

D. P. Abhushan Limited

CIN: L74999MP2017PLC043234

Registered Office: 138, Chandani Chowk, Ratlam – 457001, Madhya Pradesh

Corporate Office: 19, Chandani Chowk, Ratlam – 457001, Madhya Pradesh

Email: cs@dpjewellers.com; **Web:** www.dpjewellers.com; **Phone:** +91 7412 247 122



D. P. Jewellers

A BOND OF TRUST SINCE 1940
A VENTURE OF D.P. ABHUSHAN LIMITED

Date: October 30, 2024

To,
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex
Bandra East, Mumbai – 400051
Symbol: “DPABHUSHAN”

To,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
BSE SCRIP Code – “544161”

Subject: Investor Presentation for the Quarter & Half Year ended on September 30, 2024

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Please find enclosed herewith Investor Presentation for the Quarter & Half Year ended on September 30, 2024.

The above information is also available on the Company’s website at www.dpjewellers.com

You are requested to kindly note the same.

Thanking you,

**FOR AND ON BEHALF OF
D. P. ABHUSHAN LIMITED**



SANTOSH KATARIA
Chairman and Managing Director
DIN: 02855068



D.P. Abhushan

I N V E S T O R P R E S E N T A T I O N

October 2024 | Q2FY25



www.dpjewellers.com

Disclaimer



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“

*We are pleased to announce a robust performance this quarter, with **revenue surging 84% YoY** and **EBITDA growing by 51% YoY**, driven by a strong uptick in overall gold and jewellery demand. Building on this momentum and in line with our strategic expansion plan, we are thrilled to announce the inauguration of our **new showroom in Ajmer, Rajasthan**. This new store aligns seamlessly with our long-term strategy to expand our footprint, with additional showrooms currently under construction in **Ratlam** and **Neemuch**.*

*Looking ahead, we remain on track to reach **20 stores by FY28**, with plans to open at least 3–4 new stores in the upcoming financial year, focusing on emerging markets in **Madhya Pradesh, Rajasthan, Chhattisgarh, and Gujarat**. With an unwavering commitment to quality and service, we are optimistic about the future and confident in our ability to execute these growth plans effectively.*

”

Mr. SANTOSH KATARIA
Chairman and Managing Director



Table of Contents



Company Overview

5

Market Opportunity

15

Business Highlights

18

Financial Highlights

21

Way Forward

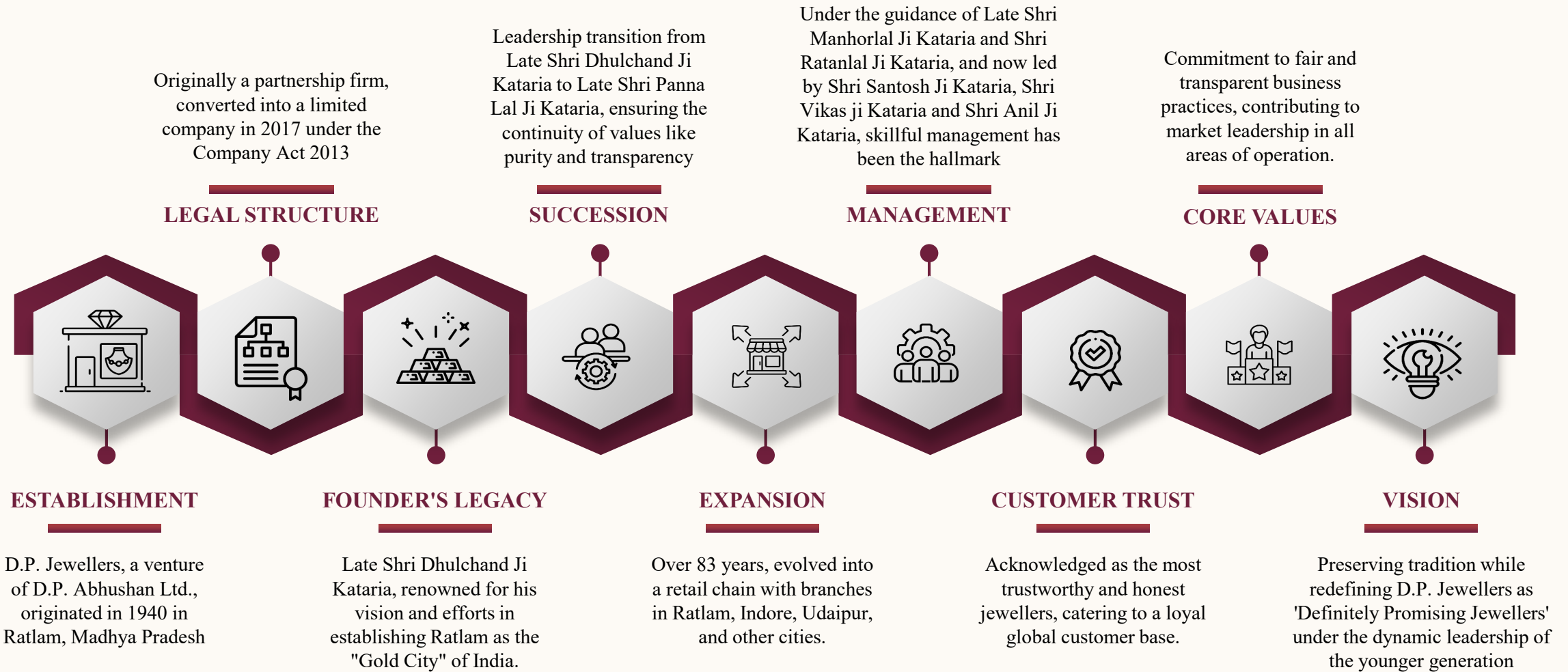
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Company Overview



Introduction to D. P. Abhushan : A Brief History



Through Generations: Upholding Tradition, Embracing Innovation



✦ FIRST GENERATION ✦

MR. DHULCHAND KATARIA

- Established D.P. Jewellers in 1940 in Ratlam, Madhya Pradesh.
- Known for vision, strategies, and efforts in making Ratlam the "Gold City" of India.
- Laid the foundation of the venture during challenging times of India's struggle for independence.

✦ SECOND GENERATION ✦

MR. PANNA LAL KATARIA

- Continued the legacy of D.P. Jewellers.
- Emphasized purity and transparency as the brand's core values.
- Expanded the business and established it as a trusted and honest jeweller

✦ THIRD GENERATION ✦

MR. MANHORLAL KATARIA / MR. RATANLAL KATARIA

- Managed the growth of D.P. Jewellers into a retail chain with branches across multiple cities.
- Maintained the brand's reputation for purity and transparency

✦ FOURTH GENERATION ✦

MR. ANIL KATARIA / MR. SANJAY KATARIA / MR. SANTOSH KATARIA/ MR. VIKAS KATARIA

- Leading the company with a focus on fair and transparent business practices.
- Working tirelessly to uphold the trust of millions of customers.
- Rebranded D.P. Jewellers as "Definitely Promising Jewellers," emphasizing dedication to quality and customer satisfaction.

