



# D.P. Abhushan

INVESTOR PRESENTATION

July 2024 | Q1FY25



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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*



# *Table of Contents*



Company Overview

5

Market Opportunity

15

Business Highlights

18

Financial Highlights

21

Way Forward

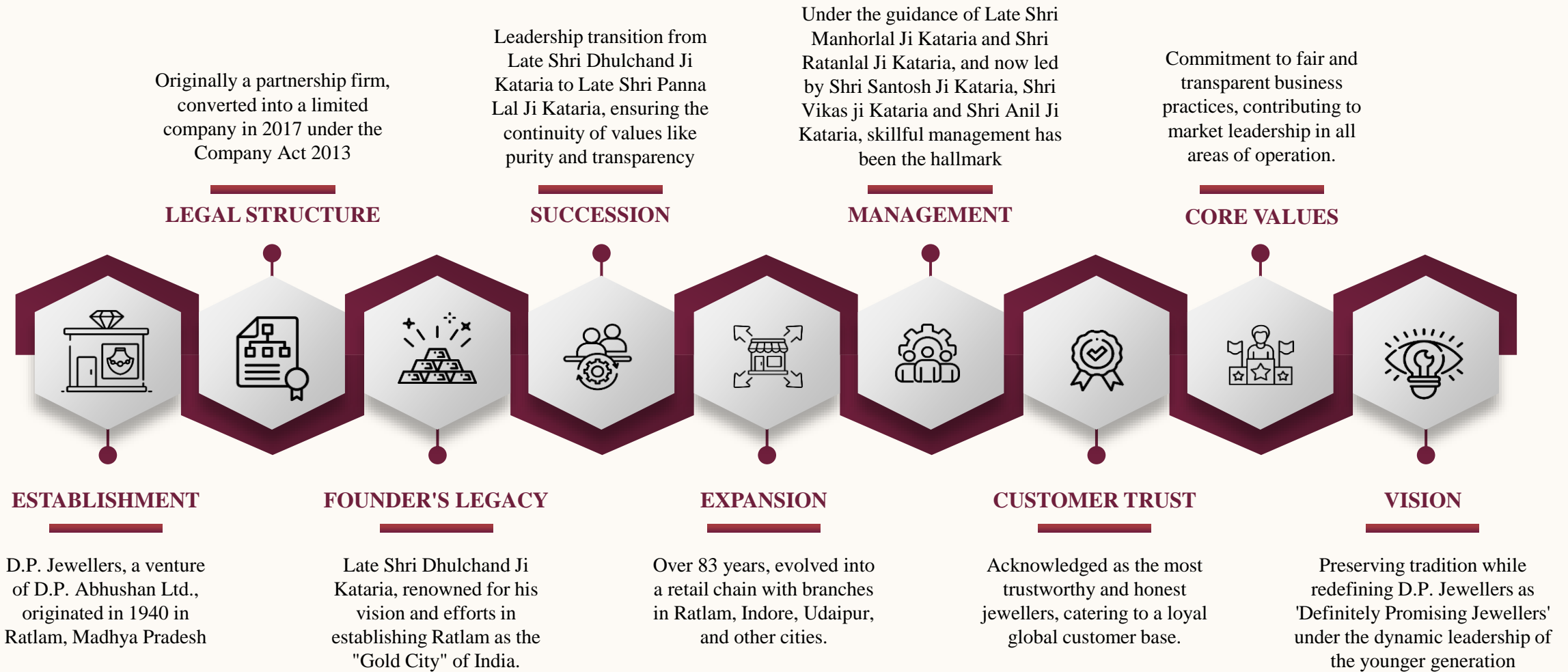
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# Company Overview



# 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*



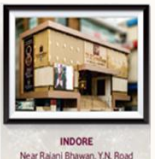
**MRS. SEEMA MANDLOI**  
*Non-executive Independent Director*



