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# Platinum Outshines Gold

**P**latinum, the prestigious and expensive white metal has always been valued higher than gold. The continued expansion of advanced and developing economies has caused demand for the metal to grow at a faster pace than it is being mined. But today the tables have turned, gold had reached a life time high crossing the 30k mark whereas platinum was comparatively much low (touching the lowest point) for the first time in the market.

Though we saw tremendous downfall in gold on Wednesday, the trend continued to be the same. In the physical market (Mumbai) gold per gram was 2970 compared to platinum that was running at 2810 (as of 14th December)

During periods of sustained economic stability and growth, the price of platinum tends to be as much as twice the price of gold. While during periods of economic uncertainty,

the price of platinum tends to decrease below the price of gold, due to reduced industrial demand. Today platinum prices are running lower than gold and hence people are switching to platinum as one of the modes of investments.

Relative to gold platinum has a unique property that it does not tarnish or wear out.

Also due to its rarity, platinum is considered as a "symbol of prestige". These properties have made platinum a very special metal and a good investment option

In 2008, a leading astrologer quoted that, Platinum will soon become a part of Laxmi Pujan every Diwali. We too believe, Platinum is going to be the next metal in trend and people who have realized this are well informed and have started investing in this precious white metal. As compared to Gold which is mainly used in jewellery making, Platinum is widely utilized in industries too.

The volatile conditions of the market leave a great opportunity for the rise in demand and rates of platinum in the future. Though there is a slump in its current value, this metal has the highest potential to earn returns if invested in today. So it is perhaps, the best opportunity to invest in Platinum, as its value will be better appreciated than gold in the future.