

# D.P. Abhushan Limited

www.dpjewellers.com | NSE: DPABHUSHAN | ISIN: INE266Y01019



**Date: June 25<sup>th</sup>, 2024**

**To,**  
**National Stock Exchange of India Limited**  
Exchange Plaza, Bandra Kurla Complex Bandra  
East, Mumbai – 400051

**To,**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai – 400 001.

Symbol: **DPABHUSHAN**

Script Code: **544161**

**Subject:** Press Release titled “D. P. ABHUSHAN LTD EXPANDS FOOTPRINT WITH NEW RETAIL JEWELLERY SHOWROOM IN NEEMUCH, MADHYA PRADESH”

Dear Sir/ Madam,

Please find enclosed the press release titled “D. P. ABHUSHAN LTD EXPANDS FOOTPRINT WITH NEW RETAIL JEWELLERY SHOWROOM IN NEEMUCH, MADHYA PRADESH”

The above information will also be available on the website of the company at [www.dpjewellers.com](http://www.dpjewellers.com).

Kindly take the same on record and acknowledge.

Thanking You,

Your faithfully,

**Santosh Kataria**  
**Chairman and Managing Director**  
**DIN: 02855068**  
**Place: Ratlam**



Encl: Press Release



# D.P. Abhushan Limited

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## PRESS RELEASE

### D. P. Abhushan Ltd Expands Footprint with New Showroom in Neemuch, Madhya Pradesh

Madhya Pradesh, India: June 25<sup>th</sup>, 2024 –

DP Abhushan Ltd, a leading name in the retail jewellery industry in Central India, is excited to announce the commencement of construction for a brand-new showroom in **Neemuch, Madhya Pradesh**. With 8 existing showrooms, including 4 in Madhya Pradesh (Ratlam, Bhopal, Indore, Ujjain) and 4 in Rajasthan (Udaipur, Banswara, Kota, Bhilwara), this expansion marks a significant milestone in the company's growth strategy.

#### About Neemuch Showroom: -

Neemuch, also known as Nimach, is a city in the Malwa region, renowned for its natural beauty and peaceful environment. Located in the northwestern part of Madhya Pradesh, Neemuch offers significant potential for growth in the retail jewellery sector.

Plot Area	2,190 Sq Ft
Super Built-Up Area	7,700 Sq Ft
Showroom Layout	Ground + 3 Floors

The company has identified a strong customer base in Neemuch, making it a strategic location for this new venture. The showroom in Neemuch is expected to be operational by Q3 of the current fiscal year.



**D.P. Jewellers**

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

**Registered Office:** 138, Chandani Chowk, Ratlam (M.P.) – 457001 | T: +91 7412 408900

**Corporate Office:** 19, Chandni Chowk, 2<sup>nd</sup> Floor, Ratlam (M.P.) – 457001 | T: +91 7412 408899 | F: +91 7412 247022

**Mr. Santosh Kataria, Managing Director** of DP Abhushan Ltd, expressed his enthusiasm for the new showroom, stating, "Neemuch is just 150 km from Ratlam, which houses our registered and administrative offices and serves as the centralised purchase center of the company. The proximity to Ratlam will facilitate easy logistical movement of inventory and a better understanding of customer preferences."

He further added, "This year, we have planned the opening of three new showrooms. One in *Ratlam*, spanning approximately 12,000 sq. ft., another in *Ajmer*, around 6,000 sq. ft., and the third in *Neemuch*, approximately 7,700 sq. ft. We are adding nearly 25,000 sq. ft. of retail space to our existing 41,000 sq. ft., increasing our total showroom area to **approximately 66,000 sq. ft.**"

The company is in expansion mode and is also working internally and conducting surveys to identify new potential locations for showroom openings in Central India.

**DP Abhushan Ltd** currently operates eight showrooms, with four in Madhya Pradesh (Ratlam, Bhopal, Indore, Ujjain) and four in Rajasthan (Udaipur, Banswara, Kota, Bhilwara). The new showroom in Neemuch is a testament to the company's dedication to expanding its footprint and serving its customers better.

#### **About D.P. Abhushan Limited**

DP Abhushan Limited is a renowned jewellery company with a commitment to delivering exceptional craftsmanship and exquisite designs. For more information, please visit [Website [www.dpjewellers.com](http://www.dpjewellers.com)].

#### **Note to Readers:**

This press release contains forward-looking statements. Any statements made in this release that are not historical facts are forward-looking statements and are based on DP Abhushan Limited's current beliefs and expectations. Actual results may differ materially from those projected or implied in any forward-looking statements. The company assumes no obligation to update any forward-looking statements made in this release, except as required by law.

#### **For Details Please Contact:**

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#### **Disclaimer:**

*Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political, or economic developments, technological risks, and many other factors that could*

*cause actual results to differ materially from those contemplated by the relevant forward-looking statements. DP Abhushan Ltd. will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*

*Feel free to customize the contact information and any other details as needed!*