

D.P. Abhushan Limited

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



July 19, 2024

To,
The Manager
BSE Limited
Department of Corporate Services
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001
Scrip Code - 544161

To,
The Manager, Listing Department,
National Stock Exchange of India Limited
Corporate Communication Department
Exchange Plaza, Bandra Kurla Complex
Bandra East, Mumbai – 400051
Scrip Symbol – DPABHUSHAN

Subject: Investor Presentation for the Unaudited Financial Results of the Company for the First Quarter ended 30th June 2024

Dear Sir/ Madam,

With reference to the captioned subject, kindly find enclose Investor Presentation for the Unaudited Financial Results of the Company for the First Quarter ended 30th June 2024.

The above information will also be available on the website of the company at www.dpjewellers.com
Kindly take the same on record and acknowledge.

Thanking You,

Your faithfully,

For: D. P. Abhushan Limited

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



Encl: Investor Presentation



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, 2nd Floor, Ratlam (M.P.) – 457001 | T: +91 7412 408899 | F: +91 7412 247022



D.P. Abhushan

INVESTOR PRESENTATION

July 2024 | Q1FY25



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Disclaimer



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Management Commentary



“ We are delighted to report an outstanding performance for the quarter, highlighted by healthy revenue growth of 7% and an impressive profit increase of 60%. The Bhopal store has emerged as a pivotal revenue driver, achieving an exceptional 18% YoY growth. Ujjain and Indore also contributed significantly, with growth rates of 17% and 12%, respectively.

As part of our strategic expansion, we are on track to open three new showrooms in FY25, with ongoing construction in Ratlam, Ajmer, and Neemuch. This expansion aligns with our long-term vision of increasing our total stores from 8 in FY24 to 20 by FY28, thereby enhancing our market reach and accessibility.

Looking ahead, our outlook remains positive as we make concerted efforts to bolster our business operations and strategically expand in Madhya Pradesh, Rajasthan, Chhattisgarh, and Gujarat, tapping into emerging markets with growing purchasing power. Our goal is to increase the share of diamond-studded jewellery, which is currently at 6%, by offering high-quality items, especially for wedding wear. By commanding premium making charges, we aim to enhance our gross margins. **”**

Mr. SANTOSH KATARIA
Chairman and Managing Director



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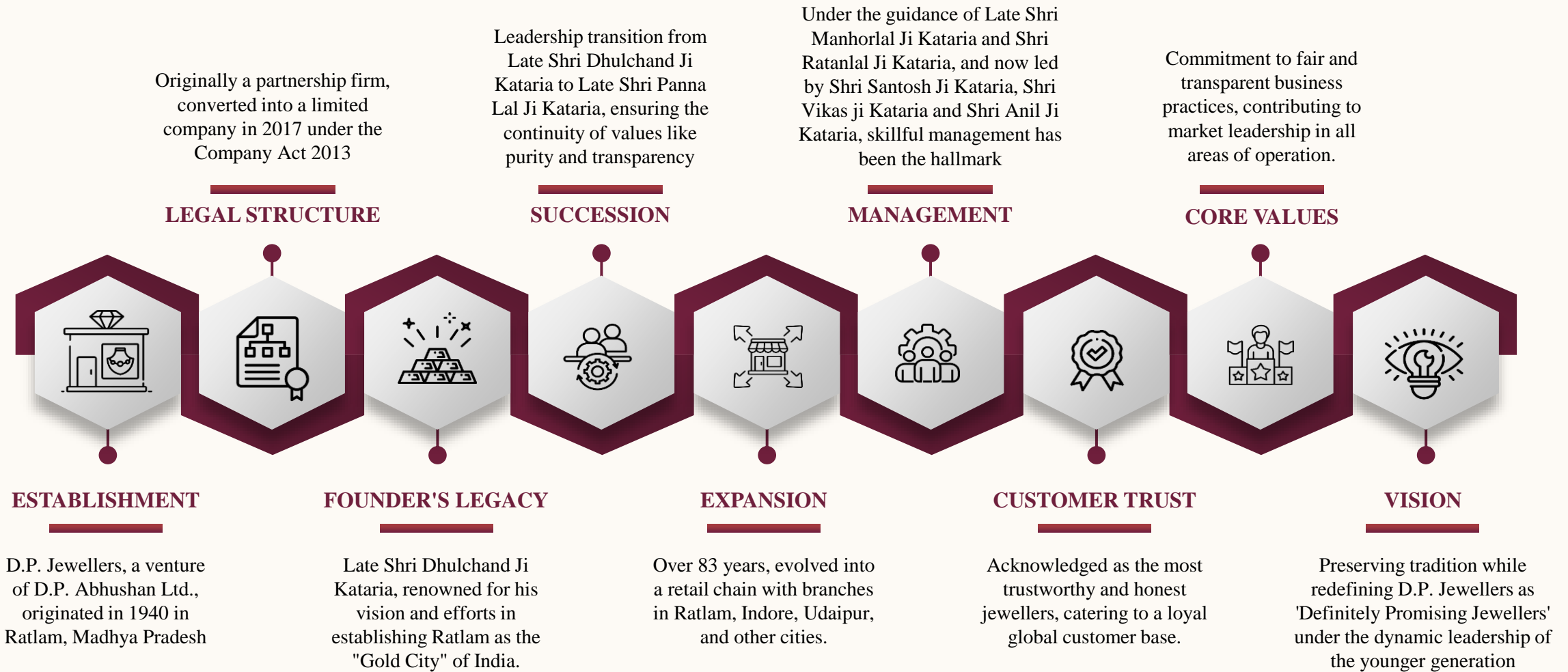
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Company Overview



