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## RiddiSiddhi Bullions Limited launches happiness in small denominations

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RiddiSiddhi Bullions Ltd. (RSBL) India's leading bullion company plans to broaden their horizons by launching smaller denominations of Gold Coins of (.9999) purity at the India International Gold Convention Event 2010 to be held in the last week of August this year in Goa.

India International Gold Convention (IIGC) is a unique and elite annual conference concentrating on the bullion industry with precise focus on the present industry expectations. IIGC is an incredibly and eagerly awaited conference with participation from all across the industry.

Mr. Prithviraj Kothari, Managing Director, RSBL, one of the key speakers at the event would discuss on the vibrant Indian bullion industry."

"The launch of these coins is a part of our growth plan by catering to the desires of the common man and strengthening our network by tying up with various distributors and retailers," added Mr. Prithviraj Kothari, Director of RSBL.

The other key industry players participating at the event include Mr. Stewart Murray, CEO, London Bullion Market Association; Mr. Paul Walker, CEO, GFMS Limited; Mr. George Ng, Director, Head-Asia, CME Group; Mr. Kevin Day, Head-Business Development, DGCX; Mr. S.K. Jindal, Chairman, Jindal Group of Cos; Mr. Rajan Venkatesh, MD-India, Bank of Nova Scotia; Mr. Rajesh Khosla, Managing Director, MMTS - PAMP (India).

The USP of RSBL coins is that it is of (.9999) purity, which is the highest in the market and with tampo proof packaging. The coins would be available in 1gm, 2gms, 4gms, 5gms, 8gms, 10gms, 20gms and 50gms. These coins will be available on E-trading platform similar to the platform started by RSBL called RSBL SPOT, which has been successfully launched in 16 cities including Delhi being the recent city. RSBL SPOT has enjoyed overwhelming response with high trading volumes from Mumbai, Ahmedabad, Hyderabad, Vijayawada, Chennai, Coimbatore, Surat, Rajkot, Pune, Indore, Ernakulum, Trivandrum, Thirissur, Bengaluru, Kolkata and Delhi.

The prices on SPOT are comparable to international or other prices existing in the market. The benefits of this trading platform is that there are no account opening charges, trading commissions or terminal usage charges thus making it very beneficial for the jeweller's (wholesale and retail) and manufacturers of gold and silver items, who can source their supplies directly from the company, at competitive prices. The coins will be available at Real time pricing basis.

RSBL is also in the process of tying-up with various banks for the distribution of coins and coins to strengthen their network.

### About RiddiSiddhi Bullions Limited (RSBL)

RiddiSiddhi Bullions Limited, Head Quatered in Mumbai, is one of India's largest bullion trading company having annual sales of approximately Rs 17,000 crores for the financial year 2009-10. The promoters of the company now have more than 25 years of experience in the industry. RSBL is an Authorised Participant (AP) of all the gold Exchange Traded Funds (ETFs) in India and is also the largest creator and redeemer of such units of these funds. The company is an Associate Member of London Bullion Market Association (LBMA) and enjoys trading relations with important LBMA members in international markets. In India, RSBL enjoys the status of Nominated Agency for bullion and has well expanded business with presence in major Indian bullion trading centres. "RSBL Pure Gold and Silver Coins" enjoy competitive edge in terms of retail price, as it is a 100% indigenous product- manufactured and packaged in India.