**Abstract**

Abstract In the current market scenario of high volatile, rapidly changing market place, various avenues for investment in gold are creating the confusion among Investors. As per various studies 16,000 tons of gold is there in Indian households predominantly in the form of jewellery There are various alternatives available for investment in gold through options like jewellery coins, bullions, ETF, mutual funds, E-gold etc. The present study is to identify the various options available for investors in gold investment tries to study forms of gold investment avenues available to investors. The objectives of the study are to understand the various investment options for investors, while investing in gold. A sample 50 investors has been collected towards investment in gold. Percentage and ranking method were used for this analyzing the data. The result showed that it is found that many investors prefer jewellerygold coins and gold bullion bars forms of investment and going to found that prefer to invest in ETF and future and option which gives more profit and easy form of investment.