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

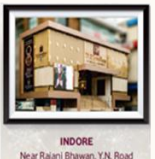


MRS. SEEMA MANDLOI
Non-executive Independent Director

Journey & Milestones



1940
The journey of D.P.
Jewellers began



2010
Indore showroom
started



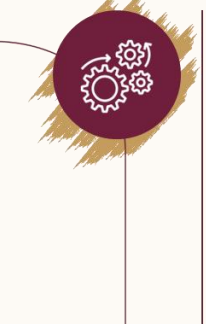
2012
Udaipur showroom
inaugurated



2015
Bhopal showroom
commenced



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

2021
New showroom in
Kota



2022
New showroom at
Banswara



2023
Launched an enticing
franchise program



2024
Listed on BSE



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

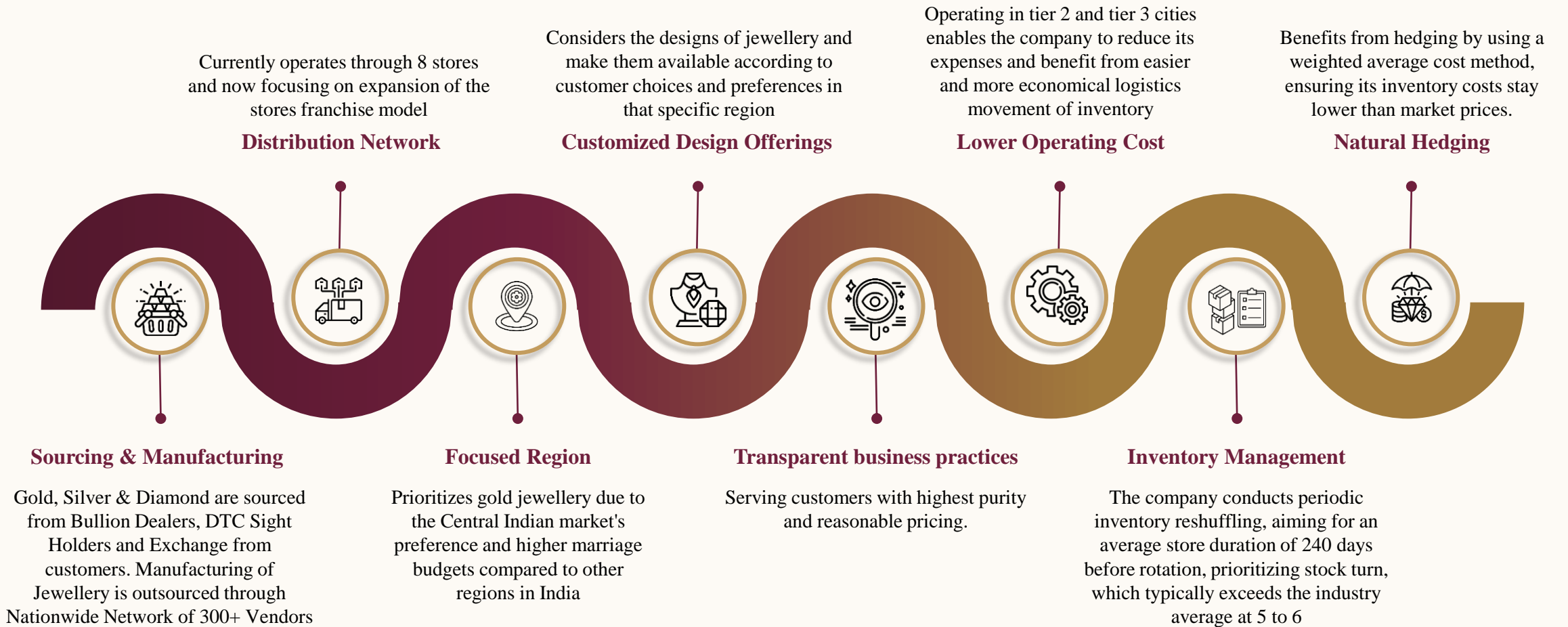
Bangles

Nose Rings

