

Milli Tola Gold – Little Investment Big Savings

There is an old saying ‘gold never loses its glitter’ but the general perception is that only large net worth investors, trade and accumulate gold. The precious metal is generally considered ‘safe Haven’ and a hedge against various types of risks.

In Pakistan, small savers collectively contribute billions of rupees towards national savings. However, very few lucrative investment options are available to this group, who wants security of investment as well a modest return on its investments. Fully cognizant of the current situation, Pakistan Mercantile Exchange (PMEX) has come up with **Milli Tola Gold** - a unique product especially aimed at this group.

The product offers small investors a convenient, secure and trusted way to buy, sell and accumulate gold. The unique feature of this product is that investment can start from approx. PKR 50 only. The investors can buy as much gold as they desire in the multiples of approx. PKR 50. **Milli Tola Gold** offers 99.9 percent pure gold which is fully insured as it is kept in vaults operated by PMEX. Selling the holding is also easy as it can be en-cashed within 24 hours of the execution of the sell order.

Salient features of PMEX’s Milli Tola Gold:

- Start from little: One can buy gold with an amount as low as approximately PKR 50 [subject to prevailing price at the Exchange]
- Incentive: PMEX offers the incentive of free of cost custody and free insurance
- Security: Gold purchased by investors is kept in secure vaults
- anywhere with a single click
- Liquid: Selling gold kept with PMEX is easily en-cashable within 24 hours after the execution of sale at the Exchange
- Physical Delivery: Investor can get physical delivery of gold once the investment becomes equal to 10 Tolas of gold
- Monitoring: Monitoring of portfolio is easy because PMEX sends SMS Alerts of all transactions
- Purity: Gold being sold at PMEX is authentic 24 Karat (99.90%)

PMEX feels that this new and unique product offers a huge opportunity to PMEX brokers to expand their business by offering services to a much wider market segment. This can be accomplished by cultivating partners having access to the retail customers like credit cards and telecom companies in order to take this product to every house in Pakistan.

The key to the success of this product depends on providing reliable and convenient distribution channel to the retail investors. Considering the tele density of approximately 140 million in Pakistan, presently PMEX is relentlessly working with service providers such as telecoms to offer this product.

The Exchange is confident that this initiative will go a long way in cultivating a savings culture among the masses and would enable them to conveniently save for their future needs.

This article was published in PMEX Annual Report 2014 and Daily Ausaf – Special Supplement – Feb 20, 2015