

AUGMONT



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Augmont is one of the key players in gold refining and digital gold solutions. How is the company integrating technology to ensure transparency, purity, and trust in the gold value chain?

Technology lies at the heart of Augmont's efforts to build transparency and trust in the gold value chain. BIS- and NABL-certified gold refineries in Mumbai and Rudrapur use efficient processes to deliver bullion that meet the industry standards. The Company's 'Augmont SPOT' platform, which is a fully electronic, over-the-counter delivery-based bullion platform became operational in 2012. Over the years, Augmont has developed and implemented a technology-based price discovery mechanism for the gold and silver products that are sold on its 'Augmont SPOT' platforms. The 'Augmont SPOT' platform integrates live market data with our algorithms to provide real-time bullion prices, which typically update every second,

depending on market liquidity and data provided by users. This mechanism enables real-time access to market-linked spot prices and supports transparent, competitive pricing for Augmont's products. Every purchase of Augmont's digital gold is backed by physical gold kept in insured vaults.

With global emphasis on responsible sourcing and sustainability, what steps is Augmont taking to align its refining processes with ethical and environmental standards?

Augmont puts responsible sourcing and sustainability across its operations. The company uses gold from conflict-free and ethically compliant gold suppliers and mining companies under its 'Ethical Gold Sourcing Policy'. It operates refineries, supported by assaying laboratories that are accredited by the National Accreditation Board for Testing and Calibration Laboratories under ISO/IEC 17025:2017. Augmont is also certified to ISO 9001:2015 for its quality management systems. It works to create a consistent supply chain and support larger projects on sustainability, ensuring that its business does not compromise respect either for people or the environment. Augmont employs good governance, and social responsibility measures, ensuring

that it remains committed to adopting environmentally responsible and sustainable practices.

The demand for gold in India remains strong, but consumer behavior is shifting towards digital platforms. How is Augmont balancing traditional refining excellence with the growing trend of digital gold investments?

Augmont believes that while gold will remain a part of Indian households, the consumer is increasingly looking towards digital convenience. The strategy has been to provide both at once- continuing its work in refining high-quality bullion while building a seamless digital gold experience. Its app and website grant access to fractional gold investment, with physical assets in the vault, provide systematic investment plans, or convert digital gold into jewelry or coins as required. Additionally, digital gold products ensure transparent real-time pricing. Meanwhile, its traditional refining processes meet certified purity standards and stay reliable for institutional and retail buyers that hold a valid GST registration. By bridging these worlds, Augmont offers modern investors flexibility, while balancing customer expectations. ■

Disclaimer: "Augmont Enterprises Private Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its equity shares and has filed a draft red herring prospectus ("DRHP") with Securities and Exchange Board of India ("SEBI") and the stock exchanges. The DRHP is available on the website of the SEBI at www.sebi.gov.in as well as on the websites of the book running lead managers, Nuvama Wealth Management Limited at www.nuvmawealth.com, JM Financial Limited at www.jmfl.com, Motilal Oswal Investment Advisors Limited at www.motilaloswal.com, Intensive Fiscal Services Private Limited at www.intensivefiscal.com and the websites of the stock exchange(s) at www.nseindia.com and www.bseindia.com, respectively. Any potential investor should note that investment in equity shares involves a high degree of risk and for details relating to such risk, see "Risk Factors" of the DRHP on page 40 when available. Potential investors should not rely on the DRHP for any investment decision."