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Dr Chetan Kumar Mehta

in conversation with

Bullion King of India,

Mr Prithviraj Kothari

and National President IBJA

7th June, 2024 | 12.00pm - 1.00pm Venue: Jio World Convention Centre, BKC, Mumbai.







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By IBJA'S Jury Committee



Mr. Vikas Singh
Managing Director & CEO
MMTC - PAMP India Pvt. Ltd.





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IBJA UPDATE



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AT VIMAL HALL, ZAVERI BAZAAR, MUMBAI 30TH APRIL, 2024 - 5:00 PM







India Silver Conference 2024 concludes successfully

ISC 2024 served as a cornerstone for the advancement of the silver industry



The successful conclusion of the India Silver Conference 2024 not only marked a significant milestone but also served as a cornerstone for the advancement of the silver industry.

ISC 2024 unfolded as a dynamic forum where more than 260 esteemed participants converged to explore and shape the future of silver. Organized by Eventell Global Advisory Private Limited and supported by the India Bullion and Jewellers Association Ltd (IBJA) and The Silver Institute, the event delved into an array of pressing topics that encapsulated the industry's multifaceted landscape.

ISC 2024 addressed a wide spectrum of themes: From the advantages of pure silver in manufacturing and the critical examination of impurities on quality and environmental impact, to the exploration of accelerating growth in silver jewellery and strategies for innovation and market expansion in silverware, the conference offered comprehensive insights into various facets of the industry. Moreover, sessions delved into the nuances of silver investment demand, emphasizing the deepening of markets and the integration of silver within investment portfolios.

Over 60% of the delegates felt that silver would trade above 34 USD/Troy Ounce by the end of December 2024. Silver demand in electrical contact applications and solar paste applications in India is expected to grow at an annual rate of 15% in the next five years. Setting up of common facility centres at key silver jewellery clusters and exclusive promotion and market access programmes would increase the demand for India-made silver jewellery and articles. From a portfolio point of view, an investment of 4- 7% of one portfolio can be in silver. The lower percentage for short-term investors, while the higher percentage is for long-term investment. Silver investments complement investment in gold.

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EVENT



Notably, the conference recognized excellence by awarding 13 ISC Excellence Awards to standout performers of 2023.

As the India Silver Conference 2024 concluded, the exchange of ideas and insights across various sessions has not only enriched individual perspectives but also sparked a collective momentum towards innovation and progress within the silver industry.

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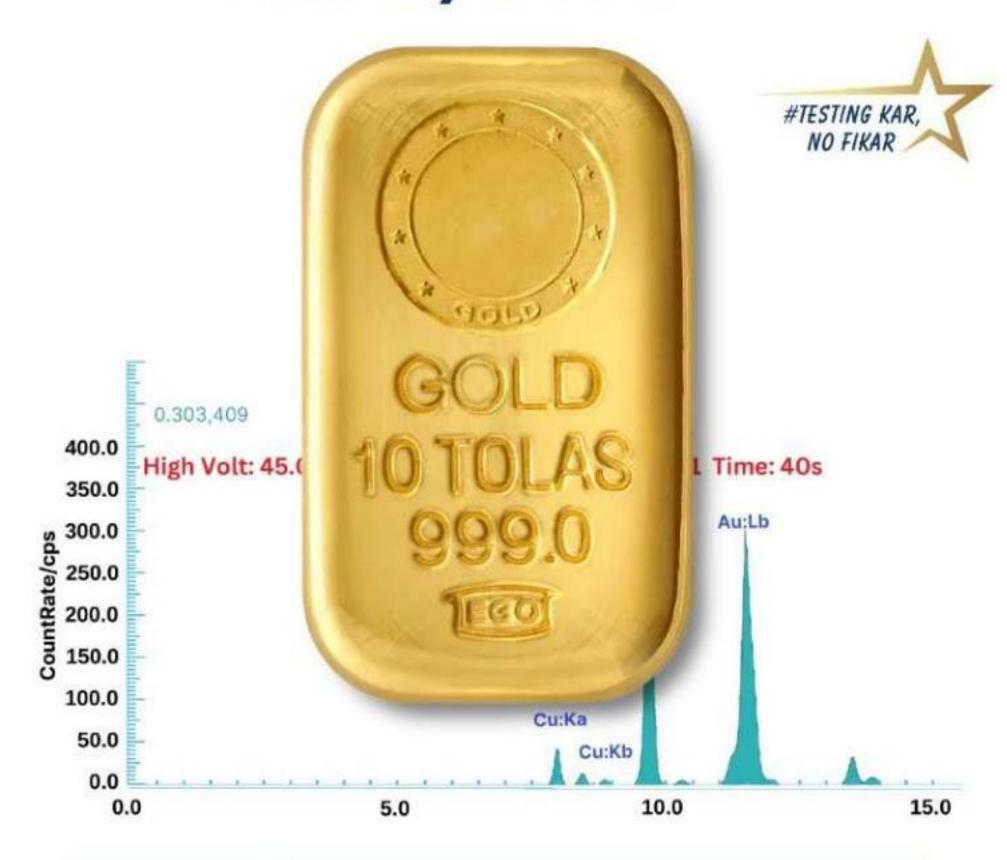








