

SHOURAAZ GOLD BUYER PRIVATE LIMITED

Company Profile & Management Team Profile (For Website Update)

1. Company Profile

Shouraaaz Gold Buyer Private Limited (CIN: U47190WB2024PTC267513) is a corporate and transparent organization dedicated to bringing complete integrity, transparency, and modern technology to the gold purchasing and loan settlement sectors. By eliminating unauthorized deductions and unclear testing practices common in the traditional sarafa market, Shouraaaz ensures 100% accurate purity determination through advanced German XRF (X-Ray Fluorescence) spectrometer technology.

Vision & Mission

Our core mission is to support everyday people, small-scale laborers, and residents of semi-urban and rural towns who pledge their gold with local jewelers during times of financial distress. Due to a lack of proper guidance or timely funds, many fail to redeem their gold, resulting in auctions. This leads not only to the loss of their valuable gold assets but also severely damages their CIBIL scores, closing doors to future financial opportunities.

"Our goal is to provide doorstep services to raise awareness, empowering individuals to secure and redeem their pledged gold on time, thereby preventing financial loss and credit score degradation. We envision scaling and expanding this company on a pan-India level in the near future."

2. Management Team Profile

Mr. Hrithikesh Rajan — Director, Managing Director & CEO

Mr. Hrithikesh Rajan leads the company as the Managing Director & CEO. He brings an extensive and rich industry experience of **18 years in the gold sector**, having served in critical leadership and operational roles across premier financial institutions:

- Muthoot Finance

- **ICICI Prudential Life**
- **IIFL Finance Gold Loan:** 8 extensive years handling Pan-India audits and surprise audits.
- **SBFC:** Served as Entire Area Audit Manager overseeing the entire North-East locations.

Expertise: Deep and comprehensive proficiency in the gold industry, gold mitigation, auctions, gold purchasing, audit compliance, RBI regulations, regulatory frameworks, and risk management. Under his visionary leadership, the company is rapidly advancing toward delivering financial security and consumer awareness.

Mr. Ashish Kumar Mishra — Business Head

Mr. Ashish Kumar Mishra steers the company's business operations as the Business Head. He is a retired defense veteran from the Indian Army, bringing nearly **35 years of distinguished and profound experience** serving in the defense sector and Special Task Forces.

His military discipline, high-level strategic management, and expertise in rapid decision-making under high-pressure scenarios provide a robust foundation for the company's business expansion and operational excellence. Under his capable leadership, Shouraaaz is successfully executing its vision on a pan-India scale.