

AUGMONT GOLDTECH IPO: INVESTING IN INDIA'S END- TO-END GOLD ECOSYSTEM

Augmont Goldtech Limited (formerly Augmont Precious Metals) has evolved from a traditional bullion trading firm into a fully integrated player with refining, trading, dore import, and digital gold capabilities. It serves over 25,000 jewellers and millions of digital users across India.

Augmont Enterprises Limited

Augmont Enterprises Limited operates across the entire gold and silver value chain, encompassing procurement and refining, bullion trading, digital gold solutions, jewellery manufacturing, international sales, and gold-backed financial services. The company is among the few in India with an integrated presence across both online and offline channels for the purchase and sale of precious metals.

Augmont's operations are structured across two key business verticals, each supported by dedicated digital platforms and a robust physical distribution network:

1. **Enterprise and International Sales** – conducted through the 'Augmont SPOT' platform, and
2. **Consumer Offerings** – delivered through the 'Augmont Gold for All' platform and offline centers.

Enterprise and International Sales

The enterprise sales business facilitates online trading of gold and silver bars through Augmont SPOT, catering to jewellers, bullion dealers, and manufacturers holding valid GST registrations. As of August 31, 2025, the platform had a registered base of over 4,975 members. Established in 2012, Augmont SPOT functions as a fully electronic, delivery-based bullion marketplace. To ensure efficient nationwide distribution, Augmont operates 20 spot delivery centers across 13 Indian states—nine directly managed and 11 through franchise arrangements.

Consumer Offerings

Building on its enterprise success, Augmont expanded into retail with the launch of 'Augmont Gold for All' in FY21, and diversified further in FY26 by introducing lab-grown diamond trading. Through this platform, the company provides a comprehensive suite of consumer-centric services, including digital gold and silver buy-sell-store options, systematic investment plans (SIPs), old gold monetization, and jewellery purchases starting from 1 gram.

The company has entered into a service-level agreement with its Group Company, Finkurve Financial Services Limited, to offer technology, marketing, and brand support for gold loan services integrated within the 'Gold for All' ecosystem. Retail consumers are served through 83 Gold-for-All centers across Andhra Pradesh, Telangana, Karnataka, and Tamil Nadu, operated by Finkurve. As of August 31, 2025, Augmont had delivered digital gold products to over 42 million registered consumers, both directly and through strategic alliances, supported by automated systems for order confirmation, packaging, and secure delivery.



AUGMONT
GOLD FOR ALL

Strategic Partnerships

Augmont has established partnerships with leading jewellers such as Kalyan Jewellers and CaratLane, enabling digital gold redemption. Additionally, the company collaborates with over 180 partners, including Gullak, Candere, and Navi, and extends its reach through 3,700 Muthoot Exim retail outlets. Furthermore, it has partnered with a non-banking financial company (NBFC) to facilitate jewellery and bullion sales directly through the NBFC's retail network.

Procurement and Refining

The company's sourcing strategy encompasses procurement of refined gold and silver from domestic and international banks, import of doré bars at preferential duties (0.65% lower than refined gold), and recovery of scrap gold and silver from jewellers, individuals, and auctions. To enhance procurement efficiency, Augmont IFSC Private Limited was established in GIFT City, enabling imports via the India International Bullion Exchange (IIBX). This strategic initiative reduces brokerage and commission costs by facilitating direct trading as a registered member.

Manufacturing & Refining Infrastructure

Augmont's manufacturing facility, located in the Sitapur SEZ, Jaipur (Rajasthan), has an installed capacity of 13.80 MTPA as of August 31, 2025, and caters to international markets including Hong Kong, Turkey, and the UAE. The company's refining operations are supported by two state-of-the-art facilities—one in Rudrapur (144 MTPA capacity) and another in Mumbai (140 MTPA capacity). Notably, Augmont is among the select refiners in India authorized to deliver bullion on both the Bombay Stock Exchange (BSE) and the Multi Commodity Exchange (MCX).

Bullion refining, gold bullion dealing, and gold fintech each have significant potential to unlock value via IPOs in India and globally. The success stories are beginning to emerge (e.g. Augmont), showing how integrated operations, digital platforms, export reach, and regulatory alignment can combine into a compelling public market proposition.

