

# IBJA BULLETIN



India Bullion And Jewellers Association Ltd.

15<sup>th</sup> March 2026

## IIBS

# 12<sup>th</sup>

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India Bullion and Jewellers Association Initiative



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GOLD 995 CCU BELOW 100GM OR UNFIX RATECUT ONLY WITHTDS	50591 <small>L : 52002</small>	52161 <small>H : 52350</small>	
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## World Gold Council Unveils 'The Moment is Gold 2.0' Campaign, Redefining Gold as Everyday Social Currency



**The World Gold Council today launched the second phase of its campaign, 'The Moment is Gold', reinforcing gold's evolving role in contemporary lifestyles. With its second phase, the campaign positions gold as a modern social currency celebrating personal milestones, individual aspirations, and meaningful everyday achievements beyond traditional occasions.**

**The initiative reflects a clear cultural shift, where gold is increasingly seen not just as a ceremonial purchase, but as an expression of identity, independence, love and self-defined success.**

**Conceptualised to reflect contemporary relationships and evolving aspirations, the campaign brings alive modern narratives through two films: one celebrating self-reward and personal achievement, where gold marks moments of independence and progress, and another capturing an intimate pause within a wedding celebration, where gold becomes a symbol of a deeply personal new beginning shared between two individuals.**

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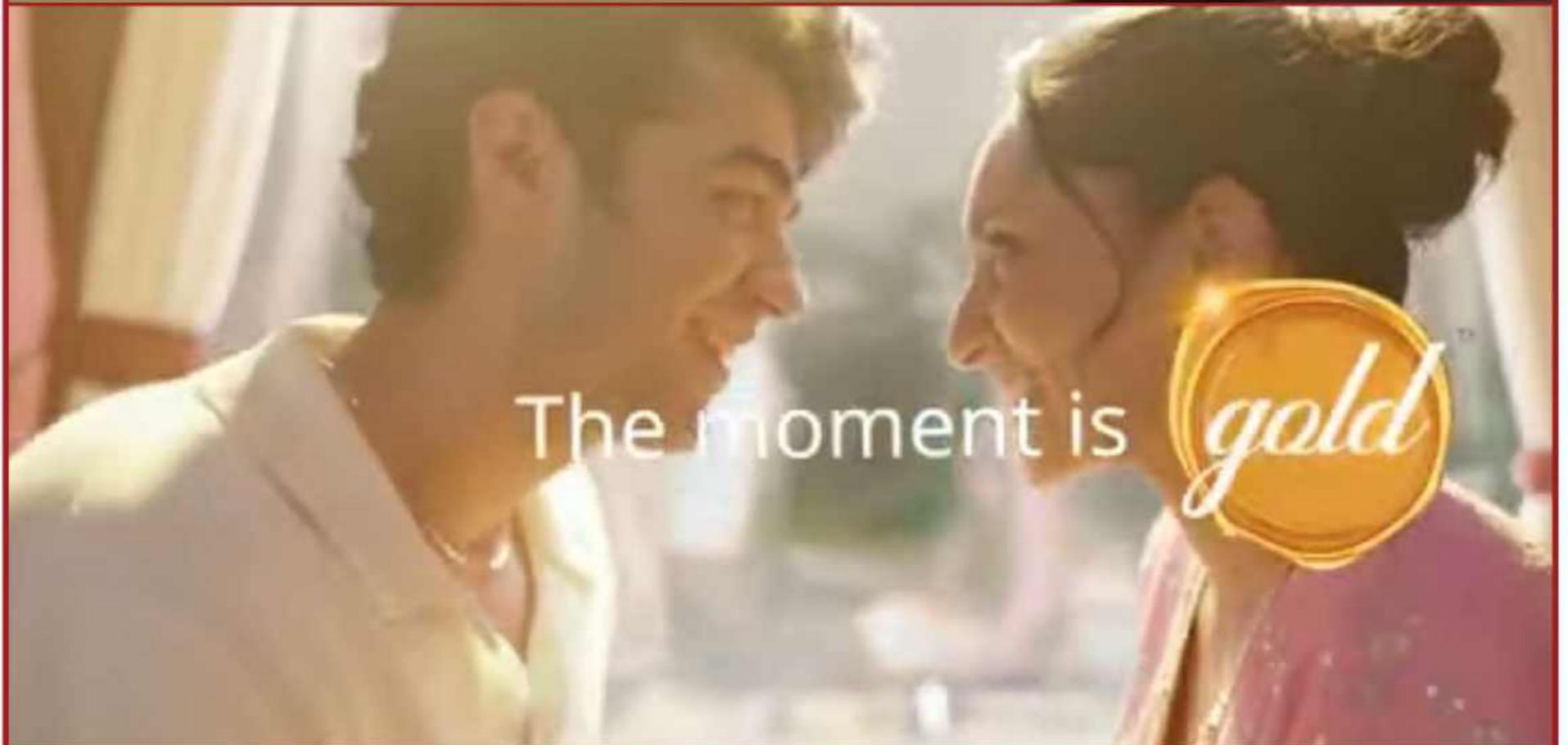
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“With ‘The Moment is Gold 2.0,’ we are strengthening gold’s relevance in contemporary lifestyles. We are seeing a clear shift, consumers are choosing gold to commemorate deeply personal milestones and independent achievements, beyond conventional occasions. This campaign positions gold as a modern social currency one that reflects personal choice, emotional value, and self-defined success in today’s dynamic world,” said **Arti Saxena**, Head of Marketing, World Gold Council.





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# Government adds 7 new districts for mandatory gold hallmarking, taking total to 380



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**New Delhi, March 5, 2026** - In a decisive step towards fortifying consumer safeguards and elevating transparency in the precious metals ecosystem, the Central Government has promulgated the **Hallmarking of Gold Jewellery and Gold Artefacts (Amendment) Order, 2026**, effective March 2, 2026. This pivotal amendment, issued by the Ministry of Consumer Affairs, Food and Public Distribution and published in the Official Gazette, revises the territorial annexure originally established under the 2020 Hallmarking Order.

The notification substitutes the prior district schedule with an optimized, expanded framework, progressively incorporating additional jurisdictions to achieve broader nationwide coverage. As part of the sixth phase of phased implementation, this update integrates seven new districts-Rupnagar (Punjab), Banda (Uttor Pradesh), Beed (Maharashtra), Gomati (Tripura), Katihar (Bihar), Beawar (Rajasthan), and Neemuch (Madhya Pradesh)-elevating the total number of districts under mandatory BIS hallmarking to 380.



