February 13, 2024

To,
The Manager, Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra East, Mumbai – 400051.

Subject: Investor Presentation for the Unaudited Financial Results of the Company for the Quarter Third Quarter and Nine Months ended 31st December, 2023

Dear Sir/ Madam,

With reference to the captioned subject, kindly find enclose Investor Presentation for the Unaudited Financial Results of the Company for the Third Quarter and nine months ended 31st December 2023.

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.

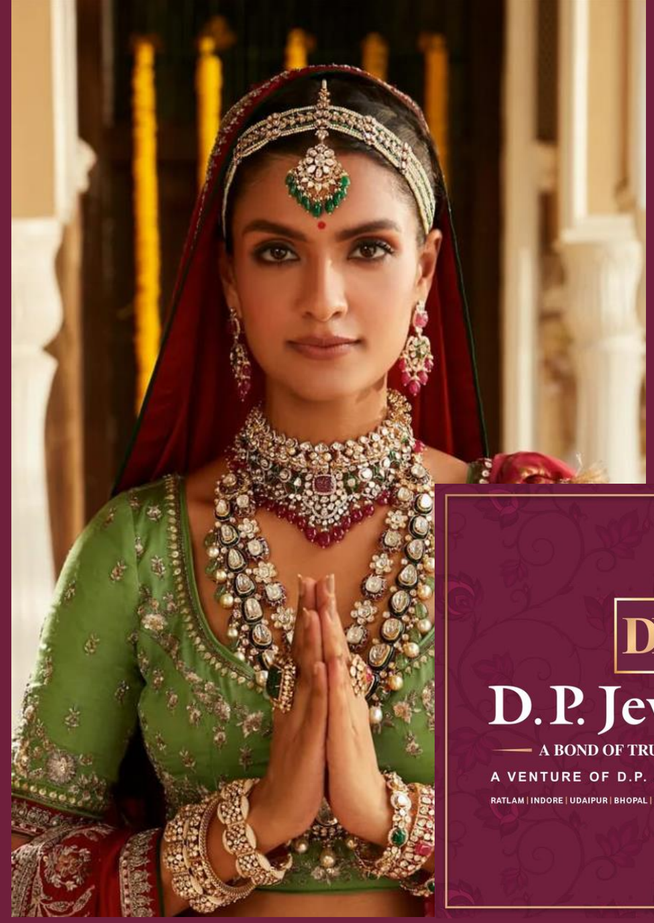
Thanking You,

Your faithfully,

For: D. P. Abhushan Limited
SANTOSH KATARIA
Digitally signed by SANTOSH KATARIA
Date: 2024.02.13 15:23:38 +05'30'
Santosh Kataria
Chairman and Managing Director
DIN: 02855068
Place: Ratlam

D.P. Abhushan Limited RATLAM

Encl: Investor Presentation



DP

D.P. Jewellers

A BOND OF TRUST SINCE 1940

A VENTURE OF D.P. ABHUSHAN LIMITED

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

INVESTOR PRESENTATION

FEBRUARY 2024 | Q3 FY24

www.dpjewellers.com



Disclaimer

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Contents

- Company overview
- Business/ Industry Overiew
- Financial Overview
- Strategic Priorities
- Annexure







Company Overview

D.P. Abhushan at a Glance

Founded in 1940 in Ratlam, Madhya Pradesh, ***D.P. Jewellers*** *has evolved into a prominent player in the jewellery industry. Originally established as a partnership firm in 2003, the company transitioned into a full-fledged entity in 2017.* ***D.P. Jewellers has since grown into the largest Jewellery Retail Chain in Central India****.*

With a strategic presence in key cities such as ***Ratlam, Indore, Udaipur, Bhopal, Ujjain, Bhilwara, Kota, and Banswara,*** *the company has established itself as a leading destination for discerning customers. Known for its commitment to quality, craftsmanship, and customer service,* ***D.P. Jewellers has become a trusted name synonymous with both tradition and innovation in the jewellery market****.*



80+ Years
Since Formation

8
Locations

500+
Human Assets

92-96%
Gold Purity

85-95%
Footfall conversion ratio

25 Lac+
Families Associated

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



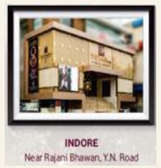
Ms. RENU KATARIA

Non-executive Director

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





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

Store Geographics

1st

RATLAM (M.P.)

