



India Gold Metaverse

IGM INTRODUCES DYNAMISM IN THE INDIAN BULLION TRADE BY LEVERAGING CUTTING-EDGE TECHNOLOGICAL EXPERTISE TO CREATE AND OPERATE A ROBUST AND SCALABLE ONLINE MARKETPLACE FOR THE PRECIOUS YELLOW METAL TRADE.

Jignesh Shah (Mentor and Coach of India Gold Metaverse)

- Jignesh Shah is a tech-genius and visionary leader who pioneered digitization and democratisation in the Indian financial markets through his firm, 63 moons technologies limited (formerly Financial Technologies India Limited).
- He has always been ahead of time, and he demonstrated it by creating 10 multi-asset world class exchanges across the world in just 10 years. Currently, as a Mentor and Coach of India Gold Metaverse, he is on a quest to revolutionize the gold business ecosystem.

"It is imperative for the Indian Precious Metals Industry to realign with global dynamics that would allow it to mould in the emerging framework and play a larger and more influential role in the global gold trade. Indian Bullion Industry needs to be empowered to chart its destiny and India Gold Metaverse through its scalable technology platform will strengthen the whole value chain by being a vertical end-to-end market for the gold trade."

Jignesh Shah

(Mentor and Coach of India Gold Metaverse)



OBJECTIVES

- **IGM plans to lead the transformation of India's bullion and jewellery markets by:**
- **EMPOWERING CONSUMERS AND BUSINESSES** - with a transparent, tech-driven platform that ensures real-time, unified pricing across the nation.
- **DELIVERING UNMATCHED VALUE** - by offering low prices, ensuring that every transaction benefits our customers, from dealers to end consumers.
- **FOSTERING A TRUSTED COMMUNITY** - where bullion dealers, jewellers, and customers are treated as one family, and where every interaction is built on fairness, transparency, and lasting relationships.
- **BRINGING INSTITUTIONAL-GRADE EFFICIENCY** - to a fragmented market, eliminating inefficiencies, reducing price disparity, and providing a seamless and reliable marketplace for both bullion and jewellery.
- **OFFERING A PERSONALISED, EXPERIENTIAL APPROACH TO SHOPPING** - where customers engage not only with the products but also with stories, craftsmanship, and a platform that connects them meaningfully with the world of bullion and jewellery.

Offerings

- **BULLION - ODIN FOR BULLION TRADING**

This platform enables seamless transactions and storage of gold, silver, and other precious metals, catering to a diverse clientele ranging from individual investors to institutional clients, such as banks and wealth managers.

- **JEWELLERY MARKETPLACE - ELANZIA**

This innovative model provides jewellers with digital tools and a virtual showroom, bringing their businesses into the digital age while maintaining the personal and localised service that customers value. With this, IGM enables traditional jewellers to reach new markets and elevate their service offerings.

- **GBST™ (GOLD-BACKED STABLE TOKEN) -**

The traditional blockchain-based financial instruments are privy to volatility, but with GBST, IGM enables significant inroads towards real-world asset tokenisation and fractionalisation of gold by offering a streamlined process of the transaction. The transaction will be recorded on the blockchain, introducing transparency, building trust and ensuring safety.

- **GoldSense™ AI Karatometer by IGM**

IGM is committed to bringing together the leading financial institutions of the country to facilitate and simplify the process of securing loans against gold and gold jewellery, providing the users with a centralised and transparent process of obtaining financing and related financial services.

BULLIONX – ODIN FOR BULLION TRADING

- IGM's Bullion Platform aims to redefine the way precious metals are traded, stored, and managed in India. It offers a unique suite of services that integrates best-in-class technology, secure logistics, and a comprehensive product range.
- This platform enables seamless transactions and storage of gold, silver, and other precious metals, catering to a diverse clientele ranging from individual investors to institutional clients, such as banks and wealth managers.

