

# Gold Mobilisation Platform and Startup MyGold Supports CII Young Indians' Fireside Chat With BharatPe Founder Ashneer Grover As Annual Sponsor

Category: Business

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The CII Young Indians' Lucknow Chapter recently hosted an insightful fireside chat with BharatPe Founder and entrepreneur Ashneer Grover. Held at the Hyatt Regency, Lucknow it was supported by [gold mobilisation platform and startup MyGold](#) and focused on 'Building Unicorns: The Journey, Challenges, and Lessons from the Trenches', providing an exclusive platform for entrepreneurs, business leaders, and aspiring founders to engage in a thought-provoking discussion

about the world of startups.



**Amol Bansal, Founder of MyGold with Ashneer Grover, Entrepreneur and Founder of BharatPe at CII Young Indians Lucknow Chapter**

Moderated by industry experts, the event featured Ashneer Grover as the keynote speaker, who shared his personal journey of building BharatPe into one of India's most recognized fintech unicorns. Emphasizing the importance of consistency and resilience in overcoming challenges, he regaled the audience with real-life anecdotes and practical lessons for budding entrepreneurs; after which an interactive Q&A session further allowed attendees to seek advice on overcoming startup hurdles and scaling their own [businesses](#).

MyGold, as the event's annual sponsor, [showcased its commitment to fostering innovation](#) and supporting India's growing entrepreneurial ecosystem. Highlighting the startup's innovative platform and its relevance in daily life, Amol Bansal, Founder of MyGold, discussed how MyGold is revolutionizing gold investment and leasing for individuals

and [businesses](#), delivering an impactful presentation at the event.

Speaking on the occasion, **Amol Bansal, Founder of MyGold**, said, *“Supporting such a platform inspires entrepreneurs to dream big and [navigate](#) their journeys with resilience and vision. At MyGold, we believe in empowering the [next generation](#) of entrepreneurs to achieve their financial goals and make a sizeable impact and we look forward to more such opportunities in the future.*

The event highlighted the importance of consistent effort and the willingness to face challenges head-on; elements that are key to building successful [businesses](#) in today’s competitive landscape.

[Bringing together](#) not only veteran entrepreneurs but also aspiring founders, creating a vibrant space for the exchange of ideas and experiences, the fireside chat with Ashneer Grover reinforced MyGold’s mission of transforming financial practices, empowering innovation, and supporting entrepreneurs in their journey to success.

## **About MyGold**

Founded in 2021 by Lucknow-based entrepreneur Amol Bansal, MyGold is a trailblazing platform that transforms idle gold into a productive asset. With over Rs. 200 lakh crore worth of gold lying unused in Indian households, MyGold encourages individuals to unlock the true potential of their gold by converting it into a source of sustainable [growth and financial empowerment](#).

MyGold provides an [innovative model offering guaranteed annual](#) growth of 5% in gold weight on 24kt pure gold, allowing users to earn in gold rather than monetary value. This unique approach ensures compounded returns that significantly outperform traditional savings methods, such as [bank](#) deposits. Through its secure, transparent, and user-friendly app, users

can track their daily gold returns, access their holdings 24x7, and sell gold at prevailing prices, ensuring complete flexibility without lock-in periods.

Backed by MMTC-PAMP & partnerships with SEBI-approved Gold vault managers & logistics partners for insured vault storage and audited by Vistra, the [world's](#) largest asset administrator, MyGold sets the benchmark for trust, safety and security. Designed for modern families and long-term planners, MyGold is the ideal choice for those aiming to save for future goals like [education](#), weddings, or generational wealth creation.

