



# MMTC-PAMP

Swiss Excellence. Made in India.



THE GOLD STANDARD OF PURITY & CRAFTSMANSHIP

#EVENGOLDHASAGOLDSTANDARD

2024

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CLASSIC SERIES



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PERSONALISED

# 99.99%+ PUREST GOLD (24K) AND SILVER



## 999.9+ (99.99%+) PUREST GOLD (24K) & SILVER

Every MMTC-PAMP gold coin that you buy goes through a rigorous refining process so that you get the purest piece of metal, always. We strive to go beyond 999.9 to give you 999.9+ (99.99%+) purity. While 999 fineness gold & silver is considered 99.9% pure, 995 fineness gold is at 99.5% purity. At MMTC PAMP, our minted gold and silver products surpass the 999.9+ (99.99%+) purity level.



## POSITIVE WEIGHT TOLERANCE

MMTC-PAMP gives you the guarantee that each piece of Gold and Silver that you buy from us will weigh more than what is mentioned on the pack. Always.



## FINEST SWISS CRAFTSMANSHIP

Intricate designs manufactured using the world's most advanced state-of-the-art Swiss technology. Unmatched craftsmanship makes MMTC-PAMP the Gold Standard of Gold. Our gold and silver coins epitomize the pinnacle of craftsmanship, ensuring timeless collectibility and the promise of enduring value for generations to come.



## ASSURED BUYBACK

Get your old gold expertly evaluated and sell it back through MMTC-PAMP's transparent process with cutting-edge technology & software, guaranteeing the utmost accuracy in stating its true value without any loss of value which occurs in the traditional touchstone method.



## LBMA ACCREDITED

MMTC-PAMP is India's only LBMA Accredited good delivery refinery for Gold & Silver. To be accepted onto the Good Delivery List refiners undergo stringent checks - History in the market, Financial standing, Ability to produce bars that meet LBMA's purity & weight standards levels of production which make our products globally tradable.

# WHY MMTC-PAMP?

FEATURES	MMTC-PAMP	OTHERS
24K	All products	Only a select few
Purity	99.99%+	Mostly 99.50%
Positive Weight Tolerance	Assured extra grammage than mentioned	Not assured
Positive Purity Tolerance	Assured extra purity than mentioned	Not assured
Finest Swiss Craftsmanship	Yes	No
Unique and Intricate Designs	Yes	No
Mirror Finish	Yes	No
Limited Edition Collectibles	Yes	No
LBMA Accreditation	Global benchmark of purity, quality and craftsmanship	No
Secure Packaging	Assured safe packaging for our entire range of products	Usually only the higher-end products
Certified Assayer Signature	Present in all our products	Only a select few
QR Code to Register the Product Under your Name	Yes	No
Assured Gold Buyback	Yes	On a select few products
Most Trusted Brand of the Nation Award	Yes	No
India Book of Records for Highest Purity	Yes	No
Best Refinery in India	Yes	No
Prestigious Brands of Asia	Yes	No
ET Iconic Brands of India	Yes	No



## ROSE<sup>®</sup>

A symbol of love, subject of Shakespearean hyperbole, or quite simply the single most recalled motif for affection in the world; the rose is all of this and much more. To a younger generation, growing on staple diet of cinema and OTT shows, different colours of rose convey different emotions. For believers of Hindu mythology, Lord Vishnu, the supreme creator, made Goddess Lakshmi out of 108 large and 1,008 small rose petals. In Abrahamic religions like Christianity and Islam, significance of rose as the single most powerful symbol of love and affection remains unquestioned.







# LOTUS<sup>®</sup>

This beautiful Lotus Bar is expertly minted on 24K 99.99%+ Purest Gold. It has a beautiful motif of the Lotus flower which is a symbol of purity, health, rebirth, and spiritual enlightenment. The unmistakably elegant shape of its petals, whether white or pink gives the flower its iconic form. Its associations with many divinities are renowned throughout the world. Lotus can be found in beautifully rendered iconography through the ages.





# GODDESS LAKSHMI<sup>TM</sup>

The Gold Bar respectively featuring Goddess Lakshmi is a timeless & sacred symbol of wealth, prosperity, and good fortune. The obverse side of the Gold Bar features an exquisitely detailed image of Goddess Lakshmi, who is revered as the symbol of wealth and prosperity. Crafted with the 24K 99.99%+ Purest Gold ensuring the highest level of quality & value. Each bar comes with a stamp of authenticity, guaranteeing its purity & craftsmanship. It also promises a positive weight tolerance, ensuring that every coin you purchase will weigh more than what is mentioned on the pack.





