

Benaka Gold Unveils 'Sell and Save' Scheme with Actress Reeshma Nannaih as New Brand Ambassador.

Unlock Instant Cash & Reclaim Your Gold – All with Trust and Transparency



Bengaluru, Karnataka Jun 30, 2025 ([Issuewire.com](https://www.issuewire.com)) - For over five years, Benaka Gold Company has stood tall as a trusted [gold buyers](#), offering fair market rates, quick service, and complete transparency. With evolving financial needs and emotional bonds attached to gold, Benaka Gold has taken another visionary step—launching the **"Sell and Save" scheme**, designed not only to meet immediate cash needs but also to preserve the sentimental value of gold.

To mark this special milestone, Benaka Gold has also announced Sandalwood actress Reeshma Nannaih as its new brand ambassador. Known for her elegance and strong cultural connection, Reeshma's association brings a fresh and trustworthy face to the brand.

Let's explore how Benaka Gold continues to redefine trust, flexibility, and customer care with this game-changing Scheme.

Why the 'Sell and Save' Scheme is a Game-Changer for Gold Sellers

Gold is not just a financial asset. In many Indian households, it's a legacy, an heirloom passed down generations, or a memory of someone close to you. And yet, when cash is urgently needed, gold is often

the first thing people sell—regretfully.

Benaka Gold's Sell and Save scheme is here to rewrite that narrative.

This unique scheme offers a smart financial solution for customers who need immediate cash but don't want to lose their gold forever. With Sell and Save, you can [sell gold](#) at the current market price, get instant cash, and later buy it back through easy monthly repayments. It's a convenient way to meet urgent needs while still keeping what matters to you emotionally.

Two Pillars of the Sell and Save Scheme: Flexibility & Convenience

Flexible Monthly Repayment Option:

Sell your gold today and regain it with flexible repayment options with 6, 9 or 12 Months Period. The choice is yours. The flexibility built into this scheme empowers customers to plan repayments according to their financial bandwidth, making it less of a burden and more of a solution.

Golden 21-Day Interest-Free Period:

Need urgent cash for just a few weeks? Our 21-day grace period allows you to sell gold and get full value in cash—with zero interest if you repay within 21 days. This scheme is ideal for those dealing with temporary financial crunches, emergency medical expenses, or bridging gaps between income cycles.

The Inspiration Behind the 'Sell and Save' Scheme

Having served lakhs of customers across south India since 2020, we've encountered countless stories—of people selling gold out of necessity, later regretting the decision. We've seen tears, hesitation, and heartbreak. Understanding this pain, **our Managing Director, Bharath Kumar. S**, took the initiative to introduce the “**Sell and Save**” scheme. He strongly believes that business should solve real problems, and this scheme was created with that very purpose in mind.

That's where Sell and Save makes a difference—not just as a scheme, but as a **promise** to our customers: “You can meet your financial needs today—without saying goodbye to your memories.”

Introducing Our Brand Ambassador: Reeshma Nannaih

In celebration of our 6th year milestone and the launch of this scheme, we are proud to unveil **Sandalwood's beloved actress, Reeshma Nannaih**, as the new face of Benaka Gold. Known for her elegance, cultural values Reeshma perfectly represents what [Benaka Gold Company](#) stands for—tradition, trust, and transformation.

The Way Forward: Empowering Financial Choices

Benaka Gold's Sell and Save scheme reflects an understanding that customers no longer want to choose between urgency and emotional value. With this scheme, they now have both—a solution that provides immediate support and long-term assurance.

Customers are encouraged to visit their nearest Benaka Gold branch to learn more about the Sell and Save scheme or speak with gold consultants for personalized advice.

Thank you for being a part of our journey. We look forward to your continued support and partnership.

Warm regards, Benaka Gold Company Team

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