✦ FIFTH GENERATION ✦

MR. AMAN KATARIA / MR. SUJAL KATARIA

- Taken on key roles within D. P. Abhushan
- Bringing fresh perspectives and continuing the family legacy
- Actively involved in the company's expansion plans, overseeing the establishment of new showrooms and exploring new market opportunities.

Board of Directors



Mr. SANTOSH KATARIA
Managing Director



Mr. ANIL KATARIA
Whole Time Director



Mr. DEEPAK GADIA
Independent Director



Mr. MUKESH JAIN
Independent Director



Mr. SANSKAR KOTHARI
Independent Director



Ms. APURVA LUNAWAT
Women Independent Director



Ms. RENU KATARIA
Non-executive Director

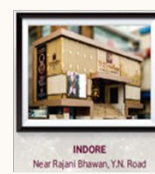


MRS. SEEMA MANDLOI
Non-executive Independent Director

Journey & Milestones



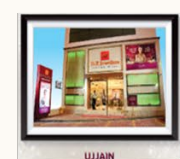
1940
The journey of D.P.
Jewellers began



2010
Indore showroom
started



2017
DP Abhushan
Listed on NSE-SME
Expanded showroom
in Indore



2020

- New showroom in Ujjain
- New showroom in Bhilwara
- Migrated to main board of NSE



