



# MMTC-PAMP

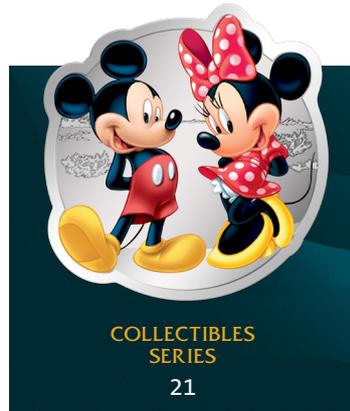
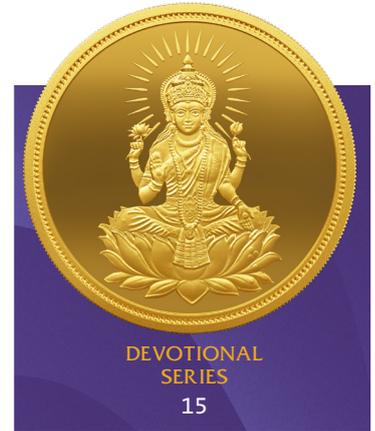
Swiss Excellence. Made in India.



THE GOLD STANDARD OF PURITY & CRAFTSMANSHIP  
#EVENGOLDHASAGOLDSTANDARD

NOVEMBER 2023 RETAIL EDITION

# CONTENTS



# MMTC-PAMP: GOLDEN PROMISE OF PURITY



## 24K 999.9+ PUREST GOLD

Every MMTC-PAMP gold coin that you buy goes through a rigorous refining and purification process so that you get the purest piece of metal, always. We strive to go beyond 999.9 to give you 999.9+ purity



## POSITIVE WEIGHT TOLERANCE

MMTC-PAMP gives you the guarantee that each piece of Gold 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 Gold beyond compare.



## ASSURED BUYBACK

MMTC-PAMP Gold coins and bars come with an assayer certified certicard. MMTC-PAMP's Purity Verification Centres (PVC) provides accurate purity testing and verification of your gold belongings using scientific methods. Above all, MMTC-PAMP's gold bars and coins that you own get Assured Buyback facility at each PVC



## LBMA ACCREDITED

MMTC-PAMP is India's only LBMA Accredited good delivery refinery for Gold & Silver

**RANGE OF**  
**DIWALI PRODUCTS**



# GODDESS LAKSHMI & LORD BALAJI

The Special Edition 10 gm & 50gm Gold & Silver Bar respectively featuring Goddess Lakshmi & Lord Balaji is a timeless and 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 purest gold (24k) and silver, this bar has a Purity of 999.9+, ensuring the highest level of quality and value. Each bar comes with a stamp of authenticity, guaranteeing its purity and craftsmanship. It also promises a positive weight tolerance, ensuring that every coin you purchase will weigh more than what is mentioned on the pack.

## DENOMINATION

10gm

## METAL

Fine Gold

## PURITY

999.9+



## DENOMINATION

50gm

## METAL

Fine Silver

## PURITY

999.9+



BUY NOW



BUY NOW



This product is presented in a premium, ready-to-gift box and comes with individually serial numbered assay-certified sealed packaging.

# OVAL PERFORATED

The oval perforated series is a unique collection minted on 999.9+ 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.

## DENOMINATION

2gm

## METAL

Fine Gold

## PURITY

999.9+



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# GODDESS LAKSHMI & LORD GANESHA SHANKH COIN

The symbolically rich 999.9+ Purest Gold (24k) and Silver pairs of stylized coins are precision-minted with finely etched portrayals of Lakshmi and Ganesha in first-of-its-kind Shankh design. Together Lakshmi and Ganesh symbolize auspiciousness, and prosperity & are venerated throughout India and around the world.



## DENOMINATION

10gm (5gm+5gm), (Lakshmi Ganesh)  
20gm High Relief (Lakshmi)

## METAL

Fine Gold

## PURITY

999.9+



## DENOMINATION

50gm (25gm+25gm)  
100gm (50gm+50gm)

## METAL

Fine Silver

## PURITY

999.9+



BUY NOW



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# LORD GANESHA

Lord Ganesha bestows blessings of prosperity upon his devotees, as vighnaharta, is relied upon for his power to remove obstacles from the paths of humankind. The Lord Ganesha 999.9+ Purest Gold (24k) and Silver coin is exquisitely minted at MMTC-PAMP's LBMA accredited refinery and captures your favourite deity's divinity in all its glory. It is available in denominations of 2gm, 5gm and 10gm in 24K, 999.9+ pure gold, and 20 gm, 999.9+ pure silver.