But unlocking that value requires more than just raising capital: companies need strong operations, transparency, risk management, brand/trust building, and regulatory compliance. For investors, these IPOs represent opportunities—not only to ride commodity cycles but to participate in companies driving structural change in how gold and bullion are refined, traded, and made accessible digitally.

India has one of the world's largest markets for gold and silver jewellery, bullion investment, and increasingly, digital gold / gold fintech platforms. A convergence of rising consumer demand, regulatory reforms, infrastructure upgrades, and new business models means that companies across the bullion refining, physical bullion dealing, and gold fintech sectors are now in prime position to unlock value via public markets through Initial Public Offerings (IPOs).

An IPO can help such firms raise capital, gain visibility, enhance credibility, fund scale, and provide exit opportunities to early investors. But doing it well involves navigating regulatory frameworks, building robust operations, assuring transparency (especially in purity, sourcing, and digital trust), and aligning with investor expectations.

What Value Can Be Unlocked via IPOs

When bullion refiners, bullion dealers, and gold fintech firms go public, they can unlock multiple layers of value—financial, strategic, operational, and reputational.

Additionally, IPOs can help firms scale in more capital intensive parts of the value chain (refinery capacity, bullion import / export, supply chain logistics, inventory financing) which are often constrained by capital constraints when operating privately.

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What Value Can Be Unlocked via IPOs

Value Type	What It Enables	Specific to Gold / Bullion / FinTech Sector
Capital for growth	Access to large sums needed for building/refining facilities, buying raw materials, expanding physical and digital footprint.	For refiners: more capacity, better technology; for fintech: customer acquisition, regulatory compliance, tech stack & security investments.
Credibility & transparency	Public companies face greater audit, compliance, disclosure obligations, which reassure customers, suppliers, partners.	Ensures quality of refining, purity, safe storage, digital gold provider trust, hallmarking, etc.
Liquidity and exit	Early investors, promoters, angels venture, private equity can exit partially, unlocking value.	Helps fintech startups and high growth dealers/refiners monetize their equity.
Valuation premiums	Publicly listed firms often enjoy higher valuations (P/E multiples etc.) because of scale, transparency, access.	Attractive for companies with recurring revenue, strong margin, export potential.
Regulatory advantages	Easier access to credit, easier partnerships, better bargaining with banks/suppliers; sometimes regulatory incentives for listed entities.	For instance, being authorized to deliver bullion on exchanges, or qualifying for special zones like IFSC. Augmont's operations at GIFT City & IIBX are examples.

Uniqueness & Differentiators

Augmont's uniqueness lies in its integration of refining, trading, and fintech innovation. It bridges the gap between traditional bullion operations and digital financial inclusion, offering scalability, transparency, and consumer trust.

Segment-wise Opportunity Analysis

Vertical	Opportunity	Market Drivers	Augmont Advantage
Refining	India's growing dore-based refining under Make in India	Duty differential, policy support	Established facility, quality control
Trading	Rising organized demand from jewellers	Hallmarking, compliance	25,000+ jeweller network
Digital Gold	Rapid financial digitization	SEBI regulation, retail investor trust	Proven B2C and API integrations
Dore Imports	Import substitution	Duty incentives, government push	Licensed importer, margin expansion

Peer Comparison – Domestic

Company	Focus Area	Integration Level	Digital Presence	Observation
MMTC-PAMP	Refining	High	Low	Joint venture, Fintech Retail presence
Kundan Refinery	Refining & Trading	Medium	Low	Traditional player
SafeGold	Digital Gold	Low	High	Fintech only
Augmont	Refining, Trading, Digital, Dore	Highest	High	Only player with full-stack ecosystem

Global Comparisons

Company	Country	Segment	Comparison with Augmont
Valcambi SA	Switzerland	Refining	Larger scale, no fintech model
PAMP SA	Switzerland	Refining & Minting	Stronger brand, limited digital
Heraeus	Germany	Precious Metals Tech	Industrial focus
Perth Mint	Australia	Refining + Digital Gold	Closest comparable globally
Rand Refinery	South Africa	Refining & Minting	Institutional supply only

SWOT Analysis

Strengths	Weaknesses
Fully integrated bullion ecosystem Strong B2B and digital presence	Low trading margins High working capital intensity
Opportunities	Threats
Formalization of digital gold market Expansion into exports and fintech collaborations	Regulatory uncertainty Gold price volatility
Overall: Augmont’s integrated approach enhances resilience against volatility while providing multi-segment revenue stability.	