# Journey & Milestones



**1940**  
The journey of D.P.  
Jewellers began



**2010**  
Indore showroom  
started



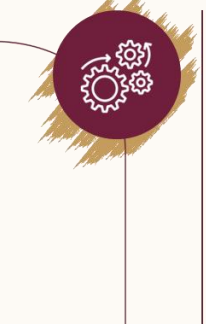
**2012**  
Udaipur showroom  
inaugurated



**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

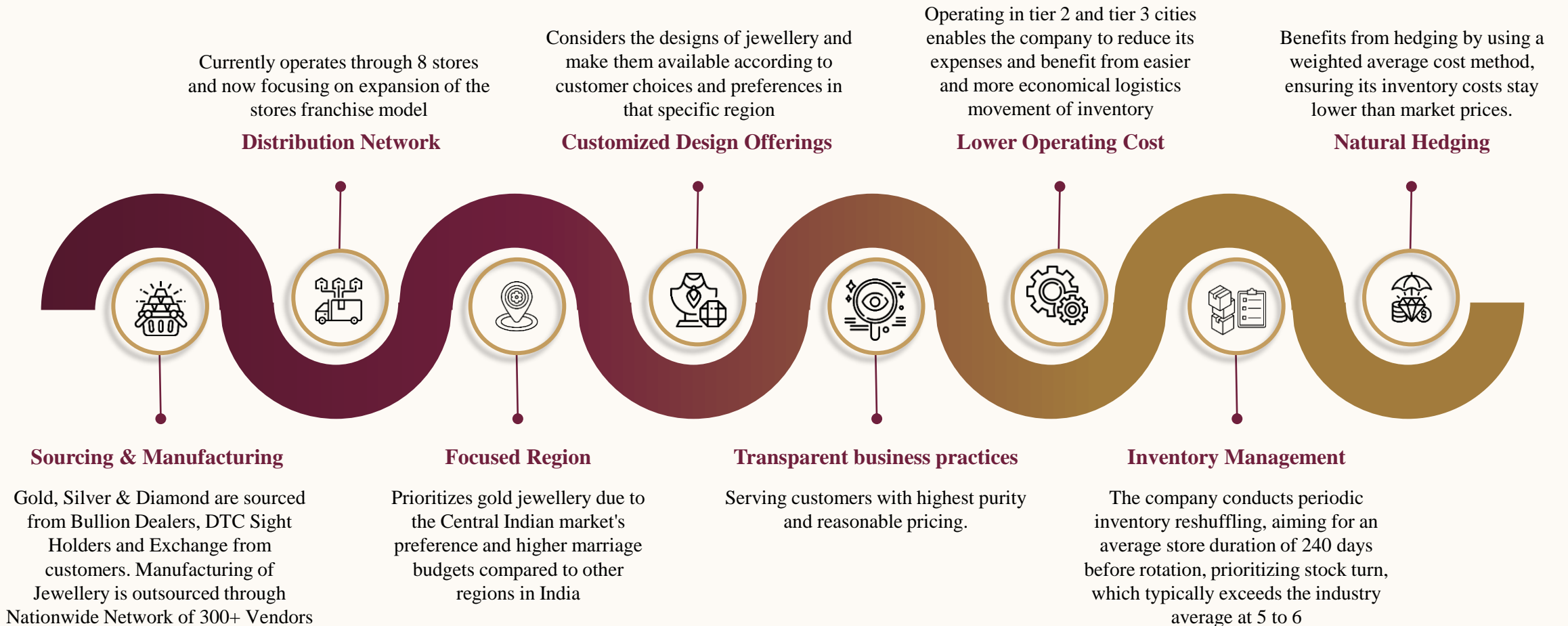