# GODDESS LAKSHMI

Goddess Lakshmi gold coin venerated throughout India and around the world as generous divinities, worshipped for the prosperity, protection, wisdom, and guidance that they impart. As the divine incarnation of wealth, fortune, love, beauty, luxury and prosperity, Lakshmi is portrayed with her four arms that together represent Cosmic Omnipotence, as well as perfection and freedom from bondage or limitations.





# GODDESS LAKSHMI & LORD GANESHA SHANKH COIN™

The symbolically rich 24K 99.99%+ Purest Gold pair of stylized coins are precision-minted with finely embossed images of Goddess Lakshmi & Lord Ganesha in first-of-its-kind Shankh design.

Together Goddess Lakshmi & Lord Ganesha symbolize auspiciousness, prosperity and are venerated across India.



**DENOMINATION: 5gm+5gm (Lakshmi & Ganesh), 20gm (Lakshmi) METAL: Fine Gold | PURITY: 999.9+**



# OVAL PENDANT

The oval perforated series is a unique collection minted on 24K 99.99%+ Purest Gold. Crafted with exceptional precision to offer unmatched quality, the collection is an ideal gift for your loved ones to wish them good fortune, wealth and prosperity.



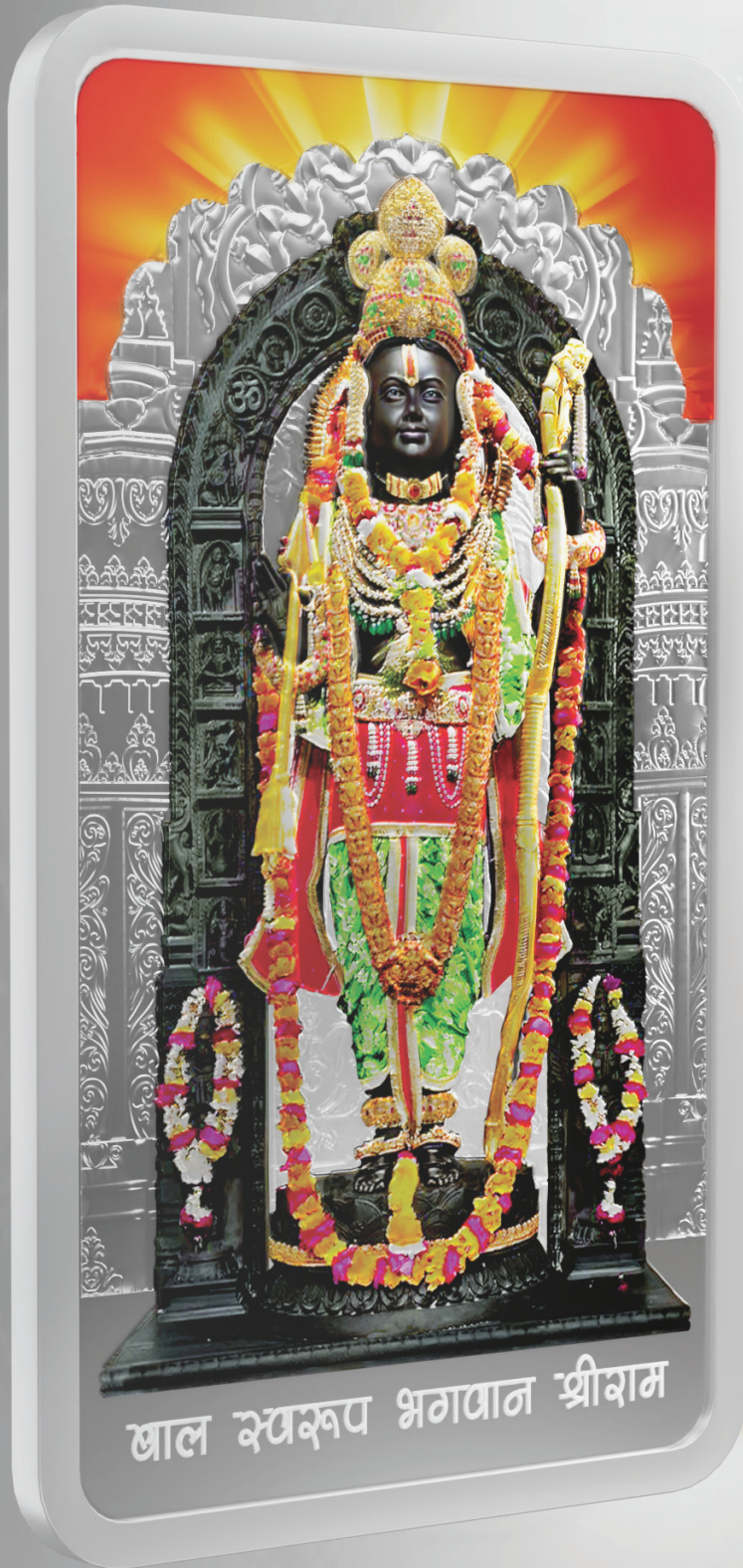
## BANYAN TREE<sup>®</sup>

The Banyan Tree minted on 99.99%+ Purest Silver portrays the exceptional beauty and significance of the Banyan in a truly poetic design. Ancient Indian texts and scriptures mention the Banyan as a symbol of longevity and is also thought to bestow the fulfillment of wishes. Perhaps no other living symbol from the natural world is so ideally suited to enhance the inherent value and preciousness of 99.99%+ Purest Silver.



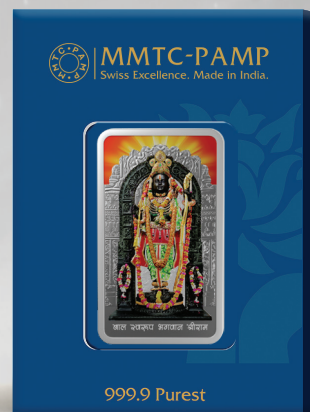
**DENOMINATION: 10gm, 20gm, 50gm, 100gm, 250gm**  
**METAL: Fine Silver | PURITY: 999.9+**





## RAM LALLA

MMTC-PAMP's Ram Lalla Silver bar embodies the essence of this sacred occasion, offering devotees a tangible symbol of their faith and devotion. Meticulously crafted to the highest standards on Purest Silver with 99.99+% purity, customers can cherish the authenticity and value of each bar. The Ram Lalla Silver Bar is a timeless symbol of devotion and spirituality, making it an ideal and cherished memento which can be passed down generations.