2015
Bhopal showroom
commenced



2021
New showroom in
Kota



2022
New showroom at
Banswara



2023
Launched an enticing
franchise program



2024
Listed on BSE
New showroom
at Ajmer



2012
Udaipur showroom
inaugurated



An Array of Offerings: D.P. Abhushan's Versatile Product Range



Shop by Collection



Wedding
jewellery

Valentine
Jewellery

Flower
Collection

Traditional
Jewellery

Mewar
Collection

Idol
Collection

Dohra
Collection

Lightweight and
trendy jewellery

Shop by Styles



Gold jewellery

Jadau Jewellery

Diamond studded
jewellery

Jewellery with
colored stones in
gold and diamond

Precious and semi-
precious stone
studded jewellery

Plain and diamond
studded platinum
jewellery

Shop by Products



Chains

Rings

Armlets

Gajrahs

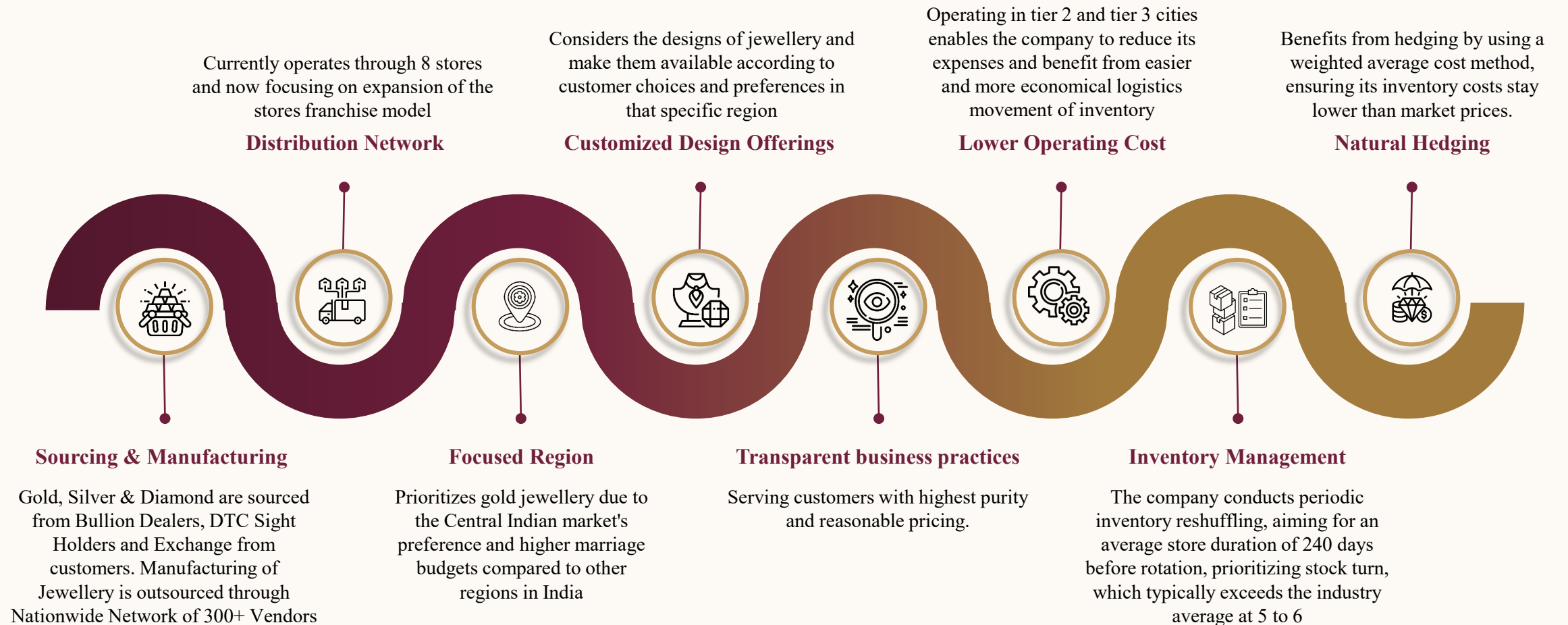
Pendants

Bangles

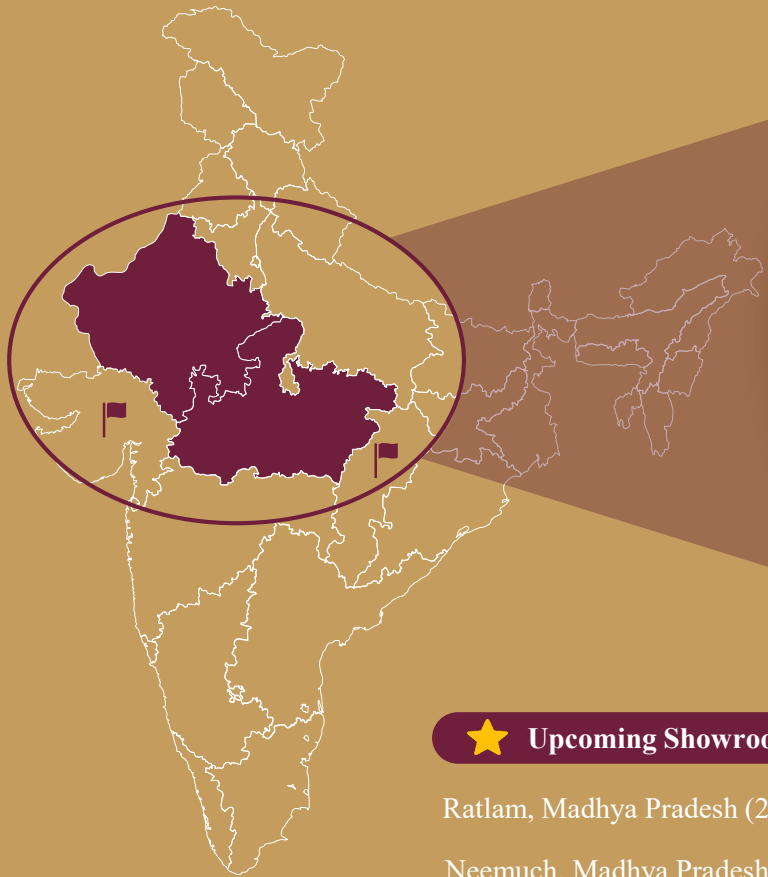
Nose Rings

Mangal sutra

Centralized purchasing at Ratlam ensures smooth inventory flow, minimizing dead stock and maximizing operational efficiency across all stores within a 300-kilometer radius



Store Geographics



★ Upcoming Showrooms

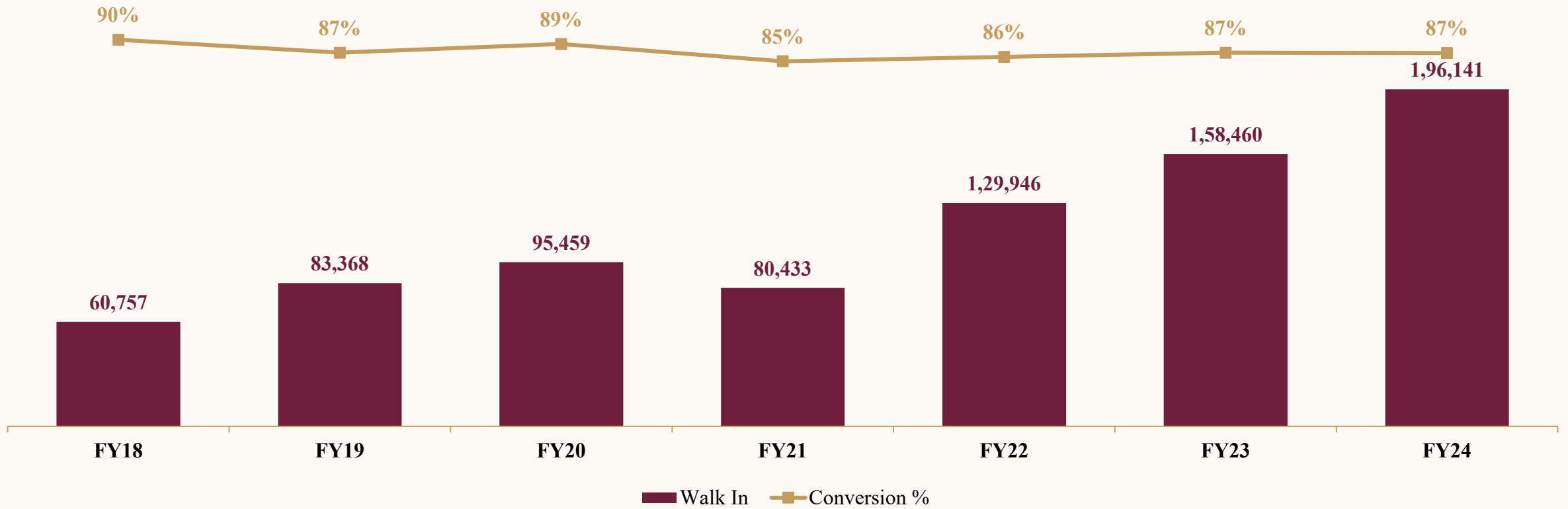
- Ratlam, Madhya Pradesh (2nd showroom)
- Neemuch, Madhya Pradesh




- 1 RATLAM (M.P.)**
 - Since 1940
 - Store Size 2,100 sq. ft
 - Rented Premise
- 2 INDORE (M.P.)**
 - Opened in 2010 and Expanded in 2017
 - Store Size 15,000 sq. ft
 - Owned Premise
- 3 UDAIPUR (RAJ.)**
 - Opened in April 2012
 - Store Size 5,054 sq. ft
 - Rented Premise
- 4 BHOPAL (M.P.)**
 - Opened in May 2015
 - Store Size 6,000 sq. ft
 - Rented Premise
- 5 UJJAIN (M.P.)**
 - Rented Premise
 - Opened in August 2020
 - Store Size 3,520 sq. ft
- 6 BHILWARA (RAJ.)**
 - Opened in October 2020
 - Store Size 4,000 sq. ft
 - Rented Premise
- 7 KOTA (RAJ.)**
 - Opened in January 2021
 - Store Size 2,830 sq. ft
 - Rented Premise
- 8 BANSWARA (RAJ.)**
 - Opened in January 2022
 - Store Size 3,363 sq. ft
 - Rented Premise
- 9 Ajmer (RAJ.)**
 - Opened in September 2024
 - Store Size 6,050 sq. ft
 - Rented Premise

Plans to Expand in Tier 2 & 3 Cities of Gujarat and Chhattisgarh in upcoming 5 years.


Standing Tall as Leaders in Footfall to Conversion Ratio



Achievement and Recognition



Best Promising, Gems & Jewellery
Company 2017
- India Bullion and Jewellers
Association Lts.




