair trading practices and compliance standards. A related financial instrument is the 'option'

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contract, which grants the holder the right, but not the obligation, to buy or sell the underlying metal at a predetermined price before the contract's expiration. This contrasts with futures contracts, which are binding agreements.

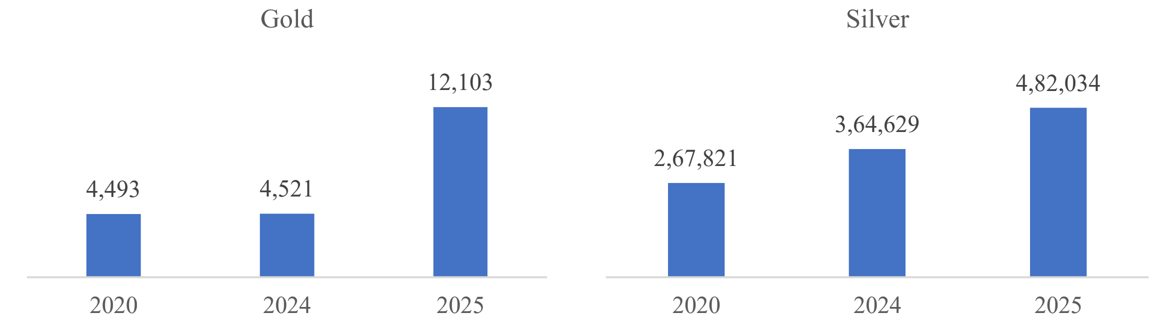
Futures are traded with different contract types based on weight as below:

Exhibit 3.12: Gold and Silver Futures Contract Types based on Weight

Gold Futures	Silver Futures
Gold- 1kg	Silver-30 Kg
Gold Mini- 100gms	Silver Mini- 5Kg
Gold Guinea- 8gms	Silver Micro- 1Kg
Gold Petal- 1gms	
Gold Ten-10gms (newly launched)	

Futures trading market in India is experiencing a significant growth driven by increased retail investor participation. This increased participation is supported by advancements and regulatory measures that have made complex instruments such as these more easily accessible. The annual traded volume for gold futures and options in FY2025 stood at 12,103 tonnes as compared to 4,521 tonnes in FY2024 signalling towards the increasing inclination of investors and growth within the market.

Exhibit 3.13: Futures and Options Trade Volume on MCX in Tonnes (FY)

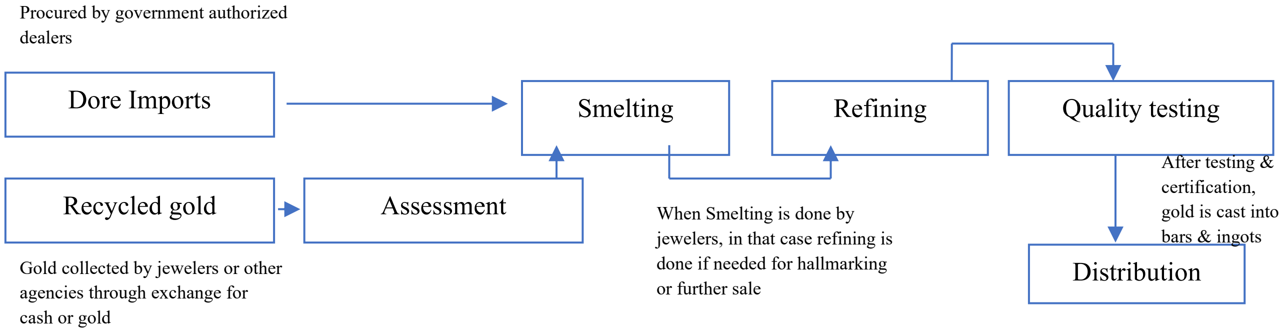


Source: MCX, Technopak Analysis

3.5 Gold Smelting

Gold smelting refers to the process of melting ore or scrap gold to remove impurities and extract pure gold. It is done by heating gold to a high temperature and sometimes with the addition of chemical agents like flux to remove impurities, and the gold is converted into bars, ingots or other forms.

Smelting Process for Gold



Impact of Smelting and return of jewelry on quantity of gold imports

India's gold imports are being influenced by changing consumption patterns and increased recycling. With domestic mining being negligible, the country heavily relies on imports to meet demand. The recent price surges have led to a shift in consumer behavior, as the World Gold Council estimated 40–45% of buyers are now exchanging old jewelry or gold for

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making new purchases. This rise in jewelry returns may increase the supply of recyclable gold, thus supporting smelting activity. In response, organized refineries are expanding by setting up exchange and smelting outlets, offering doorstep pickup, instant assaying, and seamless remaking to source old gold more efficiently. The share of organized refineries in recycling is expected to rise as mandatory hallmarking of gold bullion is expected to come into effect resulting in re-routing of recycled gold from jewelers to NABL refineries instead of unorganized refineries. As this trend continues, recycling may play a larger role in meeting demand, potentially reducing the need for imports over time.

In CY2024, recycled gold supply in exchange of cash stood at 114 tonnes, which account for 12% of the total gold supply in India.

Key Drivers of the Gold-Exchange Trend

- **Record-High Prices:** With domestic gold prices continuously rising, with a ~12% rise in 2025 from 2024, buyers are opting to trade in existing jewelry, paying only charges and tax on the differential rather than full metal cost.
- **Cost & Tax Benefits:** Exchange schemes provide heavy discount on making charges, and GST applies only to the value increment, making swaps materially cheaper than commissioning new pieces.
- **Instant Liquidity:** Certified buy-back platforms guarantee same-day payment for exchanged gold, appealing to consumers who need quick access to funds without selling through informal channels

3.6 Growth Drivers for Organized Players

1. **Occasions Driving Purchase:** Festivals and life events remain the primary drivers of gold and silver sales, with regional variations in demand and product preferences. Organized players launch targeted campaigns to capture festive and wedding demand, tapping into deep-rooted cultural practices and emotional buying triggers. Akshaya Tritiya 2025 saw sales of gold jewellery and related items worth approximately INR 12,000 Cr across India. In addition, the silver trade was estimated at around INR 4,000 Cr.

2. **Widespread Presence and Product Standardization:** Organized players have expanded their reach across cities and regions, offering standardized products and reliable customer service. Thus, building consumer confidence and driving repeat purchases. Tanishq, Augmont and MMTC-PAMP now operate in over 200 cities, with hallmark-certified gold coins and bars ensuring purity and authenticity.
3. **Omnichannel and Service Excellence:** Organized bullion players offer integrated online marketplaces, reliable home delivery, assured buyback commitments, and flexible payment options-meeting the needs of both digital-first shoppers and traditional investors with ease. Malabar Gold and Augmont Gold have tied up with Zepto, while Joyalukkas has joined hands with Zomato-owned Blinkit to offer gold coins in 10 minutes. Demand for gold bar and coins was up 41 per cent in September quarter 2024 at 77 tonnes against 54 tonnes logged in the same period last year.

4. **Price Transparency and Regulatory Compliance building Consumer Trust:** Organized bullion players leverage real-time spot-price displays and seamless online platforms to build consumer confidence and expand reach beyond traditional storefronts. Real-time pricing (SPOT platforms, apps) plus clear billing under GST (3% on investment bars/coins) and mandatory PAN ensures a transparent, regulated marketplace.

5. **Product Innovation**: Organized bullion players are increasingly introducing innovative, consumer-centric products—such as fractional gold coins (0.1 g–0.5 g), ESG-linked silver bars with traceable supply chains, and QR-coded bullion—available through both offline and integrated digital channels. Simultaneously, they've secured refined sourcing through nominated banks and BIS-certified SEZ refineries, leveraging duty benefits and scale.

3.7 Key Demand Drivers for Gold and Silver Purchase in India

1. **Indian Tradition & Cultural Practices:** Deeply embedded in Indian customs, gold and silver are more than commodities- they're symbols of prosperity, purity, and blessings across life events and religious occasions. This enduring cultural association continues to drive consistent demand, especially during weddings and festivals. Leading jewelry retailers for the Jan–Mar 2025 quarter indicate 25–35% year-on-year revenue growth, primarily driven by wedding-related purchases and traditional festive buying.

2. **Savings and Investment Vehicle:** Gold and silver serve as strategic investment instruments used for hedging inflation, diversifying portfolios, and preserving wealth during economic uncertainty. With increasing digitization, rising disposable incomes, and accessible investment formats like coins, bars, ETFs, etc., both metals are witnessing growing demand among millennials and seasoned investors alike. In Q1 2025, Gujarat alone recorded

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a 27% jump in Gold ETF AUM, reflecting growing investor preference for paper-gold. Simultaneously, Indian Silver ETFs climbed from INR 3,705 Cr in January 2024 to INR 13,566 Cr by January 2025.

3. **Increasing Share of Working-Age Population:** A growing, young, and aspirational working population is driving demand for gold and silver, both as fashion accessories and investment options. The rise in dual-income households and financial literacy has expanded the consumer base. In 2024, India's silver bar and coin investment demand marked a 21% YoY increase as more savers chose physical silver for its liquidity and affordability.

4. **Increasing Disposable Income:** Rising incomes across rural and urban segments have expanded the aspirational class, enhancing purchasing power for precious metals. World Gold Council data shows that for every 1% rise in GNI per capita, gold demand increases by ~0.9%. In tandem, higher rural income and government schemes (like PM-KISAN) helped boost silver demand, leading to record imports in 2024, as people diversified savings through silver bullion.

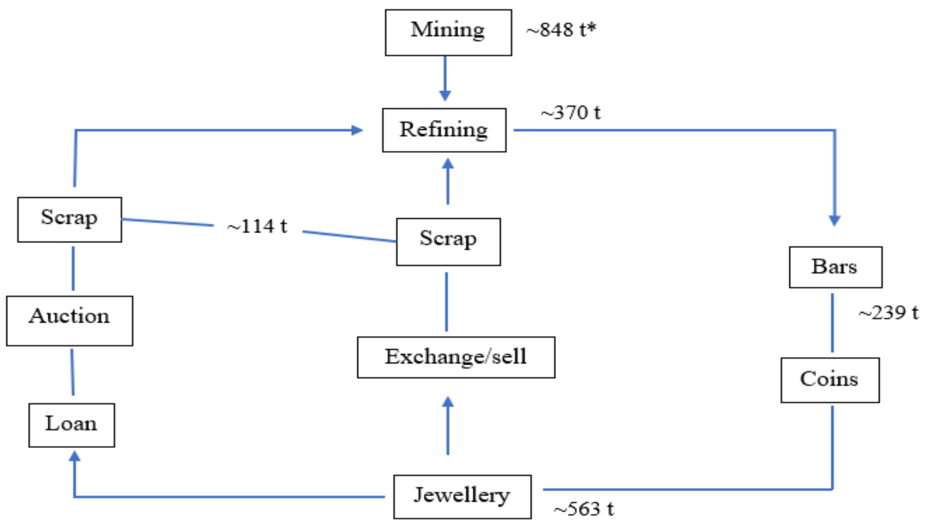
3.8 Industry Regulations and Pricing Control- Bullion Market (Gold & Silver)

Regulatory Element	Key Provisions
Import Controls	Import restricted to RBI-nominated banks, DGFT-notified agencies, and IFSCA-qualified jewellers via IIBX. Gold dore import is allowed only for BIS-licensed refiners under actual user condition.
BIS Hallmarking	Hallmarking is not mandatory for bullion. Only BIS-accredited refineries and bullion traders are permitted to issue hallmark-stamped gold and silver bullion bars, as per the scheme effective July 1, 2023. Minimum accepted purity: Gold – 995 & 999; Silver – 999.
Pricing Mechanism	Prices are linked to international benchmarks (LBMA/COMEX), adjusted for import duty, GST, and domestic supply-demand.
Lending Restrictions	No loans allowed against bullion or ETFs. Permissible: up to 1 kg gold jewellery, 50g gold coins, 10 kg silver jewellery, 500g silver coins.
Storage & Logistics	Secure SEZ vaulting, armored logistics, and compliance with IFSCA guidelines is mandatory for imports and trades.

3.9 Life Cycle of Gold

Gold moves through a full cycle from mining and refining to fabrication, retail, and finally, recycling as scrap. In India, domestic mining contributes less than 2% of demand, so refineries rely heavily on imported doré and bullions. After refining, gold is used in jewelry, and investment products (bars & coins). Scrap collected from consumers through exchange or selling is then reprocessed by refiners, feeding back into the supply chain.

Exhibit 3.12: Life Cycle of Gold in Tonnes (t) (CY2024)



*Source: WGC, Technopak Analysis. *Mining value includes Imports plus mining production*

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4. Gold & Silver Trading in India- Other categories

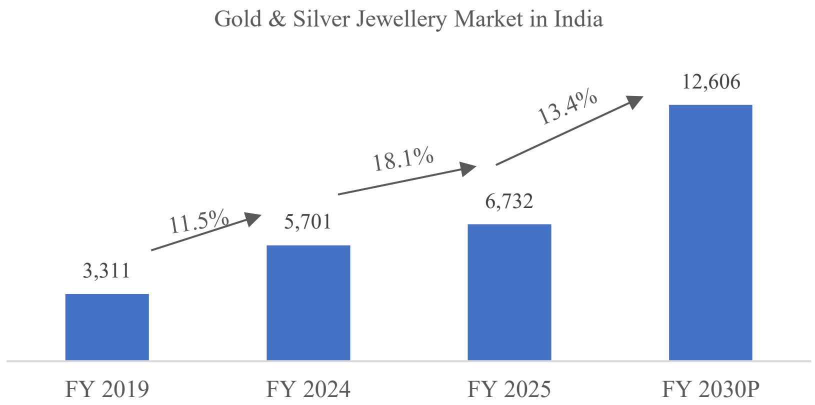
Jewellery

The gold and silver jewellery market, includes gold and silver jewellery sold through both organised and unorganised retail channels, covering national chains, regional players, and local goldsmiths. In addition to ornamental jewellery, the market also encompasses gold and silver coins, bars and collectibles which are commonly purchased for investment or gifting purposes. Furthermore, it includes silverware such as utensils and decorative artefacts made from silver.