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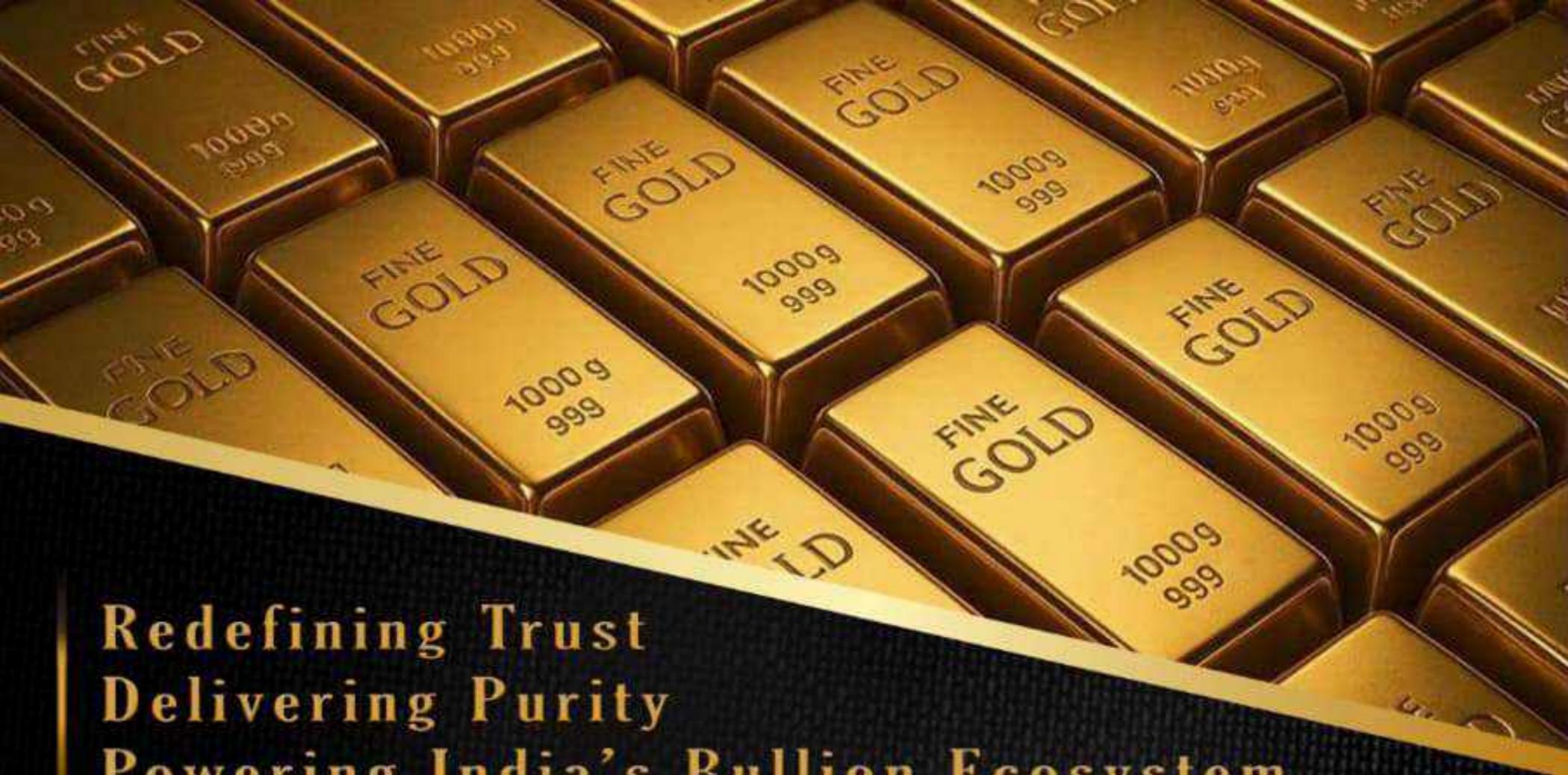
**This calibrated expansion aligns with the Bureau of Indian Standards (BIS) Act, 2016, and follows extensive stakeholder consultations, underscoring the Government’s commitment to public interest priorities. In notified districts, all gold jewellery and artefacts must now bear the authoritative BIS hallmark, encompassing the BIS logo, precise purity grade (covering 14K to 24K caratages), and requisite identification marks. This standardized certification mechanism effectively mitigates adulteration risks, empowers informed consumer decision-making, and fosters greater accountability across the gold value chain.**

**Building on successive amendments—including the most recent prior update in July 2025—the 2026 Order accelerates the phased mandate initiated in 2021, transitioning from initial coverage of 256 districts towards comprehensive penetration in tier-2 and tier-3 markets. The initiative reinforces trust in domestic gold transactions amid elevated commodity prices and positions India’s jewellery sector for enhanced global competitiveness through uniform quality assurance protocols.**

**Industry participants in the newly designated districts are advised to expedite alignment with BIS certification and assaying requirements to ensure seamless compliance and uninterrupted operations.**

**This forward-looking regulatory measure reaffirms the Government’s proactive stance in delivering value-driven consumer protection while driving sustainable growth in one of India’s cornerstone retail and cultural sectors.**





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## Sajeev Kumar, Equinox Interactive's Outlook at IIBS 2026



**King Dollar Strengthens as Gold Faces Corrective Pressure; Crude Oil Eyes \$100 Amid Middle East Tensions Singapore — Sajeev Kumar, Director of Research – Global Markets at Equinox Interactive (Asia) Pte Ltd, Singapore, delivered a compelling market outlook at the Indian International Business Summit (IIBS) 2026, offering sharp analysis across gold, silver, crude oil, and platinum amid a volatile global macroeconomic backdrop.**

### **Dollar & Gold**

**Sajeevkumar opened with a decisive call on the greenback: "King Dollar trends up," while gold completed its corrective downside move to \$5,080 — a level he had anticipated. He noted that the Gold/Crude Oil ratio has pulled back to a 50% correction from its January record high, placing gold in a defensive position as the second safe-haven asset, with the US dollar firmly retaining the top spot.**

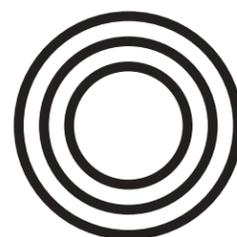
**Spot gold currently trades in a tight range of \$5,080–\$5,250, reflecting the weight of the worst US Non-Farm Payroll data seen in recent memory. With major central bank interest rate decisions due next week — expected to remain broadly unchanged given ongoing Middle East conflict — gold's near-term trajectory remains range-bound. Sajeevkumar also flagged a negative correlation between gold and the US 10-year yield, alongside a**

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positive correlation with silver.

## **Silver**

Silver remains caught in a weekly wedge pattern between \$82 and \$92. With the Bank of England withdrawing its previously anticipated March 19th rate cut, the appeal of silver longs has diminished in an unchanged-rate environment. Sajeevkumar noted that any eventual pivot toward rate cuts would be supportive of silver long positions.

