


Publication: Hindu Business Line

Link: <http://www.thehindubusinessline.com/markets/commodities/article1712425.ece>

Date: 20<sup>th</sup> April, 2011

Coverage Page:

A screenshot of a Mozilla Firefox browser window displaying the Business Line website. The address bar shows the URL: http://www.thehindubusinessline.com/markets/commodities/article1712425.ece. The page title is "A scheme for buying 1 kg gold and lending it to jewellers" by Suresh P. Iyengar. The article features a photograph of gold jewelry on display. To the right of the article is an advertisement for InvestTechFX Technologies, offering a "0.2 - 0.5 PIP Fixed Spread on 6 Majors". The browser's taskbar at the bottom shows the date as 4/25/2011 and the time as 2:47 PM.

Coverage:

# THE HINDU Business Line

## A scheme for buying 1 kg gold and lending it to jewellers

Suresh P. Iyengar



Mumbai, April 20:

RiddiSiddhi Bullions (RSBL), one of the largest gold importers and provider of bullion delivery for various spot and futures exchanges, has launched an investment product “Bullion Plus Plus,” that promises dual income from the likely price appreciation and lending income.

The investment scheme targets high networth investors, portfolio management companies and wealth managers who wish to buy a minimum of one kg gold valued at about Rs 22 lakh and 30 kg of silver worth about Rs 20 lakh.

Mr Ketan Kothari, Director, RSBL, said: “There are so many investors wanting to invest anything between Rs 10-50 lakh in fixed assets such as real estate and bullion. However, considering the high prices of real estate, lack of liquidity and lack of regulations, they prefer gold and silver. Our product is very similar to buying a real estate and letting it out on rent. It has the added advantage of lower investments, transparency, liquidity and lower transaction costs.”

Under the scheme, an investor has to buy gold or silver through online RSBL Spot platform at wholesale market price. The quantum of bullion bought will be transferred to the vault.

Investors have to sign a contract with RSBL Commodities, an RSBL Group company, to act on their behalf for one year and lend the bullion against adequate security to jewellers. The borrower will pay a certain fee to RSBL Commodities, which will be passed on to investors.

Investors also have an option to exit the scheme within a year by either taking physical delivery or selling their holding on the RSBL spot trading platform.

RSBL spot trading platform already has about 1,500 clients who are majorly jewellers and bullion traders.

The borrowers can return only gold or silver bars, which are approved under the London Bullion Market Association's (LBMA) Good Delivery Bar system as it will lend only similar quality bars.

LBMA bars can be imported and bought through international banks. This will protect the interests of the investors when they want to take physical delivery. Independent audit will also be carried out on the stock in the vault. Details of the audit, statement of applicable charges and the income earned will be sent to investors regularly.

Mr Kothari said RSBL Commodities will act as the management company for the investors and charge a management fee of one to two per cent on the investment. “Investors' risks are limited to the extent of any price depreciation in gold or silver which is unlikely in near future. On an average an investor can earn an income of three to seven per cent depending on the market dynamics,” he said.

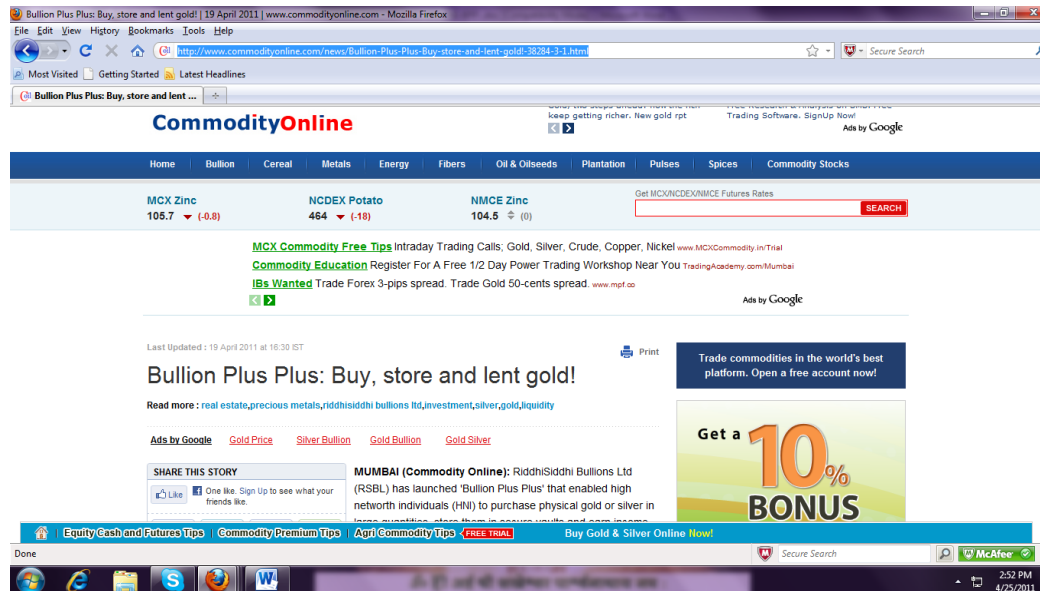
Gold prices have risen by 28 per cent in last one year while silver jumped 133 per cent in dollar terms (London fix).