In FY2024, India's gold and silver jewellery retail market reached approximately INR 5,701 billion, growing at a CAGR of 11.5% from INR 3,311 billion in FY2019. Organized retail, comprising both national and regional players, comprised about 38% of the market. The unorganised market, comprising of over 5,00,000 local goldsmiths and jewellers, constituted the remaining 62%. The market is projected to reach approximately INR 12,606 billion by FY2030, growing at a CAGR of ~13.4% between the period of FY2025-30. This growth is supported by a range of structural tailwinds, including the continued shift from unorganised to organised retail, wider adoption of hallmarking and digital payments, and increasing brand penetration across Tier 1 and Tier 2 towns. Additionally, evolving consumer preferences such as growing demand for lightweight and design-led jewellery, a broader culture of gifting beyond weddings, and greater acceptance of 18K/14K gold are expanding the use occasions for jewellery purchases and contributing to faster formal sector growth.

Note: This definition excludes fashion jewellery and imitation products not made of precious metals.

Exhibit 4.1: Gold and Silver Jewellery Market in India (in INR Billion)



Source: Technopak Analysis, Secondary Research
Numbers in percentage represents CAGR
1 USD= INR 85

India a predominantly gold jewellery market

India has traditionally been a market predominantly inclined towards gold jewellery, witnessing a gradual rise in the popularity of studded jewellery. Regional preferences play a pivotal role in the acceptance of studded jewellery, influenced by cultural, religious, and trust factors. These varied considerations contribute to the enduring prominence of gold jewellery in the Indian market

1. **Gold jewellery as a prominent savings asset class**: The purchase of jewellery transcends mere fashion and holds a prominent savings connotation, particularly in rural areas, where limited access, lower literacy rates, and a preference for traditional savings methods further solidify gold jewellery's role as an asset.
2. **Indian tradition:** Gold holds a profound cultural significance in India, deeply ingrained in the hearts and minds of its people. The practice of acquiring gold in small quantities over time, through advance purchase schemes, is a testament to their foresight. This tradition extends beyond bridal jewellery, encompassing personal consumption by friends and families. Festivals like Akshaya Tritiya, Navratri/Durga Puja, Ugadi, Karva Chauth, Onam, and Diwali Dhanteras witness a surge in gold purchases, symbolizing wealth and prosperity. The cultural sentiment driving the preference for gold jewellery is expected to persist, overshadowing investments in gold bars and coins.
3. **Social Status Symbol:** In India, gold and jewellery are often viewed as a reflection of social status and financial prosperity. The quantity and quality of jewellery owned are perceived as indicators of wealth, prestige, and family legacy. Weddings, family gatherings, and festive occasions further reinforce this sentiment, driving demand for statement pieces and heirloom jewellery.

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4. **Price discovery of gold is more transparent than studded jewellery:** Gold prices, with their easy availability and universal acceptance, facilitate transparent price discovery. This transparency enhances liquidity and assures a more predictable return, a characteristic not necessarily shared by studded jewellery, where price discovery is less transparent, and resale values are comparatively restricted.
5. **Limited exposure and understanding of diamonds:** Jewellery being a big-ticket item for majority and limited understanding of diamonds including size, cut and illumination leads to lesser trust value and higher perceived risk.

The Indian jewellery market is a diverse market dominated by two key segments of players, national and regional. Each segment has created its niche, shaped by consumer preferences, cultural influences, and market dynamics.

Pan-India Players:

- **National presence:** These players operate across multiple states, with a strong foothold in urban centres and growing expansion into tier-1 and tier-2 cities.
- **Brand strength:** Prominent names invest heavily in branding, celebrity endorsements, and national advertising campaigns.
- **Product portfolio:** Offer a mix of contemporary and traditional jewellery, appealing to a broad demographic with standardised designs and region-specific collections.
- **Advantages:** National players have an advantage in terms of economies of scale and in turn competitive pricing and strong brand recall.
- **Examples:** Tanishq, Kalyan Jewellers, Malabar Jewellers

Regional Players:

- **Localized expertise:** Deeply rooted in specific geographies, these players specialize in traditional and heritage jewellery unique to their regions, such as meenakari in Rajasthan or temple jewellery in Tamil Nadu.
- **Customer loyalty:** Rely on long-standing relationships and community trust, often built over generations.
- **Focus on tradition:** They put emphasis on preserving local cultural authenticity and traditions. Their collections often reflect inspiration from regional art forms and focus on local craftsmanship, making them highly sought-after during weddings, festivals, and other culturally significant occasions in their regions.
- **Advantages:** Regional players have an advantage in terms of strong cultural connections with local audiences, flexibility in catering to local tastes and preferences, and expertise in traditional design.
- **Examples:** Kalamandir Jewellers and P.N. Gadgil Jewellers in West, Senco Gold & Diamonds in East, Kalyan Jewellers in South

Growth Drivers and Trends in Retailing of Jewellery Market in India

- **Emergence of the online format:** The growth of online jewellery retail is driven by rising internet penetration, competitive pricing, and the convenience of comparing products across multiple brands, specifications, and discounts. The market has evolved significantly in the past five years, with metro cities like Delhi, Mumbai, Bengaluru, and Chennai leading the adoption of online jewellery shopping. The young demographic (aged 23–35) forms the core consumer base. Key players in this space include CaratLane, Candere by Kalyan, Bluestone, and other organized brands. Consumers are increasingly purchasing gold, silver, diamond, and platinum jewellery online, aided by easy payment and delivery options, making the experience seamless and hassle-free.

- **Increasing preference for lightweight jewellery:** With the increasing number of working women and their exposure to global designs, there is a growing preference among younger consumers for lightweight jewellery as a fashion statement rather than an investment. This shift in preference has led to a decline in the popularity of traditional bulky pieces and an increased demand for contemporary lightweight fashion jewellery that is suitable for everyday wear. Jewellery retailers are responding to this trend by crafting exquisite lightweight pieces that cater to the needs of the modern consumer.

- **Value-conscious shift to lower karatage gold is enhancing retail margins:** The sustained rise in gold prices has prompted a visible consumer shift from 22K to 18K and even 14K gold jewellery, particularly in urban and semi-urban markets. While customers remain focused on affordability, jewellers have adapted by offering contemporary, lightweight designs in lower karatage that meet both aesthetic and budget considerations. This trend benefits organised retailers, as lower gold content allows for higher making charges and margins without significantly increasing the final ticket size for the consumer.

- **Availability of BIS hallmark/ accredited jewellery:** The government has made it mandatory for jewellers to sell only hallmarked jewellery, starting with the 256 districts that have assaying marking centres. However, jewellers with an

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annual turnover of up to Rs 40 lakh are exempt from this requirement. The BIS hallmark certification plays a crucial role in ensuring the quality and caratage of the jewellery, providing buyers with the assurance they need when making their purchasing decisions. As of December 2024, over 1,77,800 stores in India have registered with BIS to sell hallmarked gold jewellery, further enhancing consumer trust in the industry.

- **Evolving Jewellery Gifting Norms**: With over 65% of its population under the age of 35 and more than 308 million women aged 20 to 49, India boasts a youthful demographic. While traditional gold-based wedding and daily wear jewellery continue to dominate, younger consumers are increasingly influenced by global design sensibilities and lifestyle preferences. They now seek studded jewellery, contemporary aesthetics, and are triggered by diverse purchase occasions throughout the year—not just weddings, but also anniversaries, birthdays, and festivals. This shift marks a departure from the earlier norm where gold was primarily gifted during major life events.

- **Buyback schemes:** Various market players provide buyback options for their jewellery, subject to specific terms and conditions regarding timing and valuation. This not only underscores the product's quality but also provides buyers with a level of flexibility.

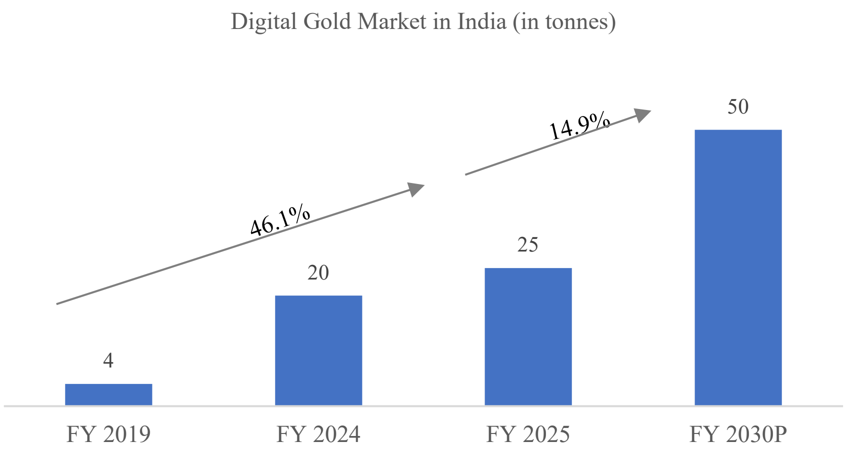
- **Monthly investment plans:** Monthly investment plans have gained traction as a significant offering among jewellery retailers. In this scheme, customers make equated monthly instalments, which are converted into a purchase at the end of the payment cycle. By opting to pay in advance, customers receive additional value benefits from retailers over the course of the instalment payments, facilitating the acquisition of high-value products.

Digital Gold

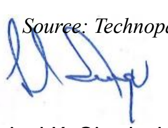
Digital gold is a modern investment method that allows individuals to buy and sell gold online without the need to physically handle or store it. When a customer purchases digital gold, they are essentially buying fractional ownership of physical gold that is stored securely in professional vaults by service providers. Additionally, independent facilitators act as a protector to ensure customer’s gold or silver is safely stored in secured vaults. They verify and coordinate the day-today reconciliation, deposit and withdrawal of gold and silver stored in the vaults. This product format has grown rapidly due to its unique combination of accessibility, transparency, and security. The growth of digital gold has also been supported by broader formalisation trends in India’s economy, which have reduced cash-based transactions and encouraged digital modes of investment. Increased adoption of UPI, mobile wallets, and digital banking has made online gold purchasing more accessible, even in semi-urban and rural regions. Key features include:

- **Fractional Ownership:** Consumers can invest in small amounts of gold, starting from as low as INR 1.
- **Secure Storage:** Gold is stored in insured vaults by the service provider, eliminating the need for personal storage.
- **Purity Assurance**: Typically, the gold is 24-karat with 99.9% purity, ensuring high-quality investment.
- **Easy Liquidity**: Consumers can buy or sell their digital gold anytime through the platform's website or app.
- **Conversion to Physical Gold**: Some platforms allow the consumers to convert their digital gold into physical gold
- **Insurance Coverage:** The digital gold held in professional vaults is insured by the service provider to cover risks such as theft, fire, or other unforeseen events, ensuring added investor protection.

Exhibit 4.2: Digital Gold Market in India (in tonnes)



Source: Technopak Analysis



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Two-Tiered Market Structure
India's digital gold ecosystem operates through a two-tiered model:

1. **Fintech Platforms** such as NAVI, Gullak, Jar, Kreditbee, Paytm, PhonePe, and Google Pay act primarily as front-end distributors. They enable purchase, tracking, and redemption of digital gold through apps but do not own the gold. Instead, they partner with bullion providers (e.g., Augmont, MMTC-PAMP, SafeGold) via APIs.

2. **Integrated Platforms** such as Augmont, MMTC-PAMP, and SafeGold play a dual role in the digital gold ecosystem, functioning as full-stack operators. Of these, Augmont and MMTC PAMP are also gold refineries, hence having a backward integration. They not only own, store, and certify the underlying physical gold but also offer digital gold directly to consumers via their proprietary web and mobile platforms. Simultaneously, they serve as backend infrastructure partners to fintech platforms like Navi, Paytm and PhonePe through B2B API integrations. This allows for end-to-end control across the value chain from sourcing and storage to pricing, purity assurance, and redemption enabling superior quality oversight, operational efficiency, and enhanced revenue potential across both B2B and B2C channels.

