



PRIDE OF INDIA COLLECTION

CELEBRATING THE PRICELESS HERITAGE
OF THE NATION

LIMITED EDITION



**PRIDE OF INDIA
COLLECTION**

INTRODUCED BY
DR. A.P.J. ABDUL KALAM



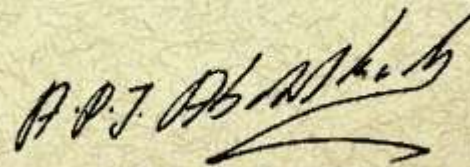
Dr. APJ Abdul Kalam
Former President of India

10, Rajaji Marg,
New Delhi – 110 011

During my tenure as President of India, it was my privilege to travel the length and breadth of our country, meeting people from every walk of life. From all my interactions, the constant thought which emerged was the pride of our country's rich history and accomplishments, hope and enthusiasm for a peaceful, prosperous, happy and a safe future.

Beneath the surface of every Indian, a deep well of patriotism, with certain value system, is embedded drawn from our civilisational heritage. I am delighted to introduce to you, friends, this collection of commemorative stamp ingots entitled 'Pride of India'. Over the years, the stamps issued by India Post have authentically reflected our finest moments and rich culture. The collection represents celebration of our freedom movement, celebration of great minds, celebration of our successes in science, technology, industry, sports and celebration of our art and culture.

I am sure, you will find joy and inspiration in the images reflected in the Pride of India Collection, and pass on that spirit of resilience and endeavour they represent to future generations.



DR. A.P.J. ABDUL KALAM

CELEBRATING A GOLDEN ERA

25 INDIAN STAMPS MINTED IN GOLD-PLATED PURE SWISS SILVER

The seventh largest country in the world. Its fast-growing economy. Home to the ancient civilisation of the Indus Valley, the Taj Mahal, Mother Teresa, the philosophy of Gandhism, and myriad schools of art and architecture.

The symbols of India's greatness are as numerous as they are diverse. And nothing illustrates them better than Indian postage stamps. For over 60 years, Indian stamps have paid tribute to the great men and women that shaped the country, and marked each historic step on the way to progress.

Now, in unique celebration of these distinguished figures and defining moments, 25 stamps have been chosen to be preserved forever as engraved solid pure silver ingots, layered with pure 24-carat gold.

The Pride of India Collection is the first and most important stamp ingot collection ever produced for India. It is a treasured heirloom to be passed from one generation to another.



A sculpted ingot and its inspiration.
Each ingot is a faithful representation of the original stamp.



Each stamp ingot is 2.2mm thick,
with diamond cut perforations.

MESSAGE FROM DIRECTOR GENERAL POSTS. MR. I.M.G. KHAN



"The 25 stamps included in the Pride of India Collection have been selected from the archives of the National Philatelic Museum in New Delhi by a panel of experts drawn from around the country. From the hundreds of designs commissioned over the years, each stamp has been carefully chosen to represent some important facet of Indian history, life and culture. The Collection represents some of the finest stamps ever issued, and celebrates the story of India in an unprecedented way."



I.M.G. Khan

THE PRIDE OF INDIA COLLECTION







बुंदेलों हरबोलो के मुँह हमने सुनी कहानी थी
खुब लड़ी मर्दानी वो तो झांसी वाली रानी थी

THE OPENING SHOT

1857. The year India rose to break its shackles. The year the first step was taken on the long road to freedom. The year that saw the First War of Independence. In more ways than one, the rebellion of 1857 kick-started India's struggle for Independence. It made people realise the importance of unity to overthrow an oppressive regime. It resulted in the dissolution of the East India Company and replacement by direct rule within the British Empire. Rani Lakshmi Bai, revered heroine of the great rebellion, is an iconic figure for all the brave warriors who fought and died striking a blow, to free India. Their dream is our reality now.



This stamp was issued to commemorate the 150th anniversary of the First War of Independence in 2007. It shows the dramatic confrontation between zealous freedom fighters and the stolid ranks of hired Company infantry,



दास्तान-ए-मोहब्बत बनी तस्वीरों में
जब पाई खोई अमानत दीवारों में

THE TIMELESS ART

In 1952, by sheer chance, a bundle of paintings wrapped in cloth were found dumped in the corner of an old fort in Kishangarh. On inspection they turned out to be one of the great treasures of Indian art, the Kishangarh miniatures, inspired by the divine lovers Radha and Krishna, and lost to the world for over 200 years. Flawless artistry, spiritual yearning, and eternal love and devotion all combine in the sublime mysticism of the Kishangarh school of art. It is recognised as the very pinnacle of the vast scope of Indian art and acclaimed by connoisseurs around the world.

In 1778 the great exponent of the art of miniature painting, Nihal Chand, created the legendary face of the Kishangarh Radha, the quintessence of Indian womanhood and grace.