Business Opportunities by Vertical

- Refining: Expanding dore-based refining aligns with India’s import substitution policy.
- Trading: Growing organized jewellery market supports stable demand.
- Digital Gold: Strong potential as SEBI moves toward regulation.
- Dore Imports: Enables margin optimization and backward integration.

stability through hedging mechanisms and efficient inventory management. IPO proceeds are likely to fund capacity expansion, digital scaling, and brand-building.

Strategic Positioning and Global Context

Globally, only Perth Mint and Augmont exhibit a combined model of refining and retail digital gold. Augmont’s fintech layer differentiates it from traditional refiners and positions it as India’s emerging 'Refinery-to-Retail Gold tech Company.'

Financial and Strategic Insights

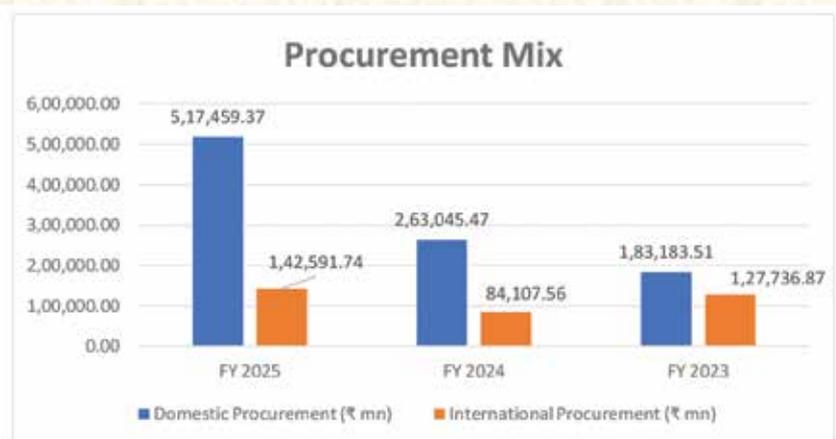
Augmont’s financial model revolves around high-volume, low-margin turnover. The company maintains

Segment wise Analysis

Refining and Procurement Segment

Operational Overview

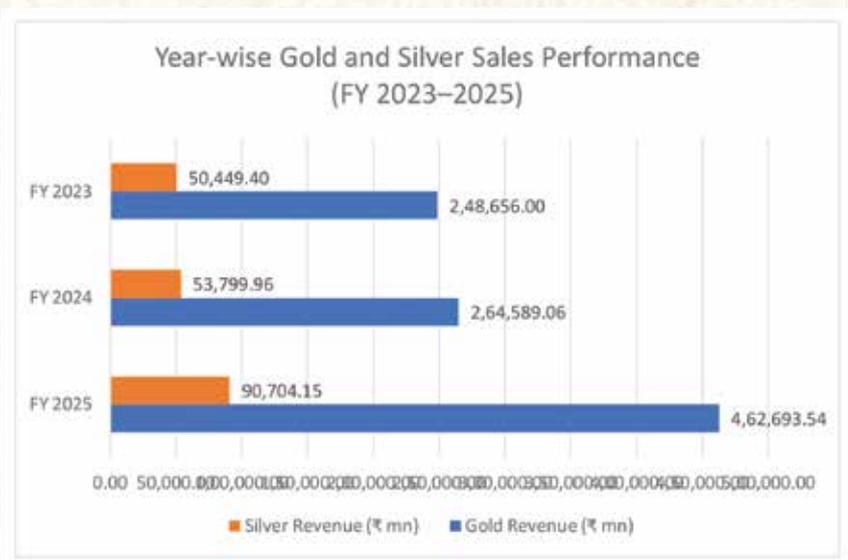
- Two refining units located in Rudrapur, Uttarakhand (144 MTPA) and Mumbai, Maharashtra (140 MTPA), accredited by NABL and certified under India Good Delivery Standards (IGDS).
- Augmont is one of the few refiners authorized to deliver bullion on BSE and MCX, a key strategic advantage.



Analysis

- The domestic sourcing ratio rose sharply (from 59% in FY23 to 78% in FY25), indicating stronger local integration and margin preservation amid duty differentials on dore imports.
- This diversification reduces forex risk and supports cost optimization through dore-based refining, which enjoys 0.65% lower import duties.