Exhibit 4.3: Market Structure- Fintech Platforms and Digital Gold Providers

Parameter	Fintech Platforms	Digital Gold Providers
Players	Navi, Gullak, Paytm, PhonePe	Augmont, SafeGold, MMTC-PAMP
Role in Value Chain	Front-end distribution platforms	Core suppliers and custodians of physical gold
Gold Ownership	Do not own gold; act as intermediaries	Own and manage the gold reserves
Storage Responsibility	Delegated to backend providers (e.g., Augmont, MMTC-PAMP, SafeGold)	Stored in secure, insured vaults managed directly or through trusted partners
Purity Guarantee	Based on backend partner's standards	Directly certified (e.g., 24K, 999.9 purity; LBMA accreditation in MMTC-PAMP)
Customer Interface	Integrated within daily-use digital apps	Offered via standalone apps/websites and through B2B integrations
Revenue Model	Commission per transaction, platform fees	Spread on gold buy/sell rates, B2B partnerships, storage/redemption fees
Redemption Options	Enabled via backend provider, subject to minimum quantity	Full-service redemption including doorstep delivery or jewellery conversion
SIP / Fractional Purchase	Supported through app-based features	Supported directly via provider platforms
Example Use Case	Muthoot, Gullak, Navi partners with Augmont to offer digital gold via its app	Augmont supplies gold, manages storage, and enables redemption infrastructure

Key Players:

- **Augmont:** Augmont is one of the largest digital gold platforms in India by user base and infrastructure. It is the only player operating across the full value chain from digital gold, coin retailing, and gold loans to refining, vaulting, and settlement, along with operations catering both B2B and B2C markets. Augmont's refining operations are certified under the India Good Delivery standards, and it is one of the few refiners in India authorised to deliver refined bullion on commodity exchanges operated by the BSE and MCX. Beyond its proprietary platform, Augmont enables distribution via API and white label integrations. Its integrated bullion infrastructure supports a wide range of use cases including investment products, jewellery redemption, buy back, and gold backed lending, catering to both retail and institutional users.
- On the consumer side, Augmont's Gold For All initiative brings flexible, mobile first access to gold for consumers through 82 physical GFA stores and over 180 digital gold partners such as Jar, Gullak, KreditBee, Navi, and CoinBazaar. Users can start their investment journey with a minimal amount of INR 10, set up gold SIPs, lease idle gold to earn interest, redeem holdings for jewellery, or access gold backed loans. all through digital platform. For digital gold redemption, Augmont collaborates with players like CaratLane and Kalyan Jewellers. Additionally, its investment jewellery products are available across 3700 physical branches of Muthoot Fincorp making jewellery purchases on EMI accessible across non-metro and semi urban areas.

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- **MMTC-PAMP:** Operates in partnership with several financial institutions and public-sector banks for digital gold distribution. It also provides backend services such as vaulting, redemption, and refining, supporting both retail and institutional use cases.

- **SafeGold:** Offers API-based digital gold services integrated with UPI and wallet-based apps. It has also expanded in Thailand**.**

Growth Drivers & Trends:

- **Increased Digital Penetration & Fintech Adoption:** The proliferation of smartphones and widespread use of UPI and mobile wallets (PhonePe, Paytm, Google Pay) has made gold accessible to millions through a few taps. Over 900 million smartphone users and more than 300 million UPI users have created a digital infrastructure that supports small-ticket, high-frequency gold investing.

- **Low Entry Barriers via Fractional Investment-** Digital gold platforms allow investments as low as INR 1, eliminating the need for large upfront capital. This has democratized gold ownership, especially for first-time investors and rural populations, driving both new customer acquisition and volume growth.

- **Diversification of Investment Preferences:** Amid increased financial literacy and economic uncertainties, investors particularly Gen Z and millennials are seeking alternative assets beyond traditional savings and fixed deposits. Digital gold has emerged as a preferred tool for diversification due to its low-ticket entry, liquidity, and alignment with long-term value preservation. It offers an accessible gateway to invest in gold without the logistical burdens of physical storage.

- **Jewellery Conversion and Leasing Products-** A growing trend in the digital gold ecosystem is the conversion of digital gold into physical jewellery, often around festive or gifting occasions. Another key growth avenue within the digital gold ecosystem is the emergence of gold leasing products, such as Gullak's Gold+. These platforms allow consumers to lease their idle digital gold to jewellers, enabling them to earn returns on their holdings like interest on a fixed deposit. This innovation helps in mobilising idle household gold for productive use, particularly benefiting the jewellery industry, while offering secure storage, tax benefits, and redemption flexibility to consumers.

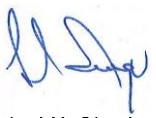
- **Millennial Preference for Liquid & Trackable Assets**- Millennials and urban professionals are showing a clear shift away from physical gold towards digitally managed assets with instant liquidity, storage-free ownership, and transparent tracking. Digital gold is increasingly being used for festival gifting, saving goals, and planned jewellery conversion.

- **Retail Investor Behaviour and Financial Inclusion**- Digital gold has become an accessible entry point for first-time savers and retail users. Many fintech apps now include gold SIPs, goal-based saving options, and embedded gold purchase journeys, increasing engagement and cross-sell opportunities.

- **Rise of Embedded Digital Gold in Ecosystems**- Digital gold is now embedded in over 150+ platforms, including payment apps, e-commerce (e.g., Amazon Pay), micro-finance apps, and wealth-tech platforms like Jar & Gullak. This ecosystem approach is driving scale through everyday visibility and convenience.

- **Shift Towards Goal-Based Products-** Platforms are bundling digital gold with SIPs, jewellery conversion plans (e.g., Tanishq Golden Harvest + DigiGold), and digital lockers. This increases stickiness and promotes long-term investment behaviour over impulsive purchases.

- **Partnership-Led Distribution Model-** Digital gold is no longer limited to standalone apps. Leading backend providers operate on a B2B2C model, supplying vault-backed gold via APIs to over 100 partners. The rise of white-label solutions is a major scaling lever for SafeGold, MMTC-PAMP, and Augmont.



Government Policy: A Mixed Influence

1. **Supportive Policy Enablers**

- **Digital Infrastructure Push:** Nationwide adoption of UPI, Aadhaar-based e-KYC, and Jan Dhan accounts has significantly improved access to formal financial products, including digital gold. In FY 2024, India has over 510 million Jan Dhan accounts, with more than 80% linked to Aadhaar and mobile numbers, enabling seamless digital onboarding and identity verification. UPI transactions too have witnessed growth from 1.2 billion in 2020 to 18.3 billion in 2025, growing at a CAGR of ~72%, according to NPCI data. This surge reflects increasing digital payment adoption, particularly among first-time investors and rural consumers. Together, these enablers have laid the foundation for greater penetration of digital gold by supporting small-ticket transactions, promoting transparency, and reducing friction in gold investing.
- **GST Implementation:** The application of 3% GST on digital gold transactions has aligned the category with the tax framework applicable to physical gold, facilitating easier auditing and traceability.
- **SEBI's EGR Framework (2021):** The announcement of the Electronic Gold Receipt (EGR) platform paves the way for eventual convergence between digital gold and demat-tradable gold assets, improving price discovery and regulatory alignment. This framework aims to bring digital gold investments under a more structured, SEBI-regulated ecosystem, similar to securities markets. Over time, this convergence could enable greater interoperability between digital gold platforms, trading exchanges, and vault managers, thus formalising the gold value chain and unlocking broader investor participation.

Impact of Increasing Digital Gold Consumption and Formalization of Integrated Players

The accelerated adoption of digital gold in India has materially benefited integrated bullion refiners such as Augmont Enterprises and MMTC-PAMP. These entities operate as full-stack infrastructure platforms, combining physical bullion management with digital distribution capabilities, and are directly positioned to capture value from rising transaction volumes, recurring use cases, and embedded fintech integrations.

Augmont's performance underscores this structural tailwind. The company's digital gold revenue grew from INR 1,700 million in FY2022 to INR 2,870 million in FY 2024, implying a CAGR of 30%. Furthermore, the company saw the revenue rising to INR 6,657 million in FY 2025. This growth trajectory has been driven by a combination of B2B2C distribution (with over 180 partner platforms), micro-investment enablement, and cross-sell of downstream products such as gold SIPs, leasing, and jewellery recycling. The platform's registered user base crossed 40 million, with over 5500 jewellery partners facilitating exchange of Digi-gold with jewellery. For instance, Augmont's digital gold is available in all Carat Lane and Kalyan Jewellers stores.
The expansion of digital gold as a preferred savings and transaction instrument has also supported scale efficiencies across vaulting, fulfilment, and user acquisition, improving margin realizations in a traditionally low-margin industry. In parallel, integrated players are monetizing adjacent verticals, including lending APIs, EMI-based gold purchases, and scrap gold digitization, enhancing unit-level profitability and customer lifecycle value.

As transaction volumes grow and formalization intensifies, the digital gold ecosystem is transitioning from unstructured savings behaviour to a traceable, regulated asset class. Transactions increasingly follow GST-compliant routes, with full KYC linkage and real-time audit trails. Integrated players have proactively instituted third-party audits, trustee-based vault structures, and 24-karat certified purity standards to stay aligned with evolving governance expectations.
Regulatory clarity when introduced, is expected to reinforce this shift. SEBI's previous directives barring digital gold distribution through brokers, and policy advocacy by bodies such as the World Gold Council, indicate movement towards a unified regulatory framework. Such formalization will increase entry barriers, encourage market consolidation, and position capital-compliant operators like Augmont, MMTC-PAMP and Safe Gold to serve as long-term institutional enablers in India's gold digitization journey.

Platform Led Transformation in India's Gold Sector

Over the past decade, platform led models have been transformingsimilarly fragmented sectors by rebuilding infrastructure at a fundamental level. Infra.Market, for instance, is digitising construction procurement by integrating supply, logistics, and fulfilment, and achieved a revenue of INR 1,47,430 million in FY2024. OfBusiness has applied a similar full-stack model to SME procurement, combining sourcing with embedded finance and working capital solutions, reaching INR 1,95,280 million in FY2024. Alongside digitising transactions: these platforms are restructuring sectoral infrastructure by creating unified operating systems that connect fragmented supply and demand, while embedding real-time pricing, logistics, and settlement into the transaction layer. This has resulted in faster growth, improved margins, and scalable, capital-efficient business models.

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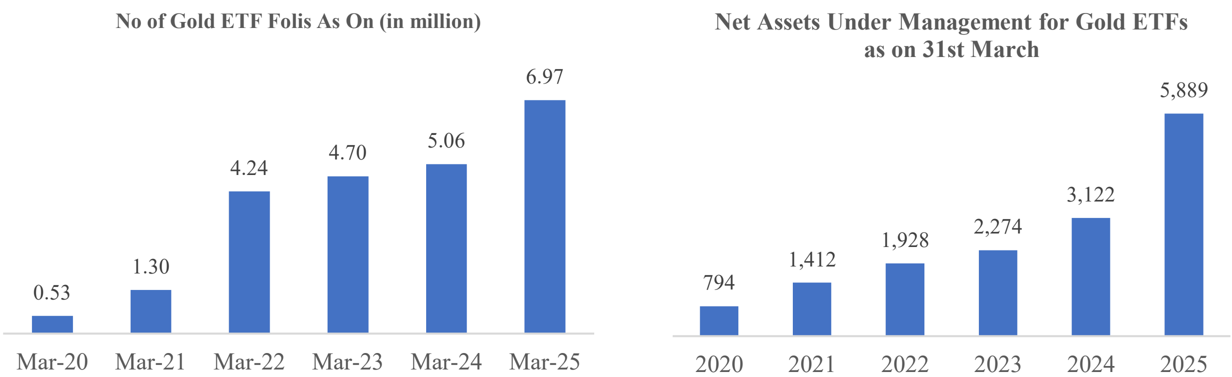
India’s gold industry, despite its cultural significance and high consumer demand, remains a highly fragmented sector. The value chain includes small refiners, local jewellers, wholesalers, logistics operators, and lenders, often operating independently with limited digital or institutional integration. Pricing varies across players, purity standards differ, and procurement and settlement processes are largely manual. Trust continues to be relationship based rather than system enforced, which makes it difficult to scale operations, access low-cost capital, or ensure traceable and standardized products. Consumer access is largely traditional, with limited adoption of newer mechanisms such as SIPs, leasing, buyback, or on-demand liquidity.

Digital platforms are increasingly entering this space, providing mechanisms that connect physical infrastructure with digital distribution leading to a similar change in this industry. Platforms like Augmont, Safegold etc. are leading this change bringing together physical infrastructure and digital distribution at scale, while redefining supply chain of Gold, LGD and Alloys with respect to procurement, storage, distribution and monetization. Augmont has over 4 crore customers and more than 180 digital gold partners. Its product portfolio includes SPOT, Refinery, Gold Loan Tech, EMI Gold, Sell Old Gold, Gold FD, Digi Gold and Silver, Gold SIP, Gold and Silver ETF, Gold and Silver Coins.

Gold ETFs

A Gold Exchange-Traded Fund (ETF) is a regulated, open-ended investment vehicle that is traded on stock exchanges like a share. It is designed to offer investors exposure to physical gold in paper form, without the need to physically store or manage the asset. Each Gold ETF invests in standardized physical gold bullion (minimum 99.5% purity), with the aim of mirroring domestic gold prices. These funds are managed by Asset Management Companies (AMCs) and traded on platforms such as NSE and BSE, providing investors the benefit of intraday liquidity and price transparency.
Unlike wallet-based digital gold which is primarily designed for micro-savings Gold ETFs are financial instruments tailored to institutional and retail investors looking for portfolio diversification, inflation hedging, or commodity exposure through formal financial markets.
Between FY 2020 and FY 2025, the number of Gold ETF folios in India grew from 0.53 million to 6.97 million, reflecting a CAGR of 66%. Over the same period, Assets Under Management (AUM) expanded from INR 794 billion to INR 5,889 billion, growing at a CAGR of 49.3%, highlighting growing investor preference for regulated, exchange-traded gold exposure.

