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Business Standard

IGPC begins first of its kind survey to map gold consumption pattern

IGPC announced the survey on Friday as part of its third annual conference



To map the [gold](#) consumption pattern of households nationwide, the India [Gold](#) Policy Centre (IGPC) has begun a first-of-its kind survey.

IGPC announced the survey on Friday as part of its third annual conference. It is set to map out region and income -based data on consumption, as well as find out the purpose, occasion and frequency of buying.