

# AURUS Introduces Digital Gold Gifting During Diwali

With gold reaching all-time highs, it might seem that the market doesn't need new products. However, blockchain technology is opening up unprecedented possibilities. Positioned at the forefront of innovation in the precious metals market, AURUS is bringing new use cases to gold and expanding the reach and relevance of this timeless asset.

This year's Diwali festival saw the launch of the 'Lights, Gold, Go' collection, marking the debut of digital gold to the arena of gifting with an exciting new play, where a gifted Mystery Box unveiled a variety of Gold-Backed Digital Collectibles.



Gold has deep cultural significance in India, often gifted during weddings, festivals, and important life events. Giving gold is considered highly auspicious as gold symbolizes wealth, prosperity, and good fortune, making it a perfect gift for festivities.

Introducing digital gold to the ritual of gifting offers a modern, convenient and secure way to give a traditionally valuable asset. It preserves the cultural tradition while aligning with modern, digital lifestyles, creating a fusion that appeals to both older and younger generations.

It represents a significant leap forward in the evolution of so-called NFTs (non-fungible tokens), offering a secure and innovative way to engage audiences while providing

tangible value in the form of precious metals. It fits well with the digital lifestyle, making it an innovative, tech-savvy gift for those who appreciate modern financial tools, making it an attractive gift for younger generations.

Gifting trends associated with Diwali are evolving where there is a growing interest in personalized, unique items and digital gifts, reflecting modern tastes and lifestyles. This shift also includes tokenized assets, adding a fresh dimension to the tradition of giving and making it even more meaningful for today's generation.

Think about the Diaspora communities outside India, who can now easily gift digital gold to their relatives or friends, further boosting demand in the gifting market without the hurdles of cross-border regulations for physical gold.

## About Aurus

As a technology company Aurus brings trusted gold 'on chain'. This is blockchain terminology for representing an asset that exists in the real world on the blockchain. The company works directly with esteemed precious metals refineries such as Sempsa JP.

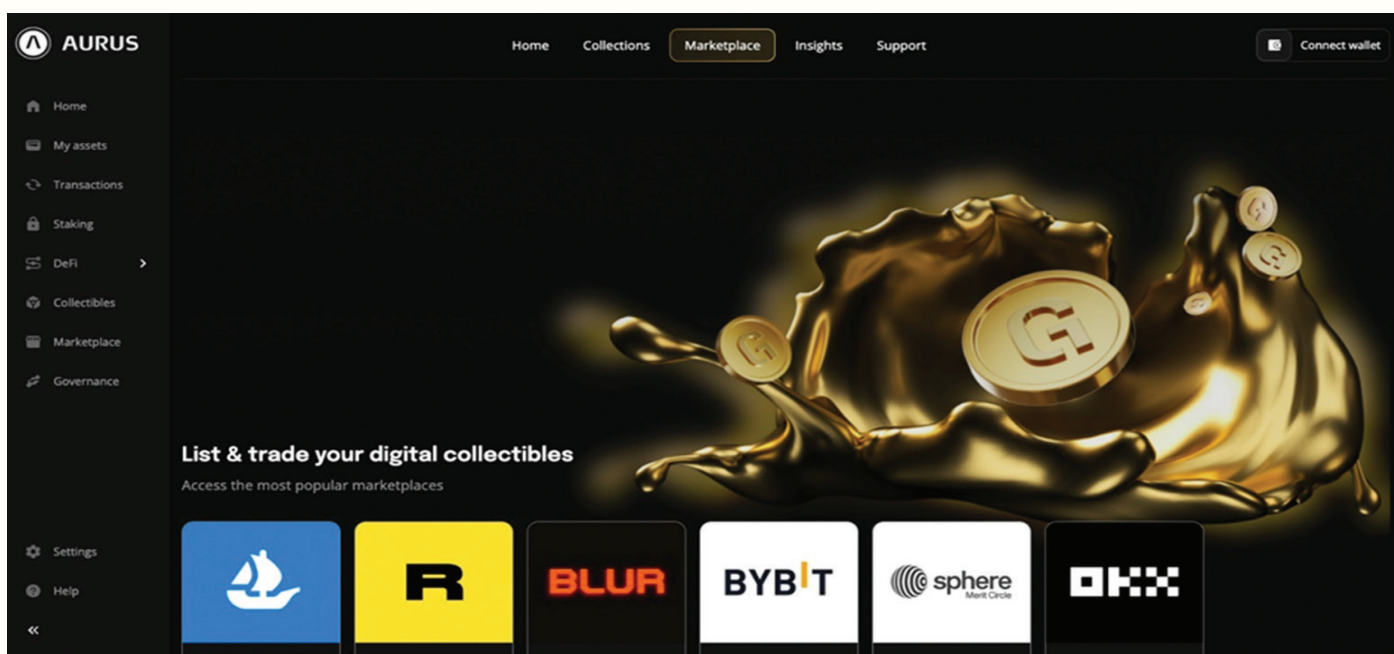
The gold backing the digital collectibles is traceable to physical bullion of which the bars, the serial numbers and locations are known. Digital gold can be easily redeemed for fiat stablecoins or physical gold, giving the recipient the option to convert or utilize the gift according to their preferences.

## The Aurus dashboard

The launch of the Diwali collection coincides with the launch of the Aurus Dashboard, called a 'dApp' (decentralized

application) as it interacts with self-custody wallets. Imagine a one-stop shop where you can utilize all things tokenized gold. From buying and selling to contributing gold and silver to liquidity pools to earn a yield or end and borrow against it as collateral to interact with gold-backed collectibles. It is part of Aurus' mission to be an infrastructure for companies and brands to build on top of gold and silver as a value layer and utilize tokenized precious metals to elevate experiences.

With the introduction of its 'minting platform', brands now have the opportunity to back digital collectibles with gold, thus infusing them with real-world value. Mark Gesterkamp, Chief Business Development Officer at Aurus, emphasizes that this innovation empowers brands to engage their audiences with digital collectibles backed by the enduring value of physical gold.



From gifting to brands engaging with their communities, there are cases to be made where gold can elevate their game and allow for closer connection with an audience.

"We are not competing with any product in the gold market, Gold is everywhere, it's allure attracts and we are creating products and new ways of utility. This particular case operated in a niche which we refer to as gamified gold" says Mark Gesterkamp, Co-founder and CBDO.

Gold-backed collectibles offer unparalleled possibilities, as they are redeemable both digitally and physically, bridging the gap between the virtual and physical world. AURUS' solution provides a stable framework For traditional companies hesitant to venture into the world of NFTs By anchoring NFTs to gold, brands can establish a reliable price floor for their collectibles, protecting their community

from market volatility while introducing new dimensions of utility.

The Diwali collection was launched in collaboration with Polytrade, a so-called Real World Asset marketplace. They specialize in opening up a wider audience to digital ownership of illiquid assets such as real estate and diamonds, allowing them to participate through fractionalization.

As we bridge Tradition and Modernity this case is the first of many. We are elevating festive and occasion-based gifting. Gifting digital gold during key Indian festivals like Diwali, Raksha Bandhan, or Dhanteras, can be marketed as a modern twist to traditional gifting practices, with platforms creating special offers or packaging to make the experience more festive.