

# Redefining the Gold and Jewellery Industry by Converting Gold into Technology with Programmable Energy and Velocity



India Gold Metaverse

IGM (India Gold Metaverse) believes the gold industry stands at a defining digital crossroads. By making gold technology-driven, IGM aims to unlock its kinetic velocity and transform how jewellery and precious metals are traded, tested, financed, and experienced.

IGM's mission is to institutionalize digitization, standardization, and financialization across the gold ecosystem, aligning it with the modern digital economy. As a neutral platform, IGM brings credibility, liquidity, and trust by converging all stakeholders, from miners to end consumers, into one integrated ecosystem.

At its core, IGM is built around four groundbreaking, tech-driven verticals that together reimagine the precious metals industry. The first being, Elanzia™, a singular virtual marketplace that brings together multiple jewellery brands from across the nation. GoldSense™, an AI-powered Digital Karatometer™, will bring in more transparency and trust into the gold industry and RamMudra™ – a gold-backed digital coin is set to redefine the future of gold investment. Lastly, through BullionX™, bullion sourcing finds a revolutionary platform. At IGM, every participant is a partner in growth because collective strength creates collective value.



## Elanzia™: The Uber Tech of Jewellery Retail

Elanzia™ is IGM's curated, multi-brand jewellery collective that unites India's finest jewellers on a single digital platform. Inspired by how Nykaa transformed beauty retail and CaratLane reshaped online jewellery buying, Elanzia™ is building a trusted destination for discovering exceptional jewellery across regions and styles.

Featuring intuitive search, immersive virtual try-ons, and the AI Magic Mirror, Elanzia™ enables customers to visualise jewellery effortlessly before purchase. From the temple artistry of Tamil Nadu to the regal heritage of Rajasthan and the intricate craftsmanship of Kolkata, Elanzia™ blends technology with tradition.

The experience is truly phygital, combining digital discovery via app and web with physical fulfillment through trusted brand partners and upcoming immersive Experience Centres.

### **GoldSense™: AI-Powered Digital Karatometer**

GoldSense™ redefines gold purity testing. Unlike bulky XRF machines that only test surface purity, GoldSense™ is a compact, AI-powered karatometer that analyzes gold up to 7mm below the surface and detects plating and hidden impurities.

This pocket-sized device delivers purity percentage, karat value, and weight instantly. Integrated with a mobile app via Bluetooth Low Energy [BLE], it generates digital reports that can be shared on WhatsApp and securely archived on the cloud. Built on proprietary multi-layer, non-destructive material analysis, GoldSense™ bridges the gap between expensive lab equipment and unreliable portable testers by introducing trust, transparency, and portability to gold testing.

### **RamMudra™: Digital Gold 3.0**

RamMudra modernizes one of the world's oldest assets by combining gold with blockchain infrastructure. Designed as a programmable, transparent, and always-accessible financial instrument, it goes beyond traditional gold ETFs and digital gold.

With on-chain proof of reserves, users can verify that their holdings are backed by physical gold. The platform enables 24/7 access, seamless transfers, fractionability, and programmability while eliminating intermediaries, inefficiencies, and market-hour constraints.

Launching this Diwali, RamMudra™ redefines how India owns gold, not just as a store of value but as a dynamic financial asset.



### **BullionX™: ODIN for Bullion Trading**

BullionX™ brings price standardization, T+1 nationwide delivery, and secure logistics to bullion trading, aligned with the vision of One Nation, One Market, One Price.

Offering gold bars from 10 grams to 1 kg, BullionX™ also enables price-risk hedging through derivatives via multiple brokers. The platform provides real-time visibility into fund positions, LBMA prices, India gold prices, and market-moving news, features unmatched by existing Indian platforms.

BullionX™ is designed as a one-stop dashboard for bullion dealers, addressing today's needs while powering tomorrow's ambitions.



### **CONCLUSION**

IGM has both the vision and the capability to drive institutional efficiency across the gold industry. With the first phase of products and services scheduled to roll out in April 2026, IGM marks a pivotal milestone in the sector's digital evolution.

Guided by its spirit 'Be the change you wish to see in the world', IGM believes 'Change before time changes.' IGM is not merely building a marketplace. It is leading a movement.

India Gold Metaverse will prove to be a platform truly worth its weight in gold.