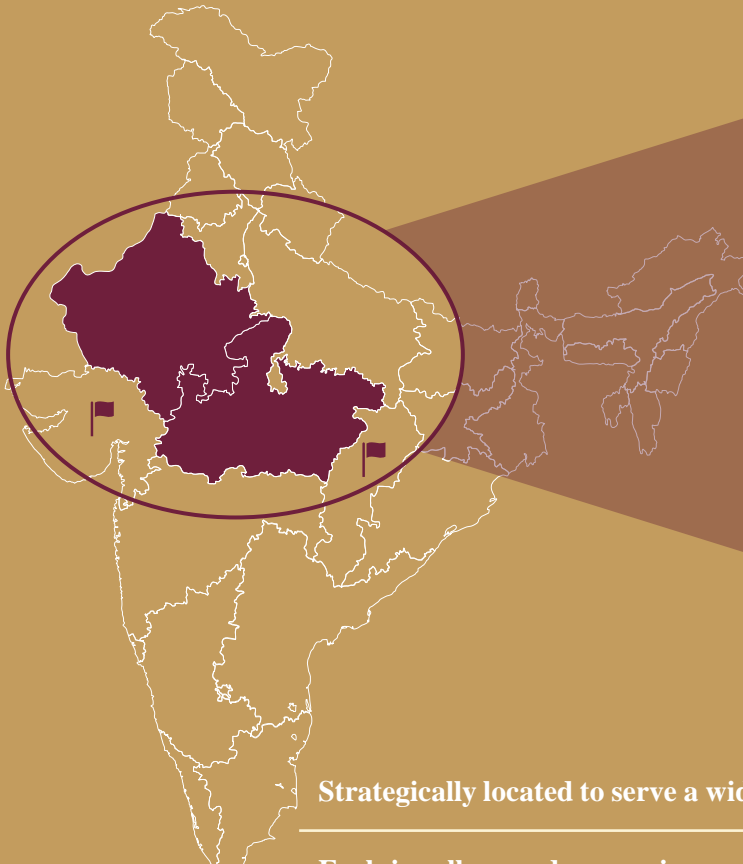
Mangal sutra



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



Strategically located to serve a wide customer base

Each jewellery undergoes rigorous checks to ensure quality, authenticity, and craftsmanship

Stores offer a luxurious shopping experience with personalized assistance from knowledgeable staff

★ NEW SHOWROOMS

Ratlam, Madhya Pradesh (2nd showroom)

Ajmer, Rajasthan

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.)

- Opened in August 2020
- Store Size 2,120 sq. ft
- Rented Premise

6 BHILWARA (RAJ.)

- Opened in October 2020
- Store Size 4,000 sq. ft
- Rented Premise

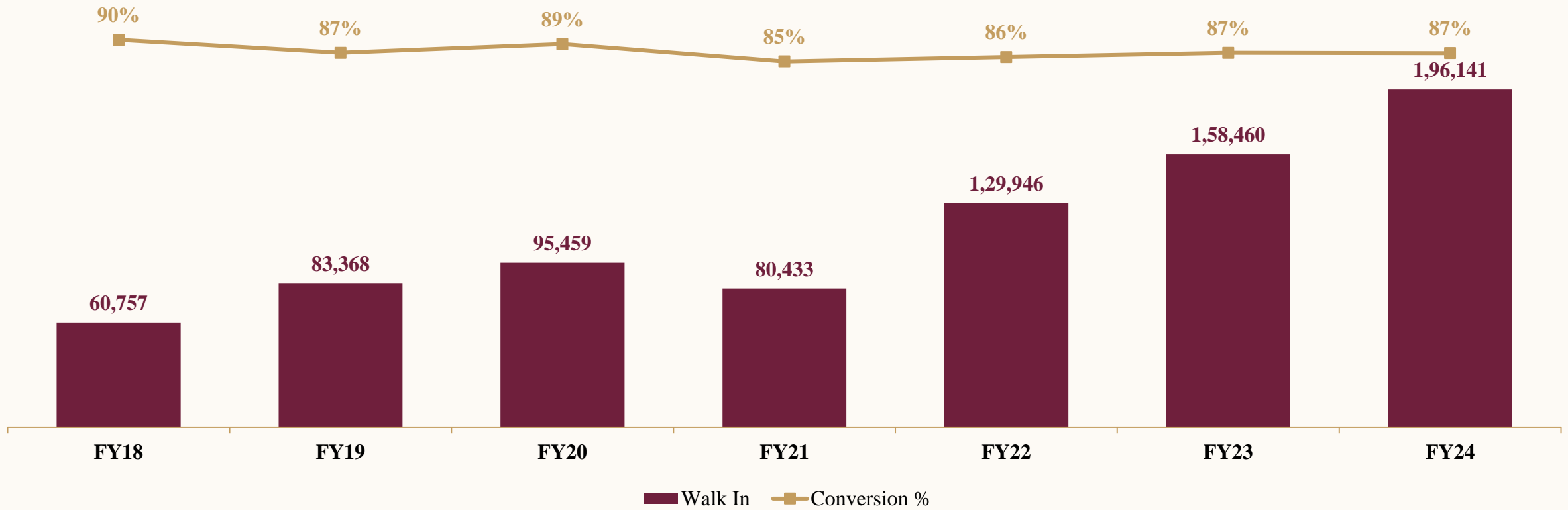
7 KOTA (RAJ.)

