



Dear Investor,

Greeting's from **Anush Shares & Securities**.

Gold is considered to be a perfect inflation hedge around the world by all investor class. That's why almost every federal bank reserve comprises a reasonable quantum of Gold Reserves.

At home, in India, Gold has been a traditional investment vehicle. We don't need to explain the rationale behind Indians favour towards GOLD.

However, we believe the long term wealth creation starts with small and regular investments. **We provide below the next generation of model of investing in Gold for future needs. Be it for marriage or investment for future.**

Before going towards methods of systematic investment, we provide the benefits of investing in e-gold.

### BENEFITS

Transparent pricing | Easy accessibility | Purity [ 24 CARAT – (99.5%) fully insure ] | Security | Asset Allocation and Diversification| No worries of theft | No premium | No sales tax or VAT| Eligible for Long term capital gains benefits – If held for more than 1yr.

Parameters	E-Gold	Jewellers	Banks
Purchase & sale mode	Demat	Bar/Coin/Jewellery	Bar / Coin
Security of Asset	Fully secured	<b>Liable to theft</b>	<b>Liable to theft</b>
Cost of storing	<b>Hold in existing DEMAT account at zero additional cost</b>	Bank locker cost (approx ~ Rs 5000 p.a.)	Bank locker cost (approx ~ Rs 5000 p.a.)
Pricing(retail investors)	Transparent. Traded in NSE.	<b>3%-5% premium charge+VAT 4%+Import duty charges 4%</b>	3%-5% premium charge+VAT 4%+Import duty charges 4%
Ease to SELL	Sell back in NSE at current Gold price	<b>Forced to sell at a discounted price. You lose making charges plus sell at a discount of approx 10%.</b>	They don't buy at your request.
Wealth Tax	<b>No</b>	Yes	Yes
Purity	Guaranteed 24 carat International accredited quality	<b>Depends on Seller. Risk of getting duped with 18-19 carat purity gold for 22 carat price.</b>	Guaranteed 24 carat International accredited quality

We are happy in providing different options for investing in Gold - **Gold ETF, Gold Funds & E-Gold**.

### Gold ETFs:

- Each unit of Gold ETF is approximately equal to 1 gram of Gold.
- Units can be bought or sold like shares through our NSE / BSE Terminals.
- Units will get credited in your Demat account, like Shares.



#### Gold Funds:

- **"Fund of Funds"**, where amount mobilised will be invested in existing Gold ETFs.
- **Special advantage - you can invest in Gold in a systematic manner - through SIP.**
- **Ideal option for investors who do not have a demat / trading account.**

#### E-Gold - National Spot Exchange Limited:

- **You can purchase E-Gold like shares (exclusive trading account).**
- **Purchased units will get credited in your Demat account (exclusive Demat account).**
- **You can sell the units like shares.**
- **Facility of taking physical delivery by surrendering E-Gold units.**

For further information, kindly contact our office at any time and we will provide the requisite service.

Please visit [www.anushshares.com](http://www.anushshares.com) to reach our nearest office.

Regards,  
Team ANUSH.,

**Please forward this message to your investor friends also**

Anush Shares & Securities Private Limited: SEBI REGN NO: NSE- INB/F/E 231445330 | BSE-INB/F 231445330 | MSE-INB040817131 | DP-IN-DP-CDSL-683-2013 | Member ID: NSE :14453 | BSE: 6281 |MSE: 08171| MCX-SX: 11280 |SCM F&O: M50171 | AMFI: 2110. For any complaints email at [customercare@anushshares.com](mailto:customercare@anushshares.com) Regd. Address:- NO 247 R K Mutt Road, Raja Annamalai Puram, Chennai – 600028. Please carefully read the risk disclosure document as prescribed by SEBI & FMC and Do's & Don'ts by NCDEX

#### Disclaimer

This document is not for public distribution and has been furnished to you solely for your information and must not be reproduced or redistributed to any other person. Persons into whose possession this document may come are required to observe these restrictions. This materials are for the personal information of the authorized recipient, and we are not soliciting any action based upon it. This report is not to be construed as an offer to sell or the solicitation of an offer to buy any security in any jurisdiction where such an offer or solicitation would be illegal. It is for the general information of clients of Anush Shares and Securities Private Limited. It does not constitute a personal recommendation or take into account the particular investment objectives, financial situations, or needs of individual clients. We have reviewed the report, and in so far as it includes current or historical information, it is believed to be reliable though its accuracy or completeness cannot be guaranteed. Neither Anush Shares and Securities Private Limited nor any person connected with it, accepts any liability arising from the use of this document. The recipients of this material should rely on their own investigations and take their own professional advice. Price and value of the investments referred to in this material may go up or down. Past performance is not a guide for future performance. Opinions expressed are our current opinions as of the date appearing on this material only. Prospective investors and others are cautioned that any forward-looking statements are not predictions and may be subject to change without notice. Our proprietary trading and investment businesses may make investment decisions that may be inconsistent with the recommendations expressed herein.