- Since 1940
- Store Size 2,100 sq. ft
- Rented Premise
- Turnover FY23: ₹558 cr

2nd

INDORE (M.P.)

- Opened in March 2010
- Store Size 15,000 sq. ft
- Owned Premise
- Turnover FY23: ₹469 cr

3rd

UDAIPUR (RAJ.)

- Opened in April 2012
- Store Size 5,054 sq. ft
- Rented Premise
- Turnover FY23: ₹221 cr

4th

BHOPAL (M.P.)

- Opened in May 2015
- Store Size 6,000 sq. ft
- Rented Premise
- Turnover FY23: ₹205 cr

5th

UJJAIN (M.P.)

- Opened in August 2020
- Store Size 2,120 sq. ft
- Rented Premise
- Turnover FY23: ₹174 cr

6th

BHILWARA (RAJ.)

- Opened in October 2020
- Store Size 4,000 sq. ft
- Rented Premise
- Turnover FY23: ₹83 cr

7th

KOTA (RAJ.)

- Opened in January 2021
- Store Size 2,830 sq. ft
- Rented Premise
- Turnover FY23: ₹193 cr

8th

BANSWARA (RAJ.)

- Opened in January 2022
- Store Size 3,363 sq. ft
- Rented Premise
- Turnover FY23: ₹72 cr

What makes D.P. Abhushan Different

NATURAL HEDGING

The company benefits from hedging by using a weighted average cost method, ensuring its inventory costs stay lower than market prices.

FOCUSED REGION

The company prioritizes gold jewelry due to the Central Indian market's preference and higher marriage budgets compared to other regions in India

LOWER OPERATING COST

Operating in tier 2 and tier 3 cities enables the company to reduce its expenses and benefit from easier and more economical logistics movement of inventory.

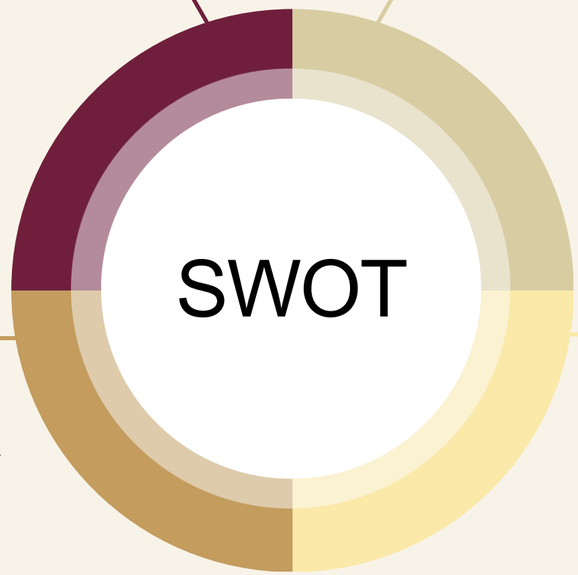
SWOT Analysis

Strenghts

- High brand recall being in existence for more than 80 years.
- The Company is following BIS criteria since the inception of DP.

Weaknesses

Any regulatory change in government policy that can affect the business.



Opportunities

- Plans to enter Chhattisgarh and Gujarat and to expand in existing States by opening 2-3 Stores every year.
- Shifting of Jewellery Business from unorganized to organized Sector with an implementation of mandatory hallmarking.

Threats

The Company doesn’t see any potential threat that exists, as it is very good at its craft, however, increased competition from other players can cause a threat.