Three key categories of activities as part of IGM's bullion platform are:

1. Supply of bullion to jewellers
2. Provision of gold for wealth management purposes
3. Support to bullion dealers and traders

JEWELLERY MARKETPLACE – ELANZIA

- **DIGITAL-FIRST PLATFORM**

IGM redefines the jewellery sector by creating a digital-first platform that embraces both the traditional values of gold and jewellery in Indian society and the benefits of modern technology. Through this pioneering approach, the company empowers India's consumers, bringing them into a new era of financial inclusion and providing them with the tools to harness the full potential of their gold and jewellery holdings.

- **IMMERSIVE SHOPPING EXPERIENCE**

From a visual and user experience perspective, the platform showcases premium jewellery through high-resolution imagery and immersive metaverse elements, such as virtual try-ons and 3D showrooms, ensuring an interactive and engaging customer experience. The platform is optimised for seamless performance across all devices, offering a fast, intuitive, and secure shopping experience.

- **SAFE AND SECURE**

With robust cybersecurity protocols in place, including encryption, regular audits, and multi-factor authentication, IGM protects customer data and transactions, ensuring compliance with data protection laws.



India Gold Metaverse

RAMMUDRA - GBST™(GOLD-BACKED STABLE TOKEN)

- **REVOLUTIONARY LEAP FOR THE GOLD MARKETS**

As blockchain technology continues to pioneer next-gen financial frontiers, IGM is leading the way in bringing the same innovation to gold markets as well. The blockchain verifies this token, and physical gold directly backs it, ensuring its value remains stable and reliable.

- **DECENTRALISED AND SECURE**

IGM is at the forefront of advancing next-generation digital asset technologies with the introduction of its blockchain-based stable token, a concept that stands in sharp contrast to digital gold. Unlike digital gold, where investments lack inherent security, GBST ensures that the token holder retains a perpetual ownership right, regardless of the issuer's fluidity.

- **EMPOWERING FROM THE ROOTS**

IGM aims at empowering the bottom of the pyramid by enabling the privilege of owning gold in the smallest possible form. IGM is not just addressing today's challenges; it is laying the groundwork for a new era of Gold Tech, therefore decentralising the access to gold in the process.

GOLDSENSE - KARATOMETER

- **GoldSense™ AI Karatometer by IGM**
- GoldSense™ is a portable, AI-enabled XRF karatometer designed for fast and accurate testing of gold, jewelry, and precious metals. Unlike traditional karatometers that are bulky and expensive, GoldSense™ is compact and portable—similar to an iPad—making it easy to use across multiple counters in a store.
- Its cost-efficient design allows retailers to deploy multiple devices instead of relying on a single centralized machine, improving operational efficiency, speed of service, and customer trust while delivering precise, non-destructive purity testing within seconds.

LOAN AGAINST JEWELLERY

- **SECURITY AND COMPLIANCE**

IGM partners exclusively with NBFCs, banks, and other gold loan providers authorised by the Reserve Bank of India (RBI), ensuring every option you see is from a trustworthy and regulated source.

- **CUSTOMER-CENTRIC APPROACH**

The evaluation and testing process of gold takes place in the customer's presence on a portable revolutionary digital karatometer. Having the entire process video recorded, ensures transparency, and establishes trust.

- **STREAMLINING THE FRAGMENTED MARKETS**

IGM aims to revolutionise the existing fragmented gold loan market worth Rs. 24 lakh crores, only 32–37% of which is organised, and the majority belongs to the unorganised financing vectors, subject to scams and other risks.

PROMOTERS & TECH PARTNERS

- IGM is mentored and coached by Jignesh Shah, whose innovations have transformed India's commodities landscape to scale new heights and push boundaries.
- It is promoted by Jupiter Metaverse — a group established by Bergis Desai, an experienced and esteemed legal counsel, who was a Senior Partner at J Sagar Associates, a law firm of national repute.
- IGM also benefits from the backing, as a founding equity partner, of a group led by a bullion market leader — Prithviraj Kothari of Riddhi Siddhi Bullions that brings in deep domain insights and expertise.