Exhibit 4.4: Number of Gold ETFs Folios and Net Asset Under Management for Gold ETFs (in INR billion)



Source: AMFI (Association of Mutual Funds in India)

Gold ETFs in India are structured to offer investors a secure, regulated, and efficient mechanism for gaining exposure to physical gold. The key features that define their attractiveness are outlined below:

Exhibit 4.5: Features of Gold ETF

Feature	Description
Liquidity	Gold ETFs are traded on NSE and BSE throughout the day, allowing investors to enter and exit positions at real-time prices, similar to equity shares.
Transparency	AMCs disclose daily Net Asset Value (NAV) and the quantity of physical gold held, ensuring full visibility into fund performance and underlying assets.

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Affordability	Investors can start with a small amount, typically the price of 1 unit, which can be as low as INR 50 to INR 1,000, making it accessible to retail investors.
Digital Format	Units are held in demat accounts, allowing for seamless electronic transactions and portfolio consolidation with other market instruments.
Purity Assurance	ETFs are backed by physical gold of at least 99.5% purity, as mandated by SEBI, ensuring standardization and price integrity.
Physical Redemption (for large investors)	Institutional investors can redeem ETFs in physical gold (typically in "Creation Unit" sizes of 1kg or more), providing flexibility in form of settlement.
Secure Custody & Insurance	All physical gold is stored in SEBI-approved vaults and held by registered custodians. The assets are fully insured and regularly audited.

Authorised participants providing Gold ETFs

Authorised Participants (APs) play a critical role in ensuring the smooth functioning and price efficiency of Gold ETFs in India. They are institutional entities, typically large financial institutions, brokers, or clearing members appointed by Asset Management Companies (AMCs) to maintain the liquidity and alignment of ETF prices with the underlying value of gold, known as the Net Asset Value (NAV).

Exhibit 4.6: Authorised participants providing Gold ETFs

Activity	Description
Market Making & Liquidity	APs (a bullion dealer/refiner who is a member of SEBI) provide continuous buy and sell quotes for Gold ETF units on stock exchanges. This helps reduce the difference between the bid and ask prices (called the bid-ask spread) and ensures that investors can transact easily, even during volatile market conditions.
Creation of ETF Units	When ETF demand increases, APs like Augmont deliver physical gold to the fund house (AMC) in predefined denominations (typically in 1kg gold bars of 99.5% purity or higher). In return, they receive ETF units. This helps bring the market price back in line with NAV by increasing supply.
Redemption of ETF Units	Conversely, when there is an excess supply of ETF units in the market, clearing APs buy back these units from the market and return them to the AMC in exchange for equivalent physical gold and this reduces excess supply in the market, nudging the price back toward the NAV.
Arbitrage	Institutional APs including large financial institutions (FIs) also engage in arbitrage by taking advantage of price differences between the market price of ETF units and the NAV. Through timely creation and redemption, they ensure the ETF closely tracks the real value of the underlying gold.

To ensure credibility and efficiency in these transactions, APs must be formally appointed by the AMC and meet regulatory guidelines prescribed by SEBI. Their participation is foundational to maintaining investor trust, efficient price discovery, and overall market stability within the Gold ETF ecosystem.

Exhibit 4.7: Gold ETFs in India – AUM and Authorised Participants as of 31st August ,2025

Gold ETFs Supported	AUM of the Gold ETF as on 31st August 2025 (in INR billion)	Authorised Participant Name
Nippon India ETF Gold BeeS	238	• Raksha Bullion • Bherumal Shamandas • Brics Securities Limited
ICICI Prudetial Gold ETF	88	• Kotak Securities Ltd. •
Kotak Gold ETF	83	• Kotak Securities • Parwati Capital Market Pvt. Ltd. • Kanjalochana Finserve Pvt. Ltd. • Motilal Oswal Securities •
HDFC Gold ETF	49	• Raksha Bullions

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		• Parwati Capital Markets Pvt Ltd
Axis Gold ETF	21	• Augmont Enterprises Ltd. • Raksha Bullion • Abans Broking Services Pvt. Ltd. •
Mirae Asset Gold ETF	10	• Augmont Enterprises Ltd. • Parshwa Prism Jems and Jwellery Ltd. • Raksha Bullion • Parwati Capital Market Pvt. Ltd.
Zerodha Gold ETF	4	• Augmont Enterprises Ltd. • Raksha Bullion
Invesco Gold ETF*	2	• Augmont Enterprises Ltd. • East India Securities Ltd. • Kanjalochana Finserve Pvt. Ltd.
Baroda BNP Paribas Gold ETF	2	• Raksha Bullion

**Data as of 23rd September,2025*

Role of Authorised Participants (APs) in India's Gold ETF Ecosystem

Authorized Participants (APs) such as Augmont, Kotak Securities, Motilal Oswal Securities etc. play a crucial role in maintaining liquidity, convertibility, and operational efficiency in India's Gold ETF market. These APs facilitate the creation and redemption of ETF units by delivering or receiving SEBI-compliant, high-purity gold (typically 99.5% LBMA standard) to and from Asset Management Companies (AMCs). They also offer vaulting, logistics, and purity verification infrastructure ensuring seamless, compliant, and scalable execution across the ETF lifecycle.

Electronic Gold Receipt (EGR)

The Electronic Gold Receipt (EGR) market represents an emerging segment of India's regulated gold trading ecosystem. EGRs are dematerialized instruments that signify ownership of physical gold stored in a SEBI-approved vault. These receipts function similarly to securities and are traded on recognized stock exchanges, bringing transparency and formalization to spot gold trading in the country.
Each EGR unit corresponds to a specific quantity of gold commonly one gram and is fully backed by physical bullion held in secure storage. The ecosystem facilitating EGR transactions is built on a three-tiered structure comprising vault managers, depositories, and exchanges.

- **Vault Managers** are entities registered with SEBI and are responsible for accepting physical gold deposits, verifying purity, and issuing corresponding EGRs. They also manage the withdrawal of physical gold when investors opt for redemption.
- **Depositories**, such as CDSL and NSDL, hold EGRs in digital form within demat accounts and reconcile these with the actual bullion stock held in vaults daily.
- **Stock Exchanges**, including BSE and NSE, operate the EGR trading platforms. These exchanges enable buyers and sellers to transact EGRs in real time, with settlement executed on a same-day (T+0) basis.
- **Clearing Corporations** play a crucial role in managing the transfer of funds and EGRs between parties, ensuring smooth and risk-free settlements.
- **Market Participants** include a wide range of stakeholders such as banks, refiners, bullion traders, jewellery manufacturers, importers, retailers, and individual investors.

The introduction of EGRs aims to bridge the gap between physical gold ownership and capital markets, offering a standardised, regulated avenue for gold trading that enhances price discovery, transparency, and market efficiency.

Key Growth Drivers
The future growth of the EGR market in India is expected to be influenced by a combination of strong consumer demand, favourable regulatory support, and increased investor interest in gold-backed financial instruments.

- **Policy Incentives and Tax Reforms:** The government has introduced several measures to support the growth of the EGR ecosystem, including exempting capital gains tax on conversion between physical gold and EGRs when transacted through regulated vaults. Additionally, the reduction in import duties has made gold more affordable, potentially boosting consumption and trade volumes that could flow through EGR platforms.
- **Improved Price Transparency:** EGR trading on stock exchanges enables standardised pricing across the country, eliminating regional disparities in gold rates. Uniform benchmarks backed by LBMA or Indian Good Delivery standards ensure quality consistency and foster investor confidence.

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- **Financialization of Gold Assets:** With rising digital penetration and increasing awareness about investment diversification, Indian investors are gradually shifting from holding physical gold to investing in gold-backed financial instruments. EGRs offer a combination of security of physical gold with the ease of demat trading and liquidity of equity markets.

Gold Futures vs EGRs

Gold futures on MCX and Electronic Gold Receipts (EGRs) both offer regulated exposure to gold but serve different investor needs and operate under distinct structures. Gold futures are derivative contracts where buyers agree to purchase gold at a future date and price. Traded on margin (typically 5–10%), these contracts are highly leveraged and suited for short-term traders or institutional participants. While physical delivery is possible, most contracts are settled in cash before expiry. Futures pricing reflects market expectations and may diverge from spot prices, introducing basis risk.

EGRs, on the other hand, are dematerialized representations of physical gold each unit backed by actual bullion stored in SEBI-approved vaults. Investors must pay the full amount upfront (100% funding), and EGRs are traded on stock exchanges with T+0 settlement. While physical delivery is permitted, if a redemption request is submitted before 10 AM on a working day, the vault manager typically processes delivery and extinguishes the corresponding EGRs by 3 PM the same day, with records updated on the same T-day. However, the actual timing of physical delivery may vary across vault managers depending on operational capacity and logistical arrangements**.** This makes EGRs well-suited for retail investors seeking transparent, gold-backed holdings without the complexity or risk of derivatives.

In essence, while gold futures cater to speculative and hedging strategies with higher risk and leverage, EGRs offer a secure, long-term investment avenue aligned with actual gold ownership.

Digital Gold and ETFs compared with traditional gold- features, benefits

Exhibit 4.8 Digital Gold and ETFs compared with traditional gold-features, benefits

Parameter	Digital Gold	Gold ETF	Physical Gold	Electronic Gold Receipt
Form of Ownership	Fractional digital ownership of 24K gold stored in vaults	Units of demat account-linked funds backed by physical gold	Direct physical possession- bars, coins, jewellery	Dematerialized securities representing physical gold in vaults
Minimum Investment	INR 1 – INR 10 (varies by platform)	Approx INR 50-100 per unit (1g equivalent pricing)	High typically INR 5,000+ for coins, INR10,000+ for jewellery	Typically, 1 gram units price linked to market prices
Purity Standard	99.9% purity (BIS standard, LBMA linked)	99.5% purity minimum (as per SEBI mandates)	Varies - 91.6% (22K) for jewellery, 99.9% for bars	99.9% purity (Indian Good Delivery Standard by BIS)
Liquidity	High- Real-time liquidity via apps and wallets	High- Traded on NSE/BSE during market hours	Moderate- Resale depends on market/jeweller acceptance	High- Traded on NSE/BSE during market hours
Storage	Stored in private third party vaulting agencies like Brinks, Sequel etc	Custodian holds physical gold in central vaults on behalf of AMC	At home or in lockers - risk of theft or locker cost	Vault Managers store physical gold in SEBI-approved vaults
Ease of Purchase	High- Via apps like PhonePe, Paytm, Augmont	Moderate- Requires demat account	Widely available but involves offline effort	Moderate - Requires demat and trading account
Ease of Sale	Easy- Sell back to same platform instantly	Moderate- via stock exchange, brokerage required	Variable- may face deduction, buyback issues	Moderate - Exchange traded; may face bid-ask spread
Price Benchmarking	Daily based on international spot (LBMA) + local premiums	NAV linked to LBMA spot price + domestic premium	Varies- At jeweller's discretion or local market price	Based on LBMA price + Indian market premium
Returns (linked to)	Price appreciation of 24K gold	Fund NAV linked to gold price, after AMC costs	Price appreciation + making charges loss (if jewellery)	Price appreciation of physical gold, no fund costs
Taxation	GST (3%) on purchase, STCG will be taxed at income tax slabs applicable to income, if held <2 years, LTCG @12.5% post-2 years without indexation benefit	No GST on purchase, Capital Gains Tax - STCG as per slab, LTCG @12.5% without indexation benefit	GST (3%) on purchase, STCG will be taxed at income tax slabs applicable to income, if held <2 years, LTCG @12.5% post-2 years without indexation benefit	STCG will be taxed at income tax slabs applicable to income, if held <2 years, LTCG @12.5% post-2 years without indexation benefit

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KYC Requirement	Required (e-KYC or PAN after limit)	Yes- KYC required for demat account	No for jewellery; Yes, for high-value purchases	Yes - KYC needed for trading/demat account
Regulatory Oversight	Not directly regulated	SEBI regulated	Partially regulated (BIS hallmarking, GST norms)	SEBI regulated under Securities Contracts Regulation
Security & Insurance	Fully insured by vault provider	SEBI mandates insured gold backing	Only if stored securely; jewellery may lack documentation	Fully backed by gold stored in SEBI-accredited vaults
Associated Costs	3% GST, spread on buy/sell, storage fees (sometimes built-in)	3% GST, AMC fee (~0.5-1%), brokerage, demat AMC	Making charges (5-25%), locker rent, 3% GST	Fully backed by gold stored in SEBI-accredited vaults
Conversion to Physical Gold/ Jewellery	Available with some platforms (e.g., Augmont)	No direct conversion;	Yes (jewellery directly usable or convertible)	Conversion available into gold
Target Customer Segment	First-time investors, urban millennials, micro-savers	Retail investors, stock market participants, long-term gold allocators	Traditional buyers, wedding/family use, gold loan seekers	Serious investors, traders, and HNIs who want secure, regulated gold ownership via exchange

Gold Loans

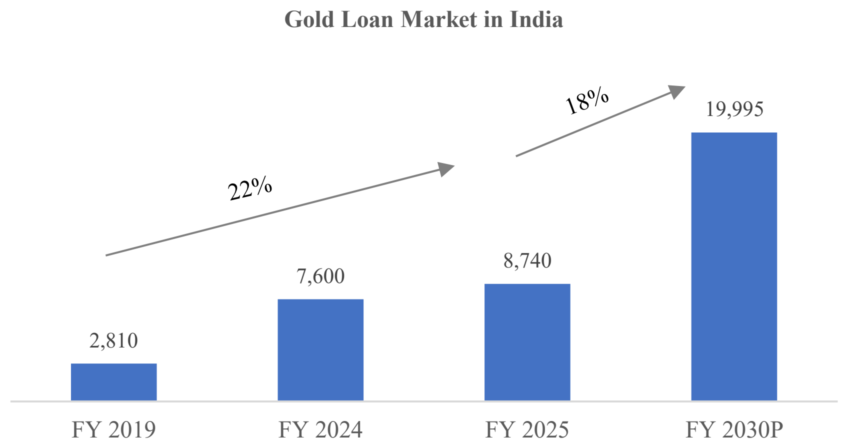
A gold loan is a secured form of credit where individuals pledge gold jewellery as collateral to access short- to medium-term financing. It is one of the oldest and most trusted credit instruments in India, deeply embedded in both rural and urban economies. Unlike unsecured loans, gold loans offer low default risk to lenders and fast disbursal to borrowers, often with minimal documentation. At present the Loan-to-Value (LTV) ratio, capped at 75% by RBI regulations, ensures that credit risk is contained while still unlocking liquidity from dormant household assets.