- 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

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

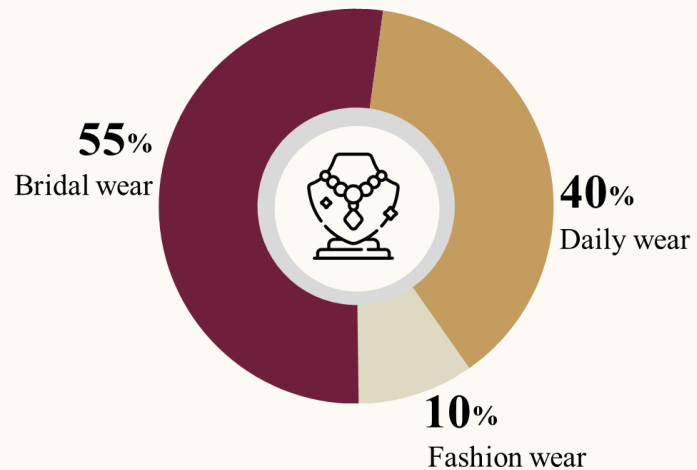


Industry Overview

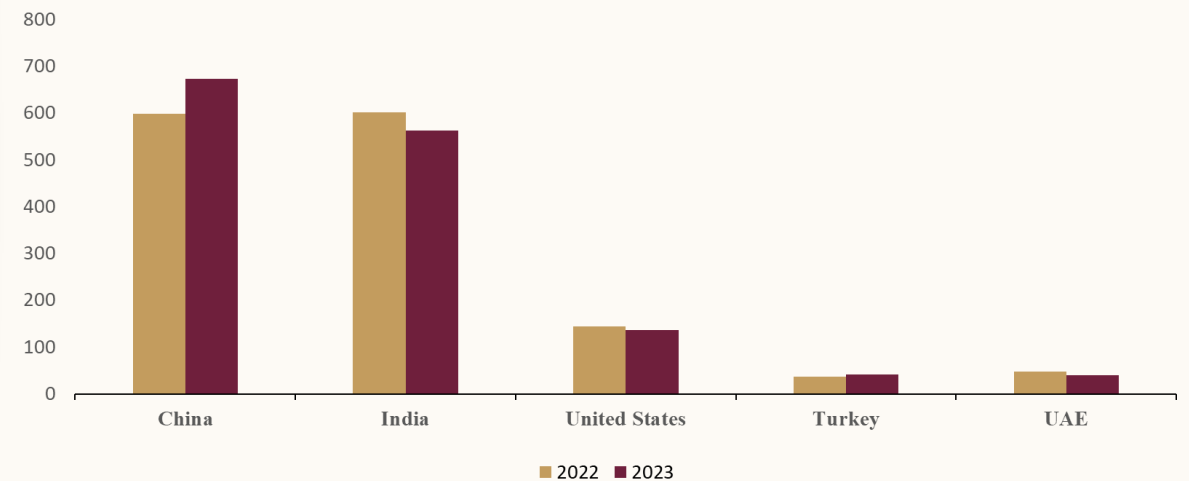


- Compared to global counterparts, **India emerges as the top revenue generator in the jewellery market**, forecasting a robust revenue of **US\$81 billion in 2024** and is **expected to achieve an annual growth rate of 4.59% from 2024 to 2028**
- India, renowned as the world's **second-largest consumer 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