Bangles

Nose Rings

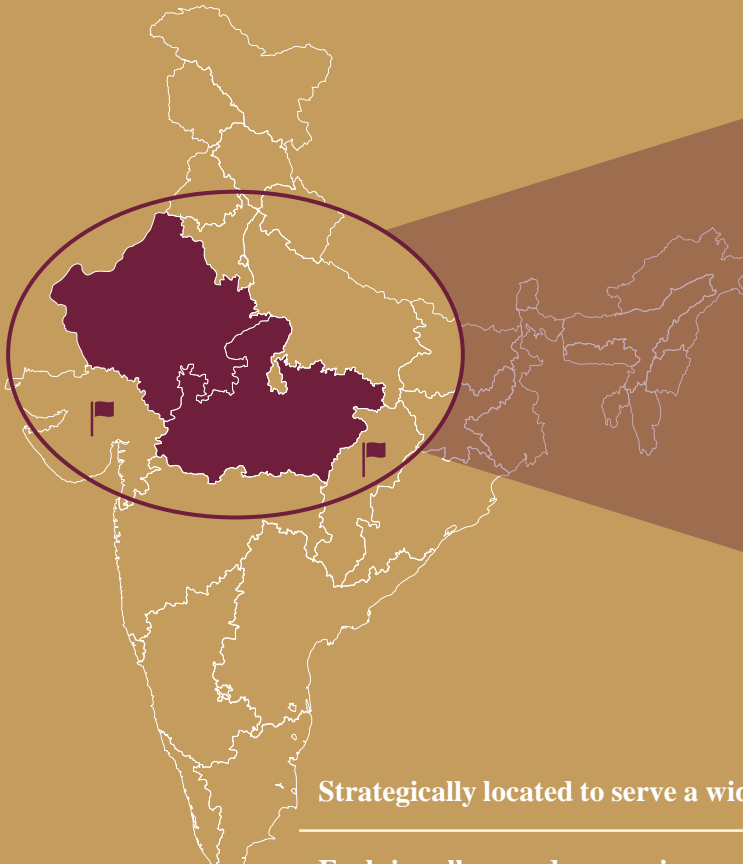
Mangal sutra



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 (2<sup>nd</sup> 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

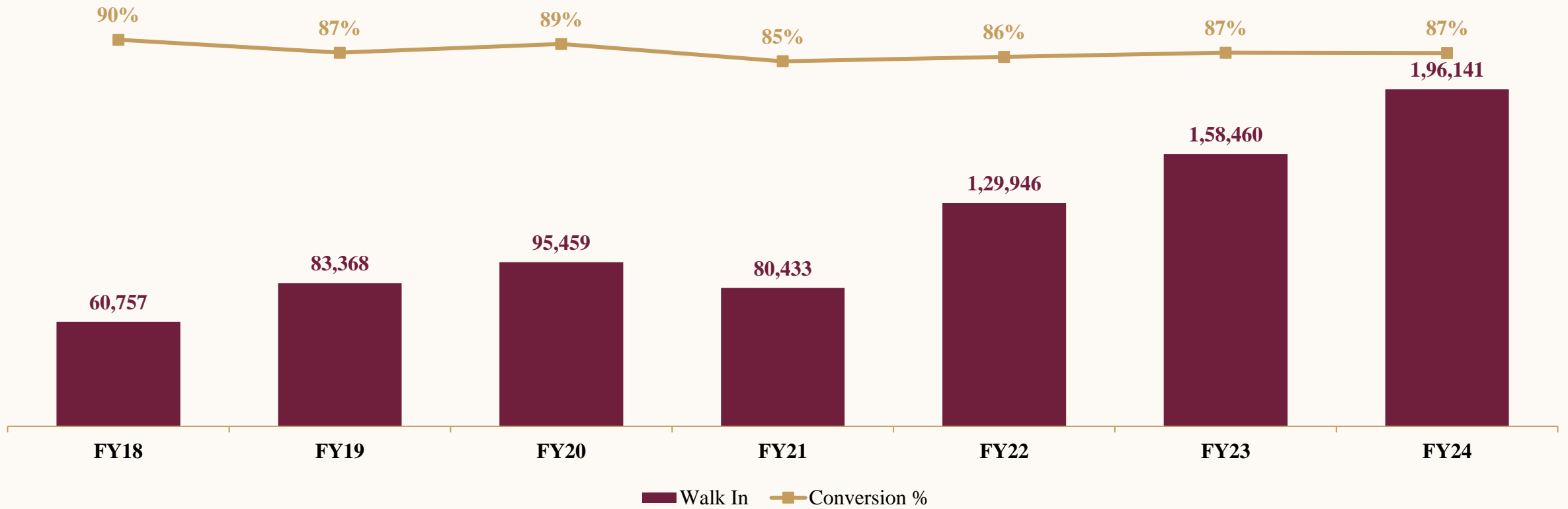
### 7 KOTA (RAJ.)

