



Source: London Bullion Market Association

(This is a Gold Chart in Dollar Terms, in Indian Terms gold has appreciated in Period of 100 years but the Currency has depreciated in a larger terms, so on Contrary the Purchasing power of a Rupee has Depreciated, this report is purely on the Real Valuation of Gold excluding the Currency Factor)

In India the significance of Gold is as much as the significance of God, Gold is acquired continuously over the years, as money is saved and available. Thus the acquisition is done over generations. Except for the last few decades, gold was the only form of savings that was practical. Gold purchase in India is entwined with religious and cultural beliefs. Indian customs demand buying gold for special occasions like weddings, births, birthdays, celebrate various festivals or offer gold to Indian deities. Gold is mainly acquired all over India for the Diwali (around October-November) festival. Regional festivals are also very important occasions for the purchase of gold, for example Onam and Pongal in the South, and Durga Puja in the East. The Indian Hindu calendar even has auspicious days to buy gold during these festivals like Dhanteras, & Dassera. In rural India, harvest festivals are big occasions to buy gold, and the farmers are flush with money.

### **Turtle Wealth Management**

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### But the question is has the Gold really Performed in over the Period of last 100 Years?

1. In 1915 (Before 100 Years) Gold was 450\$ today somewhere around 1200\$ (for sure no split and bonus comes in Gold) in 100 Years in absolute terms Gold has only appreciated 300% (think before investing in Gold, thinking gold is great for long term)
2. Gold from 1940 to 1974 Probably 35 Years (35 years, here no one wants to stay for a stock if it does not move for 35 months (for sure I have said a long period) probably did nothing)
3. Gold has only appreciated in the time of Crisis and Global worries in the World like:
  - a. 1929 - 1932 - 287\$ to 600\$
  - b. 1970 - 1975 - 223\$ to 700\$
  - c. 1979-1981 - 1200\$ - 1900\$
  - d. 2000 - 2005 - 380\$ to 600\$
  - e. 2008-2012 - 900\$ to 1800\$
4. As a Trader Gold is only to be bought if it crosses 2000\$, yes it is a high price area still, you can't deny the fact.
5. In General Tendency Gold was never bought for value appreciation but for the Safety and Holy Purpose, but today the scenario is different, Gold is bought as a, Asset for Value Appreciation (Which actually has not given any appreciation from last 100 Years)
6. Gold has always out performed silver(that does not mean it will do the same in future or it will not do the same in future)
7. Short Term View: Gold did a Triple bottom at 1600\$, till it does not cross above it, gold has a very less chance to come significantly on upside.
8. If we take a Probability that Sensex Index was 100 in 1915 (Which was not, according to the data it was 100 on April,1, 1979) still, it has appreciated 280 times (I know you will still believe Gold is more valuable then Equities)

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9. No one has become Rich while Investing in Gold (Except Wife's & Gold Smiths (One who sells Gold), no one in Forbes 500 Richest Person in last 100 Years has become Rich by investing in Gold, so why you should?

*Checking the data I believe Gold is a precious element, may be holy but not for value appreciation, I will start and have started saving for my Daughters Education and Marriage, not Gold but Equities and I would take the leap of giving Shares Certificates then Gold in her Marriage (She would be much wealth for sure), on my wife side I will Still buy Gold as I cant Debate with her (You too don't do it).*

With Golden Regards,

Rohan Mehta

**Safe Harbor: This observation and Research is on publically available data with personal understanding and does not advise for buying or selling gold or any asset, it should be consulted through your Financial Advisor with your Wife.**

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