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NEWS INDIA



Indian jewellery brands continue their expansion in US



Major Indian jewellery brands continue their expansion in the US despite challenging economic and geopolitical situations. Brands focusing on luxury and premium segments are betting on the rapidly growing market and big-ticket purchases by the wealthy Indian diaspora. Indian companies have moved up the value chain with selling premium products under their own brand.

Tata Group's Tanishq opened three stores in the US - in Houston, Frisco, New Jersey - last year and one in Chicago in March 2024. It plans aggressive expansions in the US citing demand 'despite the operational complexities of opening stores in unfamiliar territories'. Kalyan Jewellers hopes to open two stores in the current fiscal in New Jersey and Chicago. Chennai-based Vummidi Bangaru Jewellers plans to open three more outlets in the US apart from its operational store in Frisco, near Dallas (Texas).

VBJ has introduced 10 new collections, some of which are focused on international markets. Amarendran Vummidi, managing partner of VBJ, said that unlike the domestic market, buyers in the US prefer studded designs suitable for western attires and expect the jewels to follow a story or theme.

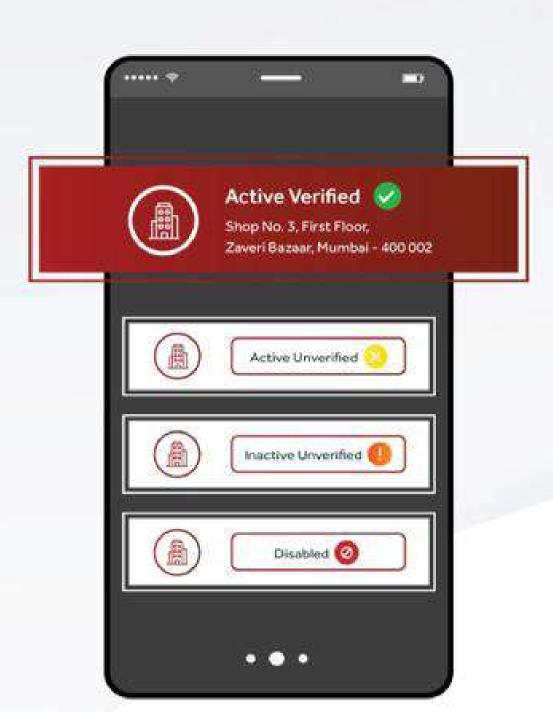
Malabar Gold and Diamonds has over 120 showrooms globally, predominantly in the Middle East, just like many others. Last year, it opened stores in Chicago, New Jersey, Dallas, and Naperville (Illinois) and hopes to open another six outlets in the US.





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Jos Alukkas launches Chain and Bangle Fest

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Jos Alukkas has launched its Chain and Bangle Fest, offering an exclusive collection of jewellery in a wide range of designs. Patrons can avail of up to 50% discount on making charges of gold jewellery across all Jos Alukkas showrooms.