Best Business Ethics Award at Gem
and Jewellery Trade Council of India
Excellence Award 2019




Best Ring Design at IJ Jewellers
Choice Design Awards 2019



Winner of India's Best Wedding
Diamond Jewellery 2019



India's Best Bridal Diamond Jewellery
Award for the year 2019



Best Bridal Necklace of the Year Best
Ring & Bracelet Design of the year
-IJ Jewellers Choice Design Awards



Being Inspiring Leader of Indian
Jewellery Retail 2023
- All India Gem and Jewellery
Domestic Council



Trusted Retail Jewellers Award
-International Business Summit Awards
Dubai 2023



Excellence Award
-IBC 24





Market Opportunity

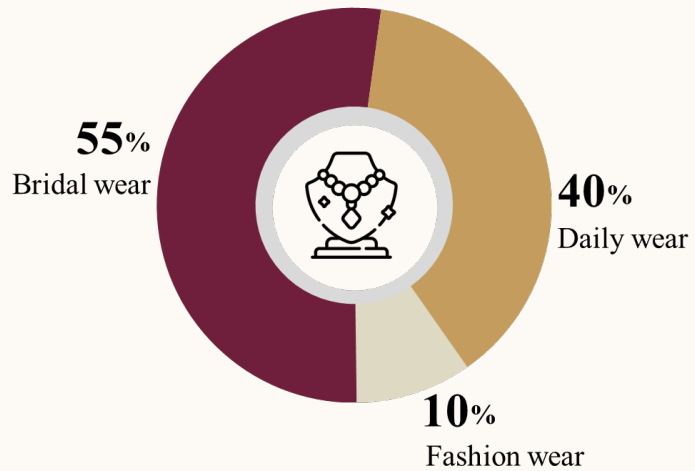


Industry Overview

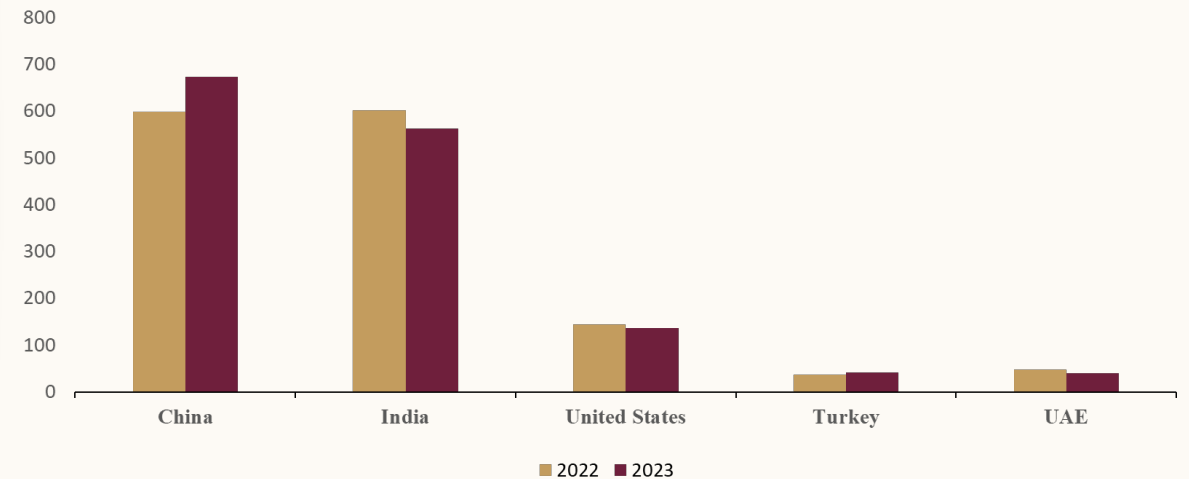


- Compared to global counterparts, **India emerges as the top revenue generator in the jewellery market**, forecasting a robust revenue of **US\$81 billion in 2024** and is **expected to achieve an annual growth rate of 4.59% from 2024 to 2028**
- India, renowned as the world's **second-largest consumer of gold jewellery**, showcases a vibrant market driven primarily by weddings and festivals
- **Bridal jewellery commands a significant portion of this market**, contributing at least half of its total demand
- **Non-luxury jewellery is poised to dominate sales**, comprising an estimated 98% of the market by 2024
- The surge in demand for traditional gold and gemstone designs reflects India's deep-rooted cultural heritage, shaping the preferences of consumers