Business/ Industry Overview

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

Necklaces

Earrings

Nose Rings

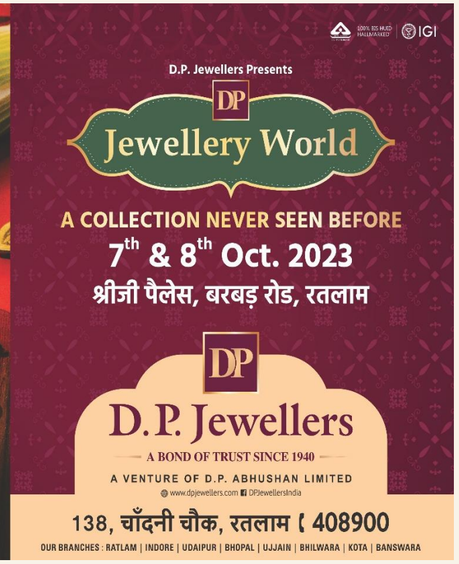
Mangal sutra

Marketing and Promotion Strategies





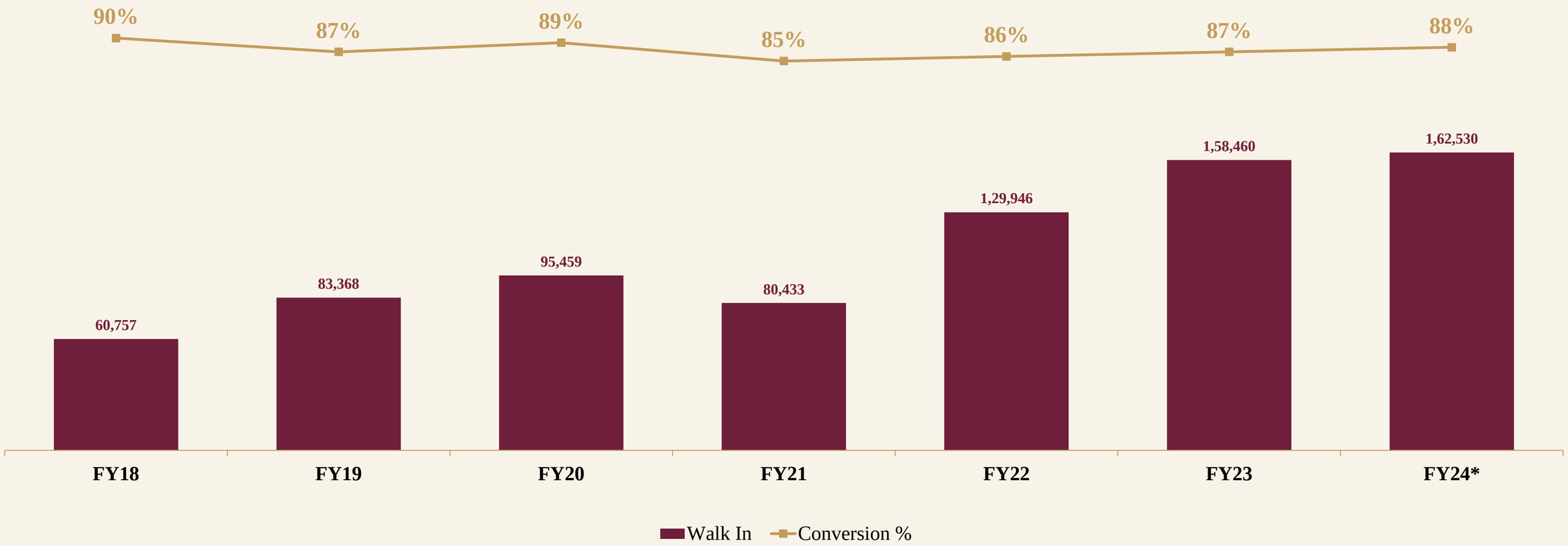








Standing Tall as Leaders in Footfall to Conversion Ratio

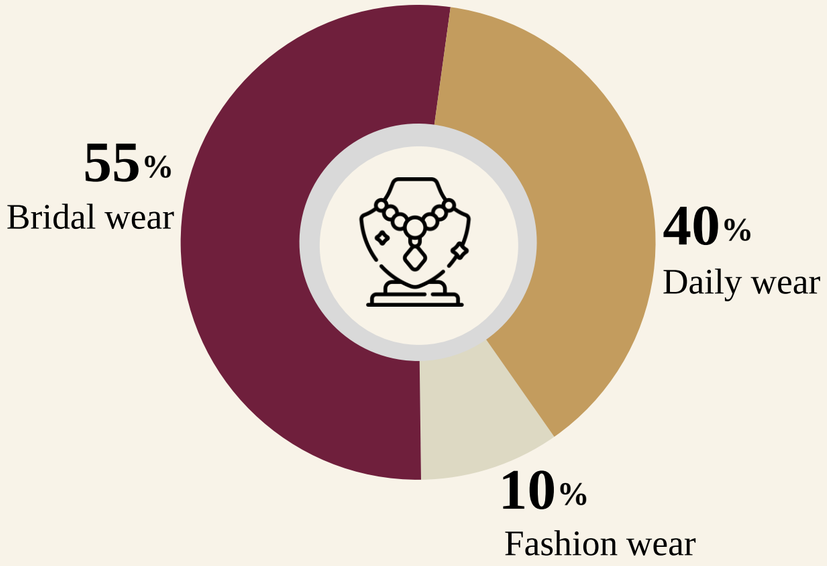


