

SEC/02/2021

March 29, 2021

National Stock Exchange of India Ltd.,
Exchange plaza, 5th floor,
Bandra-kurla Complex
Bandra (E), Mumbai 400051
Symbol: KALYANKJIL

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai 400001.
Scrip code: 543278

Dear Sir/Madam,

Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press Release

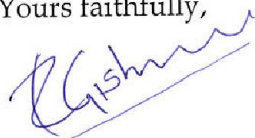
Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached the press release to be issued by the Company regarding the opening of 14 showrooms on April 24, 2021.

This intimation is also made available on the website of the Company www.kalyanjewellers.net

This is for your information and records.

Thanking You.

Yours faithfully,



Jishnu RG
Company Secretary



Kalyan Jewellers announces first phase of network expansion post IPO

Plans to open 14 showrooms across seven states on the same day - April 24th

Kalyan Jewellers, one of India's largest jewellery companies, has today announced that the brand is planning to increase its retail footprint by 13% in the first quarter itself. The company plans to enhance operations across seven states and will add 14 new showrooms, all on April 24th, 2021.

While the brand has plans to scale up existing operations in the tier-1 cities, it will also focus on the tier-2 and tier-3 markets, with mid-size showrooms. In the tier-1 cities, Kalyan Jewellers has plans to launch a total of five new outlets including a flagship showroom. Keeping in mind the overwhelming response the brand received in 2015 for its Chennai outlet, the company plans to open yet another flagship store in the very heart of Chennai's shopping destination - North Usman road. The company will also be strengthening its presence in Delhi, Mumbai and Hyderabad, with a showroom each in Dwaraka, Matunga, Lower Parel Phoenix Palladium and Dilsukhnagar.

With remote working leading to a surge in reverse migration, tier-2 and tier-3 cities have proved to be both promising and cost competitive. Betting on the faster recovery and the growth prospects of these cities, Kalyan Jewellers will add nine showrooms across key locations like Noida (UP), Nasik (Maharashtra), Jamnagar (Gujarat), Pathanamthitta (Kerala), Nagercoil, Madurai and Trichy (TN) and Khammam and Karimnagar (Telangana). These new standalone showrooms will offer a safe and hygienic shopping environment, and will retail market specific hyper-local jewellery designs.

Speaking about Kalyan Jewellers expansion plans and strategies, Chairman & Managing Director TS Kalyanaraman said, "During the first quarter we will be adding a total of 14 new outlets and expanding our retail presence by 13%. Kalyan Jewellers has a sizable presence across 21 states, and we are positive that we will be able to capitalise on the foundations that we have laid, and leverage our already established processes, purchase ecosystem system and market understanding to aid growth momentum. We have also put in place strict hygiene measures across all our showrooms, to ensure the safety of our customers."

Kalyan Jewellers currently has 107 showrooms in India and 30 in the Middle East. With the addition of these new outlets, the company will be present in 151 locations – a golden milestone for the brand. Kalyan Jewellers recently raised Rs 1,175 crore through an IPO and most of its proceeds are earmarked towards enhancement of working capital. The brand will enhance its working capital by Rs 500 Crores in the first quarter.



About Kalyan Jewellers:

Headquartered in Thrissur, Kerala, the company is a jewellery manufacturer. Starting with the first jewellery showroom in 1993, Kalyan Jewellers has enjoyed a long-standing presence in the Indian market for over two decades. Kalyan Jewellers was among the pioneers in the Indian jewellery market in (a) educating consumers about certain industry issues such as the transparency, gold purity, weight, component of jewellery prices; (b) instituting the highest quality standards for its jewellery, and (c) introducing complete price transparency with its products. Kalyan offers an array of traditional and contemporary jewellery designs in gold, diamonds and precious stones catering to the distinct needs of the customers. Kalyan Jewellers has grown to 137 showrooms, across Middle East and India.

For additional information, please contact:

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