## **Crude Oil**

Crude oil stands at a critical juncture. Sajeevkumar assigned a high probability to a March month close above \$100 should Middle East hostilities intensify — a development that would inject fresh inflationary pressure into emerging markets, many of which hold strategic reserves of only 25 to 55 days.

A move above \$90 — representing a 30% rally — would likely push global equity indices into corrective territory, compounding an already-underway 10% correction in world markets. However, he noted that today's prices have cooled following reports of G7 nations considering an emergency release of 300–400 million barrels from strategic reserves — potentially the largest such release in history.

On the supply-chain front, shipping companies are grappling with disruptions to livestock and cargo routes through the Gulf — a critical connector between Europe and Asia — as escalating conflict strains global trade corridors. A widening Middle East war, he warned, would also extinguish near-term rate cut expectations, with the Bank of England already pulling back its March outlook.

## **Platinum & PGMs**

Sajeevkumar closed with a bullish note on Platinum Group Metals (PGMs), expressing greater conviction in their near-term performance relative to broader precious metals. Platinum finds solid support in the \$1,850–\$2,050 range, with an expected gain of 10–15% in the near term.



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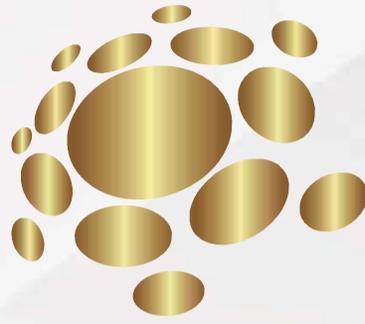
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## Precious Metals holds gains on Mideast jitters AUGMONT BULLION REPORT



- **Safe Heaven Dynamics** – Gold and Silver prices are currently influenced by competing macro forces. On one side, escalating geopolitical tensions in the Middle East are sustaining demand for safe-haven assets. On the other hand, the strengthening U.S. dollar and rising Treasury yields are limiting the metal's upside, as higher yields increase the opportunity cost of holding non-yielding assets like gold.
- **Geopolitical Developments** – Tensions in the Middle East continue to keep investors cautious. The United States and Israel have intensified airstrikes on Iran, with some observers describing them as among the most aggressive attacks of the conflict so far. These developments have dampened earlier expectations of a near-term ceasefire, despite U.S. President Donald Trump suggesting that the conflict could conclude soon.
- **Central Bank Buying** – Official sector demand remains supportive for gold prices. China's central bank added gold to its reserves for the 16th consecutive month in February, increasing its total holdings



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to 74.2 million ounces, according to official data. Sustained central-bank accumulation continues to provide structural support to the gold market by reinforcing long-term demand for the metal.

### Technical Triggers

- Gold continues to maintain a bullish bias, with prices expected to move towards \$5250 (~ Rs.163,500) and \$5300 (~ Rs.165,000) in the near term. Strong support is seen around the \$5000 (~ Rs.158,500) level, which is likely to act as a key buying zone on any corrective dips.
- After achieving the target of \$90, Silver also remains firmly supported and is continuing its upward momentum, with the next upside target seen around \$95 (~ Rs.285,000). On the downside, strong support is placed near \$80 (~ Rs.260,000), suggesting that any short-term corrections could attract fresh buying interest.

### Support and Resistance

Metal	Market	Support Level	Resistance Level
Gold	International	\$5000 / oz	\$5300 / oz
Gold	Domestic	₹158,500 / 10 gm	₹165,000 / 10 gm
Silver	International	\$80 / oz	\$95 / oz
Silver	Domestic	₹260,000 / kg	₹285,000 / kg



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## Gold Rush in Reverse: Dubai's NRIs are cashing out as Middle East crisis deepens

# GOLD RUSH IN REVERSE:

## Dubai's NRIs are Cashing Out as Middle East Crisis Deepens



The escalation of the Israel-Iran conflict has triggered a measurable behavioral shift among Indian expatriates in Dubai's gold market. Rather than holding gold as a long-term store of value, a growing segment of NRI investors is liquidating positions - a response that reveals how geopolitical stress reshapes asset allocation decisions in real time.

### Scale and Velocity of Selling Pressure

On-the-ground data from Dubai Gold Souk retailers points to sustained selling momentum. Unbranded jewellers are absorbing upward of 100 seller visits per day, with aggregate purchases running at approximately one kilogram daily. The sellers span both retail jewellery holders and those liquidating gold bars — a sign that the liquidation cuts across asset classes within the gold category, not just ornamental holdings.

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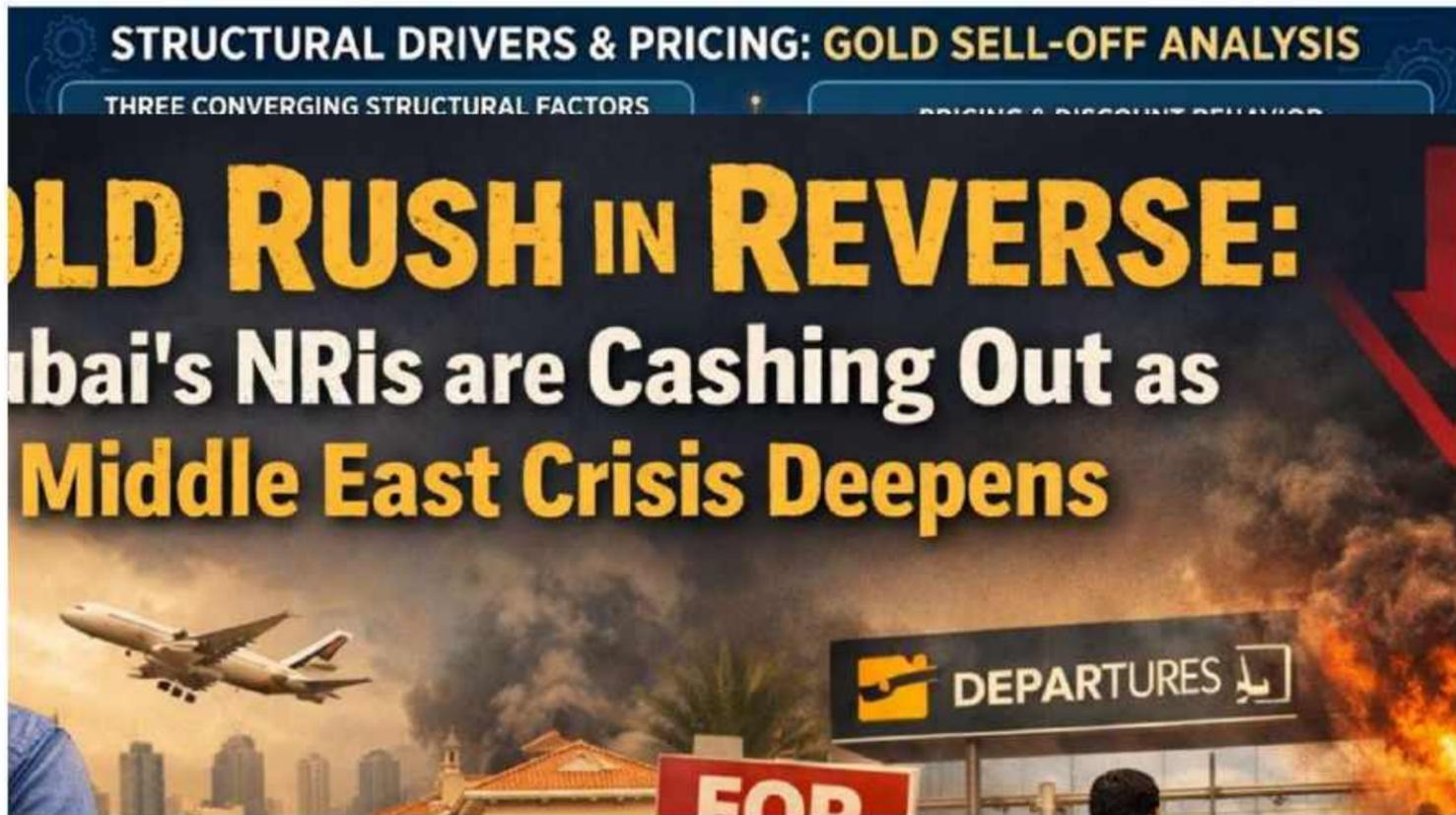
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## Structural Drivers Behind the Sell-Off