Jos Alukkas is currently offering a 20% discount on diamond jewellery too. Alongside the fest is Jos Alukkas' long running exclusive Exchange Fair where customers can exchange old gold for new HUID gold jewellery. Customers can swap 22kt gold jewellery for the latest designs without any compromise on price and the weight. Additionally, they can take advantage of Jos Alukkas' diamond exchange, where diamond pieces can be exchanged for new diamond jewellery at 100% value.

The Chain and Bangle Fest will be held till April 28. Jos Alukkas has started taking advance bookings for Akshaya Tritiya and rewards patrons with free gold coins on their Akshaya Tritiya purchases.



GJEPC's International BSM Meet Held at Bharat Ratnam Mega CFC SEEPZ





GJEPC, organised the International Gem and Jewellery Buyer Seller Meet (BSM) the first ever at the newly inaugurated Bharat Ratnam, Mega CFC SEEPZ in Mumbai. This event is specifically designed to cater to international buyers from the U.S., Latin America Argentina, Brazil), Oceania, Australia, Dubai, Italy, Lebanon, South Africa and Uzbekistan; comprising a total of 33 international buyers from 25 companies.

Present on the occasion were: Ranjit Rawool, Senior Authorised Officer (SEEPZ); Kirit Bhansali, Vice Chairman, GJEPC; Colin Shah, Head - Working Group, Bharat Ratnam - Mega CFC; Sabyasachi Ray, ED, GJEPC.

The iconic Mega CFC SEEPZ provided international standard facilities for the diverse groups including key stakeholders from various sectors of the diamond industry, large chain retailers, wholesalers, importers, top designers, distributors, and retail jewellers from around the world

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NEWS INDIA



GIA India holds graduation ceremony for Jewelry Design students



GIA India held the graduation ceremony for its Jewelry Design students at its Mumbai campus. Devinder Layal, Head of New Product Development, B. N. Jewellers India Pvt. Ltd., was the chief guest. Also present at the ceremony was Apoorva Deshingkar, Senior Director – Education and Market Development, GIA India.



The graduation ceremony was preceded by an interactive session in which **Devinder Layal** spoke on the topic "Product and Product Development" and shared how product development is an important part of the industry. He also congratulated the students on the successful completion of their program and said, "The gem and jewellery industry has many verticals. Obtaining a quality education from a reputable institute such as GIA can strengthen the industry by ensuring that more qualified professionals meet international standards."

Speaking at the event, Apoorva Deshingkar said, "Empowered with the GIA credentials and with Devinder-ji's words of encouragement, I am confident our students are ready to create their mark in the gem and jewellery industry."

Niran Shah, GIA Jewelry Design Graduate, said, "My family has a background in shipping, but I have a passion for haute couture jewellery. I entered the jewellery business in 2004 when I pursued the Applied Jewelry Professional and Graduate Diamond Diploma Programs from GIA in Dubai. My experience here has been excellent, and I am much more confident now that I have completed the program."



Shweta Arora, GIA Jewelry Design Graduate, added, "I took a jewellery design course 26 years ago and have been dabbling in jewellery design off and on since then. Now, I want to pursue a career in jewellery designing seriously, so I enrolled in the GIA Jewelry Design Program. My experience was great, in fact, even better than what I had imagined. Now, I cannot wait to embark on my career as a jewellery designer."

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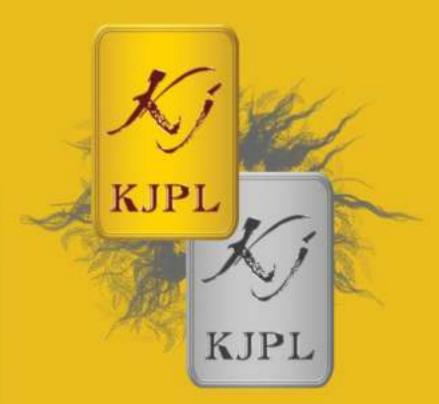
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NEWS INTERNATIONAL



Gold will touch US \$3,000/oz: Citibank Analysts



Citibank analysts have predicted that gold will pass \$2,500 an ounce in the second half of the year and hit \$3,000 an ounce within the next six to 18 months.

The forecast comes as the yellow metal's spot price recently notched an all-time high of \$2,431. It surpassed \$2,400 again on Friday, but by press time on Monday had dropped significantly, to \$2,337 an ounce.