Gold loans are widely used for purposes ranging from agricultural input financing, working capital for micro-enterprises, to urgent personal expenses such as healthcare, education, or family functions. Their success lies in their high accessibility, short turnaround time, and the cultural comfort Indians have with gold as an asset class.

Gold Loan market in India was valued INR 8,740 billion in FY 2025 (excluding agricultural gold loan by banks). This gold loan market is further projected to grow at ~18% to reach a market size of INR 19,995 billion in FY 2030P.

Note: As per new guidelines by RBI on gold and silver loan, Loan-to-Value (LTV) ratio is now tiered up to 85% for loans below INR 2.5 lakh, 80% for INR 2.5–5 lakh, and 75% for loans above INR 5 lakh which is going to be effective from 1st April 2026.

Exhibit 4.9: Organised vs Unorganised Gold Loan Market



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Source: Technopak Analysis
Note: The given market size does not include the gold loans given by banks for agricultural purpose)

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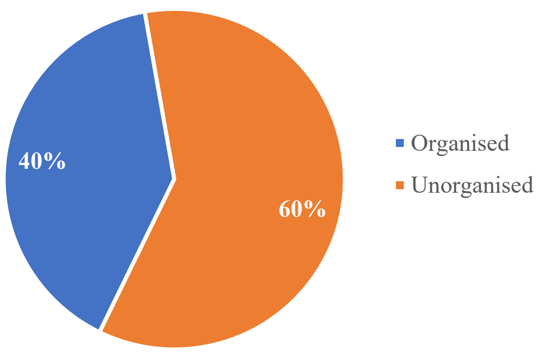
Organised Vs Unorganised Gold Loan Market

India's gold loan market has historically been dominated by the unorganised sector, comprising pawnbrokers, local moneylenders, and informal financiers. However, the last decade has witnessed a steady shift towards formalisation, with the organised sector (Banks and NBFCs) now commanding around 37–40% share by value and growing faster than the unorganised segment.

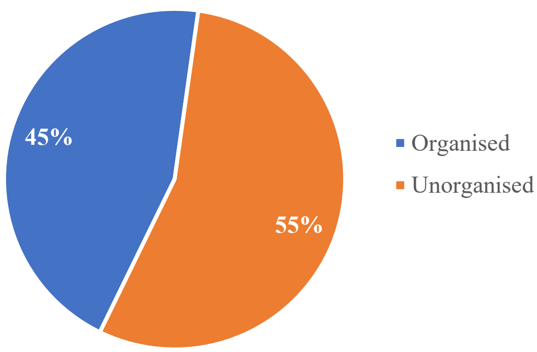
While unorganised lenders continue to serve niche needs in underserved areas, the organised segment led by NBFCs and banks is gaining ground rapidly. Regulatory support, digital penetration, and strategic innovation are tilting the balance toward formalisation.

Exhibit 4.10: Organised vs Unorganised Gold Loan Market

FY 2025



FY 2030P



Source: Technopak Analysis

Exhibit 4.11: Comparative Overview of Gold Loan Offerings by Lending Institutions in India

Parameters	Banks	NBFCs	Small Co-op/Nidhi	Digital-First Lending	Money Lenders
LTV (Loan to Value)	75%	75%	Up to 75% (varies by society)	Up to 75% (RBI-governed partners)	>75%
Processing Fee	Both processing and appraisal fees for high ticket items	Nil or minimal processing fees, no appraisal fees	Flat processing fee (Rs 100-Rs 500), may be bundled	Zero to 1%, often waived for first loan	Nil
Interest Rate	7.5-14% per year, 4% for agricultural loans	11-24% per year	15-28% per year (varies widely)	13-20% p.a., algorithm-based pricing	25-30% per year
Maximum Loan Amount	INR 3,00,000 for agricultural loans	No limit	Typically, INR 10,000 INR 1,00,000	Up to INR 20 lakhs (depending on gold & location)	No limit
Penetration	Low	High	Moderate to High in rural areas	Rapid growth in urban and Tier 2& 3 markets	High
Disbursal	Cheque	Cash/Cheque	Cash or cheque	Online bank transfer, UPI	Cash
Turnaround Time	1 hour	5-10 mins	Same day to 1 day	<30 minutes post verification	>10 mins
Documentation Required	Complete KYC documentation	Minimum documentation (ID proof)	Basic ID and membership proof	e-KYC and video verification	Minimum documentation
Repayment Plan	EMI based	Flexible	Flexible, often lump-sum repayment	EMI or bullet via app/UPI	-
Regulatory Body	RBI	RBI	Registrar of Co-op Societies / MCA for Nidhis	RBI-regulated NBFC backend, SEBI vault partners	Not regulated by RBI

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Players Examples	SBI, Axis Bank, HDFC Bank, Indian Bank etc	Muthoot Finance, Mannapuram, IIFL Finance etc	Jayant India Nidhi, Namdev Benefits, Ujjivan Small Finance Bank etc	Rupeek, Oro Money, Indiagold, Paytm Gold Loan, Augmont Gold Loan (via NBFCs),Finkurve	Local Pawnbrokers, Money lenders etc

NBFCs have gained a stronghold in the organised gold loan market by specialising in gold-focused lending models as seen with players like Muthoot and Manappuram, which enables operational scale, faster disbursals, and tighter cost control. Their reach has further expanded through digital-first ecosystems, with fintech-led platforms such as Rupeek unlocking access in Tier 2 to Tier 4 cities. Strategic partnerships with e-commerce players, retailers, and tech platforms have allowed NBFCs to tap into younger, digitally savvy customer bases. Simultaneously, product innovation including EMI-based repayment, top-up facilities, and micro-ticket gold loans has made these offerings attractive to salaried individuals and MSMEs. Aggressive branding, trust-building initiatives, and borrower education campaigns have helped formal lenders convert users from the informal sector, accelerating the sector's formalisation.

Exhibit 4.12: Comparative Profile of Leading NBFCs and Banks in the Gold Loan Market

Player Name	Type	FY 25 Gold Loan AUM (in INR Bn)	No. of Branches (Gold Loan)	Avg. Ticket Size (INR)	Avg. Loan-to-Value (%)	Loan Tenure	Interest Rate Range (p.a)	Digital Journey
Muthoot Finance	NBFC	1030	4,855	NA	61%	7 days to 1 year	~12%	iMuthoot app provides customers with a platform to manage their gold loans and access other financial services
SBI	Bank	500	22,937	NA	NA	3 to 3 years	9%-10%	Yono App- enables users to access banking, insurance, investments and other financial services
Manappuram Finance	NBFC	256	3524	76900	57%	6 months - 1 year	10%-24%	Online Gold Loan (OGL) enables customers to avail gold loans digitally
IIFL Finance	NBFC	210	2,833	NA	75%	upto 2 years	12%-27%	IIFL Finance's Doorstep Gold Loan facilitates customers to avail its services from home with l digitaloan approval, gold evaluation, and disbursal
HDFC Bank	Bank	187	4,617	NA	NA	6 Months - 4 years	9%-18%	NA
Federal Bank	Bank	59	1504	NA	NA	1 year -3 years	9%-22%	Digi Gold Overdraft-Digital gold loan facility designed to avail funds by pledging their gold ornaments.
Axis Bank	Bank	NA	3,266	NA	NA	6 months to 3 years	17% – 19%	NA
Canara*	Bank	NA	9850	100,000+	66.73%	6 months to 2 years	8.75%	NA
South India Bank	Bank	NA	949	NA	NA	3 Months - 3 years	9%-15%	SIBerNet is a internet banking

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								platform which facilitates gold loan renewal

** Average Ticket Size and Loan to Value percentage of Canara Bank pertains to FY 2024*

Purchase of Old Gold

Gold recycling refers to the process of reintroducing previously used gold mainly in the form of old jewellery, coins, or other articles back into the supply chain. This is done by smelting and refining the old gold to produce new gold products such as bullion, coins, digital gold, or fresh jewellery. Recycling of gold remains a regular source of supply to the Indian gold market, with volumes primarily driven by retail consumers liquidating or exchanging old jewellery.

India's recycled gold supply is primarily composed of two segments:

- **Gold-for-Gold:** In this case, consumers exchange their old gold jewellery for new ornaments, usually at retail jewellery outlets (e.g., Tanishq, Kalyan etc). Rather than receiving cash, they pay only the making charges or the price difference for a new design while surrendering the weight of their old gold. This type of recycling is largely driven by fashion, lifestyle changes, or festive purchases, and is a common practice in India's jewellery retail ecosystem. Gold-for-gold transactions typically occur within the same retail outlet and are seen as a form of product upgrade rather than liquidation.

- **Gold-for-Cash:** This refers to instances where individuals sell their gold, typically old jewellery, in exchange for cash. Such transactions are often prompted by financial distress, medical emergencies, or short-term liquidity needs. They are also influenced by gold price rallies, where consumers may choose to sell their holdings to benefit from high market prices. Gold-for-cash transactions are common in both urban and rural areas and are facilitated by local jewellers. The gold sold is usually melted and refined before re-entering the supply chain.

The volume of gold recycled for cash in India has shown year-on-year fluctuations, influenced by macroeconomic conditions, gold price movements, and consumer liquidity needs. While FY2020 witnessed a notable spike in volumes, likely driven by economic uncertainty, other years have seen relatively stable contributions. Post COVID, the gold-for-cash segment has consistently accounted for 11–15% of the country's total gold supply.

Exhibit 4.13: Annual Gold Recycled for Cash and its Share in Total Gold Supply

	Gold for Cash (in tonnes)	Total Gold Supply (in tonnes)	% of Recycled Gold for Cash in Total Gold Supply
FY 2019	89	888	10%
FY 2020	122	690	18%
FY 2021	92	680	13%
FY 2022	88	820	11%
FY 2023	105	776	13%
FY 2024	121	892	14%
FY 2025	102	934	11%

Source: World Gold Council

The recycling market remains predominantly unorganised, with local and regional jewellers accounting for a major share of gold-for-cash and exchange-based transactions. These transactions are often conducted informally and may lack standardised documentation or pricing disclosures. In the unorganised segment, which includes small-scale jewellers and local scrap buyers, transactions are typically not accompanied by detailed invoices, purity certificates, or digital payment trails. Pricing is frequently negotiated rather than benchmarked to prevailing market rates, and purity assessments may not follow uniform testing protocols. As a result, there is limited visibility into actual volumes recycled through these channels, and consumers may receive lower payouts relative to organised players.
However, the last decade has witnessed the emergence of organised recycling channels, particularly driven by:

- Refiners such as Augmont, having 15 delivery centres for Gold, 84 centres for "Sell Old Gold" (including 83 Augmont branded Gold For All centres). By sourcing gold directly from consumers, Augmont reduces its dependency on imported bullion, thereby saving on import duties, logistics, and hedging costs. This backward integration into gold sourcing helps lower input costs while ensuring a consistent supply of LBMA-compliant gold for its refining and digital gold operations. Augmont initiated this model in FY2023, generating revenue of

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INR1,360 million in its first year. By FY2025, revenue from this vertical had exceeded INR10,000 million, reflecting nearlytenfold growth.

- Branded jewellers (e.g., Tanishq, Malabar) offering old gold exchange programs that offer customers the ability to trade in their used gold jewellery for new ornaments. These programs typically include in-store gold purity testing using karat meters, transparent pricing based on prevailing gold rates. Added by offering trust, certification, and convenience, these exchange schemes have become a popular avenue for recycling gold among urban and semi-urban consumers, particularly during festive and wedding seasons.

Organised channels offer certified purity checks, real-time gold pricing, invoicing, and in some cases, GST credit, contributing to a gradual formalization of this segment.

