

# Business of Minted Products in India, Scope and Future

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Precious metal products be it gold, silver, platinum have a very touching, sensitive and intimate relationship with India's lifestyle and goes back hundreds of years of rich heritage of our country. India usually imports gold in the range of 800-900 MT per year. As per one estimate, Indian household owns more than 25000 tons of gold. As an asset, gold's age – old credential is in its character as “Store of value”.



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Minted products consist of mainly gold and silver coins of various denomination with different purity and cartage.

Since time immemorial from the time of Indus Valley Civilization and Ramayana and Mahabharata kaal, minted gold coins embossed/engraved were wide in circulation and were part of the trade. These coins were being used as currency and had wide acceptance not only in India but in other countries also. Even now, gold minted coins are most after sought for by the Indian population for various purposes. The gold minted coins are used by Indians on various occasions such as on marriage, wedding anniversaries, birthday, corporate gifting and for investment purposes.

Gold minted products have advantage over the traditional jewellery as they are cost effective, easy to store, freely exchangeable at any point of time and convertible to hard currency at the prevailing rate without any loss. Moreover, these minted coins are safe-heaven at the time of misfortune or hardship.

During the recent years, Indians are increasingly diverting to minted products in comparison to jewellery. The Indian jewellery market is expected to grow at CAGR 5.70% during 2024-2030. Out of the total sale of gold

approx. 3/4 part was of jewellery but by now the trend among the younger generation is changing towards minted products.

The availability of the minted products is easy as they can be bought from banks, non-banking financial companies and even at e-com websites. Further, their quality is assured as the products are sold with BIS hallmarking.

The Indians wish to see their Gods and Goddesses in every thing and intends to worship them in any form. It is a matter of their satisfaction that off late, minted products are available embossing the images of various deities. This gives them spiritual attachment with the products and on festival occasions such as Diwali while worshipping Goddess Laxmi, they keep them in their place of worship. On certain special days and festivals such as Akshaya Tritiya, Eid, etc., buying of minted coins have increase enormously as this buying is considered “Talisman” for the well-being of the families. Gift on such occasions of these products is held auspicious. Even large corporates are gifting the minted coins to their employees and other business associates. These types of gifts are widely in circulation and have become part of the Indian culture during festivals, marriage occasions, birthdays, etc. The positive points for gifting minting coins are that these are available in various denomination ranging from 1gm to 1000gm and are as such can be gifted depending upon the financial needs and relationship-bond. The coins are easy to store and handy to carry anywhere. They are being minted now in various colors with brighter luster giving appeasing feeling. Moreover, they are packed in an attractive packing making them as an ideal gift.

The manufactory of the minted products has been increased at an exponential rate. Whereas, a few years back the production was limited only by Govt. owned refineries but during the past few years, many private sector refineries have started producing these minted products in large number and meeting and complying with the international standards. Gold medals are also minted and given to the athletes, players and achievers doing extra ordinary work in various fields including sports, science as an honor for their achievements.

India is witnessing a tremendous increase in the middle class with rising income and saving. The middle class always in search of diverse investment opportunities and



see gold and silver coins as a safe investment option. The minted products are finding boosted scope not only as coins but also as commemorative collection as the refineries is day in and day out enhancing their technological skills to add aesthetic value to the minted products.

Future of the minted products is bright in India.

