

RELIANCE GROUP

NEW MINTED GOLD "COINS" FOR THE INDIAN MARKET

Manufactured by
VALCAMBI SA
Switzerland

Reliance Money, the financial services and distribution arm of the Reliance Anil Dhirubhai Ambani Group, has already sold 300,000 of its new branded gold "coins" since their launch in 2007.

In India, round minted gold products are traditionally known as "coins".

The company issues a range of four coins. The 8 g and 5 g coins were launched in March last year, followed by the 1 g and 0.5 g coins in October.

Reliance Money is the first company in India to offer 999.9 purity gold coins in the smaller 1 g and 0.5 g weights.

Apart from their private investment role, these smaller coins facilitate the "gifting" of small quantities of gold, a traditional and widespread practice in India.

Each coin is contained in attractive PETG packaging with a certificate.

The coins, manufactured by **Valcambi SA** in Switzerland, have been included in the Industry Collection.

DISTRIBUTION

Reliance Money has representation in over 5,000 outlets in 4,000 cities in India. The coins are sold in selected outlets of Reliance ADA Group and multiple partner locations.

Since December, Reliance Money has entered into distribution agreements with Wall Street Finance, Weizmann Forex and the Muthoot Group. The three companies are well established as India's leading non-bank finance groups, and actively distribute the gold coins through the 1,000 plus outlets that they collectively have across India.

BACKGROUND

Reliance Money, established in 2005, has its headquarters in Mumbai.

The company is promoted by Reliance Capital, one of India's leading private sector financial services companies, ranking among the top three private sector financial services and banking companies in terms of net worth.

The Reliance Anil Dhirubhai Ambani Group is reported to be India's largest private sector enterprise, with businesses in energy, power, communication and entertainment.



Reliance Money launched its range of branded gold "coins" in 2007.



Each coin is packaged with an Assay Certificate.



The new "coins" are available in selected outlets throughout India.



TECHNICAL DESCRIPTION

Weight	Type	Fineness	Shape	Dimensions mm	First Issued
8 g	Minted	999.9	Round	22 x 22 x 1.25	2007
5 g	Minted	999.9	Round	20 x 20 x 1.10	2007
1 g	Minted	999.9	Round	10 x 10 x 0.85	2007
0.5 g	Minted	999.9	Round	10 x 10 x 0.43	2007

Source: Valcambi SA

GOLD "COIN" RANGE



8 g



5 g



1 g



0.5 g



Illustrating the design on the reverse side of the coins.

**VALCAMBI SA
Switzerland**

Valcambi SA, a leading gold refiner and bar manufacturer for the international market, is located in Balerna near Chiasso in south eastern Switzerland. It was founded in 1961.

Valcambi SA is a private company. It is a wholly-owned subsidiary of European Gold Refineries Holding SA (EGR). EGR shareholders are Newmont Mining Corporation (46.7%), Mitsubishi International Corporation (6.6%) and private equity (46.7%).

EGR owns 100% of Finorafa SA, a precious metals marketing and distribution company. Over the past 40 years, Valcambi has manufactured the renowned Credit Suisse range of cast and minted gold bars.

Accreditation

- 1968 London Bullion Market Association
- 1974 New York Mercantile Exchange, COMEX Division
- 1989 The Tokyo Commodity Exchange
- 2005 Dubai Multi Commodities Centre

Website: www.valcambi.com

THE INDUSTRY COLLECTION OF GOLD BARS WORLDWIDE

The Industry Collection of Gold Bars Worldwide is the culmination of a worldwide effort to create a unique collection of standard, innovative and unusual gold bars to support the promotion of gold.

Since 1993, manufacturers from across the globe have supported this international project by making their bars available. Founder was **N M Rothschild & Sons (Australia) Limited**, associated with N M Rothschild & Sons Limited, London. Custodian and Official Location is **The Perth Mint**, wholly owned by the Government of Western Australia.

Curator is **Grendon International Research Pty Ltd (GIR)**. Apart from acting as a consultant within the gold industry, GIR has published several reference books on gold, including *The Industry Catalogue of Gold Bars Worldwide*.

Refer to disclaimer on website: www.goldbarsworldwide.com

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