Three converging factors are accelerating the trend. First, capital mobility: unlike equities or bank deposits, physical gold cannot be digitally transferred, and cross-border transport faces hard regulatory limits — duty-free allowances cap at 40g for women and 20g for men, with a 5% levy on quantities up to one kilogram. In a flight-to-liquidity scenario, cash simply moves faster. Second, currency dynamics: the rupee’s slide to 25.02 against the dirham (from 24.85 days prior) is improving the remittance calculus, incentivizing NRIs to convert gold proceeds and repatriate funds to India. Third, USD appreciation is drawing the more affluent segment toward parking sale proceeds in offshore USD-denominated accounts rather than repatriating.

## Pricing and Discount Behavior





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The selling pressure is exacting a cost. Unbranded stores are bidding at a 4–5% discount to spot, with buy prices running at AED 583–589 per gram against a market rate of AED 613.25 per gram for 24K gold. Some retailers are offering structured discounts - AED 3 per 10g and AED 5 per 50g. Branded players such as Tanishq, Malabar, and Joyalukkas have maintained price discipline, transacting only at prevailing market rates and limiting buybacks to their own merchandise.

### **Risk Management on the Buy Side**

Jewellers absorbing this supply are not holding unhedged inventory. Given price volatility, most are simultaneously offsetting positions in the futures market — a rational response to the dual risk of further price correction and logistical constraints on physical gold movement.

### **Strategic Takeaway**

This episode illustrates a well-documented pattern: in periods of acute geopolitical uncertainty, gold's liquidity advantage over real estate or private holdings makes it the first asset sold, not the last. For NRI wealth managers and advisors, the key insight is that gold holdings in high-tension geographies require an explicit contingency liquidation strategy - one that accounts for discount risk, currency timing, and cross-border regulatory constraints before a crisis materializes.





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Gold has earned trust across borders for millennia, but the systems that support its trade haven't caught up to today's global flows.

Despite Asia's dominant share of physical gold demand, pricing and settlement infrastructure remains anchored to legacy contracts, delivery locations, and market hours in New York and London. The result: persistent price mismatches, inefficient hedging, and growing friction for the participants who rely on physical gold every day.

**Abaxx Exchange and Abaxx Spot are introducing co-located infrastructure in Singapore, including a physically-deliverable kilobar futures contract and a spot physical gold pool, to address these structural gaps and realign global gold markets with the realities of 21st-century trade.**

## Physically-Deliverable Futures Designed for the Kilobar Market

Abaxx Singapore Gold Futures are purpose-built for the needs of Asia's physical bullion trade. The contract is U.S. dollar-denominated, kilobar-sized, and physically deliverable into approved vaults in Singapore, one of the world's leading gold trading hubs.

Legacy futures contracts remain tied to the formats and delivery standards of Western markets, even as kilobars have become the dominant settlement unit in Asia. By aligning contract specifications with regional trading norms, Abaxx Singapore Gold Futures offer a benchmark better suited to all firms managing price risk in the real physical market in Asia.

As the only physically-deliverable, U.S. dollar-denominated gold futures contract based in Singapore, this product provides a regionally relevant tool for price discovery, hedging, and delivery, while offering global access to a contract designed for today's trade flows.

## Abaxx Spot: Modern Infrastructure for Physical Gold

Launched alongside the Gold Kilobar contract, Abaxx Spot is a physically-allocated precious metals trading platform built to mitigate settlement risk in physical transactions. The platform facilitates secure physical transactions, efficient OTC transfers of kilobars, and transparent access through a pre-funded central limit order book (CLOB).

Abaxx Spot expands participation in the global gold market by enabling users to settle trades and transfers electronically through a physically-allocated gold pool, with bullion held in approved Singapore vaults.

By co-locating spot and futures infrastructure in a single jurisdiction and settlement format, Abaxx supports convergence between physical and financial markets, aligning delivery, settlement, and risk management across the trade lifecycle.

## Why Now: A Turning Point for Global Gold Markets

Gold is playing a renewed role in capital markets, not just as a store of value, but as a strategic asset for central banks, institutional portfolios, and commercial hedgers navigating geopolitical and monetary uncertainty. Prices have reached all-time highs, and central bank accumulation continues to exceed historical norms.

Yet while Asia now accounts for the majority of global bullion demand, gold's market infrastructure remains fragmented. Benchmarks and settlement systems still reflect Western formats, hours, and assumptions, misaligned with where demand is strongest.

Abaxx addresses this disconnect by anchoring both price discovery and settlement infrastructure in Singapore, and by structuring its contracts around kilobars — the preferred unit for Asia's bullion trade. The result is a more resilient, integrated system that reduces the friction between futures and physical markets, offering tools that reflect how gold is used and traded today.

### Building the Future of Gold

Gold continues to play a vital role in the global financial system — from central bank reserves and institutional portfolios to real-world settlement and collateral. But the systems that support gold trading and delivery remain outdated and disconnected from the way gold is actually used today.

Abaxx Exchange and Abaxx Spot introduce a new model: physically-deliverable futures, a digitally integrated spot pool, and shared settlement infrastructure in Asia's primary trading hub. Together, they form the foundation for more transparent, resilient, and smarter gold markets for the 21st century.