Citibank analysts see the price of gold heading higher later this year; if the Federal Reserve begins another cycle of trimming interest rates, they said, it could be the "bullish kicker" that propels gold to \$3,000. Citibank said central bank demand was particularly strong, accounting for 25%-27% of annual gold mine production, with the People's Bank of China the biggest buyer.

Total silver demand sees decline of 7% to 1,195 Moz in 2023

The Global Source

ESILVERINSTITUTE

Overall, silver demand exceeded silver supply in 2023 for the third consecutive year, resulting in a structural market deficit of 184.3 Moz. These and many other key aspects of the 2023 silver market are examined in World Silver Survey 2024, released today by the Silver Institute. The 88-page Survey also provides an outlook for this year's silver market. The Survey was researched and produced for the Silver Institute by Metals Focus, the London-based independent precious metals consultancy.

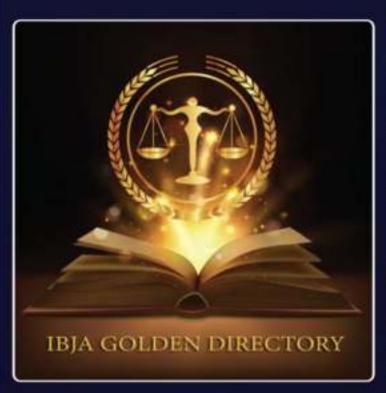
Total silver demand saw a decline of 7 percent to 1,195 Moz in 2023; however, this was coming off a record 2022. The price-sensitive physical investment, jewellery, and silverware sectors mainly contributed to last year's drop. In sharp contrast, industrial demand hit another record high, led by the electrical and electronics sector, which grew 20 percent to 445.1 Moz last year.

Silver jewellery fabrication fell by 13 percent in 2023 to 203.1 Moz. The losses were concentrated in India, where demand eased after reaching its highest total in 2022. Excluding India, total global losses were modest at 3 percent. This was mainly due to the weakness of US and European jewellery consumption (due to such drivers as cost-of-living issues) plus destocking by retailers. Silverware demand in 2023 fell by 25 percent to 55.2 Moz. This mainly reflected an elevated base in 2022 when fabrication achieved a record high. As with jewellery, overall losses were almost entirely due to India, owing to high local silver prices.



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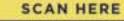
ABOUT COMPANY

For the first time, India Bullion Jewellers Association (IBJA) is launching IBJA GOLDEN DIRECTORY. It is to encourage Bullion & Jewellery traders and manufacturers all over India to get listed in this trade association directory. This directory will help in locating any Bullion traders or Jewellers across India.

We welcome you to register in this directory and increase your network. Each registered company will have its own web presence in this website and a dedicated page will be provided to showcase your company profile and your jewellery brands.

CLICK HERE TO REGISTER YOUR COMPANY & SERVICES IN IBJA GOLDEN DIRECTORY







CONTACT US



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LAUNCH



Disha Patani unveils Reliance Jewels' Vindhya Collection in Varanasi to mark Akshaya Tritiya



Reliance Jewels introduces the Vindhya collection to mark Akshaya Tritiya this year. Ninth in its iconic 'Jewels of India' collection series, Vindhya is inspired by the rich artistic traditions of Madhya Pradesh. Fashion icon and Bollywood diva Disha Patani unveiled the exclusive festive collection at a special event at the Reliance Jewels' store in Varanasi.

Vindhya Collection offers a stunning array of jewellery pieces that pay tribute to the rich cultural heritage and architectural splendour of Madhya Pradesh. Each piece is intricately crafted with designs inspired by famous monuments of Madhya Pradesh such as the Gwalior Fort, the Stupa of Sanchi, the Mahakaleshwar Temple of Ujjain, and the Mitaoli and Bateshwar Temples.

Vindhya collection offers a diverse range of jewellery pieces, from finely crafted chokers to intricately designed bangles available in gold and diamond variants.