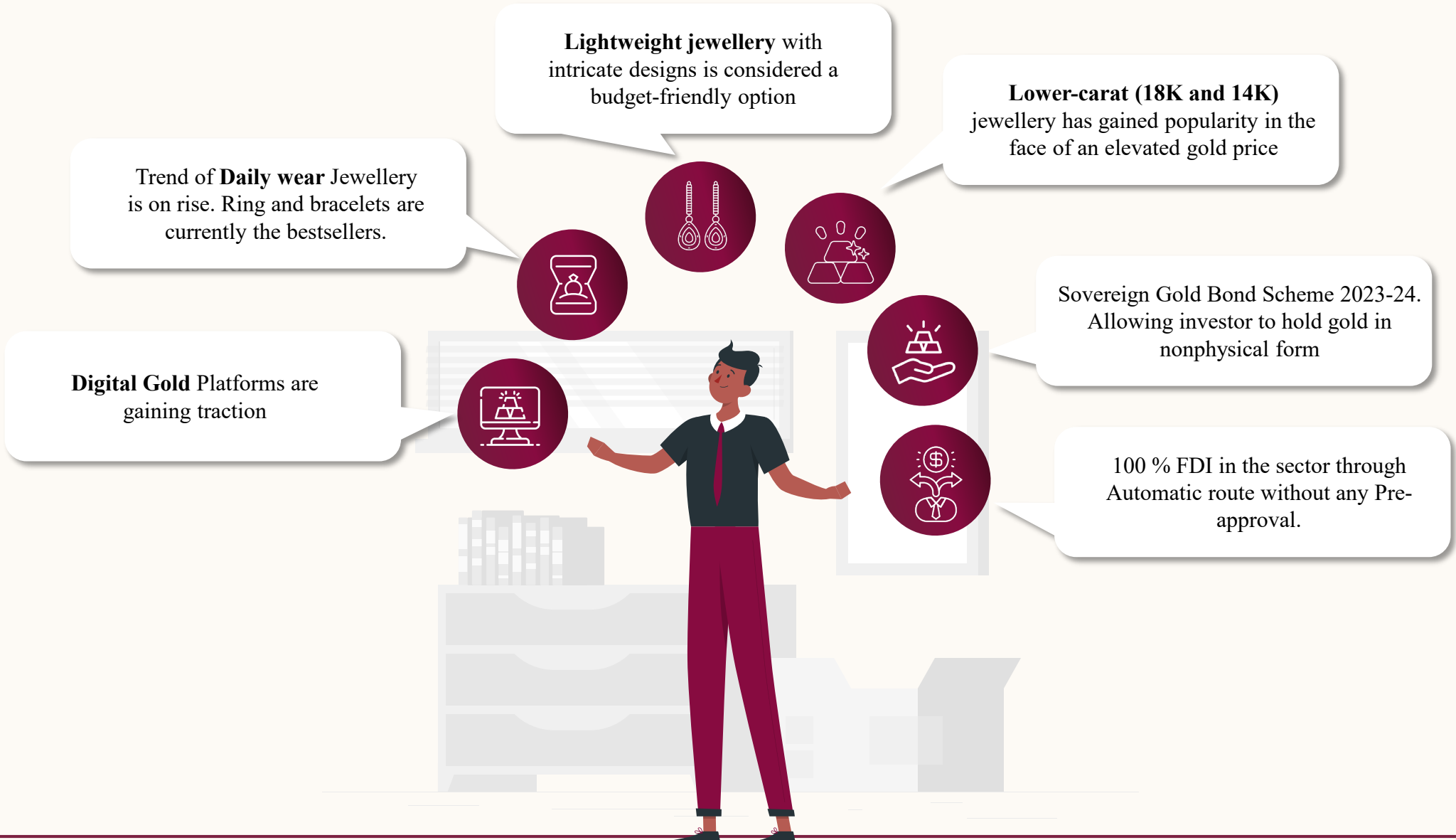
Indian Jewellery Segmentation



Top five countries' annual gold jewellery demand, tonnes



Key Market Trends





Business Highlights



Marketing and Promotion Strategies



84

'खम्मा घणी चित्तौड़'

अनुभव कीजिए हॉलमावर्ड गोल्ड एवं सर्टिफाइड डायमंड ज्वेलरी के अद्भुत एवं विशाल कलेक्शन का पारदर्शिता एवं शुद्धता के लिए लोकप्रिय, मध्य भारत के विश्वसनीय डी.पी. ज्वेलर्स लेकर आ रहे हैं

DP

EXCLUSIVE JEWELLERY EXHIBITION & SALE

23 24 25 Aug. 2024
10.00 am to 9.00 pm

होटल श्री जी
रेलवे स्टेशन के पास, चित्तौड़गढ़

ज्वेलरी के यूनिट और अपडेटेड कलेक्शन के लिए आप सादर आमंत्रित है।

- भारी स्टूडन वैसा सम
- पूर्ण पारदर्शिता
- अद्वय प्रकृति काय वेड पीपिली
- स्टैंड, मोडी व क्लेस का सही रेट
- 50000+ डिजाइन्स और अल्ट्रा रिए
- 25 लाख से अधिक परिचारी का भरोसा
- 18K और 22K हॉलमावर्ड ज्वेलरी
- IGI

DP

D. P. Jewellers

A BOND OF TRUST SINCE 1940

A VENTURE OF D.P. ABHUSHAN LIMITED
TOLL FREE NO.: 1800 202 0339

56, नगर परिषद, राजेन्द्र मार्ग, भीलवाड़ा
(63777 64048/01482-237999)

• रेडिअन्स • पीपिली • प्रेडिक्शन
• ग्रेस • डीपिअन्स • डिप्लोमेटिक्लियन्स
• सर्टिफाइड डिजाइन्स
• पीपी के हॉलमावर्ड अल्ट्रा रिए, क्लेस, मुद्रिनी की डिस्टिन्क्शन्स

• पञ्जपुर: 0204-2481713/13 • अहमद: 0744-250000 • बंगलूरु: 02962-250077 • सक्करा: 01412-408900 • इन्दौर: 0751-4099956 • भोपाल: 0753-260500 • उज्जैन: 0754-2530766

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पधारो सा!

84 वर्षों की स्वर्णिम यात्रा में रत्नाम, इंदौर, उदयपुर, भोपाल, उज्जैन, भीलवाड़ा, कोटा, बांसवाड़ा के बाद रत्नाम के विश्वसनीय डी.पी. ज्वेलर्स शुद्धता का विस्तार करते आज पहुंच चुके हैं अजमेरा।

30 लाख से अधिक गाहकों के विश्वास के साथ

आज भव्य शुरुआत

रविवार, 14 सितम्बर 2024
घाट: 10:15 बजे से
10/23, वैशाली नगर, अजमेरा (9201826740)

आप सादर आमंत्रित है।

DP

D. P. Jewellers

A BOND OF TRUST SINCE 1940

A VENTURE OF D.P. ABHUSHAN LTD.

TOLL FREE No.: 1800 202 0339 @ www.dpjewellers.com

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84

लेटेस्ट डिजाइन्स खास वागड़ अंचल में

DP

Bangle & Chain Fest

01st - 08th Sept. 2024

DP

D. P. Jewellers

A BOND OF TRUST SINCE 1940

A VENTURE OF D.P. ABHUSHAN LTD.

अनदेखी-अनसुनी-अद्भुत

ज्वेलरी एक्जिबिशन एवं सेल

D.P. Abhushan Ltd. Presents

DP

Jewellery World

A COLLECTION NEVER SEEN BEFORE

27 28 29 सितम्बर 2024
घाट: 10:30 से राति 06:30 बजे तक
होटल बालाजी सेन्ट्रल, बरहू रोड, रत्नाम

DP

D. P. Jewellers

A BOND OF TRUST SINCE 1940

A VENTURE OF D.P. ABHUSHAN LTD.

- Targeted marketing initiatives have significantly boosted brand reach, driving revenue growth across key markets

A Glimpse into Elegance: Our New Ajmer Showroom



- **Successfully Launched a new jewellery showroom in Ajmer, Rajasthan, marking significant expansion**
- **Ajmer showroom aims to cater to rising demand for gold, diamond, and silver jewellery in the region**
- **Plot area of approximately 1,500 sq ft,**
- **Spans an impressive 6,050 sq ft across four floors, including a basement, ground floor, two additional floors, and a rooftop.**



RATLAM, MADHYA PRADESH

- Initiated construction for a second showroom in Ratlam to meet rising demand for gold, diamond, and silver jewellery
- The new showroom in Ratlam will have a carpet area of 12,000 sq ft, with 8,000 sq ft dedicated to retail and the remainder for back-office operations.
- The showroom will be a G+3 storey building, offering a multi-level shopping experience.
- The showroom is set to become operational in September 2024.

