

## RSBL launches online portal for gold, silver investments

RiddiSiddhi Bullions (RSBL) and Finkurve announced the debut of [www.BullionIndia.in](http://www.BullionIndia.in), a unique online platform that allows investors to own small quantities of physical gold and silver at wholesale prices.



Bullion India provides the convenience of buying as low as 0.1 gm of gold and one gram of silver at live wholesale prices.

Along with the price benefit, Bullion India avails facilities like no storage fee, free insurance, no account opening charges and no brokerage.

Speaking at the occasion, Prithviraj Kothari, director, RSBL, said, "Bullion India is the only medium that enables a retail client to purchase gold and silver as if they were buying shares and still use them physically whenever they need them."

Gold bars are available in one gram, five grams and 10 gms of 24 karat 99.5 per cent purity and silver bars in 10gms, 20gms, 50gms and 100 gms of 24 karat 99.9 per cent purity. These bars comply with international standards. ■

## Thangamayil boosts revenue with new stores

According to the research firm, Crisil, sales volume of Thangamayil Jewellery is expected to pick up in Q3 with the beginning of festive and wedding seasons. It opened three stores during the quarter and now has a total of 22 stores. Revenues grew by 27 per cent y-o-y (4.1 per cent q-o-q) to Rs 3.7 bn on a 20 per cent rise in gold prices and additional sales achieved from the stores added in the past 12 months.



With the opening of four new stores in the next six to eight months, it will reach the 50,000 sq ft mark, totaling 26 stores, said Crisil. ■

## GJEPC unveils new business strategy

The Gem and Jewellery Export Promotion Council (GJEPC) unveiled its plans for the third and fourth quarter of the FY 2012-2013. Specific activities include:



- Developing a strategy for the promotion of diamonds in India and China
- Expansion in New Markets
- Inclusive growth of the sector: Proposals have been submitted by the Council for the establishment of a Convention Centre in Mumbai, a Common Facility Centre at Gujarat, Gem Bourse in Jaipur, Gem & Jewellery Park in Mumbai, Technology Up gradation in Gems and Jewellery Sector and a Gem & Jewellery Training Centre at Domjur, Kolkata. The total proposed outlay in 12th Plan (2012-17) is Rs. 1194.19 crores.
- Emphasis on Manufacturing Exports: Modernisation of manufacturing units of both diamond and gold jewellery will be initiated and implemented. ■

## Platinum demand to rise 50% in India

Growing popularity and awareness among consumers are set to drive platinum demand by 50 per cent in India in the next couple of years. Jewellers believe India's platinum demand today is at around 15 tonnes.



"We are looking at an overall 40 - 50 per cent growth with some part from organic growth and other from market expansion for the coming season," said Vaishali Banerjee, country manager

India, Platinum Guild International (PGI).

Platinum has witnessed a sharp growth where it has more than doubled over the last two to three years due to several reasons. ■