



Mr Prithviraj Kothari
National President,
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“Gold is an Ancient Asset-Our Thinking Must Be Modern”: Mr Prithviraj Kothari’s Inspiring Address at IBS 2026

Mumbai, February 2026 - The India International Bullion Summit 2026, hosted at The Westin, Mumbai, witnessed an insightful and powerful keynote address by **Mr. Prithviraj Kothari**, National President of the **India Bullion and Jewellers Association (IBJA)**. Addressing a distinguished gathering of industry leaders, dignitaries, and innovators, Mr. Kothari set the tone for the future of India’s bullion trade-anchoring tradition, trust, and technology in a single vision for transformation.

Welcoming eminent guests including **Dr. Shashi Tharoor**, **Mr David Tait** (World Gold Council), **Mr Jignesh Shah**, **Ms Praveena Rai** (MCX), and **Mr Sriram Krishnan** (NSE), Mr Prithviraj Kothari opened his speech with heartfelt gratitude and reflection. He traced the bullion industry’s journey from the narrow lanes of Zaveri Bazaar to the global stage of institutional professionalism, regulation, and innovation.

Central to his message was India’s enduring relationship with **gold-not merely as a commodity, but as a cultural and economic cornerstone**. Calling gold “our cultural currency and economic backbone,” he reminded the audience of its unique role in Indian life-from symbolizing prosperity and purity to acting as a financial cushion in uncertain times. With over 30,000 tonnes of privately held gold, he noted, India possesses unparalleled financial strength embedded within its households.

Mr Prithviraj Kothari’s address also explored the global context, highlighting gold’s position amid **geopolitical realignments, dedollarization, and inflationary pressures**. “In this storm, gold has remained the anchor,” he remarked, capturing gold’s timeless role as a shield against volatility.

A key theme of the address was **digital transformation**. Mr. Prithviraj Kothari spoke passionately about the rise of “phygital” bullion-where the physical purity and assurance of gold meet the speed and convenience of digital platforms. “If the gold is digital, the trust must be physical,” he emphasized, reaffirming IBJA’s commitment to ensuring transparency and integrity in the digital gold ecosystem.

He also underscored the importance of **supporting artisanal craftsmanship**, referring to goldsmiths and craftsmen as the heartbeat of the trade. “If the bullion industry is the body, the Karigar is the heart,” he said, urging jewellers to preserve skills even during testing market periods.

Closing on an uplifting note, Mr. Kothari outlined his vision for the industry’s future: “Simple Living, High Thinking, and Digital Execution.” His call to harmonize tradition with innovation resonated deeply, positioning India’s bullion industry to lead the world into a modern, ethical, and digitally empowered “Gold Era.”