# GODDESS LAKSHMI & LORD GANESHA SHANKH COIN™

The symbolically rich 99.99%+ Purest Silver pair of stylized coins are precision-minted with finely embossed images of Goddess Lakshmi & Lord Ganesha in first-of-its-kind Shankh design. Together Goddess Lakshmi & Lord Ganesha symbolize auspiciousness, prosperity and are venerated across India.



# GODDESS LAKSHMI AND LORD GANESHA

Goddess Lakshmi and Lord Ganesha are both venerated throughout India and around the world as generous divinities, worshipped for the prosperity, protection, wisdom, and guidance that they impart. As the divine incarnation of wealth, fortune, love, beauty, luxury and prosperity, Goddess Lakshmi is portrayed with her four arms that together represent Cosmic Omnipotence, as well as perfection and freedom from bondage or limitations.



DENOMINATION: 10gm, 20gm, 50gm, 100gm  
METAL: Fine Silver | PURITY: 999.9+



# PREMIUM COLOURED

Our 99.99%+ Purest Silver designs also offer a wide variety of exquisitely crafted products that honour popular festivals, and religious observances celebrated throughout India. The decorative details on the coins and bars are further enhanced by the mirror finish that add depth to the gleam, and beauty of the coin or bar you bring home. From Sukh Samridhi, Lord Ganesha, Ashta Lakshmi, the range goes further to include deities like Guru Nanak Dev Ji and Lord Balaji among others.



Lord Balaji 50gm



Guru Nanak Dev Ji 50gm



Goddess Lakshmi 20gm



Ashta Lakshmi 50gm



Lord Ganesha 50gm



Stylized Goddess Lakshmi & Lord Ganesha 50gm, 100gm

# PERSONALISED

Personalized gifts are perfect for any and every occasion, be it a birthday of a loved one or your parent's anniversary, there is something for everybody. Create timeless memories and add a personal touch to your gifts in 99.99%+ Purest Gold (24K) & Silver.





