



Ref: SEC/SE/83/2024-25

Date: 9th January 2025

<p>The Manager- Listing</p> <p>The National Stock Exchange of India Limited</p> <p>“Exchange Plaza”, Bandra – Kurla Complex, Bandra (EAST), Mumbai – 400051</p> <p>NSE SYMBOL: SENC0</p>	<p>The Manager – Listing</p> <p>BSE Limited</p> <p>Corporate Relationship Department Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai -400001</p> <p>BSE SCRIP CODE: 543936</p>
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Dear Sir(s)/Madam(s),

Sub: Business Update - Q3 FY25

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, please find enclosed the Business Update of the Company for Q3 FY25.

This Update shall also be uploaded on the website of the company at <https://sencogoldanddiamonds.com/investor-relations>

This is for Information & records.

Yours Sincerely,

For SENC0 GOLD LIMITED

Mukund Chandak
Company Secretary & Compliance Officer
Membership No. A20051

Encl: as above



Senco Gold Limited

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Registered & Corporate Office : "Diamond Prestige",
41A, A.J.C. Bose Road, 10th Floor, Kolkata - 700 017
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Website : www.sencogoldanddiamonds.com



India's 2nd Most
Trusted Jewellery
Brand 2024
by TRA report.





9th January 2025

Business Update: Q3 & 9M FY25

1. Industry Update:

- After months of gains and record highs, gold's upward trajectory has slowed since early November. Prices have dropped from their peak of US\$2787/Oz to US\$2,605/Oz in Dec-24 by almost 6%.
- Gold prices increased 24% YoY in Q3 and 8% QoQ. Indian consumers continued to buy gold riding on custom duty reduction despite price rise; the industry attracted huge demand during Dhanteras period and December second week onwards.

2. QIP Update:

- We successfully raised **Rs.459 Cr.** through a Qualified Institutional Placement (QIP) and allotted equity shares @ Rs. 1,125/share which is almost 3.5x of the IPO price. The issue attracted huge interest from the existing as well as new investors. Pursuant to allotment, the equity share capital base has expanded to 8.18 Cr. shares from 7.77 Cr share.

3. Business Key Highlights:

- **Topline Performance-** Accomplished **highest** ever sales of Rs 1000 Cr+ in single month in Oct'24 and Rs 2000 Cr + in a single quarter in Q3'25. On a TTM basis the revenue has crossed the benchmark of Rs 6000+ Cr indicating our march towards 19%-20% growth on full year basis.
- **Revenue Growth-** Achieved total revenue growth of 22% YoY in Q3 and 19% YoY in 9M while retail growth was steady at 19% YoY in Q3 as well. The growth in Tier 3 and Tier 4 towns outpaced metro and Tier 2 city growth as observed in the economy in general and retail consumption in particular.
- **SSSG growth-** SSSG growth remains steady in 13%-14% range in Q3 also indicating sturdy performance by existing showrooms.
- **Stud Ratio** – Stud ratio continued to be at 10.5% range. We are continuing to invest in marketing, inventory build-up and customer engagement programmes to promote and elevate the stud ratio specially in the northern markets.
- **Old Gold Recycling** - Old gold exchange continues to reinforce non organised to organised transition with 38% contribution from old gold and over 62% from non-sources.
- **Sennes-** A new wholly owned subsidiary has been incorporated which will drive the Sennes business as a value creation strategy. Sennes business will focus on consumer lifestyle segment which presently includes premium leather accessories, Lab Grown Diamonds Jewelleries and Perfumes.
- **ASP & ATV-** The annual average ASP and ATV for the 9M period grew by 28 % and 14%.

4. Showroom Network and Expansion:

Our showroom portfolio has now expanded to 170 (including 69 Franchisee showrooms) with launch of 12 showrooms (net) in last 9 months which includes 7 own stores. During the quarter we launched 4 more showrooms which includes Gwalior (MP), Dehradun (UK), Barakar (WB) and Chandaneshwar (Odisha). Dehradun store marks our entry in the Devbhoomi of Uttarakhand, and we are also proud to announce century marks in the Own showroom portfolio.

5. Q4 FY 25 Outlook:

We are committed to open 18-20 jewellery showrooms this year, including 10-12 franchisee outlets and on track to achieve annual target.

Sanjay Banka
Digitally signed
by Sanjay Banka
Date: 2025.01.09
15:27:08 +05'30'

Sanjay Banka
Chief Financial Officer

9th January 2025

The numbers (KPIs, Metrics, figures etc) and other details as stated in this update are on standalone basis and subject to Quarterly Limited Review and Annual Statutory Audit. A detailed Investors Presentation is issued every quarter incorporating the above numbers and subject to audit/ limited review process.