Bullion Depository Receipts (BDR)

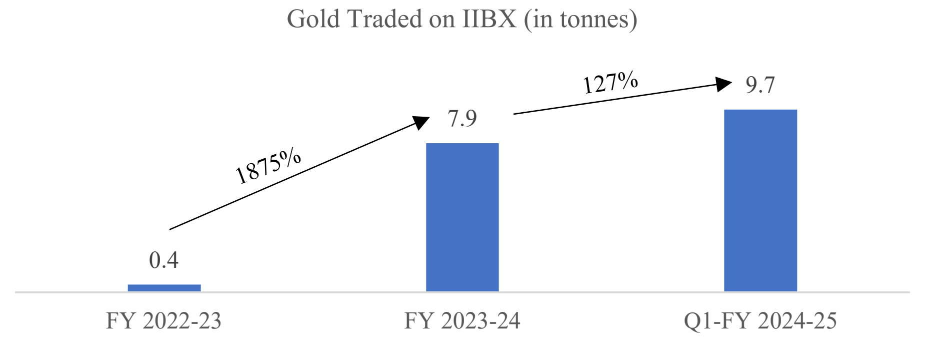
A BDR is an electronic receipt issued by a licensed depository with underlying high-purity bullion (gold or silver) in an approved vault. The BDR market operates through India's International Bullion Exchange (IIBX) in GIFT City (Gujarat International Finance Tec-City). In August 2020, the Government of India formally notified "Bullion Spot Delivery Contracts and Bullion Depository Receipts (with underlying bullion)" as financial products under IFSCA's regulatory ambit.

The IIFSC Authority (IFSCA) has created an integrated bullion-trading ecosystem that mirrors stock exchanges, comprising:

- **India International Bullion Exchange (IIBX):** India's first and only bullion spot exchange (launched July 2021) where BDRs are listed and traded. IIBX is recognised as a stock exchange under IFSC law and is regulated by IFSCA. It offers spot contracts in various gold (999/995 purity) and silver (999 purity) forms, all quoted and settled in US dollars.
- **India International Depository Ltd. (IIDI):** The approved depository holds BDRs in dematerialised (Demat) form and issues/extinguishes receipts against deposited or withdrawn bullion. IIDI plays an analogous role to CDSL/NSDL, ensuring demat safety and KYC compliance (Know Your Bullion Depositor) for market participants.
- **Vault Managers:** IFSCA-registered vault operators store the physical bullion backing the BDRs. The three approved vault managers in GIFT IFSC are the same as for EGRs: Brinks India, Malca-Amit JK Logistics, and Sequel Logistics. They handle receipt-taking, inventory auditing and issuance of BDRs to the depository.
- **Trading/Clearing Members:** Entities (Indian banks, bullion brokers, and other approved members) who trade on IIBX, clearing members ensure 100% funds pay-in (for buyers) or physical BDR pay-in (for sellers) on T+0 basis so settlement risk is nil. Clearing and settlement is done via multilateral netting as per IFSCA rules.
- **Qualified Participants:** Under the regulatory framework, only "Qualified Jewellers" (large bullion traders/jewellery companies meeting net-worth and turnover criteria) and "Qualified Suppliers" can import and trade through IIBX.

The BDR market has shown rapid growth since inception. During FY 2022-23 (IIBX's first year of operation) a total of 0.4 tonnes of gold was traded. This traded quantity rose up to 7.9 tonnes in FY 2023-24. Further the market saw significant growth in Q1 of FY 2024-25, when IIBX reported 9.7 tonnes of gold traded, surpassing the cumulative volume recorded in the entire preceding period.

Exhibit 4.14: Quantity of Gold traded on IIBX (in tonnes)



Source: IIBX

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Key growth drivers:

- **Strong structural demand:** India remains the largest consumer of gold globally, accounting for over one-fourth of worldwide demand. The country's jewellery manufacturing ecosystem and broader bullion-related industries rely on a steady inflow of high-purity gold and silver. A regulated exchange-based platform like IIBX offers an efficient and transparent alternative to traditional fragmented procurement channels.
- **Eased access through import reforms:** The introduction of direct participation rights for "Qualified Jewellers" under specific net-worth and turnover thresholds, along with the allocation of substantial Tariff Rate Quotas (TRQs) under the India–UAE CEPA framework, has simplified the bullion import process. Prominent industry players, including Titan Company Limited and Malabar Gold & Diamonds, have joined the platform, contributing to growing institutional participation.
- **Policy-driven cost advantages:** Bullion procurement through the IIBX benefits from several tax incentives, including exemption from customs duty, trading taxes, and long-term capital gains tax. These fiscal advantages significantly enhance the cost competitiveness of gold and silver imported via this route, making it an attractive proposition for market participants.
- **Emerging as a regional bullion hub:** With its establishment, IIBX joins a limited group of international bullion exchanges, including those in Shanghai and Istanbul. Its strategic location within the GIFT City IFSC and supportive regulatory framework position it to serve as a key regional bullion trading centre. The platform is also drawing interest from global bullion suppliers and non-resident investors, indicating its potential for broader international engagement. IIBX is also enabling companies to benefit from the transparent pricing available for the purchase of gold and silver, allowing them to make purchases across different weight categories. The gold is procured from sources such as LBMA-accredited refiners or UAE Good Delivery-accredited refiners providing quality assurance, and safe storage of bullion in vaults.

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5. Competitive Landscape

5.1 Product and Service Portfolio of Key Players

India's precious metals and emerging gold-tech industry is shaped by diverse players engaged across the value chain. In recent years, the industry has seen rapid digital transformation, with some players diversifying into gold-tech solutions such as digital gold and silver, gold loans, gold EMIs, gold SIPs, gold FD and leasing models that blend traditional assets with financial technology. Some players also offer jewellery under their own brand labels, operate refining facilities accredited by both national and international bodies, serving the needs of domestic markets while also catering to international demand. Amongst the selected organized peer list, Augmont Enterprises Ltd. is the most integrated in terms of products and services offerings. Also, it has presence across 24 states as of August 31, 2025.

Exhibit 5.1: Player Overview of Key Players

Player	Year of Incorporation	Headquarters	Overview
*Augmont Enterprises Ltd.	2012	Mumbai, Maharashtra	Augmont is one of the leading players bringing together physical infrastructure and digital distribution for Gold, LGD and Alloys, and restructuring the value chain with respect to procurement, storage, distribution and monetization. Key solutions include SPOT, a live delivery-based bullion trading platform; two in-house refineries with a combined annual capacity of 280 tonnes; Digi Gold and Silver for fractional digital ownership; Gold SIPs and Gold FDs for savings and investment; Gold Loan Tech for gold backed digital lending; EMI Gold for installment based purchases; and Sell Old Gold services for recycling and liquidity. Augmont also operates as an authorized participant in Gold and Silver ETFs, offers a range of minted coins, and supports B2B distribution of lab grown diamonds. Augmont and its subsidiary are certified as authorized economic operator (AEO) T-2 category under AEO program, Directorate of International Customs, providing them with AEO T-2 category benefits like priority scanning, deferred duty payments and other benefits. Augmont offers digital gold investment options and gold jewellery. The company launched SPOT, an online delivery-based bullion trading platform, in FY 2012, which allows jewellers and traders to trade in physical bullion. It offers physical bullion such as gold and silver coins and bars, digital gold and silver, gold loan, gold EMI, gold recycling options, gold SIP, gold FD. Augmont is also an authorized participant for gold and silver ETF and facilitates B2B distribution of lab-grown diamonds through partner. It operates two refineries with a collective capacity of 280 TPA. The company is also recognized by the India Bullion and Jewellers Association (IBJA). Augmont is one of the few companies in India with presence across both online and offline channels for purchase of gold and silver. Augmont Enterprises Pvt Ltd has been awarded "India's No 1 Gold Platform of the year 2024-25" by India Gold Conference (IGC).
MMTC-PAMP India Pvt. Ltd.	2008	New Delhi, Delhi	A joint venture between MMTC Ltd. and Switzerland's MKS PAMP SA, MMTC-PAMP operates India's only LBMA-accredited gold and silver refinery The company offers digital gold/silver, minted products, and refining services.
MD Overseas Pvt. Ltd.	1980	New Delhi, Delhi	MD Overseas is a certified supplier for major commodity exchanges including MCX, BSE, and NSE, and is engaged in the import, export, and physical trading of gold, silver, jewellery, and copper. In addition to its core bullion business, MD Overseas has diversified into real estate development.

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**Caps Gold Pvt. Ltd.	2009	Secunderabad, Telangana	Caps Gold offers gold and silver products, including coins and jewellery.
Zaveri & Co.	1989	Ahmedabad, Gujarat	Zaveri & Co. is a jewellery retail chain in Gujarat, offering gold, diamond, and silver jewellery. The company has expanded into bullion trading and renewable energy sectors, including wind and solar power projects.
Sovereign Metals Ltd.	2012	Ahmedabad, Gujarat	Sovereign Metals Limited is an integrated precious metals company specializing in refining, assaying, minting, and trading gold and silver.
Safegold	2017	Mumbai, Maharashtra	SafeGold is a digital platform that allows users to buy, sell, and securely store 24K (99.99% purity) gold online. Additionally, it offers gold SIP, gold FD, partnerships with jewellers for redeeming digital gold against jewellery purchases and gold leasing program.

Source: Technopak Research & Analysis, Company Websites, Annual Reports
*Note: *Augmont Enterprises Ltd. facilitates the business-to-business (B2B) distribution of lab-grown diamonds through partner.*
***Caps Gold, previously known as M/s Chanda Anjaiah Parameshwar (CAP), was established in 1901. The company was renamed CapsGold Private Limited in 2009.*

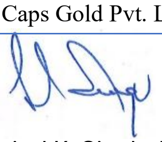
Exhibit 5.2: Product Portfolio of Key Players

Player	Capabilities, Products and Services											
	Refinery	Physical Bullions	Jewellery	Bullion Trading	B2B Bullion Trading Platform	Gold Loan	Gold EMI	Scrap Gold Exchange	Digital Gold/ Silver	Gold SIP	Gold FD	LGD
Augmont Enterprises Ltd.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
MMTC-PAMP India Pvt. Ltd.	✓	✓	-	✓	NA	-	-	✓	✓	-	-	-
MD Overseas Pvt. Ltd.	✓	✓	✓	✓	-	-	-	-	-	-	-	-
Caps Gold Pvt. Ltd.	-	✓	✓	✓	✓	-	-	-	-	-	-	-
Zaveri & Co.	✓	✓	✓	✓	-	-	-	-	-	-	-	-
Sovereign Metals Ltd.	✓	✓	-	✓	NA	-	-	-	-	-	-	-
Safegold	-	✓	-	✓	-	-	-	-	✓	✓	✓	-

Source: Technopak Research & Analysis, Company Websites, Annual Reports
Note: Augmont is an AP (Authorized Participant) for Gold ETFs. Augmont Jewellery includes both Gold and LGD Jewellery.
Other Products and Services: Augmont offers loose lab-grown diamonds; MD Overseas offers nickel and copper articles
"-"Not Applicable, "NA"-Data not available

Exhibit 5.3: Segmentation of Gold and Silver Bar and Coins by Weight (Gm)

Player	Gold Bar	Gold Coin	Silver Bar	Silver Coin	Others
Augmont Enterprises Ltd.	1,2,4,5,8,10,20, 50,100,1000	0.1, 0.5, 1,2, 5, 8, 10, 20, 31.1, 50,100 and 1 ounce	5,10,20,50,100, 250, 500,1000	5, 10, 20, 31.1,50,100,200 1 ounce	Gold Atom-0.05, Platinum bars, Silver granules
MMTC-PAMP India Pvt. Ltd.	10,100	0.5, 2, 5, *7.988, 8, 20	20 ,50 ,100, 250 1000	5,10,20,31.1	-
MD Overseas Pvt. Ltd.	100,1000	NA	15000,30000	NA	Silver Granules
Caps Gold Pvt. Ltd.	-	0.5,1,8,10	-	0.5,1,8,10	-



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Zaveri & Co.	10, 50, 100, 1000	-	100, 500, 1000	-	-
Sovereign Metals Ltd.	NA	1	10,100,1000	NA	-
Safegold	5,10,20,100	0.5, 1, 2, 5, 10	50,100	-	-

Source: Technopak Research & Analysis, Company Websites, Annual Reports
Note: All the gold bars and coins are of 24K purity, while the silver bars and coins have a purity of 999.9, unless otherwise specified.
The 7.988 gm gold coin from MMTC-PAMP is available in 22k purity only.
Caps Gold Pvt. Ltd. allows for customization in terms of weight and design for bulk orders of 50 pieces or more.
Data presented is current as of May 2025, "NA"-Data not available, "-"-Not Applicable

Exhibit 5.4: Jewellery Brands by Key Players

Player	Brands	Product Description
Augmont Enterprises Ltd	Augmont	Gold jewellery
MMTC-PAMP India Pvt. Ltd.	MMTC-PAMP	Gold Pendant
MD Overseas Pvt. Ltd.	NA	-
Caps Gold Pvt. Ltd.	Kalash Fine Jewels	Gold and Diamond jewellery, Silver articles
Zaveri & Co.	Aahana	Gold jewellery
	Shikara	NA
	Simply Diamonds	Diamond jewellery
Sovereign Metals Ltd.	-	-
Safegold	-	-

Source: Technopak Research & Analysis, Company Websites, Annual Reports
Note: "NA"-Data not available, "-"Not Applicable

Exhibit 5.5: Refining Capacity of Key Players (FY 2024)

Player	Refining Capacity (TPA)	Refining Location
Augmont Enterprises Ltd.	Gold + Silver:140 (Uttarakhand) Gold: 140 (Mumbai)	Rudrapur, Uttarakhand and Mumbai, Maharashtra
MMTC-PAMP India Pvt. Ltd.	Gold:300 Silver:600	Mewat, Haryana
MD Overseas Pvt. Ltd.	Gold: 109.5 Silver: 182.5	Rudrapur, Uttarakhand
Zaveri & Co.	Gold + Silver: 216	Rudrapur, Uttarakhand and Ahmedabad, Gujarat
Sovereign Metals Ltd.	Gold :100 Silver:250	Naroda, Gujarat

Source: Technopak Research & Analysis, Company Websites, Annual Reports
Note: Augmont refines 25–30 MTPA of imported doré gold annually, Augmont IFSC Pvt. Ltd.: 1 SEZ Unit (Gandhinagar, Gujarat), MD Overseas:2 SEZ Units (Noida, UP; Surat, Gujarat),

Certifications

Certifications serve as a critical benchmark of trust, quality, and compliance in the precious metals industry. Leading players pursue a wide range of accreditations to validate their operations across refining, trading, safety, sustainability, and ethical sourcing.