*Note: *From 1st April 2023 to 31st December 2023*

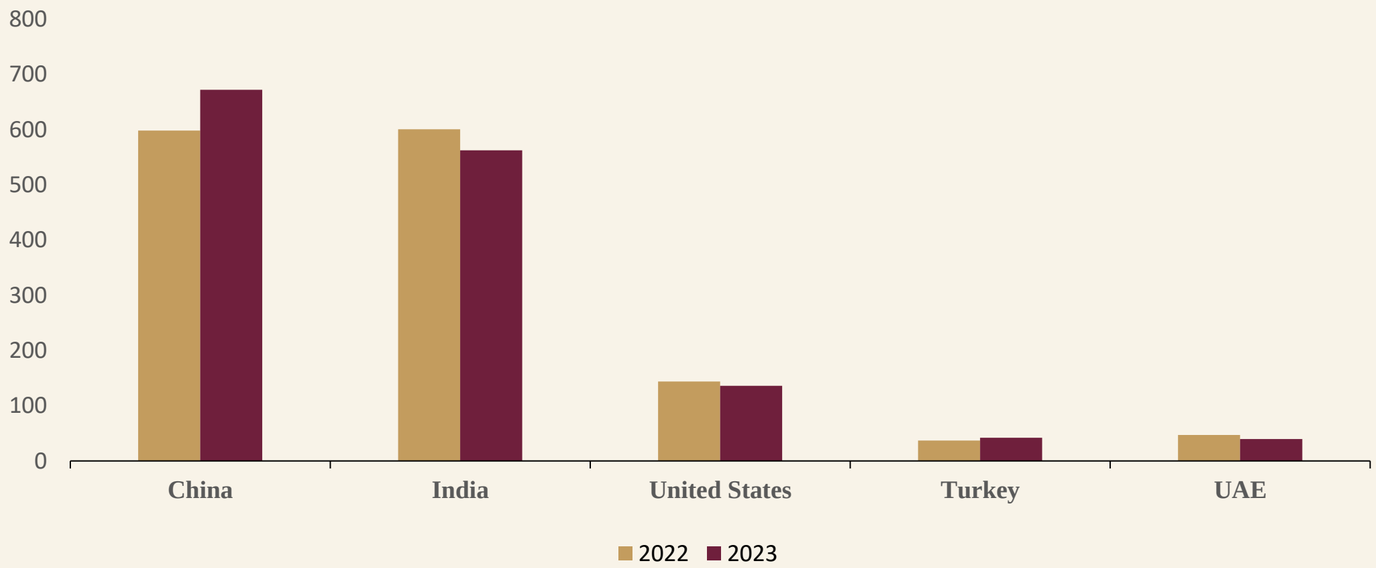
Industry Overview

- 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



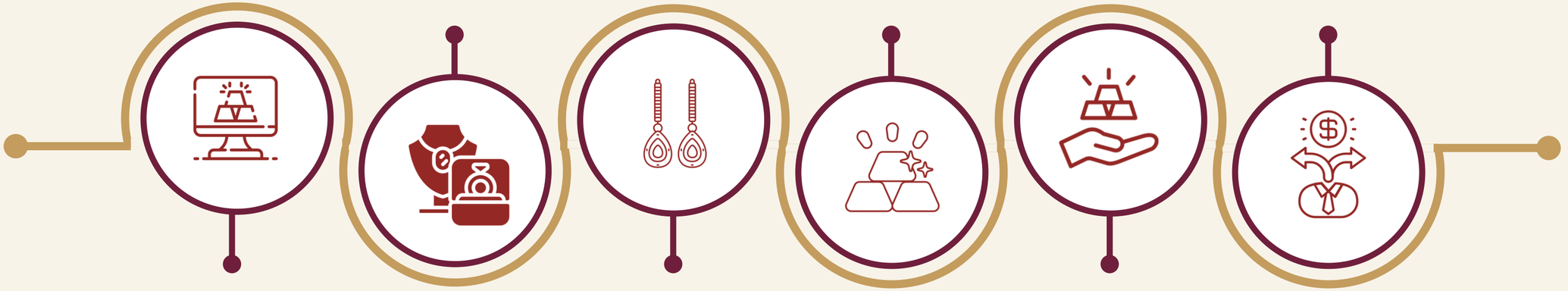
Source: Statista, Metals Focus, World Gold Council

Key Market Trends

Trend of **Daily wear** Jewellery is on rise. Ring and bracelets are currently the bestsellers.