## Publication: Commodity Online

Link: <http://www.commodityonline.com/news/Bullion-Plus-Plus-Buy-store-and-lent-gold!-38284-3-1.html>

Date: 19<sup>th</sup> April, 2011

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## CommodityOnline

### Bullion Plus Plus: Buy, store and lent gold!

MUMBAI (Commodity Online): RiddhiSiddhi Bullions Ltd (RSBL) has launched 'Bullion Plus Plus' that enabled high networth individuals (HNI) to purchase physical gold or silver in large quantities, store them in secure vaults and earn income by lending the commodity.

RSBL has termed the product as revolutionary and provides dual income for the investor-- one, from the likely price appreciation and second, the lending income. Moreover, the investors will not need to worry about purity, storage charges, theft and insurance hassles. "There are so many investors wanting to invest anything between 10-50 lacs in real assets like real estate. However, considering the high prices of real estate, lack of liquidity, sensitivity of the investments, lack of regulations etc, they prefer to invest in gold and silver but don't have the right product to do so," said Mr. Prithviraj Kothari, Managing Director, RSBL. "With this product giving an additional lending income, apart from the benefits of likely price appreciation and liquidity, the investors look no further," he added RSBL's new product comes at a time when the major regions in the world are under crises and investors are turning towards bullion for safe investment. "Normally, in international markets, when interest rates on the currency (e.g. US\$) go down, people remove their money from that currency. In the current scenario, most international currencies have very low interest rates. Hence, all the

money is flowing into real, liquid and safe assets like gold and silver, " informed Mr. Kothari. "Similarly, in times of recessions, natural calamities, etc, people invest in gold because they are not confident of investing in the currencies of such countries. Hence, gold price rises and the currency value decreases in such difficult times. This is the main reason why gold and silver is considered to be a 'safe haven'. Furthermore, during recessions, all your investments including real estate and stocks will go down but gold and silver will go up, thus hedging an investor's risks in other investments," he added.

As per London Bullion Market Association (LBMA), the price of gold and silver rose by 28% and 133% year-on-year respectively till 15th April 2011 in US dollar terms, on the London fix.

According to RSBL, 'Bullion Plus Plus' will involve a hassle free process of buying pure gold and silver from RSBL at wholesale market prices quoted on RSBL Spot. Also, the storage will be in secured vaults (LBMA accredited) and will be insured - an added advantage to the investors. Additionally, if the investor wants to put the gold or silver to actual use – like jewelry or utensils, he/she may withdraw his/her holdings at any time.

The investors will have to purchase gold or silver from RSBL and the same will be transferred to the vault. The investors will appoint RSBL Commodities Pvt Ltd, an RSBL Group company, to act on their behalf and lend gold and silver to third parties against adequate security. Investors' risks are only limited to the extent of any price depreciation in gold or silver.

RSBL Commodities will act as the management company for the investors and charge a nominal management fee. RSBL Commodities will lend the gold and silver to various professional bullion market participants against adequate security and after thorough know your customer (KYC). The borrower will pay a certain lending income to RSBL Commodities Pvt Ltd, and the income thereof will be passed to the investors as stipulated.

The borrowers can return only those gold or silver bars, which are approved under the London Bullion Market Association (LBMA)'s Good Delivery Bar system. Normally, they are imported and bought through international banks and never taken out of the vaulting channels. This will protect the interests of the investors as far as reliability is concerned. Independent audit will be carried out on the stock in the vault. Details of the audit, statement of applicable charges and the income earned will be sent to investors regularly.