Exhibit 5.6: Certifications held by Key Players (FY 2024)

Player	Certifications
Augmont Enterprises Ltd.	• ISO Certification 9001:2015 • ISO 17025: 2017 • NABL • BIS • AEO T2 • RJC • 3 Star Export House for its subsidiary Ideal Fiscal • IGD

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	• Qualified Jeweller on IIBX
MMTC-PAMP India Pvt. Ltd.	• LBMA • BIS • ISO 50001:2018 • ISO 9001:2015 • ISO 14001:2015 • ISO 45001:2018 • SA 8000 • RJC
MD Overseas Pvt. Ltd.	• RJC • NABL • BIS • Accredited Client status from Indian Customs
Caps Gold Pvt. Ltd.	• BIS
Zaveri & Co.	• NABL • BIS • Four Star Trading House • OECD Due Diligence
Sovereign Metals Ltd.	• RJC COP 2019 Certificate: 0000 5404 • ISO 14001: 2015 • ISO 45001: 2018 • ISO 17025: 2017 • NABL • BIS Hallmark
Safegold	NA

Source: Technopak Research & Analysis, Company Websites, Annual Reports, "NA"-Data not available

5.2 Innovations and Sustainability Initiatives of Key Players

Innovation and sustainability initiatives are driving transformation across the precious metals industry. Leading players like Augmont have launched their own trading platforms, offering real-time bullion trading and enhancing market transparency. Some companies have revolutionized the industry landscape by introducing micro-savings, making investment more affordable and accessible to Indian consumers. Augmont introduced India's thinnest 0.1gm gold coin in FY 2022, making investment in gold more affordable for Indian consumers.

Furthermore, several players have integrated renewable energy sources into their operations and supported environmental efforts through use of recycled metals, use of clean fuel and various other initiatives. These measures are reshaping the industry into a more inclusive, efficient, and environmentally conscious ecosystem.

Exhibit 5.7: Technologies Used by Key Players

Player	Technologies Used
Augmont Enterprises Ltd.	Launched SPOT- an online bullion trading platform, enabling jewellers to buy and sell physical bullion. SPOT has a network of over 5,000 jewellers across India, offering brokerage-free and delivery-based trading. Launched Gold For All Platform which allows purchase of digital gold and silver, jewelry, physical bullion ,gold SIP , gold loan and other investment solutions making gold investment accessible to the younger generation.
MMTC-PAMP India Pvt. Ltd	NA
MD Overseas Pvt. Ltd	NA
Caps Gold Pvt. Ltd	Launched Caps Spot -an electronic bullion trading platform, offering real-time market feeds with a structured delivery mechanism
Zaveri & Co.	Employed augmented and virtual reality technologies within retail environments to elevate customer engagement and provide tailored design solutions.
Sovereign Metals Ltd.	NA
Safegold	SafeGold launched Gains platform which enables customers to lease their digital gold to jewellers earning a yield credited in gold

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Source: Technopak Research & Analysis, Company Websites, Annual Reports
Note: "NA"- Data not available

Exhibit 5.8: Sustainability Initiatives by Key Players

Player	Sustainability Initiatives
Augmont Enterprises Ltd.	• Offers LGD jewellery crafted from 100% recycled gold Supported community development and sustainability by establishing a public drinking water facility and enhancing the surroundings at Zaveri Bazaar, Mumbai through its partner Akoirah. • Animal welfare and girl child education • Uses Inductively Coupled Plasma (ICP) machines and X-Ray Fluorescence (XRF) spectrometers to ensure eco-friendly refining with minimal environmental impact
MMTC-PAMP India Pvt. Ltd	• Installed 52 kW solar systems across 11 sites including schools, Anganwadis, and a health centre, ensuring sustainable electricity. • Refinery employs 705 kWp monocrystalline solar panels, meeting 30% of energy needs and reducing emissions by over 600 tCO_2 annually
Zaveri & Co.	• Made investments in renewable energy generation, operating a portfolio of wind, solar, and hydroelectric projects to support clean power and reduce carbon emissions
Sovereign Metals Limited	• The company employs technologies such as Inductively Coupled Plasma (ICP) Machine and X-Ray Fluorescence (XRF) Spectrometers to minimize environmental impact, ensuring that refining processes are environmentally friendly and products are sustainably sourced

Source: Technopak Research & Analysis, Company Websites, Annual Reports
"NA"-Data not available

5.3 Export and Domestic Revenue of Key Players

Most of the key players majorly generate a significant share of their revenue from within India, fuelled by consumer demand, widespread retail expansion, and the growing popularity of digitally enabled gold investment solutions.

Exhibit 5.9: Export Vs Domestic Revenue of Key Players (FY 2024)

Player	Export Revenue (in INR Mn)	% Share of Exports in Revenue	Domestic Revenue (in INR Mn)	% Share of Domestic Revenue in Revenue
Augmont Enterprises Ltd.*	16,309.84	4.67%	3,32,905.09	95.33%
MMTC-PAMP India Pvt. Ltd.	16,669.51	4.40%	3,62,018.16	95.60%
MD Overseas Pvt. Ltd.	63,495.15	37.94%	103843.07	62.06%
Caps Gold Pvt. Ltd.	0.00	0.00%	83,853 .11	100.00%
Zaveri & Co.	45,604.38	56.19%	35,550.69	43.81%
Sovereign Metals Ltd.	0.00	0.00%	49,831.49	100.00%
Safegold	0.00	0.0%	61,089.50	100.00%

** For FY 2025, Augmont Enterprises reported export revenue of INR 80,521.67 million which was 12.16% of overall revenue and domestic revenue of INR 5,81,786.12 million which accounted for 87.84% of the overall revenue.*

Technopak Research & Analysis, Company Websites, Annual Reports

5.4 Channel Presence and Retail touchpoints of Key Players

Players have embraced digital transformation by offering online platforms for buying, investing, and trading gold, while also maintaining a strong offline presence through physical outlets and retail partnerships. Some companies operate their own exclusive showrooms, others collaborate with third-party jewellers to widen their distribution network, and a few leverage a combination of both approaches to maximize market reach.

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Exhibit 5.10: Physical Retail network of Key Players

Player	Total Retail Touchpoints	Retail Touchpoint Type
Augmont Enterprises Ltd.	4,691	• SPOT Delivery Centers: 15 • *Sell Old Branches:84 (including 83 Gold For All stores) • Partners :202(Digital Gold Partners: 187, Gold EMI Stores: 15) • Partner Stores through Muthoot: 3700 • Partner Stores through Kalyan Jewellers: 310 • Partner Stores through Caratlane: 130 Coin distribution through 4 distributors and 250 retail stores
MMTC-PAMP India Pvt. Ltd.	528	• Exclusive Brand Outlets: 17 • Partner stores :511
MD Overseas Pvt. Ltd.	24	• Physical Sales Location :24
Caps Gold Pvt. Ltd.	6	• Delivery Stores: 6
Zaveri & Co.	4	• Jewelry Stores :4
Sovereign Metals Ltd.	NA	-
Safegold	91	• Partner Stores :91

Source: Technopak Research & Analysis, Company Websites, Annual Reports
*Note: *Includes 11 Gold for All Stores*
Physical sales location of MD Overseas are branch offices which facilitate sales of products
"NA"-Data not available,"-"-Not Applicable

5.5 Key Acquisitions and Key Entrants

The entry of new-age players in the gold-tech space has revolutionized the industry by introducing micro-investment models that make gold more accessible and affordable for Indian consumers. By leveraging digital platforms, these innovations are expanding the customer base and resonating strongly with a younger audience. Additionally, the Indian gold and gold-tech sector have witnessed fundings and acquisitions aimed at strengthening market presence and expanding customer reach.

Exhibit 5.11: New Players in the industry (2021-till date)

Trading Platform	Year of Incorporation	Headquarters	Overview	Funding	Stakeholders
Gullak	2022	Bengaluru, Karnataka	Enables gold savings through features like Gold+ SIPs, Snap Save, and digital gold investments	Seed -Round (FY 2023) Amount Raised: USD 3 Mn (FY 2023) Pre-Seed Round: Amount Raised (FY 2022): USD 1.3 Mn	Angel Investors: Kunal Shah (CRED), Akshay Mehrotra, and Ashish Goyal (Early Salary) Other Investors: Y Combinator (YC), Rebel Partners, Better Capital, Good Water Capital, GMO

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					Fintech Fund, TRTL Ventures
Plus Gold	2022	Bengaluru, Karnataka	Offers gold investment solutions through digital gold and allows redemption as physical jewellery	Seed Round: Amount Raised (FY 2024): USD 1.2 Mn	Angel Investors: Sonakshi Sinha, Sachin Shetty, Varun Dua, Shrish Mishra. Other Investors: JITO, Signal Ventures, Misfits Social ,Venture Catalysts
Jar	2021	Bengaluru, Karnataka	Enables micro savings by rounding up daily digital transactions which are consequently invested in 24K digital gold	Series A (FY 2022): Amount Raised: USD 32 Mn, Valuation Achieved: Over USD 200 Mn Series B (FY 2022): Amount Raised: USD 22.6 Mn, Valuation Achieved: Over USD 300 Mn	Lead Investor: Tiger Global Management Angel Investors: Victor Jacobsson (Klarna), Suleman Ali (Ali Capital), Shamir Karkal (Sila Money), Byron Ling (Canaan Partners), Joel John (Ledger Prime), Jeremy Cai (Italic) Other Investors: Rocketship.vc, Third Prime, Stonks, Force Ventures, Arkam Ventures, WEH Ventures, 1Finance, Capier Investments, Cloud Capital, Folius Ventures, Panthera Capital, Prophetic Ventures, Yes VC, Adam Nash (Wealthfront), Zachary Hargreaves (Vires Aeronautics)
Appreciate	2021	Mumbai, Maharashtra	Offers investment solutions across US stocks, US ETFs, mutual funds and digital gold	NA	NA
Spare 8	2020	Mumbai, Maharashtra	Offers micro-investment solutions through digital gold purchases and gold leasing	Pre-Seed Round: Amount Raised (FY 2022): USD 0.8 Mn, Valuation Achieved: USD 2.8 Mn	Angel Investors: Ajay Adiseshan, Anoop Mathur, Jaydeep Deshpande, Yagnesh Sanghrajka Other Investors: 2am VC, Broom Ventures, Incisive Ventures, Varanium Capital, Magic Fund
Ruptok	2020	New Delhi, Delhi	Offers gold loans	Seed Round: Amount Raised (FY 2021): USD 1.4 Mn Valuation Achieved: USD 4.9 Mn Series A Round: Amount Raised (FY 2021): USD 2.1 Mn Valuation Achieved: USD 25.2 Mn	Angel Investors: Neeraj Aggarwala, Nivedan Sahay, Delony Manuvel Kavita Ingule, Niranjan Ananthkrishnan Ayyar, Amit Gaosandhe, Paramhans Niranjan Chetiwal, Amirullah Mohammad Alikhan, Vineeth Viswanathan, Prince Taneja, Darshan

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					Patodi, Prafull Babar, Dharnidhar Dubey, Other Investors:ABL, Wurk, VRM Ventures Sharad Ingule, Akshita Gupta *Eclear Leasing and Finance
Dvara Smartgold	2019	Mumbai, Maharashtra	Offers gold loans and gold SIPs through its micro-savings platform.	Angel Fund: Amount Raised (FY 2021): USD 34.2K: Valuation Achieved: USD 4.1 Mn Seed Round: Amount Raised (FY 2022): USD 34.2K: Valuation Achieved: USD 2.0 Mn	Angel Investor: Anisha Motwani Other Investors: Axilor Ventures, Lakshmikumaran, Sridharan, IC Universal Legal

Source: Technopak Research & Analysis, Company Websites, Annual Reports
**Ruptok secured debt funding of ~ USD 2.0 million from Eclear Leasing & Finance in FY 2021.*
"NA"-Data not available

Exhibit 5.12: Key Acquisitions in the Industry

Company	Acquisition	Year	Stake	Amount (INR Mn)
Sky Gold Ltd.	Sparkling Chains Pvt. Ltd. and Starmangalsutra Pvt. Ltd.	2024	NA	500
Shirpur Gold Refinery Ltd	Metalli Exploration and Mining	2018	70%	NA
*Kalyan Jewellers	Candere	2017	NA	400
Rajesh Exports Ltd.	Valcambi	2015	100%	25,600

Source: Technopak Research & Analysis, Company Websites, Annual Reports
Note: In 2024, Kalyan Jewellers fully acquired Candere with an additional investment of INR 420 million.
"NA"-Data not available

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6. Financial Benchmarking

6.1. Revenue from Operations

Revenue from operations serves as the primary indicator for assessing a company's financial performance. This metric acts as the indicator of business success, illustrating the company's capacity to generate income through its core activities. It shows how efficiently the business is performing in its primary operations. Augmont Enterprises recorded second highest revenue from operations among its peers in FY 2024 with INR 3,49,275.93 million in FY 2024.Augmont Enterprises has reported a revenue growth of 16.19% between FY 2022 to FY 2024 with revenue from operations growing from INR 2,58,654.30 in FY 2022 to INR 6,62,307.79 in FY 2025.