- 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

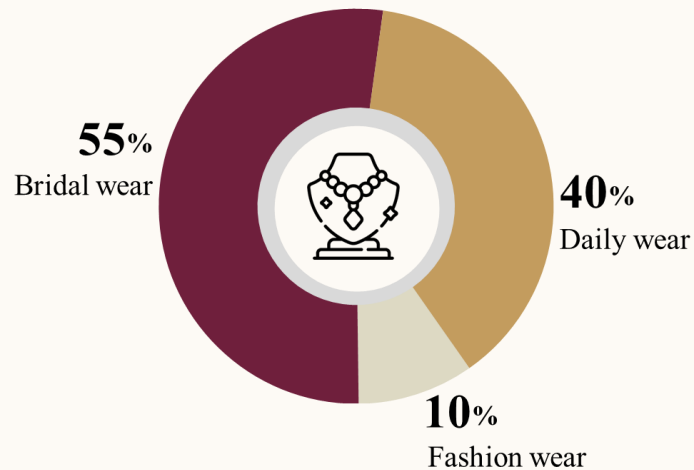


# Industry Overview

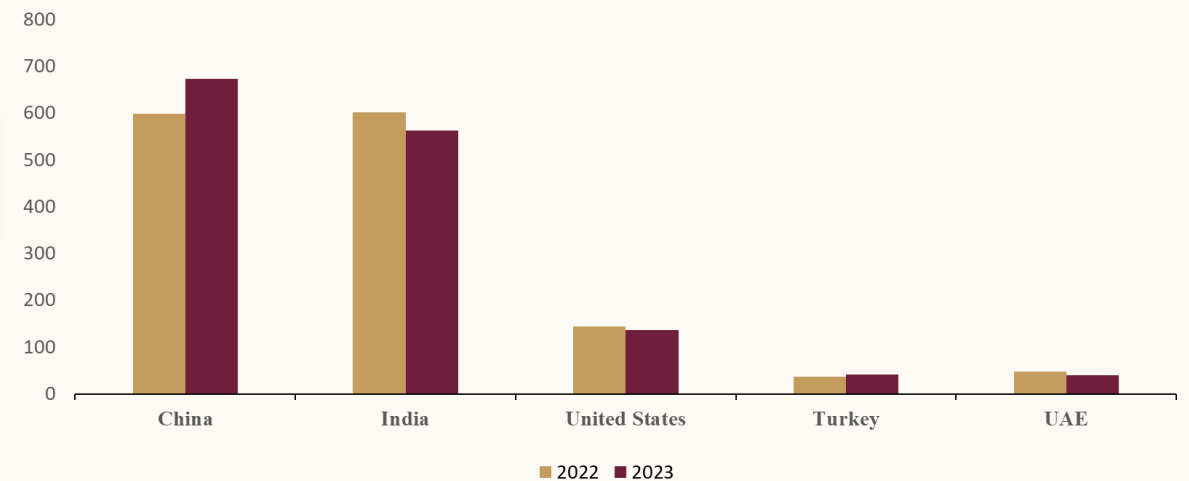


- Compared to global counterparts, **India emerges as the top revenue generator in the jewellery market**, forecasting a robust revenue of **US\$81 billion in 2024** and is **expected to achieve an annual growth rate of 4.59% from 2024 to 2028**
- India, renowned as the world's **second-largest consumer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

