



Ref: SEC/SE/69/2024-25

Date: 14th November, 2024

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

Sub: Press release on the financial performance of the Company in Q2 & H1 FY25

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the Press Release issued by the Company on the financial performance in Q2 & H1 FY25.

The intimation shall also be made available on the website of the company at www.sencogoldanddiamonds.com

This is for your information and records.

Yours sincerely,

For Senco Gold Limited

Mukund Chandak
Company Secretary & Compliance Officer
Membership No. A20051

Encl: As above



Senco Gold Limited

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Press Release:

Senco Gold Limited Q2 & H1 FY25 Results

Kolkata, 14th November 2024: Senco Gold Limited, India's leading jewellery retailer having over 85 years legacy and with 166 showrooms across India and 1 store in Dubai UAE has announced its consolidated Unaudited Financial Results for the quarter and half year ended 30th September 2024 (Q2 & H1FY 25).

The company has achieved YoY revenue growth of 31% in Q2 which is primarily driven by volume growth of 7% (Gold), and value growth of 30% in Gold Jewellery & 9% value growth in Diamond Jewellery. In H1, we have registered a YoY revenue growth of 18%. Further in SSSG showrooms the revenue growth was 20% in Q2. The Stud ratio substantially improved to 11.1% in Q2.

(Rs. in crores)

Particulars (Consolidated)	Quarter Ended		
	Q2 FY25	Q2 FY24	YoY growth
Revenue from Operations	1,500.5	1,146.6	31%
EBIT	49.0	37.3	31%
EBITDA	51.9	39.5	32%
Profit after Tax (PAT)	12.1	11.9	1%

(Rs. in crores)

Particulars (Consolidated)	Half year Ended		
	H1 FY25	H1 FY24	YoY growth
Revenue from Operations	2904.4	2451.9	18%
EBIT	151.9	101.4	50%
EBITDA	160.7	106.7	51%
Profit after Tax (PAT)	63.4	39.6	60%

Speaking on the performance, Mr. Suvankar Sen, Managing Director & CEO, Senco Gold Ltd, said, "I am pleased to inform that our Company has crossed one of the best-ever sale, for any single month in the month of October. We have crossed Rs 1000 Crore sales during the festive period which covers Navratri, Diwali Dhanteras etc. From last festive season to this festive season, we are seeing a growth of about 14-15%. In Q2 we have an overall growth of about 31%. In Q2, The SSSG numbers have been very robust, we have grown by almost 20% quarter on quarter. The gold price had been at an all-time high during the festive season, which had a detrimental impact for many customers. Q2 has been a

phenomenally unexpected, good quarter with a growth level of close to 30% compared to the last quarter which is because of the duty cut which the government has done making it easier for the consumers to buy. There has also been a lot of rural demand coming from Tier 2,3,4 towns and cities, due to the price coming down.”

About Senco Gold & Diamonds: Senco Gold & Diamonds is a leading pan-India jewellery retailer with a legacy of 85 years having so many showrooms. Senco Gold & Diamonds has been listed as 2nd Most Trusted Jewellery Brand 4th year in a row by TRA. Senco Gold & Diamonds credit rating has been upgraded by ICRA for its Fund based Working capital facilities [ICRA]A and [ICRA]A2+ with “Stable” Outlook for Long term and short term, respectively. Senco has also been Certified as Great Place to Work (GPTW) for the 2nd year in a row. Senco Gold & Diamonds secured 78th ranking in the recent Global Luxury Goods list by Deloitte.

Senco Gold & Diamonds has over 167 showrooms spread across India with a mix of Own and Franchisee model and having various formats like Classic, D’signia, Everlite, Modern, Sennes and House of Senco to cater to various customer segments. The D’Signia showroom format offers a premium jewellery retail shopping experience to its connoisseur customers while Everlite offers lightweight, modern, and trendy collections. The recently launched Sennes Format caters to lifestyle accessory segments like Lab-grown Diamond and Leather Accessories

Senco Gold & Diamonds offers an extensive range of jewellery, including gold, diamond, Polki, Platinum, Kundan, Jadau, silver, as well as precious and semi-precious stones. With a catalogue offering more than 135,000 designs for gold jewellery and more than 72,000 designs for diamond jewellery, Senco offers a large variety of designs of handcrafted jewellery, most of which are designed in-house by its designers in close collaboration with skilled local karigars in Kolkata and across the country. Senco Gold & Diamonds brand portfolio includes “Everlite” focused on lightweight jewellery; “Gossip” the silver and fashion jewellery brand; and “Aham” catering to men. We also have Vivaha and Rajwada collections, which are a premium wedding jewellery range. We have recently launched “Sennes” Brand for leather bags and accessories as well. Our jewellery collection mark celebration of heritage, craftsmanship and innovation in jewellery design.

For Further Details Please Contact: -

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