

## WHY AKSHAYA TRITIYA IS THE PERFECT TIME TO INVEST IN GOLD, RECENT RETURNS SPEAK FOR THEMSELVES....!!!

Gold investment in India has a rich cultural history, and people are emotionally attached to gold buying on various occasions, festivals, and auspicious days. Buying gold on auspicious occasions like **Akshaya Tritiya** is a traditional practice in India that is believed to bring prosperity and good luck. This year **Akshaya Tritiya** is on **10th May** i.e. on Friday.

"**Akshaya Tritiya**" is particularly significant and is considered one of the most auspicious days of the year, according to religious belief. The term "**Akshaya**", which means "never decreasing," signifies new beginnings such as starting a new business, marriage, investment, or farming. In India, people often buy gold as an investment, symbolising perpetual prosperity and abundance.

History highlights that gold's role as a hedge against inflation and economic uncertainty makes it an attractive investment option beyond traditional jewellery consumption.





## Return on gold investment since last Akshaya Tritiya

Gold has provided exceptional return over the last 5 years as stated in the below data it has grown at a CAGR of 15.68% from 2020 to as of today.

Year	2019	2020	2021	2022	2023	2024
Price	39,108	50,151	48,099	55,017	63,203	73,805
Growth (%)		28%	-4%	14%	15%	17%

\*Gold rates are average rates for the year except for the year 2024.



## Return on gold investment since last Akshaya Tritiya

As per the data shared above, the yellow metal has delivered a one-year return of 19 per cent, while the Nifty 50 has yielded a return of 20 per cent- a neck-to-neck competition. The Sensex has seen a return of less than 18 per cent, and the Nifty Bank has returned around 10 per cent during the same period.

## Gold investment Outlook

Gold prices in India have crossed ₹73,000 per 10 gram while at COMEX prices have crossed the \$2400 per ounce mark. Many economist believes to have a target of ₹ 1,00,000 by year end. The key supportive factors of the recent rally were the central banks' gold buying, rate cut expectations, geopolitical risk and risk of geo-economic fragmentation. Gold prices have rallied in anticipation of sooner rate cuts starting from March, shifting to June. The forecast is coming for a mere one rate cut in September, indicating a 'higher for longer' rate cycle.

Gold investment offers various options such as purchasing jewellery, coins, bars, exchange-traded funds (ETFs), gold funds, sovereign gold bond schemes, and Digi-Gold. Investors may explore different investment themes available in the market.



This paper has been prepared by Cokaco a virtual platform by NNM Nextgen advisory Pvt. Ltd. an investment banking firm based out of Mumbai providing a bouquet of financial services.

Contact: [Nikunj.a.mittal@gmail.com](mailto:Nikunj.a.mittal@gmail.com) / [researchteam@cokaco.com](mailto:researchteam@cokaco.com)