Lower-carat (18K and 14K) jewellery has gained popularity in the face of an elevated gold price

100 % FDI in the sector through Automatic route without any Pre-approval.



Digital Gold Platforms are gaining traction

Lightweight jewellery with intricate designs is considered a budget-friendly option

Sovereign Gold Bond Scheme 2023-24. Allowing investor to hold gold in nonphysical form

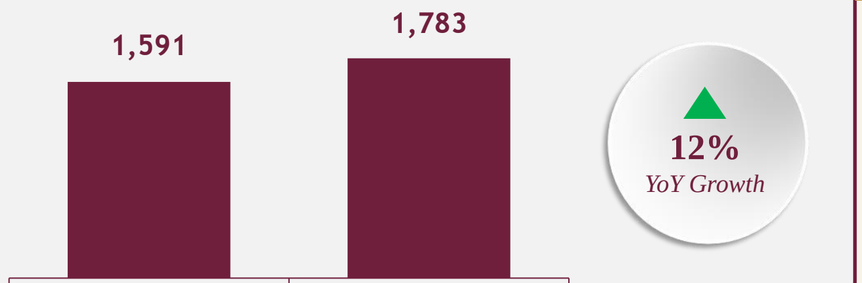




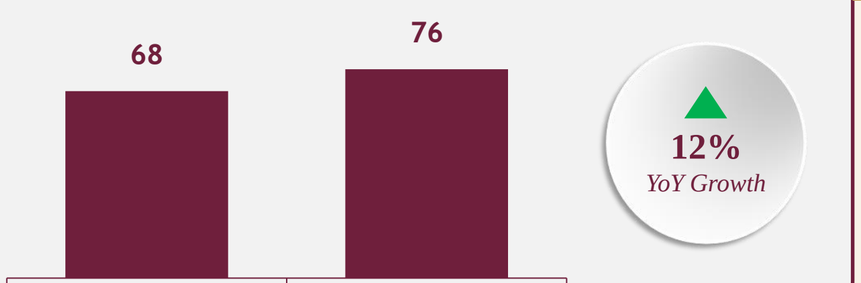
Financial Overview

Financial Snapshot

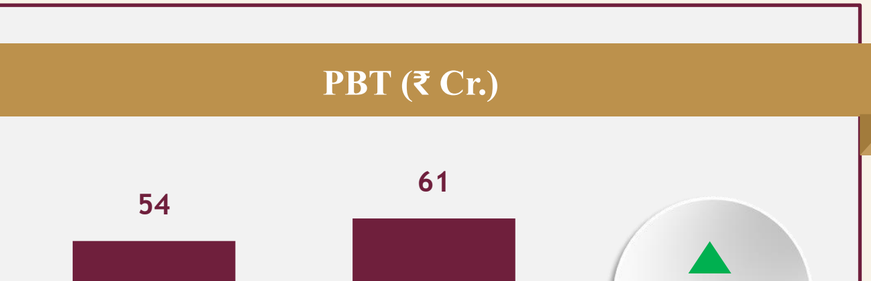
Revenue (₹ Cr.)



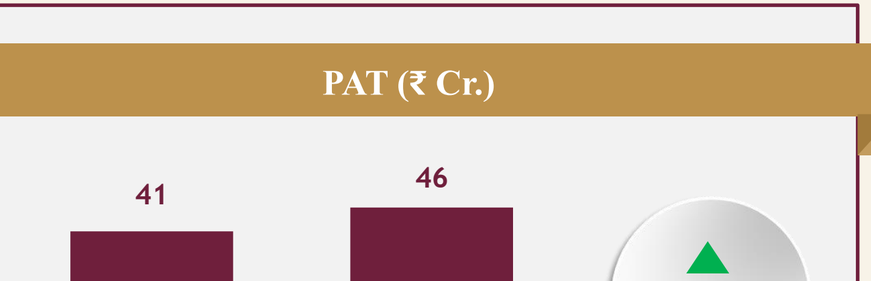
EBITDA (₹ Cr.)