# GOLD BUYBACK

Your gold is worth more than you think



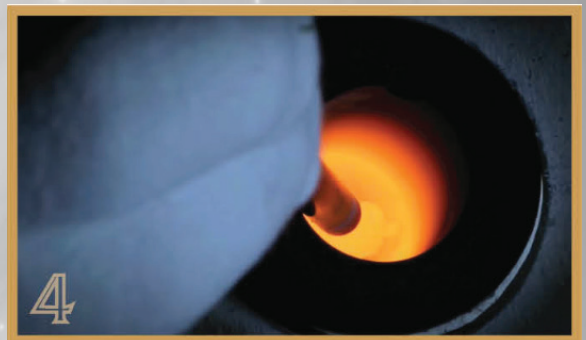
Visit your nearest MMTC-PAMP Exclusive Brand Store



Our friendly and trained staff explains the entire process and informs about the gold buyback rate before melting the gold



Customer hands over the gold for authentication which is weighed in its original form



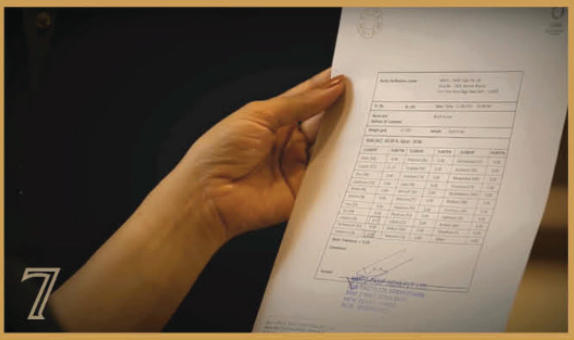
The gold is then melted and then weighed again. Post which, it is cooled and cleaned in deionized water



As the process is carried out, you can also view it live on a CCTV camera to ensure complete transparency



The gold is weighed on our authenticated scales and value is measured from industry best European XRF (X-Ray Fluorescence Technology) machines

