

# D.P. Abhushan Limited

www.dpjewellers.com | NSE: DPABHUSHAN | BSE: 544161 | ISIN: INE266Y01019



November 21, 2024

To, The Manager <b>BSE Limited</b> Department of Corporate Services Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 <b>Scrip Code - 544161</b>	To, The Manager, Listing Department, <b>National Stock Exchange of India Limited</b> Corporate Communication Department Exchange Plaza, Bandra Kurla Complex Bandra East, Mumbai – 400051 <b>Scrip Symbol – DPABHUSHAN</b>
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**Subject:** Press Release titled, “D.P. Abhushan Inaugurates a New Showroom in Neemuch, Madhya Pradesh, Further Expanding Footprint in Central India”

Dear Sir/ Madam,

Please find enclosed the press release titled, “D.P. Abhushan Inaugurates a New Showroom in Neemuch, Madhya Pradesh, Further Expanding Footprint in Central India”

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,

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**Santosh Kataria**

**Chairman and Managing Director**

**DIN: 02855068**

**Place: Ratlam**

Encl: Press Release



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## PRESS RELEASE

### D.P. Abhushan Inaugurates a New Showroom in Neemuch, Madhya Pradesh, Further Expanding Footprint in Central India

**Madhya Pradesh, 21<sup>st</sup> November 2024:** D.P. Abhushan Ltd., a leading name in India's jewellery industry, is pleased to announce the grand opening of its new showroom in **Neemuch**, a city renowned for its natural beauty and serene environment.

Strategically located just 150 kilometers from the company's registered and administrative office in Ratlam, the showroom spans a **super built-up area of 7,700 sq.ft.** with a modern **G+3 layout**, built on a plot area of **2,190 sq.ft.** This new facility is designed to offer customers an enhanced shopping experience, showcasing the brand's commitment to purity, transparency, and exceptional service.

Neemuch holds tremendous growth potential in the jewellery sector. Its proximity to Ratlam facilitates efficient logistics and enables the company to better understand and cater to evolving customer preferences. This strategic location further strengthens D.P. Abhushan's leadership in Central India's jewellery market.

The Neemuch showroom represents the second milestone in the company's ambitious FY2025 expansion journey. Earlier this year, The new showroom, strategically located on a prime ~1,512 sq ft plot, spans an impressive 6,050 sq ft across four floors, including a basement, ground floor, two additional floors, and a rooftop **showroom in Ajmer, Rajasthan**, and plans are underway to open its largest showroom, **12,000 sq. ft. facility in Ratlam, Madhya Pradesh**, by the end of the financial year. With these developments the company's total retail space will increase to **~66,000 sq.ft.**, solidifying D.P. Abhushan's presence across Central India and setting the stage for continued growth.

**Speaking on the occasion, Mr. Santosh Kataria Managing Director said:** *"The inauguration of our Neemuch showroom is a proud moment for D.P. Abhushan, as it represents our commitment to expanding in promising markets like Neemuch, a city with immense potential and a rich cultural heritage. Along with the Ajmer showroom inaugurated earlier this year and the upcoming Ratlam showroom, we are making significant strides in our FY2024 growth journey.*

*Looking ahead, we are optimistic about the growing demand for quality jewellery across emerging markets in Central India. By leveraging detailed market research, a robust logistics network, and a steadily expanding footprint, we are confident in delivering exceptional value to our customers and stakeholders while driving sustainable growth in the years to come"*

#### About D.P. Abhushan Limited

Founded in 1940 under the name "D.P. Jewellers," D.P. Abhushan Limited is a trusted and well-established jewellery brand in Central India. With a proud legacy of over 80 years, the company is now led by the fourth generation of the founding family. Listed on the stock exchange in 2017, D.P. Abhushan has expanded its presence across key cities, including Ratlam, Indore, Udaipur, Bhopal, and Ujjain, among others. The company offers a wide range of high-quality

jewellery, including collections for weddings, traditional occasions, and contemporary designs in gold, silver, diamond, and platinum.

For details please contact:

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**Aashi Neema**

Company Secretary & Compliance officer

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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.*

तलाम की शुद्धता  
30 लाख ग्राहकों  
विश्वास अब  
नीमच में  
D.P.  
Jewellers  
ESTD SINCE 1940  
D.P. ABHUSHAN LTD.  
फोन: 9201825489  
1800 202 0339



**D.P. Jewellers**

A WORD OF TRUST SINCE 1940

ABHUSHAN LIMITED





D.P. Jewellers

शुद्धता ही सच्चाई है  
सुंदरता ही शक्ति है  
सौंदर्य ही सम्पत्ति है  
सौभाग्य ही सफलता है  
सौख्य ही सुख है

DP



A group of people, including men and women in traditional Indian attire, are gathered around a counter. Some are looking at jewelry, while others are talking to staff. The atmosphere appears to be a formal inauguration or a busy day at the store.



