

# PUTTING INDIA ON THE MAP

## CONSUMER DEMAND FOR GOLD

1 **864.2**  
INDIA

2 **776.1**  
CHINA

3 **161.8**  
USA

4 **118.8**  
TURKEY

5 **109.7**  
GERMANY

6 **81.9**  
RUSSIA

7 **80.9**  
THAILAND

8 **80.5**  
SWITZERLAND

9 **77.0**  
VIETNAM

10 **58.5**  
SAUDI  
ARABIA



2012 figures;  
in tons  
Source: World  
Gold Council

**SHINY  
HEAP**

Indian households have piled up over 20,000 tons of gold worth a whopping \$1.16 trillion

This outstrips the total value of all companies listed on the BSE