NEEMUCH, MADHYA PRADESH

- Commenced construction for a brand-new showroom in Neemuch, Madhya Pradesh
- Neemuch offers significant potential for growth in the retail jewellery sector
- Expected to be operational by Q3 of the current fiscal year
- Plot area: 2190 sq ft
- Super Built up Area: 7,700 sq ft
- Showroom Layout: Ground + 3 floors



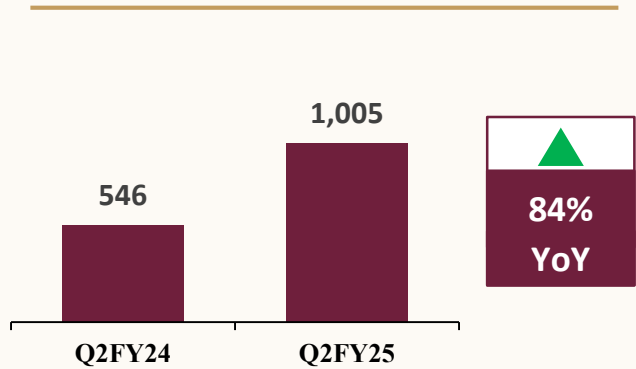
Financial Highlights



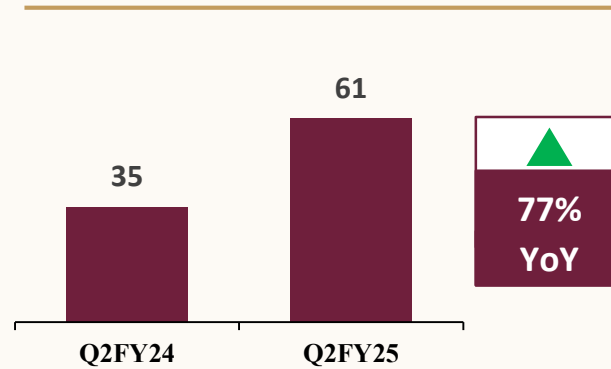
Financial Snapshot Q2FY25



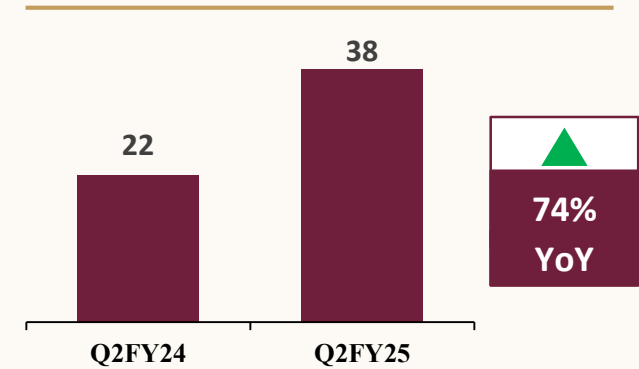
Total Revenue (₹ CR)



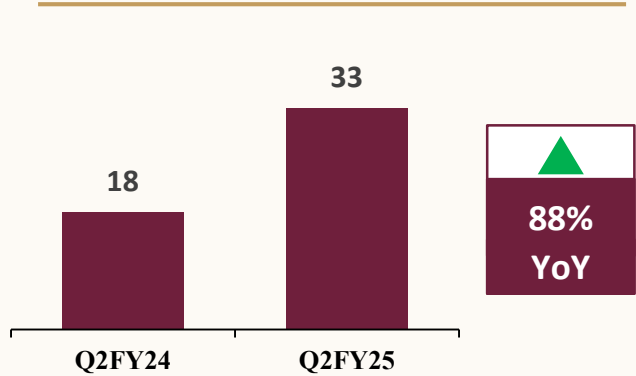
Gross Profit (₹ CR)



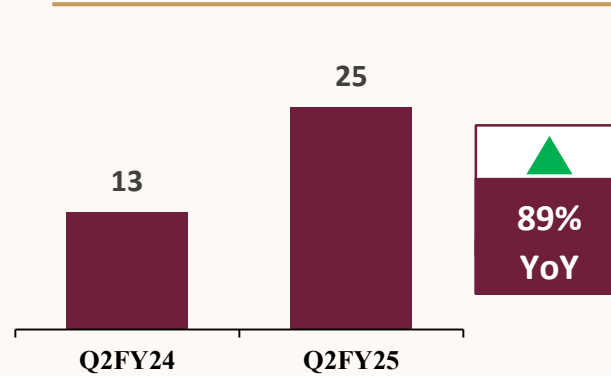
EBITDA (₹ CR)



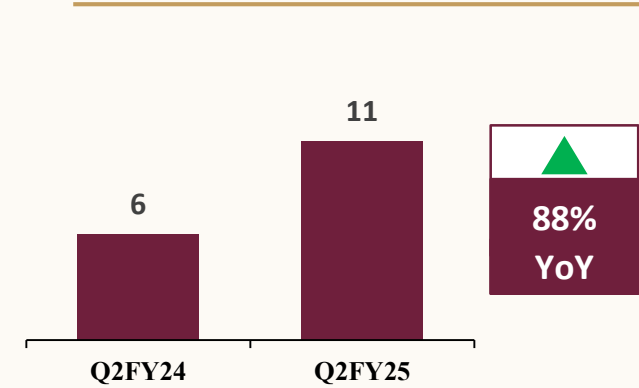
Profit Before Tax (₹ CR)



Profit After Tax (₹ CR)



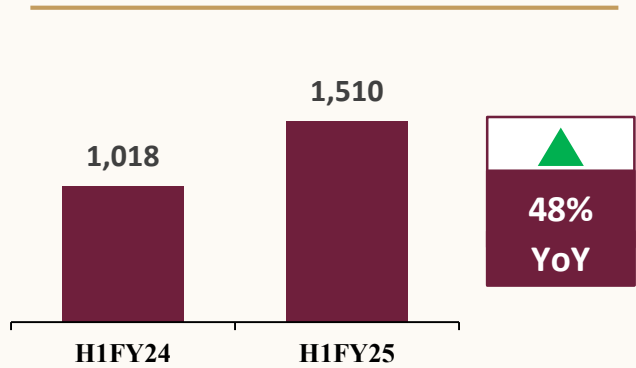
EPS (₹)



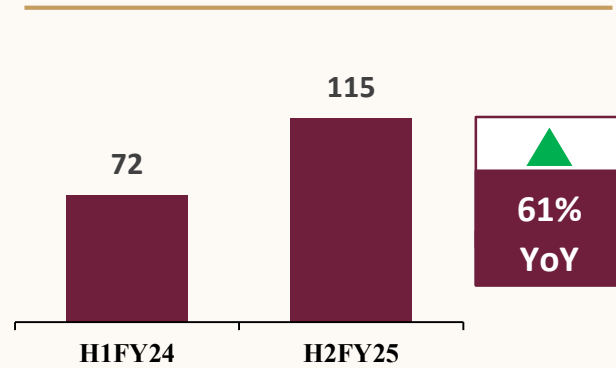
Financial Snapshot H1FY25



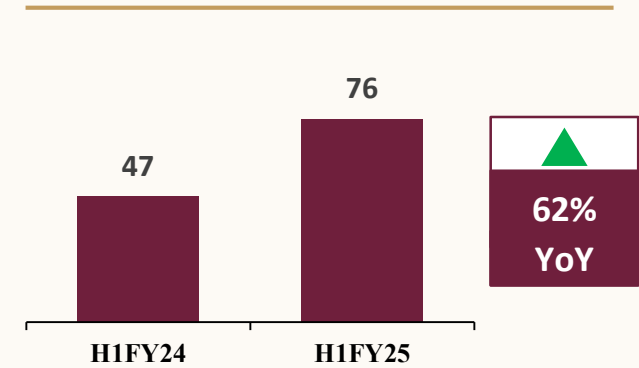
Total Revenue (₹ CR)