Exhibit 6.1: Revenue from Operations (INR Million) (Years in FY)

Player	2022	2023	2024	2025	CAGR 2022-2024
Augmont Enterprises Ltd.	2,58,654.30	3,12,893.11	3,49,214.93	6,62,307.79	16.19%
MMTC-PAMP India Pvt. Ltd.*	2,92,776.12	3,15,090.71	3,78,078.05	NA	13.64%
M D Overseas Pvt. Ltd.*	99,165.46	1,73,522.84	1,68,341.54	NA	30.29%
Caps Gold Pvt. Ltd.*	1,04,240.66	69,597.46	83,853.11	NA	-10.31%
Zaveri & Co.*	56,751.58	86,780.65	81,768.51	NA	20.03%
Sovereign Metals Ltd.*	55,585.14	62,818.97	49,831.49	NA	-5.32%
Safegold*	24,741.28	44,983.01	61,153.34	NA	57.22%

Source: Annual Reports, Secondary Research, Technopak Analysis, MCA reports
All figures are consolidated except for Sovereign Metals Limited and values of FY 2022 and FY 2023 of Caps Gold Private Limited.
NA: Not Available
**CAGR is considered for FY2022-2024*

6.2. Gross Profit and Gross Margin

Gross margin indicates the portion of revenue that remains after subtracting the cost of goods sold. It shows how well a company controls its production expenses and establishes successful pricing strategies. A higher gross margin demonstrates better profitability and operational efficiency. Augmont Enterprises recorded highest gross profit of INR 2,102 million in FY 2024 among its peers. Furthermore, Augmont Enterprises recorded CAGR growth of 58.08% between FY 2022 to FY 2024 with gross profit rising from INR 817.35 million in FY 2022 to INR 4,318.68 million in FY 2025.

Exhibit 6.2: Gross Profit (in INR Million), Gross Margin (%) (Years in FY)

Player	2022		2023		2024		2025		CAGR 2022-2024
	Gross Profit	Gross Margin	Gross Profit	Gross Margin	Gross Profit	Gross Margin	Gross Profit	Gross Margin	
Augmont Enterprises Ltd.	817.35	0.32%	1381.72	0.44%	2042.39	0.58%	4,318.68	0.65%	58.08%
MMTC-PAMP India Pvt. Ltd	4829.64	1.65%	5510.05	1.75%	1,1079.97	2.93%	NA	NA	51.46%
Caps Gold Pvt. Ltd.	237.33	0.23%	257	0.37%	274.37	0.33%	NA	NA	7.52%
Sovereign Metals Ltd.	397.90	0.72%	561.28	0.89%	455.77	0.91%	NA	NA	7.03%
Safegold	321.50	1.30%	389.79	0.87%	629.19	1.03%	NA	NA	39.89%

Source: Annual Reports, Secondary Research, Technopak Analysis, MCA reports
Gross Profit= Revenue from Operation - COGS
*Gross Margin= (Gross Profit/Revenue from Operations)*100*
NA: Not Available, "-": Can't be calculated due to unavailability, negative numerator, denominator or both.

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All figures are consolidated except for Sovereign Metals Limited and values of FY 2022 and FY 2023 of Caps Gold Private Limited.
**CAGR is considered for FY2022-2024*

6.3. EBITDA and EBITDA Margin

EBITDA (Earnings Before Interest, Taxes, Depreciation, and Amortization) assesses a company's operational performance by excluding expenses not related to its core activities. It provides a view of profitability based solely on the company's primary operations. Augmont Enterprises reported EBITDA CAGR of 68.19% between FY 2022 to FY 2024.

Exhibit 6.3: EBITDA (in INR Million), EBITDA Margin (%) (Years in FY)

Player	2022		2023		2024		2025		CAGR 2022-2024
	EBITDA	EBITDA Margin	EBITDA	EBITDA Margin	EBITDA	EBITDA Margin	EBITDA	EBITDA Margin	
Augmont Enterprises Ltd.	367.36	0.14%	630.06	0.20%	1,039.19	0.30%	3,040.88	0.46%	68.19%
MMTC-PAMP India Pvt. Ltd*	2,009.76	0.50%	2,694.47	0.86%	7,672.35	2.04%	NA	NA	95.39%
M D Overseas Pvt. Ltd*	1,364.74	1.38%	1,939.47	1.12%	2,871.48	1.71%	NA	NA	45.05%
Caps Gold Pvt. Ltd*	141.32	0.14%	141.76	0.20%	122.66	0.15%	NA	NA	-6.784%
Zaveri & Co.*	219.43	0.39%	1,558.63	1.80%	2,578.88	3.15%	NA	NA	247.82%
Sovereign Metals Ltd.*	239.86	0.43%	274	0.44%	236.06	0.47%	NA	NA	-0.80%
Safegold*	-12.02	-0.05%	-14	-0.03%	-86.00	-0.14%	NA	NA	-

Source: Annual Reports, Secondary Research, Technopak Analysis, MCA reports.
EBITDA= (Finance Cost + Depreciation & Amortization + Profit before Tax before share of associates and exceptional items) - Other Income
EBITDA Margin = EBITDA /Revenue,
All figures are standalone except
NA: Not Available, "-": Can't be calculated due to unavailability, negative numerator, denominator or both.
All figures are consolidated except for Sovereign Metals Limited and values of FY 2022 and FY 2023 of Caps Gold Private Limited.
**CAGR is considered for FY2022-2024*

6.4. PAT and PAT Margin

Profit After Tax (PAT) and the PAT margin are crucial metrics for gauging a company's profitability after all operational and overhead expenses have been considered. These metrics provide a transparent perspective on the company's efficiency in managing its operations and producing net income. Augmont Enterprises recorded PAT CAGR of -36.96% between FY 2022 to FY 2024.

Exhibit 6.4: PAT (in INR Million), PAT Margin (%) (Years in FY)

Player	2022		2023		2024		2025		CAGR 2022-2024
	PAT	PAT Margin	PAT	PAT Margin	PAT	PAT Margin	PAT	PAT Margin	
Augmont Enterprises Ltd.	1,911.60	0.74%	436.87	0.14%	759.66	0.22%	2,271.88	0.34%	-36.96%
MMTC-PAMP India Pvt. Ltd.*	417.05	0.14%	1,061.30	0.34%	4565.26	1.21%	NA	NA	230.86%
M D Overseas Pvt. Ltd.*	1,176.55	1.18%	1,596.96	0.92%	2,841.06	1.68%	NA	NA	55.39%
Caps Gold Pvt. Ltd.*	87.81	0.08%	83	0.12%	49.73	0.06%	NA	NA	-24.74%
Zaveri & Co.*	451.97	0.79%	1,088	1.25%	1,818.32	2.21%	NA	NA	100.58%
Sovereign Metals Ltd.*	75.35	0.14%	117.56	0.19%	117.62	0.24%	NA	NA	24.94%
Safegold*	-8.06	-0.03%	110.36	0.24%	-87.63	-0.13%	NA	NA	-

Source: Annual Reports, Secondary Research, Technopak Analysis, MCA reports.
PAT= Profit before Tax - Tax
*PAT Margin= (PAT/ Revenue from Operations)*100*
Note: NA: Not Available, "-": can't be calculated due to one of the figures being 0, unavailability, negative numerator, denominator or both
All figures are consolidated except for Sovereign Metals Limited and values of FY 2022 and FY 2023 of Caps Gold Private Limited.

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**CAGR is considered for FY2022-2024*
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6.5. Debt-Equity Ratio

The debt-equity ratio evaluates a company's financial leverage by comparing its total debt to shareholders' equity. This ratio is crucial as it reveals the extent of debt financing relative to equity, helping investors and analysts gauge the company's financial stability and risk. A higher debt-equity ratio may indicate higher risk, suggesting the company relies more on debt, whereas a lower ratio points to a more cautious approach with less dependence on borrowed funds.

Exhibit 6.5: Debt-Equity Ratio (Years in FY)

Player	2022	2023	2024	2025
Augmont Enterprises Ltd.	0.37	1.74	0.29	0.05
MMTC-PAMP India Pvt. Ltd.	1.75	1.97	0.01	NA
M D Overseas Pvt. Ltd.	0.55	0.35	0.04	NA
Caps Gold Pvt. Ltd.	1.45	1.61	1.33	NA
Zaveri & Co.	0.45	3.52	0.43	NA
Sovereign Metals Ltd.	0.89	0.70	0.21	NA
Safegold	0.00	0.00	0.00	NA

Source: Annual Reports, Technopak Analysis
Net Debt = Current Borrowings + Noncurrent borrowings
Debt Equity Ratio= Net Debt/ Total Equity
All figures are consolidated except for Sovereign Metals Limited and values of FY 2022 and FY 2023 of Caps Gold Private Limited

6.6. Return on Equity

Return on Equity (ROE) assesses a company's profitability by measuring its ability to generate profit from shareholders' equity. This ratio is calculated by dividing Profit After Tax (PAT) by shareholders' equity. ROE offers critical insights into how well a company leverages investor funds to produce earnings and is a significant indicator of financial performance and management effectiveness. ROE for Augmont Enterprises stood at 74.19% in FY 2025.

Exhibit 6.6: Return on Equity (%) (Years in FY)

Player	2022	2023	2024	2025
Augmont Enterprises Ltd.	23.51%	48.76%	49.94%	74.19%
MMTC-PAMP India Pvt. Ltd.	12.73%	26.44%	67.42%	NA
M D Overseas Pvt. Ltd.	11.32%	13.54%	20.30%	NA
Caps Gold Pvt. Ltd.	27.30%	19.86%	10.30%	NA
Zaveri & Co.	7.26%	15.95%	21.88%	NA
Sovereign Metals Ltd.	11.69%	15.87%	13.70%	NA
Safegold	-7.12%	64.80%	-46.80%	NA

Source: Annual Reports, Technopak Analysis
*Return on Equity= (Profit after Tax(PAT)/ Average Shareholder's Equity)*100*
All figures are consolidated except for Sovereign Metals Limited and values of FY 2022 and FY 2023 of Caps Gold Private Limited.
NA: Not Available, Na(1): Can't be calculated due to unavailability, negative numerator, denominator or both.

6.7. Return on Capital Employed

Return on capital employed (ROCE) evaluates a company's profitability and efficiency in utilizing its capital. It is calculated by dividing operating profit by capital employed, which encompasses both equity and debt. ROCE offers insight into how effectively a company is generating profits from its total capital, highlighting overall financial performance and operational efficiency. ROCE of Augmont Enterprises reached 70.10% in FY 2025.

Exhibit 6.7: Return on Capital Employed (%) (Years in FY)

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Player	2022	2023	2024	2025
Augmont Enterprises Ltd.	14.51%	50.59%	49.27%	70.10%
MMTC-PAMP India Pvt. Ltd.	28.68%	45.55%	78.72%	NA
M D Overseas Pvt. Ltd.	12.36%	15.28%	18.43%	NA
Caps Gold Pvt. Ltd.	20.72%	16.87%	9.38%	NA
Zaveri & Co.	2.71%	20.15%	25.17%	NA
Sovereign Metals Ltd.	25.73%	26.44%	20.35%	NA
Safegold	-10.57%	-6.51%	-55.06%	NA

Source: Annual Reports, Technopak Analysis
Return on Capital Employed= EBIT (PBT+ Finance Cost-Other Income) / Capital Employed(Total Assets-Current Liabilities)
All figures are consolidated except for Sovereign Metals Limited and values of FY 2022 and FY 2023 of Caps Gold Private Limited.
Note: NA: Not Available, Na(1): can't be calculated due to one of the figures being 0, unavailability, negative numerator, denominator or both.

6.8. Working Capital Days

This indicator assesses how well a business operates and how well it can control cash flow, which affects liquidity and overall financial stability.

Exhibit 6.8: Working Capital Days(Years in FY)

Player	2022	2023	2024	2025
Augmont Enterprises Ltd.	0.85	0.46	0.27	1.15
MMTC-PAMP India Pvt. Ltd.	11.83	13.10	9.86	NA
M D Overseas Pvt. Ltd.	33.75	15.24	8.30	NA
Caps Gold Pvt. Ltd.	1.75	3.83	3.20	NA
Zaveri & Co.	8.27	65.69	9.29	NA
Sovereign Metals Ltd.	4.40	3.02	2.02	NA
Safegold	-2.47	-7.05	-5.88	NA

Source: Annual Reports, Technopak Analysis
Working Capital Cycle= Inventory Days+ Receivable Days – Payable Days
Inventory days metric that indicates the average number of days a company holds inventory before selling it.
*Inventory Days= (Inventory/ Revenue from operations) *365*
Receivable Days is average number of days it takes a company to collect payment after a sale.
*Receivable Days= (Accounts Receivable/Revenue from operations) *365*
Payable Days) indicates the average number of days a company takes to settle its accounts payable
*Payable days= (Accounts Payable/ Revenue from operations)*365*
All figures are consolidated except for Sovereign Metals Limited and values of FY 2022 and FY 2023 of Caps Gold Private Limited.
Note: NA: Not Available, Na(1): can't be calculated due to one of the figures being 0, unavailability, negative numerator, denominator or both.

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