Bullion Trading (Augmont SPOT Platform)



Volume of Gold sold in MT	Volume of Silver sold in MT
61.84	1,035.22
44.04	759.08
48.07	861.93

Analysis

- The Augmont SPOT platform grew 74% YoY in FY25 revenue, driven by increased gold volumes.
- Real-time price discovery technology and AI-powered hedging mechanisms enhance trading precision and reduce inventory risk exposure

Digital Gold Segment (“Augmont Gold For All”)

Performance Metrics

Fiscal Year	Revenue (₹ mn)	Transactions	Avg. Transaction Value (₹)
FY 2025	11,834.87	35,716,815	331.35
FY 2024	6,389.65	28,479,217	224.36
FY 2023	5,619.57	5,777,767	972.62

Consumer Base

- Served 42 million registered users through alliances with 180+ partners, including Muthoot Fincorp (3,700 outlets), Navi, Gullak, and Candere.
- Analysis
- CAGR (FY23–FY25): 45% in revenue, highlighting accelerating adoption of digital bullion.
- Lower average ticket size in FY24 reflects increasing micro-investments, signalling deeper retail penetration.
- Technology-driven scalability (handled in-house by a 32-member tech team) minimizes incremental cost and boosts margins per transaction

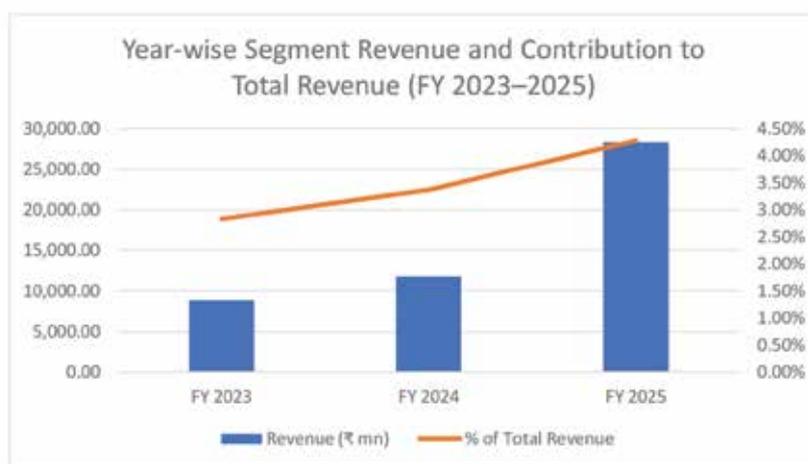
International Sales Segment (sale of gold jewellery articles, primarily chains)

Fiscal Year	Revenue (₹ mn)	Gold Volume (MT)	Share of Total Revenue (%)
FY 2025	80,521.67	11.52	12.16%
FY 2024	16,309.84	2.80	4.67%
FY 2023	4,793.62	1.05	1.53%

Analysis

- The export business has grown 16.8x in two years, showcasing Augmont's international expansion capacity.
- The Sitapur SEZ facility (13.8 MTPA) in Jaipur drives exports to Hong Kong, Turkey, and the UAE, enhancing global visibility.

Consumer-Focused Offerings



- Includes EMI jewellery (₹5,159.46 mn in FY25) and technology support for gold loans (₹29.91 mn).
- Demonstrates synergy between physical bullion trade and retail financing ecosystems.

Overall Financial Trends and Interpretation

Metric	FY 2023	FY 2024	FY 2025	CAGR (3Y)
Revenue from Operations (₹ mn)	312,893.11	349,214.93	662,307.79	36%
EBITDA Margin	0.20%	0.30%	0.46%	—
PAT Margin	0.14%	0.22%	0.34%	—

Interpretation:

- Refining and SPOT trading form ~80% of total revenue, while digital gold and consumer segments contribute to margin expansion.
- Working capital intensity remains high due to large bullion inventory cycles, mitigated by Augmont's strong hedging and AI-driven pricing systems.
- Post-IPO, with ₹6,200 million fresh infusion, liquidity will enhance inventory management and digital scalability.

Key Takeaways

- Augmont is among the top two gold refiners in India with a 280 TPA capacity, second only to MMTC-PAMP.
- Integration of digital, refining, and international sales uniquely positions it as India's first full-spectrum bullion-fintech company.
- FY25 results show a robust, diversified revenue base with strong scalability in the digital and export verticals

Source: Augmont DRHP Report