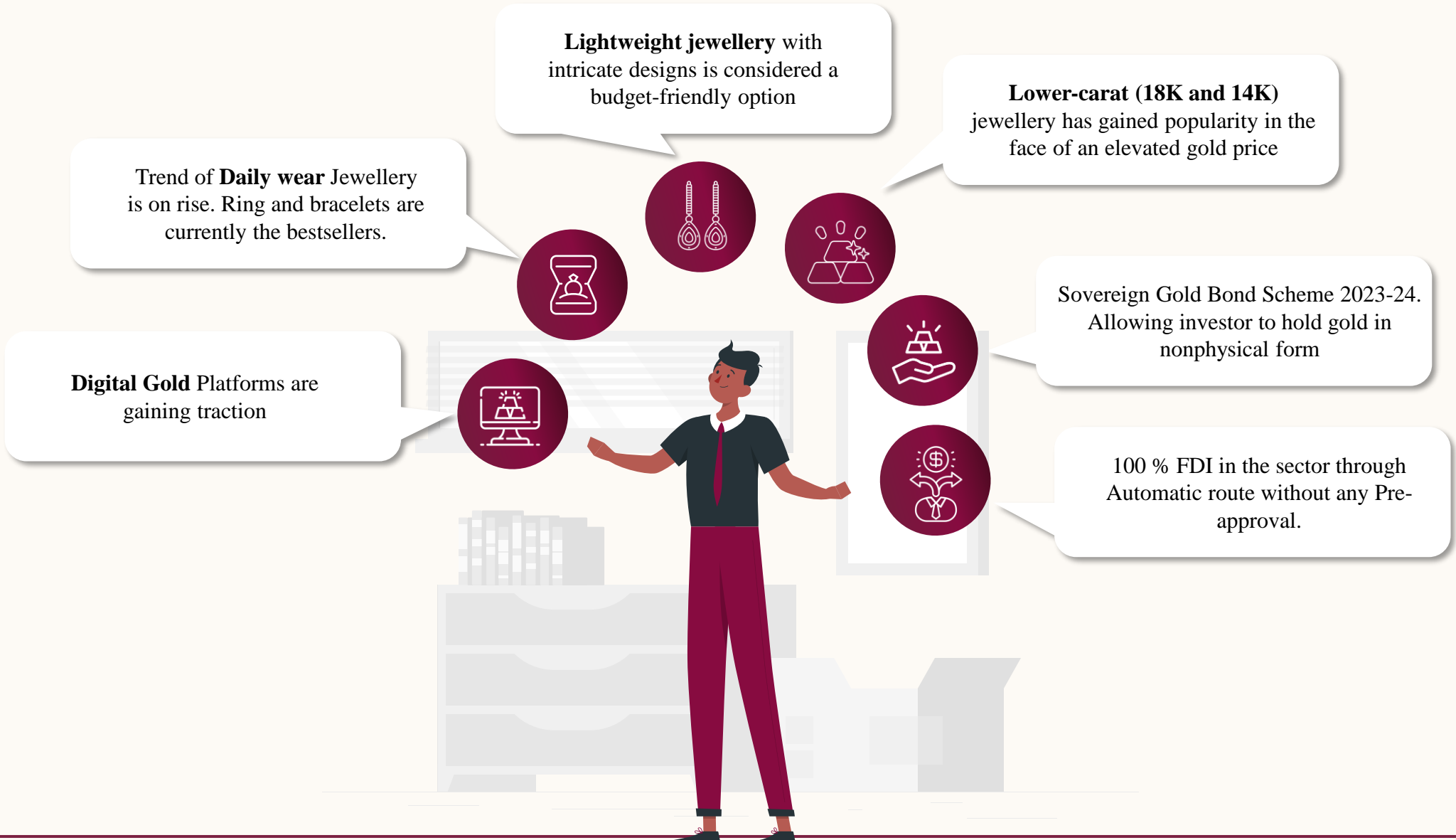
Indian Jewellery Segmentation



Top five countries' annual gold jewellery demand, tonnes



Key Market Trends





Business Highlights



Marketing and Promotion Strategies



84
मंगलसूत्र एवं बँगल फेस्टिवल
लेटेस्ट डिज़ाइनस खास वागड़ अंचल में

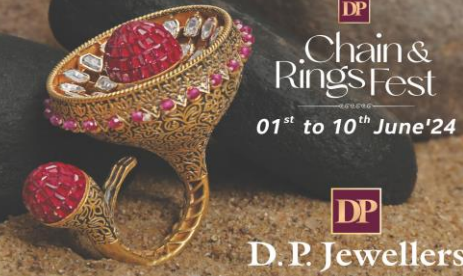
DP
Mangalsutra & Bangle Fest
01st to 10th June'24