## Benefits for Market Participants

For physical trading desks, hedgers, and bullion market professionals, the Abaxx system delivers tools designed to reduce operational friction, enhance price alignment, and support effective participation in modern global gold markets.

- **Efficient Settlement and Transfer:** Trade and title transfer to physical gold electronically through Abaxx Spot, with delivery and storage in approved Singapore vaults. Streamline post-trade operations and reduce reliance on fragmented OTC workflows.
- **Aligned Hedging Instruments:** Abaxx's Gold Singapore Futures contract reflects Asia's kilobar market and regional delivery conventions, improving basis accuracy and providing better tools for managing directional and physical exposure.
- **Integrated Spot and Futures Access:** Co-located infrastructure for spot and futures trading enables convergence between price discovery, hedging, and delivery, removing the need for cross-regional arbitrage between New York, London, and Asia.
- **Transparent Market Participation:** Abaxx Spot's pre-funded CLOB model enables direct access, transparent pricing, and lower counterparty risk, enhancing trust and participation across global and regional users.
- **Global Infrastructure, Built for Asia:** While globally accessible, the Abaxx system is tailored to the product standards and settlement practices of Asia's physical gold market, where kilobars dominate and demand continues to grow.

### To learn more or begin trading:

Abaxx Exchange Gold Kilobar Futures: [sales@abaxx.exchange](mailto:sales@abaxx.exchange)

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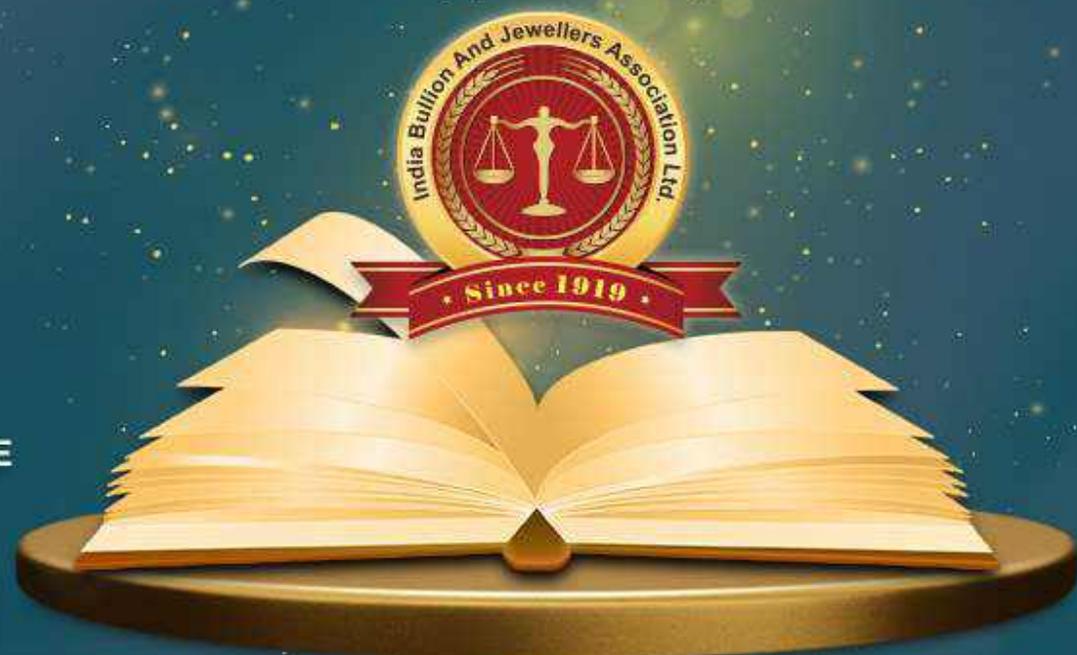
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BRANCH : BULLION EXCHANGE

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## Precious metals stabilize as dollar softens and war concerns ease AUGMONT BULLION REPORT



### Precious Metals Stabilize as Dollar Softens and War Concerns Ease

Precious metals markets showed mixed yet resilient performance as shifting geopolitical developments and currency movements influenced investor sentiment. Silver rebounded sharply after briefly slipping below the \$80 mark, climbing back toward \$90 as the U.S. Dollar Index eased following a pullback in safe-haven demand.

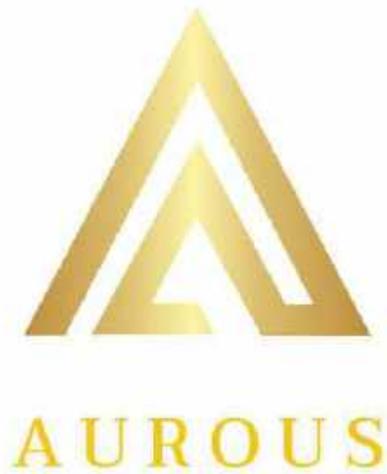
The recovery came as expectations grew that tensions surrounding the US–Iran conflict could ease sooner than anticipated. While geopolitical risks traditionally support precious metals, rapid shifts in risk sentiment have recently triggered short-term volatility rather than a sustained rally in bullion prices.

Meanwhile, Donald Trump indicated that U.S. military operations in Iran may be nearing completion and progressing faster than the initially projected four-to-five-week timeline.

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The U.S. administration has also signalled potential waivers on oil-related sanctions and plans for the U.S. Navy to escort tankers through the Strait of Hormuz, measures aimed at stabilising global oil supply and preventing a sharp surge in energy prices.

Currency dynamics continue to play a crucial role in bullion markets. The U.S. Dollar Index had strengthened earlier amid safe-haven demand triggered by geopolitical tensions and rising oil prices. Investors are now closely watching key U.S. inflation indicators, including the Consumer Price Index and the Personal Consumption Expenditures Price Index, which could offer further signals on inflation trends and the future course of monetary policy.

From a technical perspective, gold continues to maintain a bullish bias. Analysts expect prices to move toward the \$5,250 level (approximately Rs. 65,000) and potentially \$5,300 (around Rs.167,000) in the near term. Strong support is seen near the \$5,000 mark, which could act as a key buying zone if prices experience short-term corrections.

Silver also remains firmly supported after reaching the \$90 level, with bullish momentum pointing toward a potential upside target of \$95. On the downside, the \$80 level is expected to serve as a strong support zone, where fresh buying interest could emerge during corrections.

Category	Support Level	Resistance Level
International Gold	\$5,000 / oz	\$5,300 / oz
Domestic Gold (India)	₹158,500 / 10 gm	₹167,000 / 10 gm
International Silver	\$80 / oz	\$95 / oz
Domestic Silver (India)	₹260,000 / kg	₹285,000 / kg

Overall, bullion markets remain sensitive to currency movements, inflation data, and geopolitical developments. While the longer-term outlook for precious metals remains constructive, short-term price movements are likely to be influenced by fluctuations in the dollar and evolving global risk sentiment.