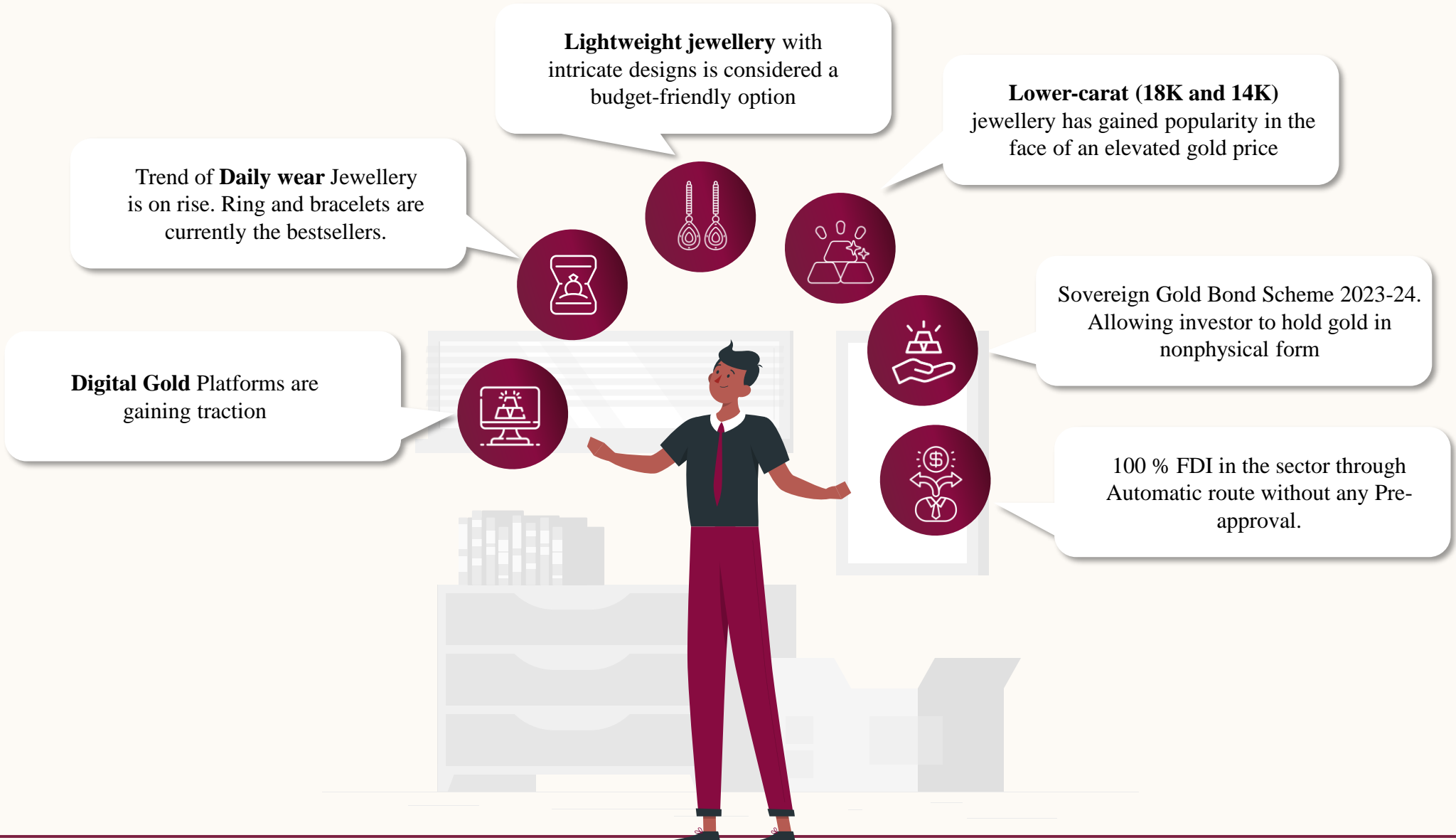


## Top five countries' annual gold jewellery demand, tonnes





# Key Market Trends





# Business Highlights





## 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



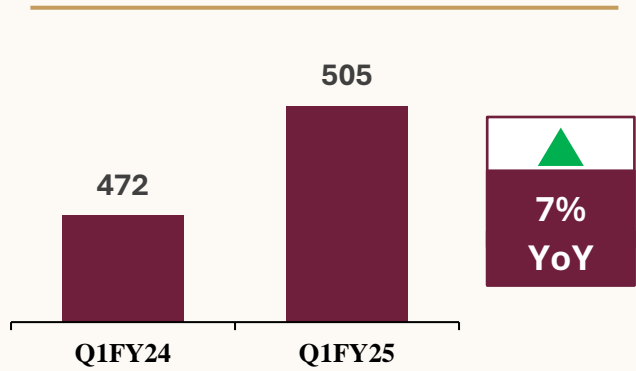
