

# Platinum Now an Attractive Alternative to Gold

**TAPASH TALUKDAR**  
MUMBAI

With gold prices reaching an all-time high of ₹30,420 per 10 gm on Wednesday, investors are keen on parking their money in platinum, which is trading at ₹28,500 per 10 gm.

Analysts said it was right time to buy platinum because the metal is likely to provide nearly 30% returns by the end of the year. The prices of platinum have moved up by 30% to 40% annually in the last five years.

"Investors are increasingly becoming wary of gold prices due to negative international factors, including euro zone debt crisis, US unemployment data and rupee

depreciation. Therefore, they are looking at better options and platinum is emerging as a best alternative to gold," said Prithviraj Kothari, president of Bombay Bullion Association. Platinum hit a high of \$1,729 per ounce this year and is hovering around \$1,458 per ounce.

"For some months, gold has been swinging between safe and risky zones and confusing investors whether to stay long on gold or not. They are considering platinum as best option where demand is rising significantly," said Reena Walia, senior research analyst, international commodities & currencies, Angel Broking.

Platinum is mostly used in automotive sector, jewellery and industrial applications. "The de-

mand for platinum is increasing across jewellery houses. Female customers prefer the metal over gold," said Bachharaj Bamalwa, chairman, All India Gems And Jewellery Trade Federation. The prices are likely to surge as industry demand goes up with the revival of the economy. Demand for platinum has moved up in the last four months largely due to weakening gold imports while consumers were not ready to buy gold due to an increase in duties. "The business was disturbed due to a three-week strike but would pick up in the coming months as the marriage season is fast approaching," he said.

[tapash.talukdar@timesgroup.com](mailto:tapash.talukdar@timesgroup.com)

## Indian Gold Prices Hit a High

**MUMBAI** International gold prices fell from earlier highs to trade little changed on Wednesday. Indian gold prices in the bullion market reached an all-time high of ₹30,420 per 10 grams. This is due to weakness in the rupee against dollar amid strong global cues. Silver also advanced by ₹600 to ₹55,600 per kg as the dollar recovered from lows against major currencies. —  
Our Bureau & Agencies