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# Augmont Launches SPOT 2.0: One Platform. Every Product. Efficient Business

# AUGMONT

## GOLD FOR ALL

Augmont, India's No. 1 Gold Platform for the year 2024-25 (As awarded at the India Gold Conference Excellence Awards 2025), announced the launch of SPOT 2.0 — an improved trading platform application that consolidates every Augmont product and service into a single, secure, and intuitive interface. Designed specifically for jewellers, manufacturers, and retail customers, SPOT 2.0 replaces the fragmentation of multiple tools under a unified platform that puts the entire bullion trading ecosystem offered by Augmont at their fingertips.

Building on its over-the-counter physical bullion delivery system, Augmont now offers jewellers a comprehensive suite that spans the full length of their business operations: sourcing of gold and silver bars, lab-grown diamonds, jewellery, chemicals and alloys, HUID verification, inventory insurance, and real-time market intelligence — all accessible through a single secure login. Jewellers can additionally onboard customers for Augmont's digital savings products such as Gold SIP, unlocking a new income stream without added complexity.

61.84 Metric Tonnes Gold sold via SPOT FY 2024-25

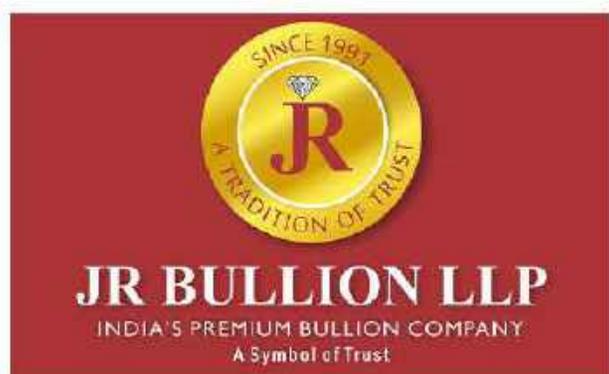
1,035.22 Metric Tonnes Silver sold via SPOT FY 2024-25

4,900+ Jewellers served Across India (Data as of September 2025)

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## What SPOT 2.0 Delivers

- **Single-login access to every Augmont product and service - no more juggling multiple portals.**
- **Faster, smoother operations via a unified, upgraded interface built for high-volume trading.**
- **New revenue stream: onboard customers for Augmont's digital products (e.g. Gold SIP) and earn additional income.**
- **Enhanced security architecture with end-to-end data protection and compliance controls.**
- **Zero disruption to existing accounts — current credentials, commercial terms, and relationships carry over seamlessly.**

Critically, the upgrade is entirely platform-driven. All existing business relationships, account details, and commercial terms remain intact — jewellers simply gain access to a faster, and more capable system from day one.

## Triple Recognition at 11<sup>th</sup> India International Bullion Summit (IIBS)

The launch of SPOT 2.0 coincides with a landmark evening for Augmont at the 11th India International Bullion Summit (IIBS), where the group received three distinguished industry awards -in recognition of the synergy that Augmont has achieved between its technology, trading, and research capabilities.

Award	Recipient
★ Best OTT Platform	Augmont Goldtech Pvt. Ltd.
★ Best Bullion Dealer – Gold	Augmont Enterprises Limited
★ Best Bullion Research (3rd consecutive year)	Dr. Renisha Chainani, Research Head, Augmont Enterprises Limited

Together, these honours reflect the trifecta of scalable technology advantage, efficiency in trading, and market intelligence that Augmont has achieved in its aim to continue as a leading integrated gold and silver player in India. As the sector accelerates its digital transformation, Augmont continues to invest in its technological capabilities — building platforms and partnerships that aims to drive both immediate growth and long-term value for its consumers.



WORLD SILVER  
COUNCIL

## 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.

## VALUE

India Bullion and Jewellers Assosiation 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 Assosiation 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.

## MISSION

To facilitate deals in any commodity market, commodity exchange, spot exchange, for itself or for others, transaction in the nature of hedging, spot trading, forward commodity contracts, rate swaps, commodity future/swaps, commodity options, futures and options and in derivatives of all the commodities, for the purpose of trading, investment, hedging, arbitrage, for providing benefits to its members.

To create and maintain harmonious relations with Government, Semi-Government and other authorities and to negotiate, appear before, obtain sanctions, privileges , advantages, reliefs and co-operation 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.



Initiated by IBJA

Membership Application Form

Please paste photo of person in whose favour membership card to be issued

Membership No.: \_\_\_\_\_

Please complete this form in BLOCK CAPITALS

1. Trading Name of Business:

Proprietorship Partnership Pvt. Ltd. Ltd. Company HUF Others

Company Name: \_\_\_\_\_

Company Registration Number: \_\_\_\_\_ GST Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Pincode: \_\_\_\_\_

Tel. No.: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

2. Full name of Person: (this will be "Name" printed on Membership Card & Certificate.)

\_\_\_\_\_

Mobile No: \_\_\_\_\_ Email: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Resi. Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Pincode: \_\_\_\_\_

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Nature of Buiseness conducted (please tick whichever is applicable):

Bullion Dealears: Gold Platinum Silver
Manufacturers: Gold Jewellery Platinum Jewellery Silver Jewellery Studded Jewellery Other
Retailers: Gold Jewellery Platinum Jewellery Silver Jewellery Studded Jewellery Other

Following documents are required:

1) 2 Photos 2) Address Proof: GST Certificate 3) ID Proof: Pan Card

- Cheque Should Be issued in the favour of "World Silver Council"
World Silver Council Membership charges are 50,000 + 18% GST = 59,000/-
NEFT : Account Name:WORLD SILVER COUNCIL

Signature/Thumb impression of Member

Signature/Thumb impression of Member

Name of Bank:Bank Of India IFSC Code:BKID0000008
Branch:Bullion Exchange Account No:000820110003041

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# Hard Pure Gold to redefine China gold jewellery sector



Record-high gold prices and continued geopolitical uncertainty have strengthened gold's appeal as a safe-haven asset. However, these same factors also create challenges for the jewellery industry, as rising prices increase the cost of entry for consumers. In response, the industry is exploring product innovation to sustain demand. In Greater China, Hard Pure Gold is emerging as a strategic initiative designed to balance high purity, design flexibility, and affordability.

Promoted by the World Gold Council, Hard Pure Gold combines traditional purity levels-typically above 99%-with advanced manufacturing technologies such as electroforming and lost-wax casting. These processes increase the hardness of pure gold, allowing jewellers to create more intricate designs, improve durability, and support gemstone settings. At the same time, hollow-forming techniques enable lighter pieces that maintain visual impact while reducing overall weight and price.