PBT (₹ Cr.)



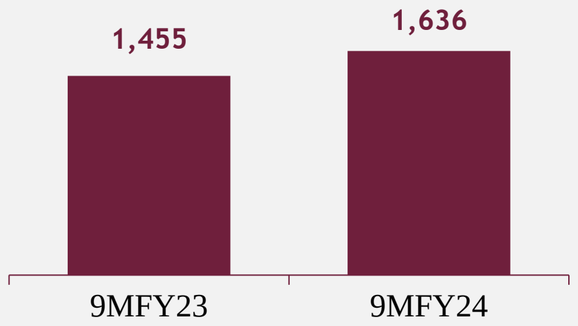
PAT (₹ Cr.)



Note: Others includes Platinum Jewellery, Stones etc.

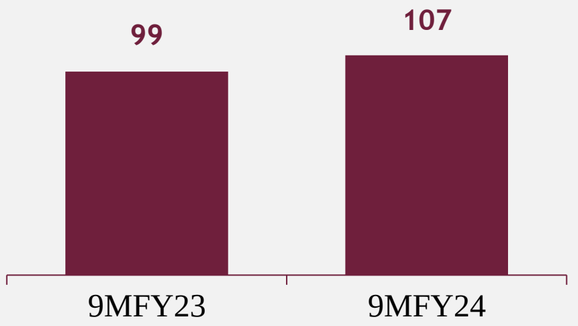
Segmental Performance

GOLD (₹ Cr.)



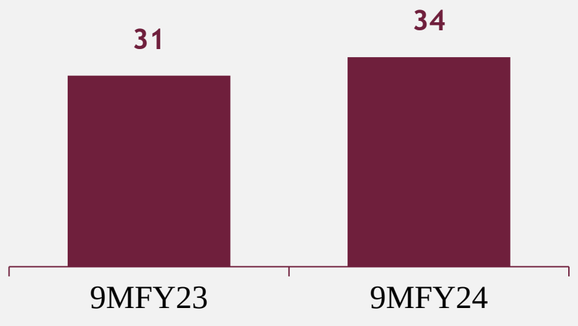
Revenue Share 92%

DIAMONDS (₹ Cr.)



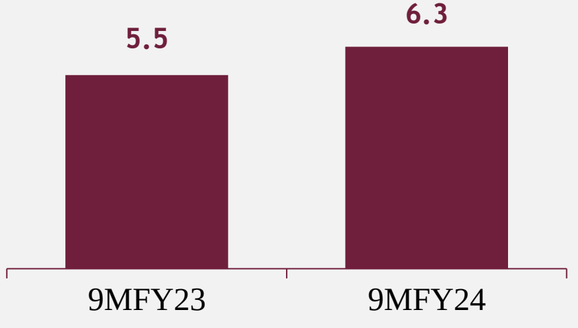
Revenue Share 6%

SILVER (₹ Cr.)



Revenue Share 2%

Others* (₹ Cr.)



Revenue Share 0.4%

Note: Others includes Platinum Jewellery, Stones etc.

Store Metrics

Average Sales Per Sq. ft. – Store wise (₹ Crores)	9MFY24	9MFY23	YoY Growth
Ratlam	535	466	▲ 15%
Indore	421	374	▲ 13%
Bhopal	182	164	▲ 11%
Ujjain	160	136	▲ 17%
Udaipur	205	176	▲ 17%
Bhilwara	70	67	▲ 4%
Kota	154	150	▲ 3%
Banswara	56	58	▼ 3%

Income Statement

In ₹ Crores	Q3 FY24	Q2 FY24	Q3 FY23	9M FY24	9M FY23
Total Income	**766**	**546**	**672**	**1,784**	**1,591**
Total Expenditure	737	524	640	1707	1,523
EBITDA	**29**	**22**	**31**	**76**	**68**
EBITDA Margin	*3.8%*	*4.0%*	4.7%	*4.3%*	*4.3%*
Depreciation	1	1	1	4	4
Finance Cost	5	3	4	11	10
Profit Before Tax	**22**	**18**	**26**	**61**	**54**
PBT Margin	*2.9%*	*3.2%*	*3.9%*	*3.4%*	*3.4%*
Tax	6	4	6	15	14
Profit After Tax	**17**	**13**	**20**	**46**	**41**
PAT Margin	*2.2%*	*2.4%*	*2.9%*	2.6%	*2.6%*





