



## Upstox launches Digital Gold: makes investing in gold simple

- *Upstox customers can now buy Digital Gold of 24 karats, 99.9% purity at live market rates.*
- *Customers will soon have an option to convert digital gold into physical coins and have it delivered anywhere in India with free transit insurance.*

**Mumbai | January 19, 2021:** Upstox (also known as RKS SV Securities India Pvt Ltd), one of India's leading and fastest-growing digital brokerage firms, has launched a Digital Gold investment platform\*\*. Apart from investing in the stock market and Mutual Funds, over two million Upstox customers can now also invest in Gold - online and right from the mobile app.

The **Upstox Digital Gold platform\*\*** enables customers to buy 24-karat Digital Gold of 99.9% purity at live market rates, updated in real-time on the platform\*\*. The purchased gold can then be converted into physical coins/bars and stored in the '**Brinks' vault**', a secure and popular vault service.

The transaction is entirely digital, enabling customers to purchase or redeem the purchased gold on the platform\*\* itself. Upstox will soon offer customers the option of converting Digital Gold into physical coins and have it delivered anywhere in India, even for as low as 0.1 gm, with free transit insurance.

Commenting on the launch, **Mr. Ravi Kumar, CEO & Co-Founder, Upstox**, said, *"Gold is considered a store of value, a symbol of wealth, and generally one of the safest investment options. At Upstox, we believe that everyone must have access to multiple investment options so that they can build a balanced and diversified portfolio. We want a greater segment of people to take advantage of the Digital Gold offering along with Stocks, Mutual Funds, IPOs, NFOs, and other products to maximize ways to build wealth."*

With over 2 million customers, Upstox is incessantly working to increase investment options for its customers while delivering an optimal experience. Upstox has partnered with #Augmont, an integrated precious metals management company that empowers customers to begin investing in Digital Gold seamlessly, starting at just ₹1.

### About Upstox:

Upstox was founded with the vision of making financial investing easy, equitable, and accessible to all Indian investors. It offers online investments in Stocks, Derivatives, Commodities, Currencies, Mutual funds, and ETFs for professional traders and investors. It has also ensured full transparency in pricing by offering zero brokerage\* on Equity delivery trades and up to Rs. 20 per order\* for Intraday, F&O, Commodities, and Currencies.

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#### RKS SV Securities India Private Limited

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The uniquely global-Indian model of Upstox is strongly reflective of the Indian-American antecedents of its co-founders, who bring their knowledge and experience of working in both the Indian and US financial markets.

Upstox ensures that its clients reap the benefits of a high-tech online trading platform and the best-in-class services every step of the way—from the time they open an account to executing trades and beyond. The company will continue to be driven by its guiding principle of making trading in the Stock Market simple and affordable for all.

For more details, visit - <https://upstox.com/>

*\*\*This is a platform wherein upstox users can buy gold in paper form through Augmont. T & C Apply*

**#About Augmont:**

Augmont is an integrated precious metals management company with operations in the trading of gold and silver coins & bars through its online platform, gold refining, and manufacturing of tamper proof packaged jewelry.

For more details, visit - <https://www.augmont.in/about-us>

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Memberships: NSE / BSE INZ000185137 Registered Address: 807, New Delhi House Barakhamba Road, Connaught Place, New Delhi- 110001.

Disclaimer: Investment in securities market are subject to market risks, read all the related documents carefully before investing.

\*The brokerage limit shall not exceed the SEBI prescribed guidelines.

**For and behalf of:**

**RKSV Securities India Private Limited**

**Hiren Thakkar**  
**Compliance Officer**

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