**Abstract**

There are various investment portfolios available to the investors. Among the investors, investment in Gold is considered as a safe investment because of its high profitability and liquidity. The main reason is that like currency Gold has an intrinsic value and has a stable purchasing power to goods and services. Historically, Gold was used as currency. Even now it is still considered a backup for Governments and Central banks. The demand for gold has an effect on exchange of Indian Currency. However in the year 2013, the price of gold has been very volatile and has shown both increasing and decreasing trend. In this current situation, this study is made to ascertain “if gold is still a preferred investment by the investors”