The category also benefits from the introduction of an industry-wide

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standard in 2025, which clarified production guidelines and unified marketing terminology across manufacturers. Standardisation has helped build consumer trust and strengthened the positioning of Hard Pure Gold as a distinct product segment.

A key driver of its growth is changing consumer demographics. Traditionally, pure gold jewellery in China appealed primarily to middle-aged buyers who valued gold for wealth preservation. Hard Pure Gold, however, is attracting younger consumers aged 20–35 by offering contemporary designs, lighter weight, and lower entry prices without sacrificing purity. Surveys conducted by the World Gold Council indicate that it is currently the fastest-growing category within the gold jewellery segment in Greater China.

In a high-price environment, the ability to produce jewellery that looks substantial yet weighs as little as 1.5 grams helps make gold more accessible to new buyers. At the same time, increasing trade-in activity—where consumers exchange older jewellery for newer designs—encourages repeat purchases and keeps demand active.

From a strategic perspective, Hard Pure Gold demonstrates how technological innovation and coordinated industry standards can reshape consumer perception. By merging investment-grade purity with modern design and affordability, it offers a compelling pathway for sustaining gold jewellery demand in Greater China.



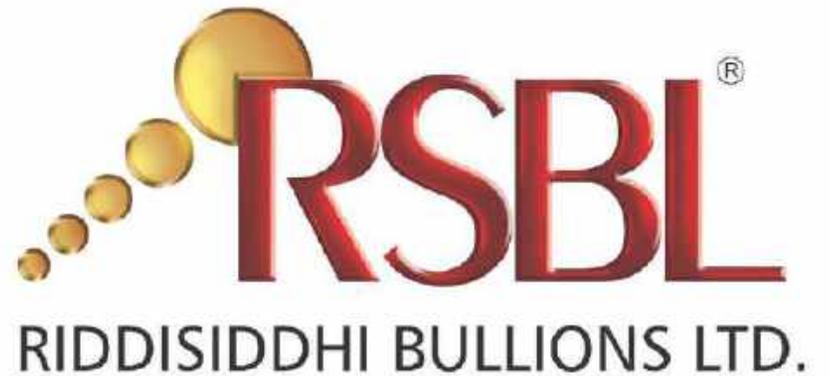
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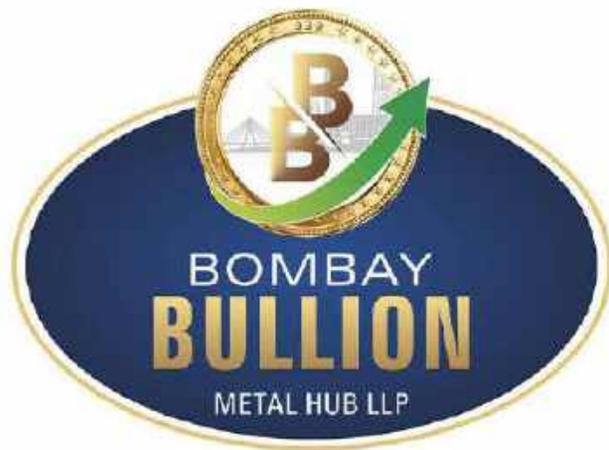
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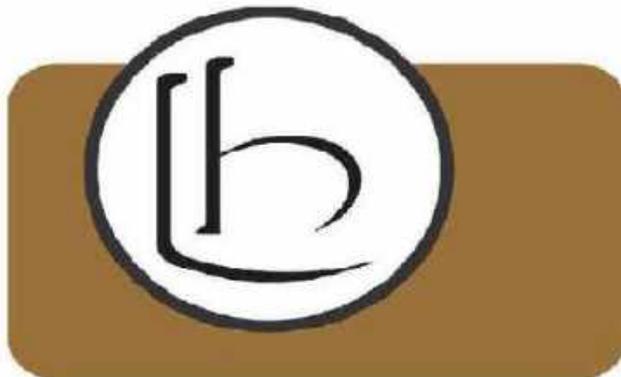
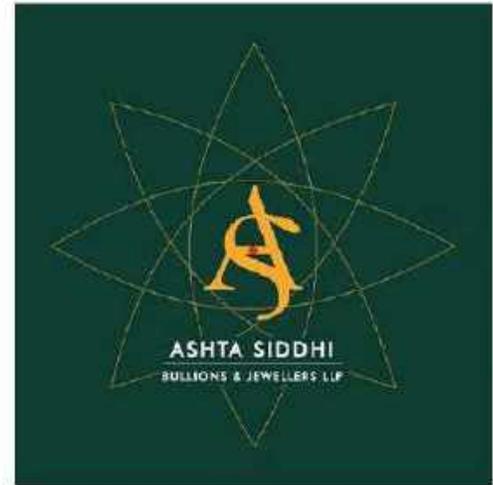
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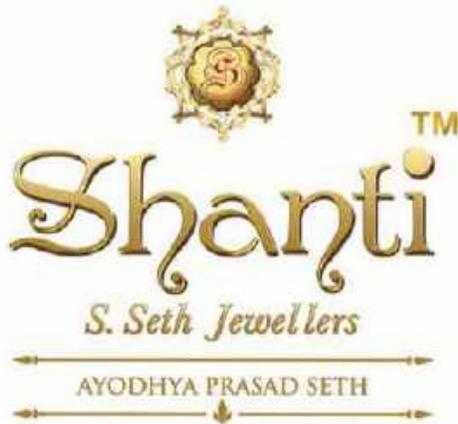


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Please Fill the Detail in Capital Letters Only\*

Full Name of Person :- \_\_\_\_\_  
(Name) (Middle Name) (Surname)

Residential Address :- \_\_\_\_\_  
\_\_\_\_\_

Mobile No :- \_\_\_\_\_

Date of Birth (As per PAN/ Aadhar Card) :- \_\_\_\_\_

Age :- \_\_\_\_\_ Email :- \_\_\_\_\_

Name of Company with which the person is related / Associated :- \_\_\_\_\_  
\_\_\_\_\_

Whether above named Company is Platinum Member

Yes  No

Platinum Membership Number of IBJA :- \_\_\_\_\_

Relationship with above named Company/ its Proprietor/Partner/ Director etc. \_\_\_\_\_

Address of Company :- \_\_\_\_\_  
\_\_\_\_\_

Telephone No./ Mobile No. of Company :- \_\_\_\_\_

GST No. of Company :- \_\_\_\_\_

I am enclosing herewith Cheque no. \_\_\_\_\_ drawn on \_\_\_\_\_ (Name of Bank) Dated \_\_\_\_\_ Of Rs. 51,000/- + 18% GST = Rs. 60,180/- being Non Refundable Membership Fees

I state that above information is true and correct.

