



The Legacy of Amrapali Gujarat: A Vision Beyond Time



Mr Chirag Thakkar

A Legacy Forged in Excellence

Amrapali Gujarat is not just a business, it is a name that has shaped industries. What began as a textile venture soon expanded into finance, bullion, mining, and digital gold investments, always guided by integrity, innovation, and trust.

The journey started with Amrapali Synthetics Pvt. Ltd., a company focused on high-quality synthetic fabrics. But ambition took it beyond textiles. Growth and expansion were always at the core, leading the company to new industries and bigger opportunities.

In 1992, Amrapali entered the financial sector with Amrapali Capital and Finance Services Ltd. (ACFSL), setting the foundation for what would become one of India's most trusted financial institutions.

Then came a bold new chapter, one that would redefine the bullion industry in India.

Amrapali



From Textile to Bullion: A Game-Changing Move

In 1996, Amrapali Gujarat ventured into the import of precious metals, marking its entry into the bullion industry. The move was a natural extension of the company's vision, bringing the same commitment to quality, dependability, and customer trust to an entirely new market.

The timing was impeccable. By 1997-98, Amrapali had solidified its presence in the bullion sector, earning a reputation as one of the most reliable names in Bullion trading. The company did not just participate in the market; it reshaped it, introducing ethical business practices, transparency, and customer-centric trading policies.

The Chirag Thakkar Era: Redefining Bullion Trading (2006-08)

Some leaders adapt to change, **Chirag Thakkar created it.**

When he entered the bullion industry, trading was **slow, manual, and inefficient**, real-time price tracking was non-existent, transactions were unreliable, and traders operated in uncertainty. He saw an industry weighed down by outdated practices and recognized an opportunity to revolutionize the system.

His solution? **Amrapali Spot, a game-changing bullion trading platform** that introduced:

- **Real-time price tracking** for accurate and transparent rates
- **Secure digital transactions** that built trust in a volatile market
- **A streamlined online platform** that made bullion trading faster and more accessible than ever before
- **Doorstep delivery** that brought precious metals straight to customers

The impact was immediate. Amrapali Spot **became the nation's most trusted bullion trading platform**, setting new benchmarks in transparency, reliability, and efficiency.

But the transformation didn't stop there. By **2012, Amrapali Gujarat was meeting nearly 30% of India's silver demand and 3-5% of gold demand**, not just expanding beyond Gujarat, but **dominating the national bullion market**. And since then, we have continued to meet these demands, growing stronger in the national bullion market.

What started as a vision became a movement, one that redefined bullion trading forever.

Amrapali's Foray into China Clay Mining & Manufacturing

Driven by a vision of self-reliance and industry leadership, Amrapali Gujarat has been a trusted name in China clay (Kaolin) mining and manufacturing for over 25 years. With production units in Gujarat and Rajasthan, the company plays a crucial role in supplying high-quality China clay to Morbi, India's leading ceramics hub, and industries worldwide.

By combining innovation with responsible mining practices, Amrapali isn't just extracting resources, it's shaping the future of manufacturing with integrity and excellence, reinforcing its commitment to the global ceramic market.

Building Financial Futures with Amrapali Fincap

Amrapali Gujarat's expansion into financial services wasn't just about growth, it was about creating real value for investors. Amrapali Fincap Ltd. brings equity trading, investment solutions, and wealth management under one roof, offering businesses and individuals a smarter way to grow their capital.

With expertise, transparency, and a pulse on market trends, Amrapali Fincap doesn't just manage wealth, it empowers financial decisions that shape the future.

Shaping Experiences Across Real Estate, Entertainment & Hospitality

At Amrapali Gujarat, we don't just build spaces, we create experiences.

In **real estate**, we've redefined urban landscapes with landmarks like **Lakeview Tower**, a premium commercial hub in Vastrapur, and **Amrapali AXIOM**, a modern commercial space on S.P. Ring Road, Bopal.