DP
D. P. Jewellers
— A BOND OF TRUST SINCE 1940 —
A VENTURE OF D. P. ABUSHAH LIMITED
महाराणा प्रताप चौराहा, उदयपुर रोड, बांसवाड़ा | 250007

84
मॉडर्न डिज़ाइनस का अद्भुत कलेक्शन

DP
Chain & Rings Fest
01st to 10th June'24



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56, नगर परिवध, राजेन्द्र मार्ग, भीलवाड़ा | 01482-237999

'खम्मा घणी झालावाड़'
मध्यभारत का विश्वसनीय नाम,
रतलाम के डी.पी.ज्वेलर्स आपके शहर झालावाड़ में

DP
EXCLUSIVE JEWELLERY EXHIBITION & SALE
22nd 23rd 24th June 2024
10.00 am to 9.00 pm

होटल इन्द्रप्रस्थ रेसीडेंसी
RSEA ऑफिस के सामने, NH-52, पारल रोड, गुजरात

प्यारो सा!

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झालावाड़ भास्कर 21-06-2024

झालावाड़ भास्कर

फेकलटी और ऑपरेशन बढ़े, सर्जरी विभाग को मिली पीजी की मान्यता, 8 सीटों पर होंगे प्रवेश

घर में बंद कर मायके गई पत्नी, तीन दिन बाद शिक्षक पति की मौत

बाइक भ्रष्ट में तार ठेका खाल

कौशल विकास
38.0° | 29.0°
37.0° | 28.0°

झालावाड़ में शिक्षण क्रांति की शुरुआत
शिक्षण क्रांति की शुरुआत के लिए एम.ए.जी. के तहत शुरू की गई है। इससे शिक्षण में आगे बढ़ने में मदद मिलेगी।

घर में बंद कर मायके गई पत्नी, तीन दिन बाद शिक्षक पति की मौत
महाराष्ट्र की एक महिला ने बताया कि उसने अपने पति को तीन दिनों तक घर में बंद कर रखा था। पति का नाम है किशोर।

बाइक भ्रष्ट में तार ठेका खाल
एक बाइक भ्रष्ट में तार ठेका खाल का मामला सामने आया है। पुलिस ने मामला दर्ज किया है।

कौशल विकास
कौशल विकास के माध्यम से युवाओं को रोजगार के अवसर मिल सकते हैं।

कौशल विकास
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84
The Final Destination For Diamond Lovers!

WORLD OF DIAMONDS EXHIBITION
01st to 10th June'24

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TOLL FREE No. 1800 202 0339

17, Nyay Marg, Court Chouraha, Udaipur | 2418712/13

84
DIAMOND POLKI FEST +
EMBRACE THE BEAUTY OF DIAMONDS

13 to 23 JUNE 24

Opp. Police Control Room,
Madhav Nagar, Ujjain | 2530786

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RATLAM | INDORE | UDAIPUR | BHOPAL | UJJAIN | BILHWARA | KOTA | BANSWARA

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मॉडर्न डिज़ाइनस का अद्भुत कलेक्शन

DP
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01st to 10th June'24

56, नगर परिवध, राजेन्द्र मार्ग, भीलवाड़ा | 237999

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'खम्मा घणी झालावाड़'
देडियानल और मॉडर्न ज्वेलरी की नई रेंज
रतलाम के डी.पी.ज्वेलर्स आपके शहर झालावाड़ में

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प्यारो सा!

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1A1, रतलाम नगर परिवध, कोटा | 0744-2500009

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Udaipur | 0294-2418712/13 | Bhilwara | 01482-237999 | Banswara | 02964-250000 | Ratlam | 07412-408900 | Indore | 0793-4099994 | Bhopal | 0755-2460650 | Ujjain | 0754-2530786

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.

AJMER, RAJASTHAN

- Initiated construction of 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
- Construction underway on a plot area of approximately 1500 sq ft.
- Opening of Ajmer showroom expected soon, offering diverse range of exquisite jewellery collections.