**DENOMINATION**

2gm

**METAL**

Fine Gold

**PURITY**

999.9+



BUY NOW



**DENOMINATION**

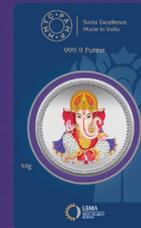
50gm

**METAL**

Fine Silver

**PURITY**

999.9



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# 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, Lakshmi is portrayed with her four arms that together represent Cosmic Omnipotence, as well as perfection and freedom from bondage or limitations.



**DENOMINATION**  
2gm, 5gm

**METAL**  
Fine Gold

**PURITY**  
999.9+



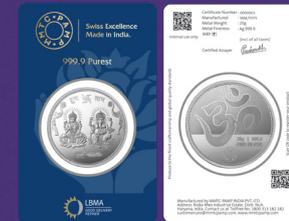
BUY NOW



**DENOMINATION**  
20gm, 50gm,  
100gm

**METAL**  
Fine Silver

**PURITY**  
999.9+



BUY NOW

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# PREMIUM COLOURED

Our 999.9+ 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, AshtaLakshmi, the range goes further to include deities like Guru Nanak Dev Ji, Goddess Meenakshi, Lord Balaji among others.



Lord Balaji 50gm



Guru Nanak Dev Ji 50gm



Goddess Meenakshi 50gm

METAL  
Fine Silver

PURITY  
999.9+



Radha Krishna 31.1gm



Ashta Lakshmi 50gm



Stylized Goddess Lakshmi &  
Lord Ganesha 50gm, 100gm



Sukh Samridhi Goddess Lakshmi &  
Lord Ganesha 100gm



BUY NOW

CLASSIC  
SERIES



# THE ROSE

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.

## DENOMINATION

10gm

## METAL

Fine Gold

## PURITY

999.9+



## DENOMINATION

20gm, 50gm,  
100gm

## METAL

Fine Silver

## PURITY

999.9+



BUY NOW



BUY NOW



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# LOTUS

This beautiful Lotus Bar is expertly minted on 999.9+ Purest Gold (24k) and Silver. 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.



## DENOMINATION

1gm, 2gm, 5gm, 8gm,  
10gm, 20gm, 31.1gm  
50gm, 100gm

## METAL

Fine Gold

## PURITY

999.9+



BUY NOW



## DENOMINATION

20gm, 50gm  
100gm

## METAL

Fine Silver

## PURITY

999.9+



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# BANYAN TREE

The Banyan Tree minted on 999.9+ 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 999.9 pure gold & silver as the Banyan Tree.

## DENOMINATION

10gm, 20gm, 50gm,  
100gm, 250gm

## METAL

Fine Silver

## PURITY

999.9+



BUY NOW 

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DEVOTIONAL  
SERIES



# LORD MAHAVIR

The 20 gram Limited Edition Lord Mahavir Gold Coin is a sacred and reverential masterpiece that embodies the spirituality and devotion of Jainism. The obverse side of the coin features an intricately etched image of Lord Mahavir, a revered spiritual leader and founder of Jainism. The coin also features the Namokar mantra, one of the most important and widely recited mantras in Jainism, etched in fine detail alongside the image of Lord Mahavir. Crafted with the purest 24K gold, this coin comes with a purity of 999.9+, ensuring the highest level of quality. Each coin comes with a stamp of authenticity, guaranteeing its purity and craftsmanship. It also promises a positive weight tolerance, ensuring that every coin you purchase will weigh more than what is mentioned on the pack.



## DENOMINATION

20gm

## METAL

Fine Gold

## PURITY

999.9+



BUY NOW



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# LORD AYYAPPA

The 8 gm Lord Ayyappa Gold Coin is a precious and meaningful piece of art that is sure to hold a special place in the heart of anyone who possesses it. The coin features an image of Lord Ayyappa, the son of Lord Shiva and Lord Vishnu, who is widely worshipped as a symbol of unity, tolerance, and religious harmony. The coin is a symbol of devotion and faith in Lord Ayyappa, and it serves as a reminder of the importance of spirituality in our lives. The intricate design and stunning craftsmanship of the coin make it a beautiful work of art that is sure to be treasured by anyone who receives it. This 8 gm gold coin is made with the purest 24K gold, with a fineness of 999.9+, ensuring the highest level of quality and value. Each coin comes with a stamp of authenticity, guaranteeing its purity and swiss craftsmanship. It also promises a positive weight tolerance, ensuring that every coin you purchase will weigh more than what is mentioned on the pack.



