What is 22K Gold, and why is it so popular in India?

Gold Purity · https://www.purejewels.com/faqs/gold-purity/what-is-22k-gold-and-why-is-it-so-popular-in-india/

22K Gold—also known as **22 Carat Gold**—is a gold alloy made of **91.6% pure gold** and **8.4% other metals** such as silver, copper, or zinc. It strikes the perfect balance between purity and strength, making it **ideal for crafting fine jewellery** that is both luxurious and durable.

What is 22K Gold?

In the carat system, **24K represents pure gold**, which is too soft for intricate or wearable jewellery. To enhance its strength, gold is alloyed with other metals.

- **22K Gold = 22 parts pure gold + 2 parts other metals**
- This results in **91.6% gold purity**, often marked as **"916"** in hallmarking.

22K retains the **rich yellow hue** of pure gold while offering **enough durability** for intricate designs and regular wear, making it especially suited for earrings, necklaces, bangles, and bridal sets.

Why is 22K Gold So Popular in India?

1. Cultural Significance

Gold is deeply woven into Indian traditions, symbolising **prosperity, purity, and auspiciousness**. It plays a central role in weddings, festivals like **Diwali** and **Akshaya Tritiya**, and religious ceremonies.

2. Ideal for Bridal Jewellery

Indian bridal jewellery is often grand and ornate, requiring a gold type that is both **highly pure and strong enough** to hold its form. 22K offers just that.

3. Trusted Investment

22K gold jewellery is viewed as a **family asset**. It holds excellent **resale value** and is often passed down through generations.

4. Craftsmanship Tradition

Indian jewellers have mastered working with 22K gold—using heritage techniques such as **kundan, meenakari**, and **filigree** to produce artistic and intricate pieces.

22K Gold at PureJewels

At **PureJewels**, we honour this legacy by offering a stunning selection of **22ct gold jewellery**—crafted with elegance, hallmarked for purity, and designed to celebrate life's precious moments.