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



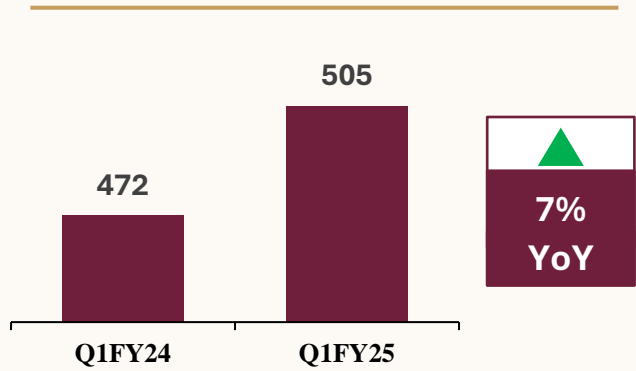
Financial Highlights



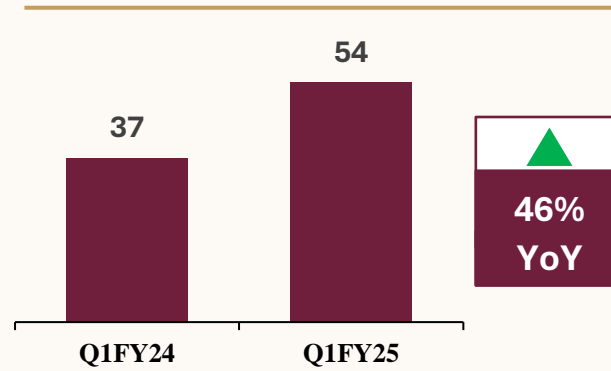
Financial Snapshot



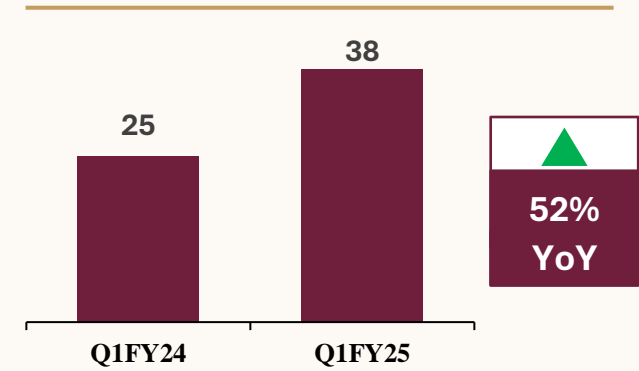
Revenue (₹ CR)



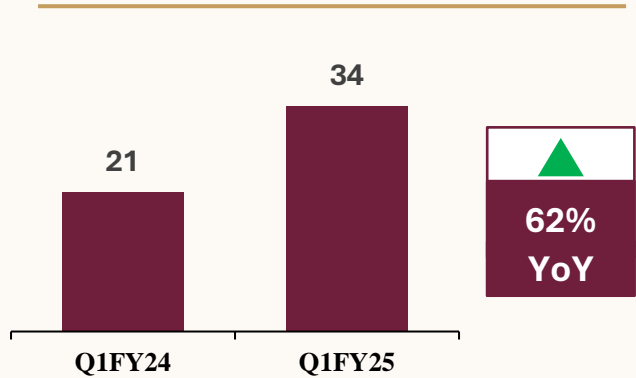
Gross Profit (₹ CR)



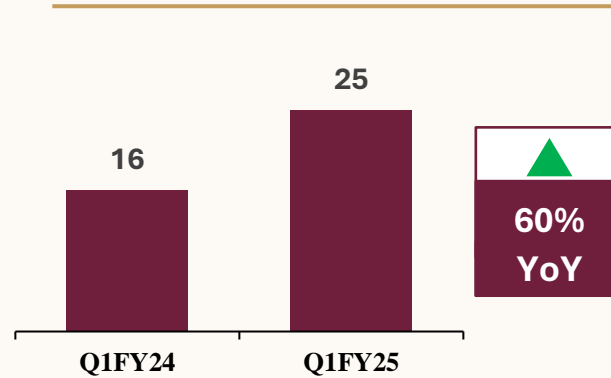
EBITDA (₹ CR)



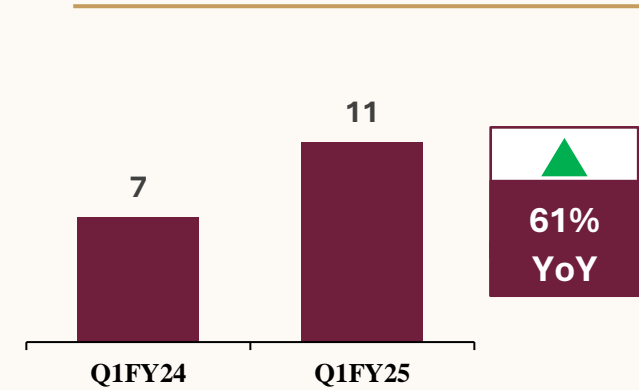
Profit Before Tax (₹ CR)



