

Two Generations, One Gram: How FinMet.sg Is Making Physical Gold More Accessible



Anirudh Menon first met Sunil Kashyap as a child. Kashyap was managing the Bank of Nova Scotia's metals business in Asia, while Menon's father, Pramod Mohan, headed Scotiabank's Middle East operations.

Years later, they found themselves looking at the same industry from opposite ends. Kashyap had spent decades moving gold through institutional markets, where quantities were measured in tonnes. Menon was interested in the individual trying to buy one gram.

That contrast became the basis of their partnership. Menon gained someone who understood the physical gold market from sourcing to custody. Kashyap found a technologist willing to question why one of the world's oldest assets still relied on equally old processes.

FinMet.sg, launched in Singapore in September 2026, is the result. Customers can purchase 99.99% pure, Swiss-made physical gold from one gram, manage their holdings online and request delivery from 10 grams.

Buying physical gold has traditionally involved compromise: small purchases can carry higher premiums. Keeping gold at home creates security concerns, while arranging professional storage or selling later can add further difficulty. FinMet.sg brings those stages into one system without making the underlying asset abstract.

Menon, Co-Founder and CEO of FinMet Technologies, entered the sector through gold-backed lending and technology for buying and managing physical gold in India. He found an industry still dependent on paper and disconnected processes.

He describes those early lending operations as “extremely old school”, with paper-based processes and little digitisation.

With FinMet.sg, his starting point was the customer. Could someone understand the price, verify their identity, complete a purchase and view their holdings without speaking to a bullion dealer? “We took a customer-first approach to make the buyer’s entry into gold ownership the easiest part of the experience,” Menon says.

Kashyap’s questions began after the screen. Who refined the gold? Where was it held? Was the customer buying identifiable metal or merely acquiring a claim against a company? Could it be delivered?

His career has covered sourcing doré, refining, shipping and physical distribution across Asia, Australia, Europe and the Middle East. He has held roles with the Shanghai Gold Exchange and London Bullion Market Association, and previously chaired the Singapore Bullion Market Association.

That experience made him wary of confusing easy access with meaningful ownership.

“Price matters, but affordability should not come at the expense of clear ownership,” Kashyap says. “Gold that is identifiable rather than held within an undifferentiated pool gives customers greater clarity

over what they own and makes taking physical delivery more straightforward.”

That principle changed Menon’s original idea. He had considered allowing purchases in extremely small monetary fractions, extending affordability as far as the technology allowed. Working with Kashyap persuaded him that convenience needed a boundary.

FinMet.sg instead uses whole-gram purchases reflected in physical CombiBars comprising separable one-gram segments. Legal title passes to the customer when the transaction is completed. The gold is professionally vaulted in Singapore by Swiss provider Helveticor, while customers can monitor, buy or sell their holdings through the platform.

Working with Kashyap made Menon question how much convenience technology could provide before weakening ownership.

The questions Kashyap raised, about who refined the gold, where it is held and whether the customer owns identifiable metal, are increasingly relevant in India, where SEBI has cautioned that certain Digital Gold and E-Gold products offered online sit outside its regulatory framework.

For an Indian industry seeking to extend gold ownership to a new generation of small buyers, Singapore offers an early test of whether convenience, affordability and clear title can be delivered together.

FinMet.sg is therefore more significant than simply putting gold online. Menon has pushed towards a simpler customer experience. Kashyap has ensured that simplicity remains attached to identifiable metal. Together, they are pursuing a deceptively difficult proposition: making one gram of gold easier to buy without making it any less real.