In **entertainment**, we brought Ahmedabad's iconic **Kankaria Musical Fountain & Laser Show** to life, introduced India's first 30-seater tethered helium balloon ride, and played a key role in water sports at Sabarmati Riverfront. At Amrapali Funland in Kankaria Lake, we introduced **India's first reverse roller coaster ride**, along with thrilling attractions like **Segway rides, adventure golf, and mirror mazes**.



In **hospitality**, **Aarya Grand Hotels & Resorts** is our take on premium luxury, offering world-class stays and experiences.

At Amrapali, we're always pushing boundaries, building, entertaining, and hosting with excellence.

DigiGold: Bringing Gold & Silver into the Digital Age

In 2021, Amrapali Gujarat launched **DigiGold.com**, revolutionizing the way people invest in **gold and silver**. By eliminating traditional barriers, DigiGold provides a **100% digital, secure, and hassle-free platform** for buying, selling, and gifting precious metals.

With **investments starting at just ₹1**, DigiGold makes gold and silver accessible to everyone, from first-time buyers to experienced investors. Transactions happen in **real-time at market prices**, with assets **securely stored in insured vaults**, removing the burden of physical storage. Its **intuitive interface** ensures seamless transactions.

DigiGold isn't just for individuals; it also empowers **jewelers and businesses** to integrate **digital gold into their retail and trading operations**, bridging the gap between traditional and modern investment methods.

To simplify wealth-building, DigiGold offers a **Systematic Investment Plan (SIP)** for gold and silver. This allows investors to contribute small amounts regularly, leveraging **rupee cost averaging**, buying more when prices are low and less when prices are high, to reduce market volatility risks.

A **DigiGold SIP is flexible, secure, and easy to manage**, offering **insured storage, real-time tracking, and seamless redemption options**. By making **gold and silver investments more accessible, convenient, and future-proof**, DigiGold is redefining how individuals and businesses interact with bullion.

Strategic Alliance with Gujarat Gold Centre

True leadership is built on trust, innovation, and strategic alliances that shape industries. Amrapali Gujarat joined forces with **Gujarat Gold Centre (GGC)**, a name synonymous with excellence in gold refining, hallmarking, and customized bullion solutions.

With decades of expertise, GGC has set the benchmark for purity and precision in the bullion industry. Through this partnership, Amrapali Gujarat ensures that every gold and silver transaction upholds the highest global standards. From refining to trading, this collaboration cements our commitment to transparency, quality, and innovation in the ever-evolving bullion landscape.



Achievements and Recognition: A Legacy Built on Trust, Innovation & Excellence

From textiles to bullion, finance to digital gold, and real estate to hospitality, Amrapali Gujarat has carved a path of leadership and innovation across industries. Decades of expertise, relentless drive, and an unwavering commitment to excellence have earned the company some of the highest honors in the bullion and financial sectors.

Best Silver Bullion Dealer of the Year – Indian International Bullion Summit (2013-2025)

Best Bullion Dealer Silver – India Bullion & Jewellery Awards (2017 & 2022)

Best Silver Bullion Dealer of the Year – India International Gold Convention (2013-2025)



Best Bullion Dealer – Gem & Jewellery Trade Council Of India Awards (2017-18)

With a legacy of setting market trends and pioneering advancements, Amrapali Gujarat continues to redefine industry standards, year after year.

Innovating Today, Defining Tomorrow

In an ever-evolving market, Amrapali Gujarat stays ahead by embracing change, seizing opportunities, and redefining industry standards. With a clear mission, to lead the bullion industry with integrity, make investments accessible to all, and revolutionize gold and silver trading through technology, the company continues to break new ground.

Built on a foundation of trust and excellence, Amrapali Gujarat isn't just shaping the present; it's creating the future of bullion, finance, and digital investments in India. Because a true legacy isn't measured by today's success, it's defined by the impact it leaves for generations to come.

