

Publication: Sakaal Times

Headline: Gold, the ideal gift

Edition: Pune

Date: 25th September 2011

Coverage

www.sakaaltimes.com
A MARKETING INITIATIVE

Gold, the ideal gift

Gold Leaf launched for the festive season...

Gold is the most ideal gift which can be given on auspicious occasions and is willingly accepted by the receiver. Gold Leaf can also be gifted in religious festivals like Akshya tritiya, Jain parushan, Dasara, Diwali, Ganpati, Navratri, Holi, Raksha Bandhan, Onam, eid, Christmas, new year etc.

The Indian trend of gifting gold has decreased with time due to the inflating gold prices. Howeverm Gold Leaf, due to its varied availability in sizes and prices, can be the most affordable and accepted gifting option.

Riddisiddhi Bullions have introduced Gold Leaf as one of the best gifting option available in the market for this festive season. RSBL is one of the first company to launch 100 mg bars of gold. This unique offering is one of the best gifting options for any celebration like marriages, birthdays and anniversaries.

According to Samir Shah, vice president, Riddisiddhi Bullions, "With the appreciating value of gold, it is an ideal gifting option, as it is economical and affordable to the Indian consumer. One would get really delighted on receiving gold as a gift on auspicious events and occasions."

The yellow metal apart from being considered as a symbol of prosperity, is also a valuable asset which the receiver cherishes for a lifetime. Moreover, The Gold Leaf is affordable to everyone who has a desire to position or present something which will be treasured. It can be accumulated through buying smaller quantities and then can be converted into bars. The benefits of buying this precious metal aren't hidden to anyone.

The Gold leaf will be available in different sizes through over the counter as well as several retailers and distributors.