

How digital gold is democratising precious metals investments in India?



Gold has a special place in the hearts and lives of Indians. It is considered auspicious and associated with wealth and prestige. In addition, it is a significant part of Indian marriage. Also, Gold is a highly preferred investment option, especially against inflation and financial crises. However, Gold's rarity and desirability have been driving its price high, thus keeping it out of the reach of many people. This is where Digital Gold comes to the rescue.

Rising popularity of Digital Gold

Digital Gold refers to investing in Gold through digital platforms. These platforms allow investors to buy and sell Gold digitally. Also, investors can take physical delivery of their Gold. In addition, these digital platforms offer Gold in 999.9+ or 99.99%+ 24 karat purity, making them a trustable source for buying Gold. Due to these reasons, more & more people are opting to invest in Digital Gold.

Ease of buying Digital Gold

Digital Gold has made Gold accessible to a large number of people. Unlike physical Gold, Digital Gold can be purchased with as small as Rs. 1 investments, which is not possible with physical Gold. One can also

accumulate Gold in substantial quantities over a period with regular investments like SIP (Systematic Investment Plan). This flexibility makes Digital Gold an attractive investment option and is boosting its popularity among investors.

No security concerns

When it comes to physical Gold, keeping it secure is a significant challenge. However, one can avoid this with Digital Gold because it is insured and stored in bank-grade vaults. It alleviates concerns like loss and theft, which is not the case with Physical Gold. Also, if investors desire to collect their Gold, they do so securely.

No storage fee

Digital Gold platforms do not charge fees for storing Gold while providing bank-grade security. This means one can make small investments in Digital Gold and sell or redeem it effortlessly.

There are many reputable Digital Gold platforms in India, like Digigold, that are fulfilling thousands of Indians' dreams of buying Gold, thus democratizing the precious yellow metal.