**Note:**

- Person desirions of becoming member must be less than 45 years of age.
- Staff of company are not permitted to become member.
- Only blood relative of proprietor/partner/directors are permitted to become member.
- IBJA reserve right to reject membership at any point of time.
- If the Related / Associated company of person applying for youth wing membership is not platinum member, than Membership fees shall be Rs. 1,71,000/- + 18%GST = 2,01,780/-

Signature of Member

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**BANK DETAIL**

CHEQUE OF RS 36,580/- CAN BE ISSUED IN THE FAVOUR OF "INDIA BULLION AND JEWELLERS ASSOCIATION LTD."

NEFT : ACCOUNT NAME : INDIA BULLION AND JEWELLERS ASSOCIATION LTD.

NAME OF BANK : BANK OF INDIA BRANCH : BULLION EXCHANGE

ACCOUNT NO : 000810100013644 IFSC CODE : BKID0000008



## PLATINUM MEMBERSHIP APPLICATION FORM

Membership No.: \_\_\_\_\_

Please paste  
photo of person  
in whose favour  
membership  
card to be issued

Please complete this form in **BLOCK CAPITALS**

### 1. Trading Name of Business:

Proprietorship     Partnership     Pvt. Ltd.     Ltd. Company     HUF     Others

Company Name: \_\_\_\_\_

GST Number: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Pincode: \_\_\_\_\_

Tel. No.: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

### 2. Full name of Person: (this will be "Name" printed on Membership Card & Certificate.)

\_\_\_\_\_

Mobile No: \_\_\_\_\_ Email: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Tel. No.: \_\_\_\_\_

Resi. Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Pincode: \_\_\_\_\_

### Nature of Buiseness conducted (please tick whichever is applicable):

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**Manufacturers :**     Gold Jewellery     Platinum Jewellery     Silver Jewellery     Studded Jewellery     Other  
**Retailers :**     Gold Jewellery     Platinum Jewellery     Silver Jewellery     Studded Jewellery     Other

### Following documents are required:

1) 2 Photos    2) GST Certificate    3) ID Proof: Pan Card

• Cheque Should Be issued in the favour of "INDIA BULLION AND JEWELLERS ASSOCIATION LTD."

• Platinum Membership charges are 1,20,000 + 18% GST = 1,41,600/-

• NEFT : Account Name:INDIA BULLION AND JEWELLERS ASSOCIATION LTD.

Name of Bank:Bank Of India

IFSC Code:BKID0000008

Branch:Bullion Exchange

Account No:000810100013644

Signature/Thumb impression  
of Member

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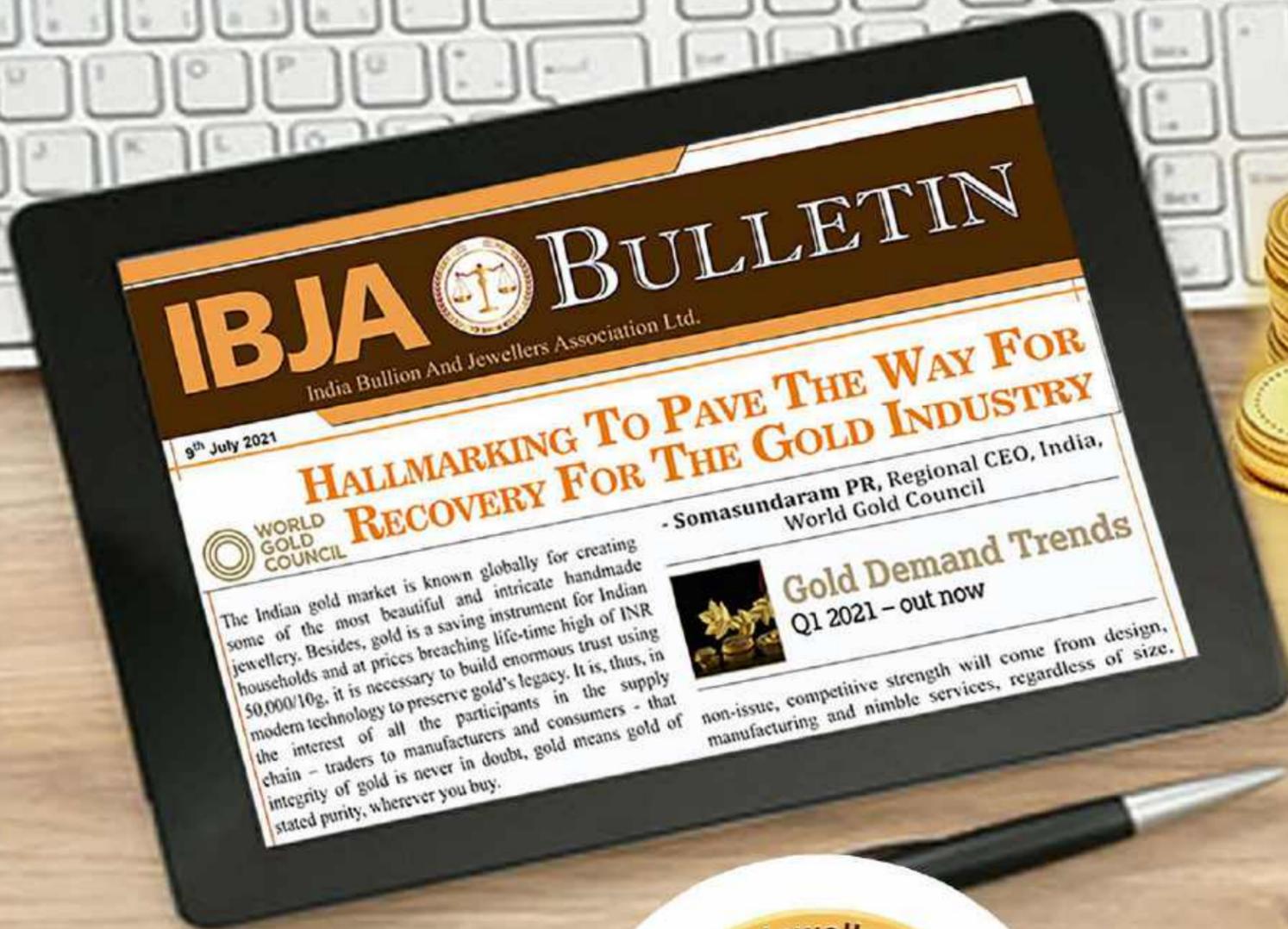
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**+91 9004120120**

## HEAD OFFICE

India Bullion and Jewellers Association Ltd. (IBJA)  
1st Floor, Entire 1st Floor, Refinery Building, Mumbai 400003.

+91-22 23426971 / +91 22 2342 7459

Click Here  
<https://ibjabulletin.com/>

**IBJA**