## DENOMINATION

8gm

## METAL

Fine Gold

## PURITY

999.9+



# LORD JESUS

The sacred heart of Jesus gold bar is a beautiful and meaningful piece of religious art that is sure to be treasured by anyone who receives it.

The coin features an image of the sacred heart of Jesus, which is a symbol of love, compassion, and kindness. The coin is also a reminder of the kindness and hope that Jesus brings to our lives, and it can be a source of inspiration and comfort in times of need.

Whether you are looking for a special gift for your loved ones or simply want to add a meaningful and beautiful item to your own collection, the sacred heart of Jesus gold coin is sure to be a valuable and treasured addition.

## DENOMINATION

10gm

## METAL

Fine Gold

## PURITY

999.9+



## DENOMINATION

50gm

## METAL

Fine Silver

## PURITY

999.9+



BUY NOW



BUY NOW



This product is presented in a premium, ready-to-gift box and comes with individually serial numbered assay-certified sealed packaging.

# GIFTING SERIES



# VIVAAH (WEDDING GIFTS)

The formation of the purest bonds require the purest blessings. And so, we are introducing 999.9+ Purest Silver coins featuring King & Queen which are a perfect wedding gift for your loved ones. As part of our Vivaah collection, these exquisitely crafted coins are ideal for gifting to the newly weds or to mark a special milestone in the life of a special someone.



## DENOMINATION

50gm

## METAL

Fine Silver

## PURITY

999.9+



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COLLECTIBLES  
SERIES



# MARVEL COLLECTION



An ode to the timeless story of power, nobility and responsibility, the iconic Marvel series is crafted in 999.9+ purest silver using state-of-the-art Swiss technology to perfection. The limited-edition collection is a powerful piece of art capturing the true essence of Marvel heroes.



## DENOMINATION

31.1gm

## METAL

Fine Silver

## PURITY

999.9+



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This product is presented in a premium, ready-to-gift box and comes with individually serial numbered assay-certified sealed packaging.

## DISNEY COLLECTION



Get your favourite Disney character minted in 999.9+ purest silver coin for yourself or as a gift for your loved ones! To pay homage to the immortally heart-warming cartoons, the Disney collection encapsulates an era of beloved characters and stories in purity, legacy, and magic.



DENOMINATION

31.1gm

METAL

Fine Silver

PURITY

999.9+



This product is presented in a premium, ready-to-gift box and comes with individually serial numbered assay-certified sealed packaging.



BUY NOW

# DOUBLE CROWN

The Double Crown 50 gm Silver Coin is a true masterpiece, capturing the essence of royalty and valour in a single piece of art. It is a must-have for collectors and enthusiasts who appreciate the finest swiss craftsmanship and the highest purity standards.

Each coin comes with the stamp of authenticity from MMTC-PAMP, ensuring the highest quality and purity standards.

The coin's positive weight & purity tolerance is MMTC-PAMP's commitment to delivering the best quality products to its customers, assuring them of the highest standards of craftsmanship and quality.



DENOMINATION

50gm

METAL

Fine Silver

PURITY

999.9+



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# BIHU

Celebrate the vibrant culture of Assam with this 50 gm 999.9+ purest silver bar, specially crafted to commemorate the Bihu festival. The obverse side of the bar features a stunning design that pays tribute to the state's unique culture, including intricate depictions of Gapi, Gamcha, and Xorai - all iconic symbols of Assam. The Bihu dance, a popular folk dance in the state, is also beautifully etched onto the silver bar, along with the majestic Assamese rhinoceros - a symbol of the state's rich wildlife heritage.



## DENOMINATION

50gm

## METAL

Fine Silver

## PURITY

999.9+



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# AZADI KA AMRIT MAHOTSAV

India's pride lies in its history, people, journey, traditions and achievements. But all of it stems from one moment – 15th August, 1947; the night when India had its “tryst with destiny”. As we celebrate the 75th anniversary of this momentous occasion, MMTC-PAMP is proud to capture the moment in 24k, 999.9+ purest gold and 999.9+ purest silver Limited Edition coin. As part of the Azadi Ka Amrit Mahotsav celebrations, these exquisitely crafted coins tell the story of India, etched with the Finest Swiss Craftsmanship.