Profit After Tax (₹ CR)



EPS (₹)



Store Metrics



Average Sales Per Sq. ft. – Store wise (₹ Crores)	Q1FY25	Q1FY24	YoY Growth
Ratlam	6.82	6.39	▲ 6.6%
Indore	0.87	0.78	▲ 11.5%
Bhopal	1.05	0.89	▲ 18.1%
Ujjain	2.24	1.91	▲ 17.5%
Udaipur	0.94	1.10	▼ -14.9%
Bhilwara	0.43	0.44	▼ -2.9%
Kota	1.48	1.39	▲ 7.2%
Banswara	0.42	0.42	▲ 1.3%

Income Statement



In ₹ Crores	Q1 FY25	Q4 FY24	Q1 FY24	FY24
Total Income	504.7	556.9	471.5	2,340.4
Total Expenditure	466.4	532.5	446.2	2,239.8
EBITDA	38.3	24.4	25.3	100.6
<i>EBITDA Margin</i>	<i>7.6%</i>	<i>4.4%</i>	<i>5.4%</i>	<i>4.3%</i>
Depreciation	1.6	1.4	1.4	5.6
Finance Cost	3.0	0.5	3.1	11.6
Profit Before Tax	33.7	22.5	20.8	83.4
<i>PBT Margin</i>	<i>6.7%</i>	<i>4.0%</i>	<i>4.4%</i>	<i>3.6%</i>
Tax	8.6	6.3	5.2	21.5
Profit After Tax	25.1	16.2	15.6	61.9
<i>PAT Margin</i>	<i>5.0%</i>	<i>2.9%</i>	<i>3.3%</i>	<i>2.6%</i>



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

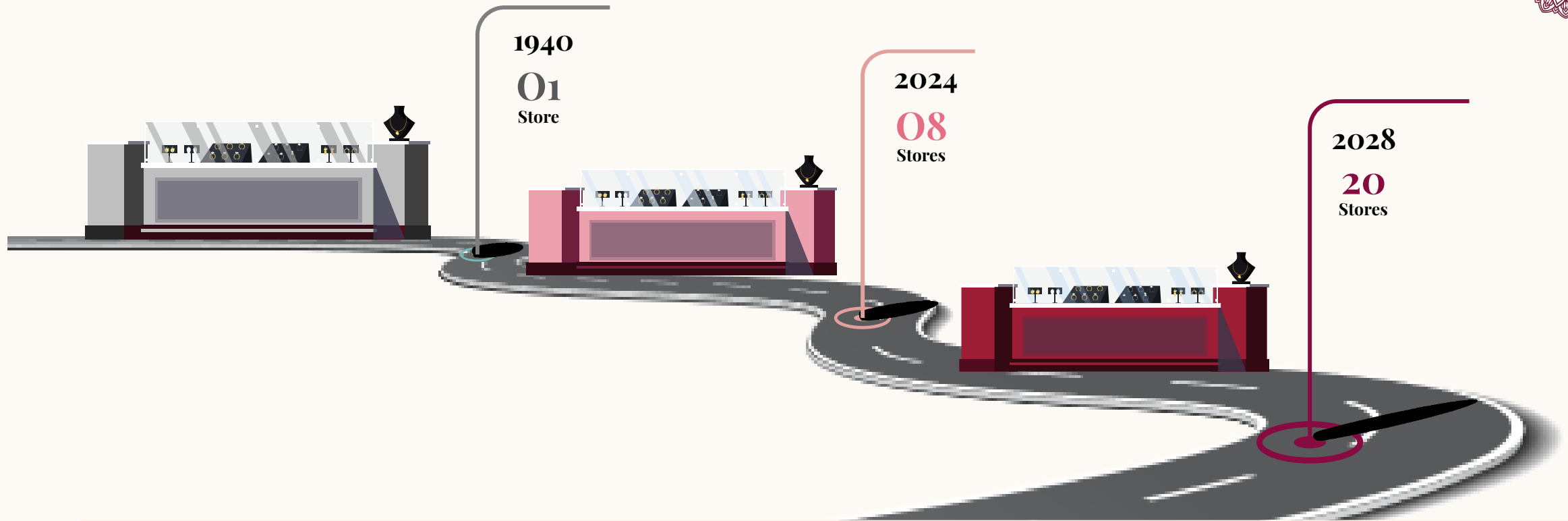
Focus on penetrating new geographical areas while strengthening presence in existing markets.



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, 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%.**

Investment in Talent



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, Chattisgarh 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

DP D.P. Abhushan

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