Tech Partners :

- IGM is powered by the proven technological prowess of 63 moons, the harbinger of successful interventions in the financial markets space — the most relevant being Multi Commodity Exchange (MCX) of India that placed India on the global map of the gold trade, with its gold contract being No. 1 in the world in terms of volumes.
- IGM's bullion and jewellery platform integrates advanced technologies to ensure a seamless user experience, rapid transaction processing, and state-of-the-art security. And at the heart of IGM is a sophisticated e-commerce framework built by 63 moons.

BOARD MEMBERS



MAHESWAR SAHU

Chairman

Maheswar Sahu, a retired Indian Administrative Service (IAS) Officer, has served the Government of India and the Government of Gujarat in various capacities for over three decades, retiring as Additional Chief Secretary in 2014.



JOSEPH MASSEY

Vice Chairman

Joseph Massey began his career with LIC, RBI, and SHCIL, and has been active in financial markets for over 30 years. He has been part of the 63 moons group for the past 20 years, having served as MD & CEO of MCX and MCX-SX, and as Director at IEX and DGCX. He currently serves as MD of Ticker and 3.0 Verse.



LAMON RUTTEN

MD and CEO

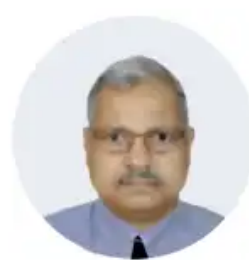
Lamon Rutten, Advisory Board Member at Ajan & Bros. Mining & Metals Industries Group, brings 35 years of experience in commodity policies and strategies, exchange development, and risk management. He has previously held key roles at the UN, World Bank, and MCX.

Non Executive Directors



JEFFREY CHRISTIAN
Non Executive Director

Jeffrey Christian, Managing Partner at CPM Group LLC, New York, is widely regarded as one of the foremost experts and authors on precious metals markets, commodities in general, and financial engineering.



D S KOLAMKAR
Non Executive Director

D. S. Kolamkar, a retired Indian Economic Service (IES) Officer, has extensive experience in regulation and policymaking with organisations such as FMC, the Planning Commission, and the Ministry of Finance. He retired in 2015 as Additional Secretary, Government of India.



RAJAN MEHTA
Non Executive Director

Rajan Mehta is the Founder and CEO of MyCare Health Solutions. He previously worked at Benchmark Asset Management Company Pvt. Ltd as a Co-Founder. Rajan Mehta attended London Business School.

Management Team



LAMON RUTTEN
MD and CEO

Lamon Rutten oversees the company's overall leadership and strategic direction, reporting directly to the Board. His responsibilities include aligning the business with organisational goals, managing growth, and representing the company in external engagements.



MEHMOOD VAID
COO

Mehmood Vaid is responsible for the company's critical functions and day-to-day operations. He also leads technology initiatives, initially focusing on oversight of outsourced services and related areas.



GHANSHYAM RAO
Head - Finance

Ghanshyam Rao is in charge of financial planning, control, and risk management. He leads three key units of accounting, billing & payments, and treasury & risk management.



SHYAM KEDIA
Head - Bullion Desk

Shyam Kedia takes care of driving bullion-related products, with a focus on managing sourcing, pricing, and market positioning.



USHA SHRIVASTAVA
Head - Jewellery Marketplace

Usha Shrivastava is a digital jewellery business expert with over 25 years of experience in various aspects of business, including helping traditional jewellers build and grow their online presence. She specialises in digital retail, comprising pricing, product positioning, and customer retention for jewellery brands and has associated with businesses in adapting to modern consumer trends.



SHILPA PURI
Head - Research

Shilpa Puri has extensive experience in executing a wide range of complex research programs. Her core competency is in institutional and industry storytelling, being a springboard for bouncing ideas, and creating tailored research capsules that align with organisational goals.