Commenting on the launch, **Sunil Nayak**, CEO, Reliance Jewels, said, "The launch of the Vindhya Collection this Akshaya Tritiya marks our commitment to celebrating India's diverse cultural heritage. Inspired by the rich traditions of Madhya Pradesh, this collection is the ninth in our 'Jewels of India' series and stands as our testament to showcasing Indian art and craftsmanship."

He further added: "Akshaya Tritiya is the ideal occasion for buying jewellery as it symbolises wealth and prosperity, and this year, we offer our customers a unique opportunity to bring home prosperity through the Vindhya

collection! The exquisite collection symbolises not just prosperity and elegance but also the enduring celebratory spirit of Akshaya Tritiya and our brand, Reliance Jewels."



Actress Disha Patani, unveiling the collection at Reliance Jewels' Varanasi store, expressed her excitement, stating,"Each piece in this collection is a masterpiece reflecting the rich cultural heritage and architectural splendour of Madhya Pradesh. Personally, I am in love with the diamond necklace design, which beautifully amalgamates elements from various temples in Ujjain. It isn't just jewellery; it's a true symbol of tradition and beauty that is a must have in every wardrobe."

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NEW PREMISES



Ranbir Kapoor inaugurates revamped Kalyan Jewellers' showroom Andheri, Mumbai



Kalyan Jewellers, one of India's most trusted and leading jewellery companies, today launched its redesigned showroom at Link Road, Andheri West in Mumbai. Bollywood star Ranbir Kapoor inaugurated the showroom, which features an extensive range of designs from various collections of Kalyan Jewellers. Patrons can expect state-of-the-art facilities with world-class ambiance, providing an unparalleled experience.

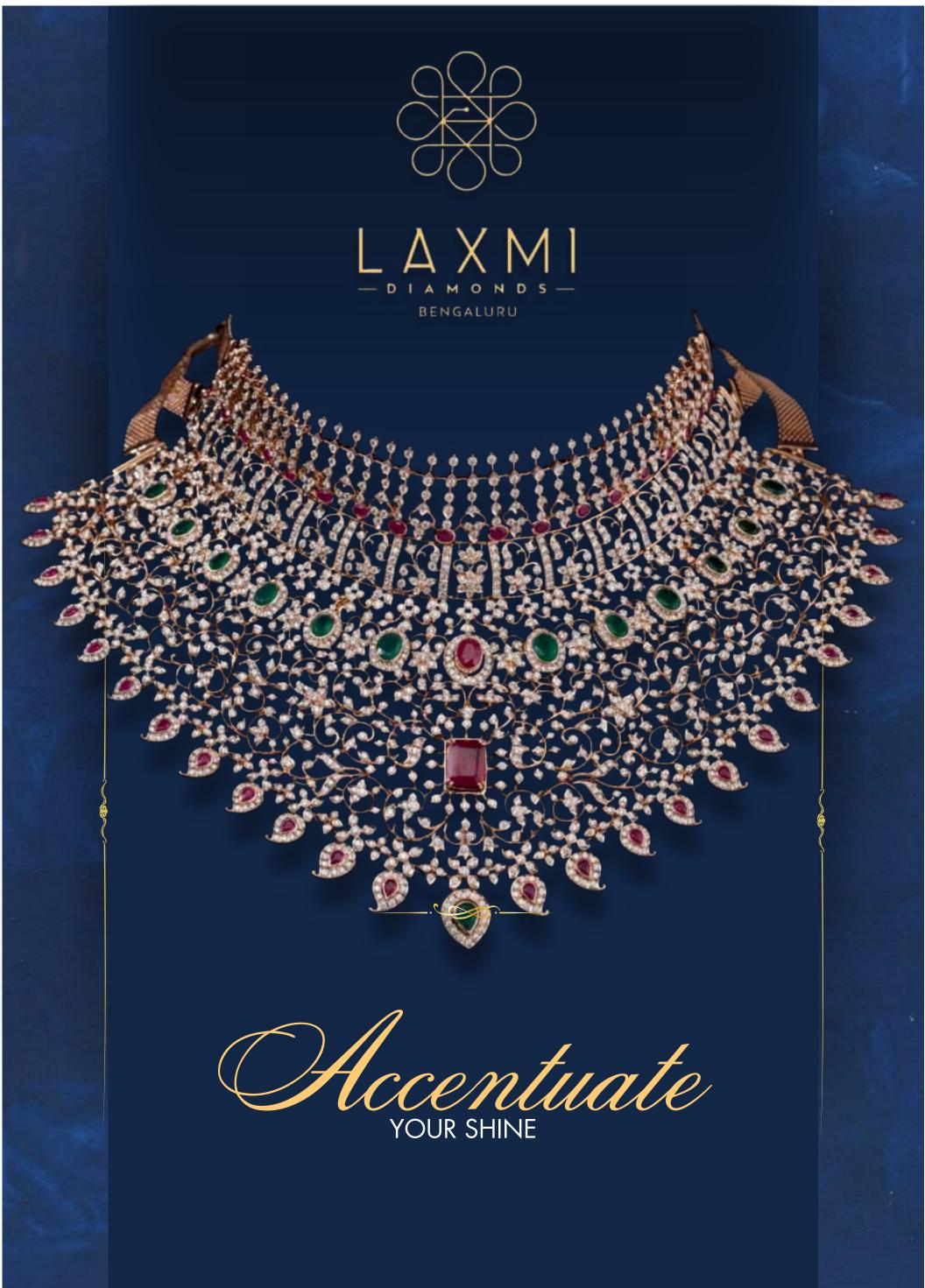
Marking the Akshaya Tritiya celebrations, Bollywood star Ranbir Kapoor unveiled all-new designs as part of the company's Maharashtrian-heritage inspired jewellery line – Sankalp. The revamped collection features an exquisite range of jewellery pieces that cater to the design sensibilities of a wide array of consumer cohorts.