As an additional feature, 'Bullion Plus Plus' provides the investors an option of simply buying and storing the Bullion in the vaults without lending it. If in the future, the investors want to lend it out, they can do so by instructing RSBL Commodities accordingly.

The investors will be able to withdraw their physical gold or silver at any given point of time by following a prescribed procedure. The investors will also be able to sell back their gold and silver to RSBL at market prices at any given point of time without taking physical delivery.

"There is no doubt that 'Bullion Plus Plus' is set to revolutionize gold and silver investments in the near future," RSBL said in a press release.

## Publication: The Art of Jewellery

Link: <http://www.artofjewellery.com/Headlines.aspx?id=5369>

Date: 21<sup>st</sup> April, 2011

Coverage Page:

The screenshot shows a Mozilla Firefox browser window displaying the website 'The Art of Jewellery'. The page features a navigation menu with links for HOME, ABOUT US, MAGAZINES, EVENTS, MEDIA KIT, CAREERS, and CONTACT US. The main content area is titled 'LATEST NEWS UPDATES' and contains an article from 4/21/2011. The article is titled 'RSBL launches gold investment product for HNIs' and includes the RSBL logo. The text of the article states: 'Riddisiddhi Bullions (RSBL) one of the largest gold importers and provider of bullion delivery for various spot and futures exchanges has launched an investment product "Bullion Plus Plus" that promises dual income from the likely price appreciation and lending income. The investment scheme targets high networth investors, portfolio management companies and wealth managers who wish to buy a minimum of one kg gold valued at about Rs. 22 lakh and 30 kg of silver worth about Rs. 20 lakh. Ketan Kothari, Director RSBL said: "There are so many investors wanting to invest anything between Rs 10-50 lakh in fixed assets such as real estate and bullion. However considering the high prices of real estate lack of liquidity and lack of regulations, they prefer gold and silver. Our product is very similar to buying a real estate and letting it out on rent. It has the added advantage of lower investments transparency liquidity and lower transaction costs." Under the scheme an investor has to buy gold or silver through online RSBL Spot platform at wholesale market price. The quantum of bullion bought will be transferred to the vault. Investors have to sign a contract with RSBL commodities an RSBL Group company, to act on their behalf for one year and lend the bullion against adequate security to jewelers. The borrower will pay a certain fee to RSBL commodities, which will be passed on to investors.'

Coverage:



## RSBL launches gold investment product for HNIs

4/21/2011



Riddisiddhi Bullions (RSBL) one of the largest gold importers and provider of bullion delivery for various spot and futures exchanges has launched an investment product "Bullion Plus Plus" that promises dual income from the likely price appreciation and lending income.

The investment scheme targets high networth investors, portfolio management companies and wealth managers who wish to buy a minimum of one kg gold valued at about Rs. 22 lakh and 30 kg of silver worth about Rs. 20 lakh.

Ketan Kothari, Director RSBL said: “There are so many investors wanting to invest anything between Rs 10-50 lakh in fixed assets such as real estate and bullion. However considering the high prices of real estate lack of liquidity and lack of regulations, they prefer gold and silver. Our product is very similar to buying a real estate and letting it out on rent. It has the added advantage of lower investments transparency liquidity and lower transaction costs.”

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Investors also have an option to exit the scheme within a year by either taking physical delivery or selling their holding on the RSBL spot trading platform. RSBL spot trading platform already has about 1,500 clients who are majorly jewelers and bullion traders.

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LBMA bars can be imported and bought through international banks. This will protect the interests of the investors when they want to take physical delivery. Independent audit will also be carried out on the stock in the vault. Details of the audit statement of applicable charges and the income earned will be sent to investors regularly.

Kothari said RSBL Commodities will act as the management company for the investors and charge a management fee of one to two percent on the investment. “Investors’ risks are limited to the extent of any price depreciation in gold or silver which is unlikely in near future. On an average an investor can earn an income of three to seven per cent depending on the market dynamics,” he said.

## Some Links

1. <http://buysellgoldprices.com/2011/04/19/bullion-plus-plus-buy-store-and-lent-gold/>
2. <http://thegoldwatcher.blogspot.com/2011/04/new-in-india-gold-account-thats.html>
3. <http://insiderforexsecretsguide.com/100710/bullion-plus-plus-buy-store-and-lent-gold-commodity-online/>
4. <http://coresectorcommunique.blogspot.com/2011/04/scheme-for-buying-1-kg-gold-and-lending.html>
5. <http://gold.einnews.com/news/london-bullion-market-association>