CREATED BY THE WORLD'S FINEST ENGRAVERS

For more than 30 years, the Hallmark Group has worked with Post Offices around the world to recreate their most valuable and important stamps as engraved gold-plated, solid silver ingots.

The 'Pride of India' Collection is the latest addition to the international scene, and celebrates the unique culture and history of the world's greatest democracy, and the emergence of India as a world power.

To ensure the highest quality, each precious image has been sculpted by the world's finest artists and minted by Swiss craftsmen. Pure silver ingots (Swiss .999) are placed in a huge 360 ton minting press and struck with massive pressure to bring out every tiny detail of the original design. Perforations are precision diamond cut, and each stamp ingot is layered with pure 24-carat gold to create a perfect golden masterpiece.

GIFTS TO SUBSCRIBERS

As a subscriber to the Pride of India Collection, you will receive one stamp ingot every month for 25 months until your collection is complete. In addition you will also receive the following at no additional cost:

SPECIAL SUBSCRIBERS GIFT

Connoisseur Hardbound Edition of
'ENCHANTING INDIA'

by

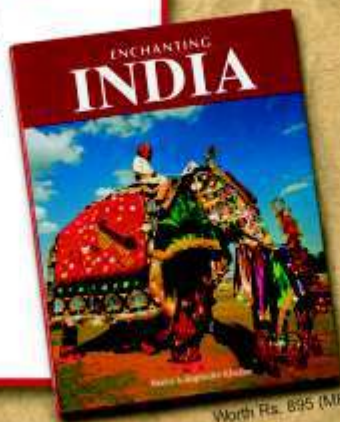
Reeta & Rupinder Khullar

A JOURNEY THROUGH THE MYSTICAL COUNTRY

The camera of celebrated artists and photographers Reeta & Rupinder Khullar captures all the magical variety that is India, from the ornate palaces and gilded temples to the wild frontier of the Himalayas.

In 19 superb photo-essays, the authors conjure a landscape and culture that both astonishes and delights the spirit, like no other country on earth.

This Connoisseur Hardbound Edition is a perfect complement to your Pride of India Collection, and our special gift to you.



Worth Rs. 895 (MRP)

WOOD LACQUERED COLLECTOR'S CHEST

This beautiful velvet-lined, lockable chest is designed to house and protect your collection for many years to come. A hand-made spatula is provided to enable you to remove and inspect each stamp ingot.

JEWELLER'S CLOTH AND COTTON GLOVES

Formulated to jeweller's standards, the cloth and gloves are the ideal way to safely handle your precious collection.

FACT CARDS AND ALBUM

Each stamp ingot is accompanied by a fascinating Fact Card detailing the history of the stamp. Also included is a handsome Fact Card Album for storing these educational cards.

CERTIFICATE OF AUTHENTICITY

Each subscriber is issued an officially numbered Certificate confirming the edition limit and the precious metal purity of each stamp ingot.



SUBSCRIPTION INFORMATION

The Pride of India Collection is being issued in a strictly limited edition of only **7,500** complete collections. It is not available in any store or Post Office, but only by subscription through this special offer. Once the edition limit is reached, the minting dies will be defaced so that they can never be used again. These master dies, along with Set No. 1, will be permanently displayed at the National Philatelic Museum, G.P.O., Parliament Street, New Delhi.

Your stamp ingots will be sent to you at the rate of one per month until your collection is complete, beginning within 45 days of receipt of your application. Though each stamp ingot will vary in size to conform to the original stamp, the price of each is fixed at Rs. **8,500/-** inclusive of all duties and taxes. This price is effective 1st June 2013 and is guaranteed through the period of issue and includes delivery and all accessories. There are no additional charges.

THE PRIDE OF INDIA COLLECTION INCLUDES THE FOLLOWING:

1. Twenty five solid silver stamp ingots, plated with 24-carat gold.
2. Jeweller's cloth and cotton handling gloves.
3. Elegant lacquered wood collectors chest with spatula.
4. Twenty five individual Fact Cards and Collector's Album.
5. Special edition of the book 'Enchanting India'.
6. Numbered Certificate of Authenticity.

HOW TO PLACE YOUR ORDER

You can order your precious collection in any one of these four ways:

BY MAIL: Complete the enclosed Priority Order Form and mail it with payment for your first stamp ingot in the postage-paid envelope.

BY PHONE: Call **+91-11-4640 4444**

ONLINE: Order online at www.prideofindiacollection.com



The reverse of each stamp ingot is engraved with the official logo of India Post, Hallmark and the manufacturer's mark confirming the assayed purity of the precious metal.



The Pride of India Collection is an Official Programme of Hallmark Group Limited issued under the Authority of India Post. It is the first Stamp Ingot Collection ever to be produced for India, and its release is strictly limited to 7,500 editions worldwide.



HALLMARK

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