Strategic Priorities

Business Ambition & Vision of Management

VISION

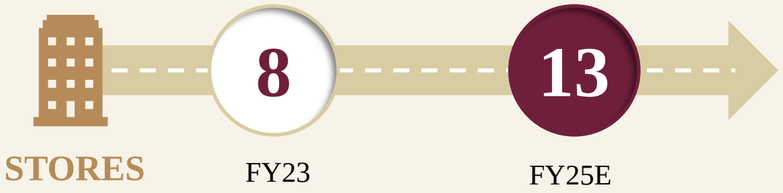
To be a Market Leader in Gems & Jewellery Sector in Tier 2 & Tier 3 Cities of Central India.

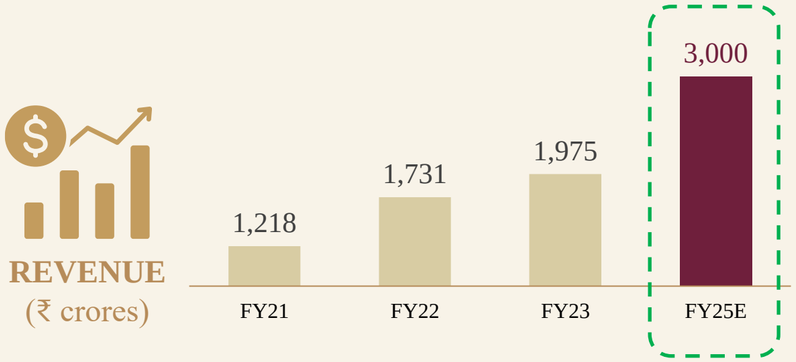
To become Central India's most LOVED & TRUSTED Jewellery brand.

MISSION

To Create wealth for all the stakeholders by building a business based on honest and transparent approach towards the customers and contributing to the society at large.

GOAL





Our Growth Pillars

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.

Expansion

- 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

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.

High Customer Satisfaction

- 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.



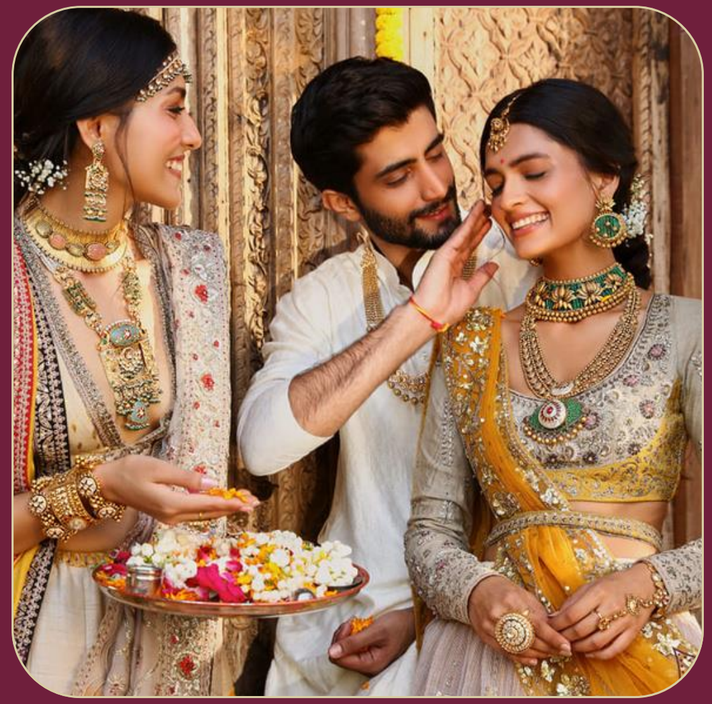


Annexure

Proud moments

Ratlam acclaimed and awarded “India’s Gold City”

First Jewellery company of Central India which was listed at NSE on 23rd October 2017



“Best Promising Gems and Jewellery Company” by IBJA

Many more awards and recognitions has been earned by DP at various forum and organizations from time to time

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

Working Culture at DP Abhushan



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.



Thank You

For more information, contact

Ms. Aashi Neema
Company Secretary &
Compliance officer
investor@dpjewellers.com

Mr. Siddesh Chawan
Ernst & Young LLP/ Investor Relations
siddesh.chawan@in.ey.com
+91 99302 35001