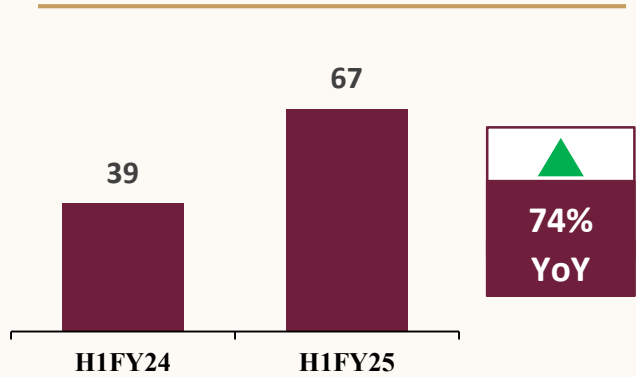
Gross Profit (₹ CR)



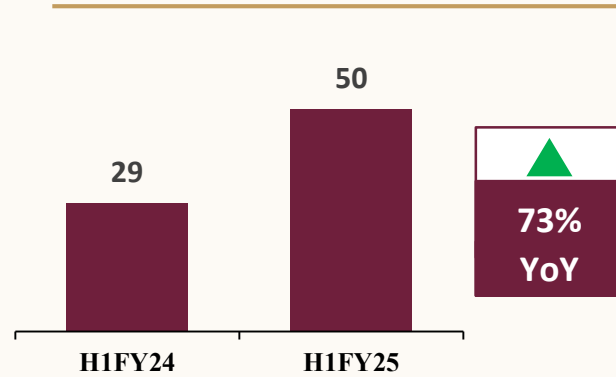
EBITDA (₹ CR)



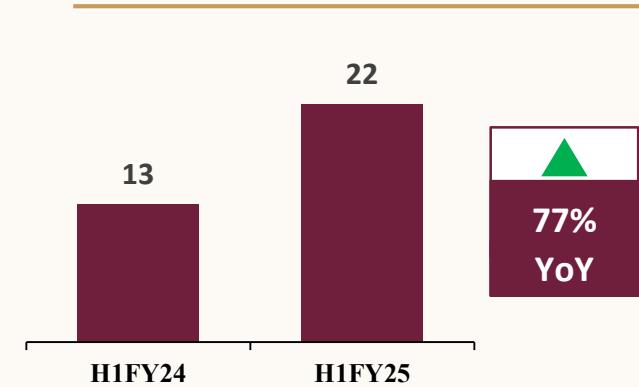
Profit Before Tax (₹ CR)



Profit After Tax (₹ CR)



EPS (₹)



Store Metrics



Store wise sales (₹ Crores)	H1FY25	H1FY24	YoY Growth
Ratlam	486.39	312.29	▲ 55.75%
Indore	353.09	247.49	▲ 42.67%
Bhopal	182.04	106.09	▲ 71.59%
Udaipur	142.30	116.83	▲ 21.80%
Ujjain	140.99	85.45	▲ 64.99%
Kota	106.72	82.36	▲ 29.58%
Bhilwara	48.81	39.38	▲ 23.95%
Banswara	44.65	27.83	▲ 60.45%
Ajmer*	4.39	-	-

Note: *New Showroom (Sep 2024)

Income Statement



In ₹ Crores	Q2 FY25	Q1 FY25	Q2 FY24	H1FY25	H1FY24	FY24
Total Income	1004.81	504.70	546.25	1509.54	1017.80	2340.40
Total Expenditure	966.75	466.47	524.36	1433.20	970.61	2239.80
EBITDA	38.07	38.23	21.89	76.34	47.19	100.60
<i>EBITDA Margin</i>	<i>3.79%</i>	<i>7.57%</i>	<i>4.01%</i>	<i>5.06%</i>	<i>4.64%</i>	<i>4.30%</i>
Depreciation	1.79	1.60	1.38	3.38	2.75	5.60
Finance Cost	2.91	3.00	2.79	5.95	5.86	11.60
Profit Before Tax	33.36	33.63	17.71	67.01	38.57	83.40
<i>PBT Margin</i>	<i>3.32%</i>	<i>6.66%</i>	<i>3.24%</i>	<i>4.44%</i>	<i>3.79%</i>	<i>3.56%</i>
Tax	8.23	8.60	4.41	16.80	9.62	21.50
Profit After Tax	25.13	25.03	13.30	50.20	28.95	61.90
<i>PAT Margin</i>	<i>2.50%</i>	<i>4.96%</i>	<i>2.43%</i>	<i>3.32%</i>	<i>2.84%</i>	<i>2.64%</i>

Balance sheet Statement



Particulars (₹ crores)	H1FY25	FY24
<u>Equity and Liabilities</u>		
Share Capital	22.61	22.25
Reserves and Surplus	314.72	216.50
Total Equity	337.33	238.75
<u>Non-current liabilities</u>		
Long term borrowing	1.57	3.47
Lease Liability	12.39	10.21
Deferred tax liabilities (net)	0.42	0.73
Long term provision	1.47	1.13
Total non-current liabilities	15.85	15.53
<u>Current Liabilities</u>		
Short term borrowing	180.29	156.94
Lease Liability	3.88	2.19
Trade payable	107.93	72.19
Other financial liabilities	2.68	2.12
Other current liabilities	64.33	47.83
Current Tax Liabilities	4.84	0.75
Short term provision	4.80	1.06
Total current liabilities	368.77	283.09
Total Equity and Liabilities	721.96	537.37

Particulars (₹ crores)	H1FY25	FY24
<u>Assets</u>		
<u>Non-current assets</u>		
Property, plant and equipment	39.06	37.71
Right to Use Assets	14.06	10.45
Other Intangible assets	0.41	0.35
Capital Work in progress	1.40	0.49
Other Financial assets	1.04	0.71
Other non-current assets	2.85	0.47
Total non-current assets	58.82	50.18
<u>Current assets</u>		
Inventories	606.49	454.55
Trade receivables	0.97	0.58
Cash and bank equivalents	29.36	29.21
Others	1.15	0.58
Other current assets	25.18	2.27
Total current assets	663.14	487.18
Total Assets	721.96	537.37



Way Forward



Business Ambition & Vision of Management



Vision

To be a Market Leader in Gems & Jewellery Sector in Tier 2 & Tier 3 Cities of Central India. To become Central India's most **LOVED & TRUSTED** Jewellery brand.