Addressing the enthralled crowd, Ranbir Kapoor said, "I am thrilled to be here today to launch this all-new Kalyan Jewellers' showroom and meet all of you. It is an honour to be part of this special occasion as well as represent such an iconic brand, which is built on the core pillars of trust, transparency and customer-centricity. I am confident that the brand's patrons in the region will shower their love and support for Kalyan Jewellers while enjoying the exquisite range of jewellery pieces."





Commenting on the new showroom, Rajesh Kalyanaraman, Executive Director of Kalyan Jewellers, said, "With the launch of our newly renovated Kalyan Jewellers' showroom at Andheri West in Mumbai, the aim is to create a holistic ecosystem and cater to the distinct needs of our customers, enhancing their shopping experience. We aspire to continue reinventing ourselves, providing customers with world-class ambience, while staying true to the company's ethos of trust and transparency. At Kalyan Jewellers, we will continue to offer vast range of exquisite and unique jewellery designs with focus on quality and service"



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NEW PREMISES



Ranbir Kapoor inaugurates Kalyan Jewellers' new showroom at LP Savani Road, Surat







Kalyan Jewellers, one of India's most trusted and leading jewellery companies, today launched its all-new showroom at LP Savani Road, Surat. Bollywood star Ranbir Kapoor inaugurated the showroom, which features an extensive range of designs from various collections of Kalyan Jewellers. Candere, the lifestyle brand of Kalyan Jewellers was also inaugurated adjacently. Patrons can expect state-of-the-art facilities with world-class ambiance, providing an unparalleled experience.

Addressing the enthralled crowd, Ranbir Kapoor said, "I am pleased to be present here today for the inauguration of the new Kalyan Jewellers showroom. It is an honour to represent Kalyan Jewellers – a brand that stands firm on the principles of trust, transparency, and customer-centricity. I am confident that the patrons will welcome Kalyan Jewellers warmly, while enjoying the service-backed shopping experience and exploring the diverse range of jewellery collections offered by the company."





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REPORT



Bhima Jewels signs on Ram Charan as brand ambassador

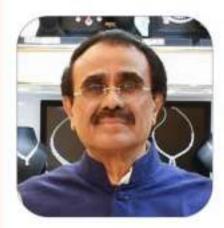


Bhima Jewels announced the signing of Telugu superstar Ram Charan as its official brand ambassador. This collaboration marks a historic chapter for Bhima Jewels, seamlessly blending the timeless elegance of jewellery with the charisma and appeal of one of India's most beloved actors.