**DENOMINATION**  
10gm

**METAL**  
Fine Gold

**PURITY**  
999.9+



BUY NOW



**DENOMINATION**  
50gm

**METAL**  
Fine Silver

**PURITY**  
999.9+



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# TOLA

Tola is believed to be a measure from Vedic times, with the name derived from the Sanskrit tol, meaning 'weighing' or 'weight.' MMTC-PAMP continues to offer this traditional unit of weight formed as an exceptionally elegant octagonal coin of 999.9+ pure Gold. The Tola, while a traditional ancient Indian unit of mass, is now standardized at 11.663 grams. As an integral part of MMTC-PAMP's core range of bullion motifs, the Tola is well suited to a gift to others in commemoration of any occasion, from weddings, anniversaries, and birthdays as well as for personal collection and investment.

**DENOMINATION**  
Tola 11.6638gm

**METAL**  
Fine Gold

**PURITY**  
999.9+



**DENOMINATION**  
11.6638gm

**METAL**  
Fine Silver

**PURITY**  
999.9+



BUY NOW



BUY NOW

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PERSONALISED  
SERIES



# PERSONALISED GIFTS

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 999.9+ purest Silver.



Etch the name of your loved one

## DENOMINATION

10gm, 20gm, 50gm,  
100gm, 250gm

## METAL

Fine Silver

## PURITY

999.9+



# OLD GOLD BUYBACK

Your gold is worth more than you think



Visit your nearest MMTC-PAMP Purity Verification Center



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.

## MMTC-PAMP PAN-INDIA FOOTPRINTS



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

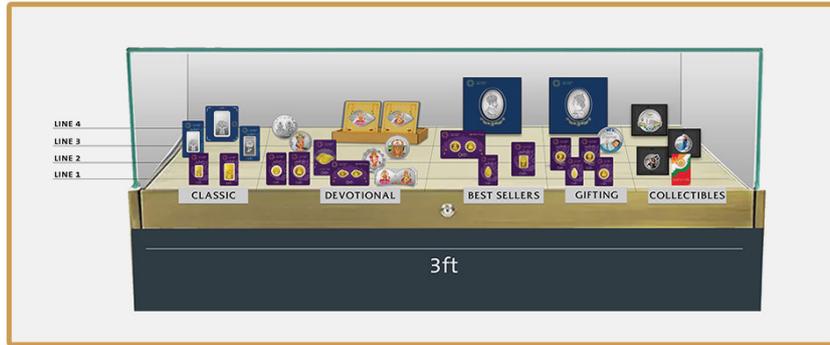


Happily servicing our customers everyday at all our centres across India



SELL YOUR OLD GOLD

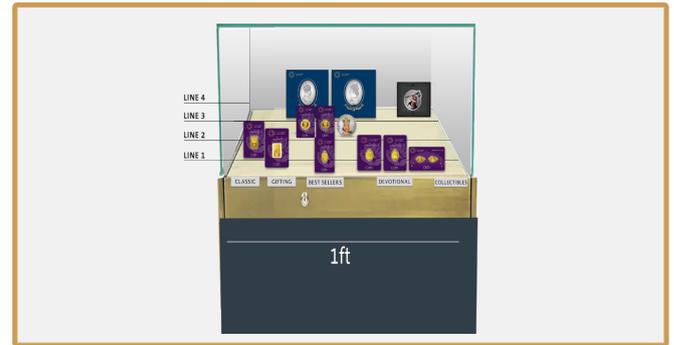
# PRODUCT PLANOGRAM FOR DISPLAY



3FT COUNTER SPACE



2FT COUNTER SPACE



1FT COUNTER SPACE

## 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 transparency and sustainability that it rigorously uphold in its sourcing, refining, and supply of precious metals in the Indian market.



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

MMTC-PAMP INDIA PVT. LTD.

Address: Rojka-Meo Industrial Estate

Distt. Nuh Haryana | India

Contact us at Tollfree No: 1800 313 182 182

customercare@mmtcpamp.com

An MKS PAMP GROUP Company