Expansion Plans

Strategically targeting key markets with high growth potential



Market Penetration Strategy

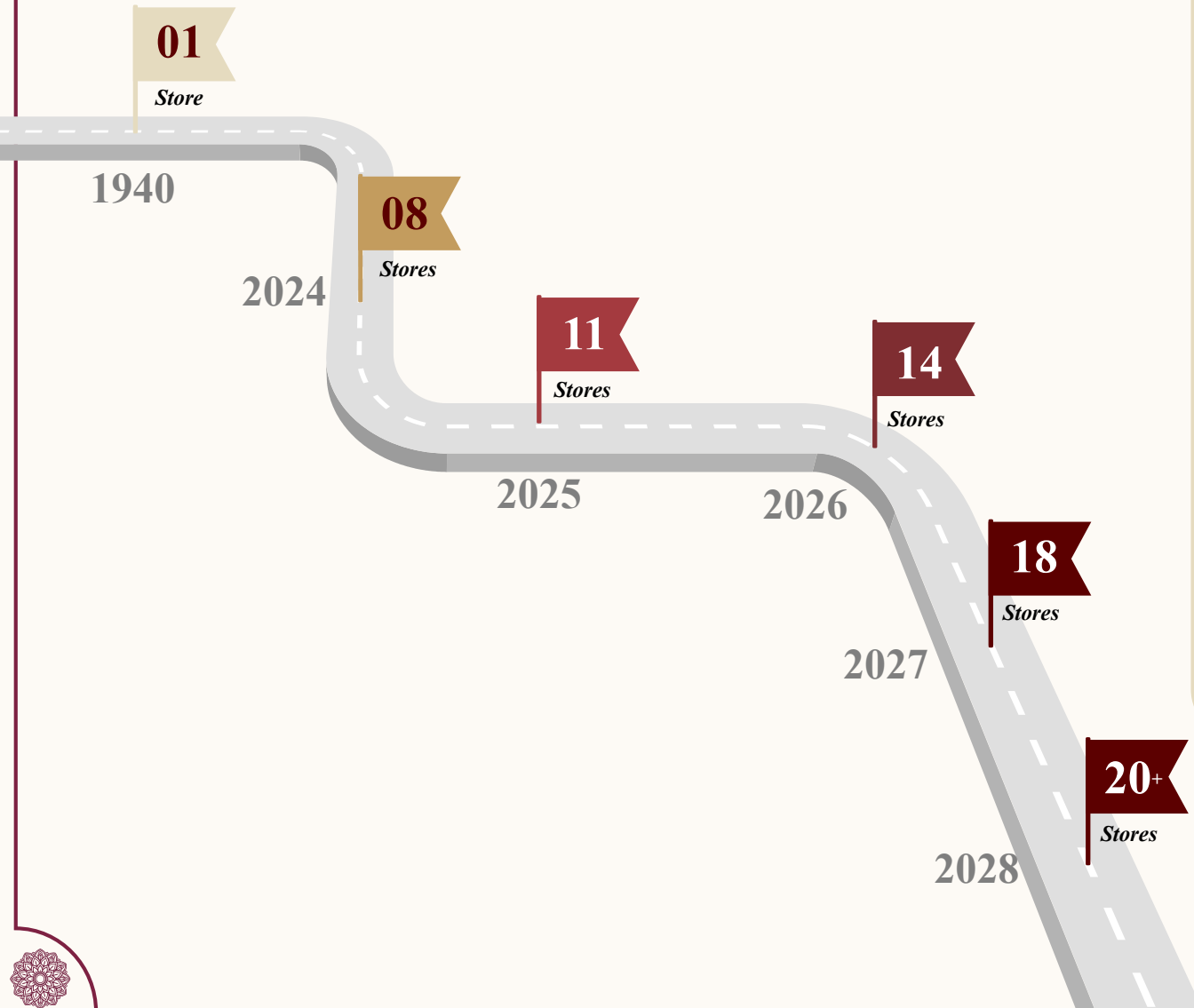
Focus on penetrating new geographical areas while strengthening presence in existing markets.



Strategic Priorities

Focus on customer-centric approach, product innovation, digital transformation, sustainable practices, and operational excellence to drive growth and profitability.

D. P. Abhushan's Expansion Roadmap



- Planning to expand in **Madhya Pradesh, Rajasthan, Chhattisgarh and Gujarat** to tap into emerging markets with growing purchasing power
- We plan to open 3 new stores in FY25 out of which 1 new store has been successfully inaugurated in Ajmer, aiming to increase the total number of stores from 8 in FY24 to 20+ by FY28, which will enhance market reach and accessibility, thereby boosting revenue
- **Focusing on diamond-studded jewellery** and fetch high making charges from Customers
- Targeting an increase in the **revenue share from diamond-studded jewellery from 6% to 15%.**



All our stores have highly trained staff which ensures that every customer leaves our showroom completely satisfied. D.P. Abhushan is giving a promise to the customers for a transparent business practice & value for money destination. Over the decades, DP Abhushan has been serving its customers with highest purity and reasonable pricing. We believe that this policy will help us go a long way in the accomplishment of our vision, to open more stores and serve millions of customers across India.

Quality

- ▶ Dealing with 100% transparency, unchallenged purity and rates which makes DP Abhushan customers 1st choice in our areas.
- ▶ Integrity of management is of absolute importance, and this cannot be compromised. Thus, the Management is working tirelessly to stand up to the expectations of millions of Customers.



- ▶ DP Abhushan is fast expanding company & holds the leverage to grow more in coming years.
- ▶ The Management is planning to expand the footsteps of DP in Gujarat, Chhattisgarh and other Parts of MP & Rajasthan.
- ▶ Strategic initiative to broaden its footprint throughout India via a mix of self-owned outlets and franchise alliances

Expansion

Sustainability

- ▶ DP holds its history from the last 82 years and team of young and dynamic entrepreneurs makes the company to forecast its brighter future for at least next 50 years.
- ▶ The strengths of Company and the ever-growing opportunities coming our way will contribute towards the sustainability .of the company.



- ▶ DP has built the family of 25 lacs+ satisfied customers over a period of time.
- ▶ The tradition of wearing DP Jewellery is running from generations to generations which is making our DP family bigger and stronger.

High Customer Satisfaction



Thank You



D.P. Abhushan

Ms Aashi Neema

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