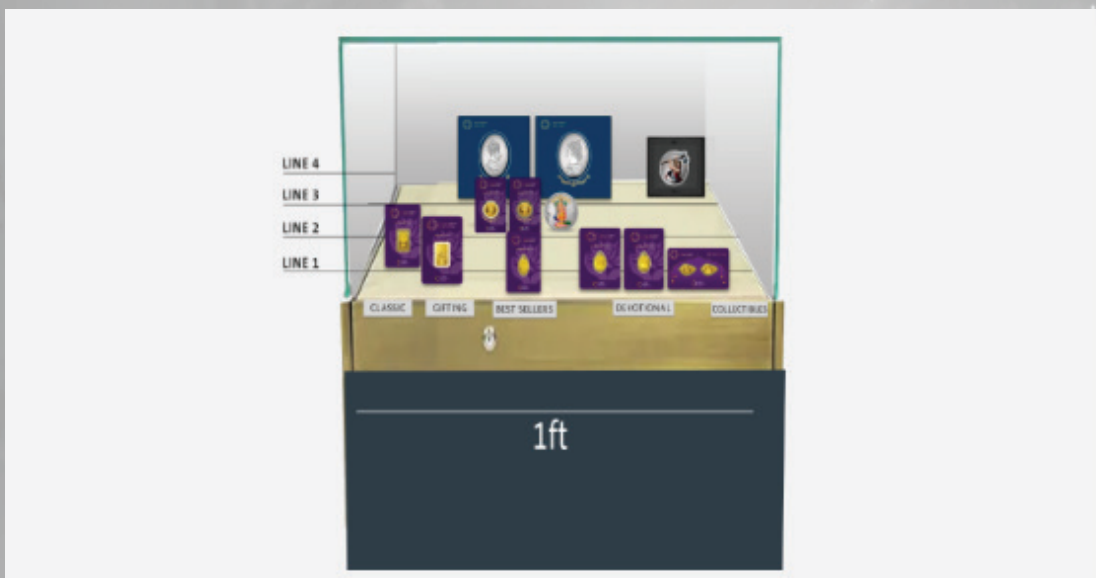
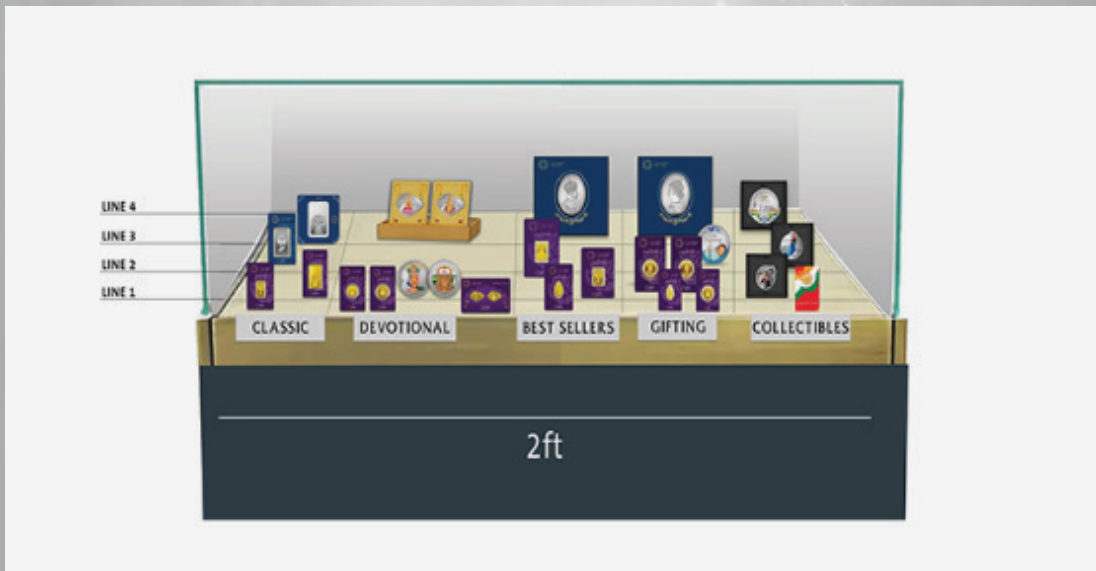
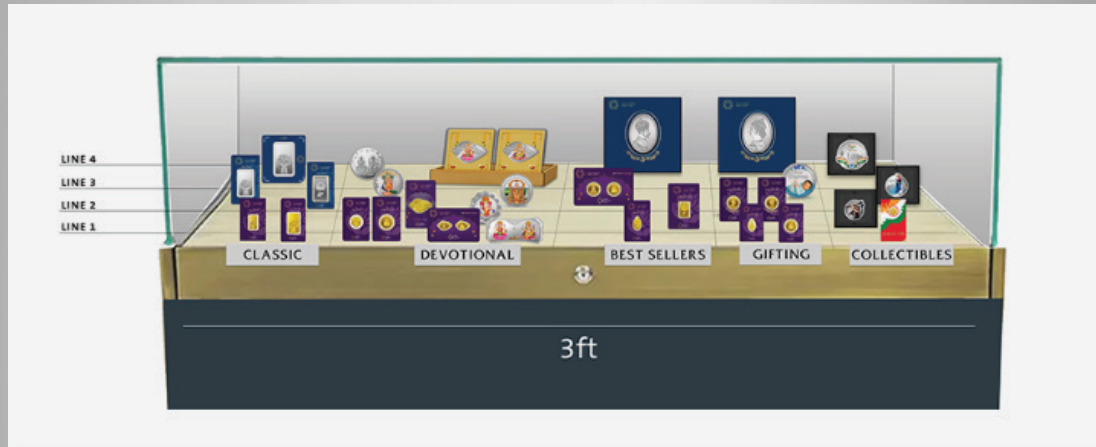


Customer gets a receipt that states the content of gold. The final reading displays the true, pure gold value, ensuring the maximum value of gold



Happily servicing our customers everyday at all our centres across India







# Swiss Excellence. Made in India.

About MMTC-PAMP: A joint venture between Switzerland-based bullion refinery, PAMP SA, and MMTC Ltd, a Miniratna and Government of India Undertaking. MMTC-PAMP is the only LBMA-accredited gold & silver good delivery refiner in India and is accepted across global commodity exchanges and central banks. The company seamlessly marries Swiss excellence with Indian insights. MMTC-PAMP India Pvt. Ltd. is internationally recognized as an industry leader in bringing global standards of excellence to the Indian precious metals industry.

MMTC-PAMP has received several awards since its inception from local and global industry bodies for Refining, Brand and Sustainability. Also, MMTC-PAMP is India's First Precious Metals Company to have Science-based Emissions Reduction Targets Approved by the SBTi.



India's only precious metals facility accredited by the London Bullion Market Association for both gold and silver.

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