"Ram Charan's association with Bhima Jewels is a harmonious union of two legacies — one of cinematic brilliance and the other of unparalleled craftsmanship," the company said in a media statement. The collaboration between Ram Charan and Bhima Jewels will unfold through an advertising campaign featuring the actor and exclusive collections that showcase his distinctive style.

Expressing his excitement about the partnership, Ram Charan stated, "I am happy to be associated with Bhima Jewels, a brand synonymous with tradition and craftsmanship. It's a century-long legacy, symbolising generations of trust and superior craftsmanship."





"Our collaboration with Ram Charan undoubtedly marks a significant moment in our brand's journey. By teaming up with a dynamic actor like Ram Charan, we are not just adding a face to our brand; we are creating a fusion of craftsmanship and cinematic charisma," said **B. Bindumadhav,** Chairman -Bhima Jewels.

Abhishek Bindumadhav, MD of Bhima Jewels, added, "Our exquisite designs and stellar craftsmanship resonates with Ram Charan's versatility as a mega power star, who is also known for his trendy fashion quotient. We believe with our new-age collections and his appeal to the youth will strengthen our customer base in India and UAE."





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- ABOUT US

The World Silver Council is a market development organisation for the silver industry. Working within the investment, jewellery and technology sectors as well as engaging in government affairs, its purpose is to provide industry leadership whilst stimulating and sustaining demand for silver. With our unique insight into the global silver market, we see unrealised potential for silver across society. With world-class organisations, we intervene to create new possibilities and work to ensure silver mining is responsibly undertaken, with measurable economic benefit globally.

Based in India, the World Silver Council is a n organization whose members comprise the country's leading silver miners, dealers, bullion dealers and silver jewellery retailers and manufacturers.

The world of silver is dynamic. Its uses are widely-varied, and its desirability is resilient and enduring. Silver helps combat infections and is an essential element in bacterial control medicinally. It protects the wealth of individuals and nations alongside gold. It is a precious metal considered important for future revolutions in science and carries memories across generations and cultures.

India Bullion and Jewellers Assosciation Ltd. reputation and honour must always be maintained as priority. All members irrespective of the title and membership status, should act faithfully to and for the betterment of the association and should not misuse their positions for personal benefits and gains. Treat all fellow members with dignity, respect and honor at all times. Follows the laws of the country and the guidelines of association. Don't Bribe anybody, anytime and for any reason. Members should always be transparent and honest in all dealings including with suppliers and vendors. Members must abstain from unlawful harassment in any form such as verbal, physical or visual means. Leaking of confidential information to any persons or press or organization is strictly prohibited. Members should avoid conflict of interest business or activities. Protect all property and materials belonging to India Bullion and Jewellers Assosciation Ltd. and prevent others from damaging or misusing them. Use of recreational drugs and other banned substances is prohibited. Always maintain proper records of any transactions, dealing, relevant discussions and keep these filed for easy follow-up and reference.

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To create and maintain harmonious relations with Government, Semi-Government and other authorities and to negotiate, appear before, obtain sanctions, privileges, advantages, reliefs and cooperation from Government, Semi-Government or other authorities on behalf of the members.

To collect, classify, disseminate and circulate, statistical and other information relating to Bullion, Diamond, Gems, precious metals and Jewellery trade, commerce and industry and to make efforts for the spread of commercial, industrial and economic knowledge.



VISIT - INDIA'S BIGGEST SILVER SPECIFIC TRADE SHOW



JIO WORLD **CONVENTION CENTRE BANDRA KURLA COMPLEX MUMBAI**

PRODUCT CATEGORY

- · Silver Temple Jewellery
- · Silver 925 Sterling Jewellery
- Silver Articles
- Silver Handicrafts
- · Silver Payals / Chains
- Silver Frames
- Low-melting Silver Jewellery & Other related Silver Products

HIGHLIGHTS OF THE SHOW

HAM SABKA APNA SILVER SHOW

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World Gold Council's Q12024 Gold Demand Trends

Global gold demand stays strong, supporting record-high prices



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Gold Demand Trends

Q1 2024

The World Gold Council's Q1 2024 Gold Demand Trends report reveals that total global gold demand (inclusive of OTC purchases) was up 3% year-on-year to 1,238t, marking the strongest first quarter since 2016. Demand excluding OTC fell 5% to 1,102t in Q1 compared to the same period in 2023.

