What is the standard gold purity in Indian jewellery?

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Gold holds a sacred and enduring place in Indian culture, symbolising wealth, prosperity, and tradition. Whether it's a wedding, a festival like Diwali, or a family celebration, gold jewellery is an integral part of the occasion. But have you ever wondered what standard of gold purity is most commonly used in Indian jewellery?

The answer is **22K gold**, a time-honoured standard trusted for its beauty, value, and strength.

Understanding 22K Gold

22K gold (or **22 carat gold**) contains **91.6% pure gold** and 8.4% alloyed metals such as copper, silver, or zinc. This blend enhances the gold's durability while maintaining its signature rich yellow colour. It's often stamped as **"916"**, a numerical hallmark indicating its purity out of 1,000 parts.

22K gold offers the perfect balance for traditional Indian jewellery, which is often intricate, ornate, and designed for regular wear during cultural functions.

Why 22K is the Preferred Choice in India

Ideal for Craftsmanship

Indian jewellery is renowned for its elaborate designs—filigree work, temple jewellery, and bridal sets. 22K gold is strong enough to hold these forms, unlike 24K gold, which is too soft for detailed pieces.

Deep Cultural Roots

Gold is woven into the Indian way of life. It's considered an auspicious gift and a secure form of family wealth. Generations have trusted 22K gold for its **value retention**, **symbolism**, and **tradition**.

Other Gold Purity Standards

- **24K (99.9%)** – Ultra-pure, used in bars and coins for investment but rarely in jewellery.
- **18K (75%)** – Favoured for modern or diamond-studded pieces.
- **14K/10K** – Less common in Indian jewellery, used in fashion-forward or lightweight designs.

Look for Hallmarking

In India, gold jewellery should be **BIS hallmarked**, confirming purity. Look for:

- The **“916” stamp** (for 22K)
- The **BIS logo**
- The **jeweller’s identification mark**
- Year of hallmarking

At **PureJewels**, we honour this legacy by offering exquisitely designed **22ct gold jewellery**, hallmarked for purity and authenticity. Our pieces reflect the richness of Indian tradition with the assurance of modern certification.