Healthy investment from the OTC market, persistent central bank buying, and higher demand from Asian buyers, helped drive the gold price to a record quarterly average of US\$2,070/oz—10% higher year-on-year and 5% higher quarter-on-quarter.

Central banks continued to buy gold apace, adding 290t to official global holdings during the quarter. Consistent and substantial purchases by the official sector highlight gold's importance in international reserve portfolios amidst market volatility and increased risk.

Turning to investment demand, bar and coin investment increased 3% year-on-year, remaining steady at the same levels from Q4 2023 at 312t.

Gold ETFs continued to see outflows with global holdings falling by 114t, led by North American and European funds but slightly offset by inflows into Asian-listed products. China generated the bulk of that increase, with renewed investor interest in gold due to the weakening local currency and poorly performing domestic equity markets.

Global jewellery demand remained resilient, despite record-high prices, only falling 2% year-on-year. Demand in Asia countered decreases in both Europe and North America.

In addition, demand for gold in technology recovered 10% year-on-year driven by the Al boom in the electronics sector.

On the supply side, mine production increased 4% year-on-year to 893t - a record first quarter. Recycling also reached the highest level since Q3 2020, jumping 12% year-on-year to 351t, as some investors saw the high price as an opportunity to take profits.





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REPORT





Louise Street, Senior Markets Analyst - World Gold Council, commented:

"Since March, the gold price has climbed to all-time highs, despite traditional headwinds of a strong US dollar and interest rates that are proving to be 'higher for longer'.

"A number of factors are behind the recent surge including heightened geopolitical risk and ongoing macroeconomic uncertainty driving safe-haven demand for gold. In addition, the continued and resolute demand from central banks, strong OTC investment and increased net buying in the derivatives market, have all contributed to the higher price of gold.

"Interestingly, we are witnessing shifting behaviour trends from Eastern and Western investors. Typically, investors in Eastern markets are more responsive to the price, waiting for a dip to buy, whereas Western investors have historically been attracted to a rising price, tending to buy into the rally. In Q1, we saw those roles reversed with investment demand in markets such as China and India growing considerably as the gold price surged.

"Looking ahead, 2024 is likely to produce a much stronger return for gold than we anticipated at the beginning of the year, based on its recent performance. Should the price level off in the coming months, some price-sensitive buyers may re-enter the market and investors will continue to look to gold for a safe haven asset as they seek clarity around rate cuts and election results."

REPORT





Sachin Jain, Regional CEO, India, World Gold Council said:

"In Q1'24, India's total gold demand was 136.7 tonnes, up by 8% in comparison to 126.3 tonnes in Q1 2023 reaffirming Indians enduring relationship with gold. Gold jewellery demand was 95 tonnes, 4% above the comparatively weak Q1'23. India's continued strong macroeconomic environment was supportive for gold jewellery consumption even though prices reached a historic high in March leading to a slowdown in sales as the quarter ended.

Q1'24 also saw healthy levels of gold bar and coin demand in India, up 19% y/y at 41t. This was on a par with Q1'22, which was itself the strongest first quarter since 2014. The price correction in February sparked investors interest, with anticipation of a rebound driving purchases. As the price rallied to successive record highs, investors remained bullish, contributing to the robust demand. Investments into gold ETF's too saw positive inflows of over 2 tonnes. The Reserve Bank of India also grew its gold reserves by 19 tonnes during Q1, exceeding last year's annual net purchases of 16 tonnes.

Although Indian recycling volumes increased by 10% to 38.3 tonnes in Q1'24, there were very few reports of distress selling. With a strong economy and expectations of a normal-to-good monsoon, there seems little desire to cash in on high gold prices at the moment.

As we look forward, while the current high gold prices may temporarily put strain on demand, strong cultural and seasonal factors such as festivals, weddings helped by an expectation for a better monsoon and solid economic growth would support demand. Our full year gold demand forecast for India is between 700-800 tonnes, if price rally continues it could be lower end of this range."



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