# Financial Highlights



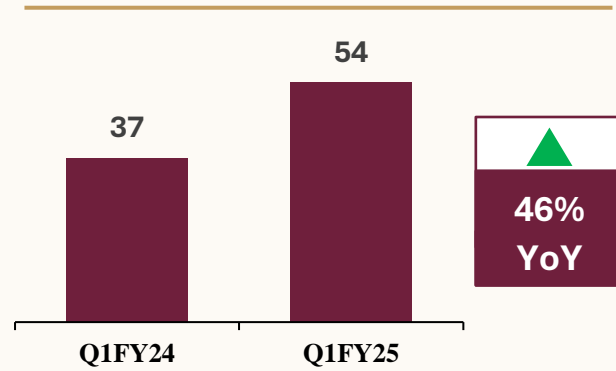
# Financial Snapshot



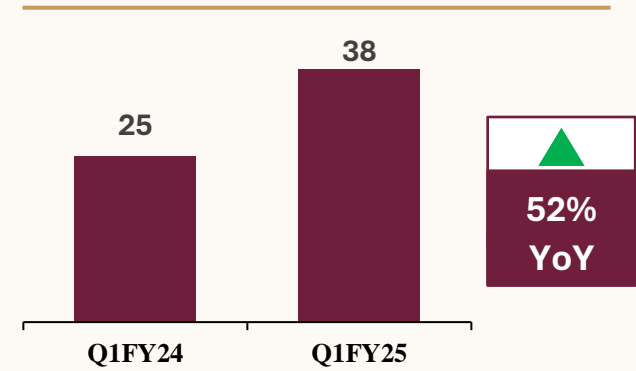
### Revenue (₹ CR)



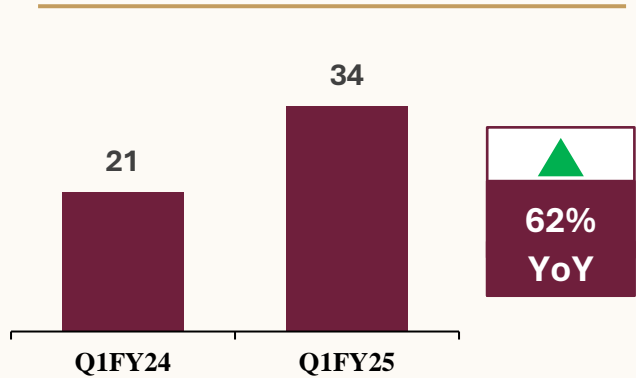
### Gross Profit (₹ CR)



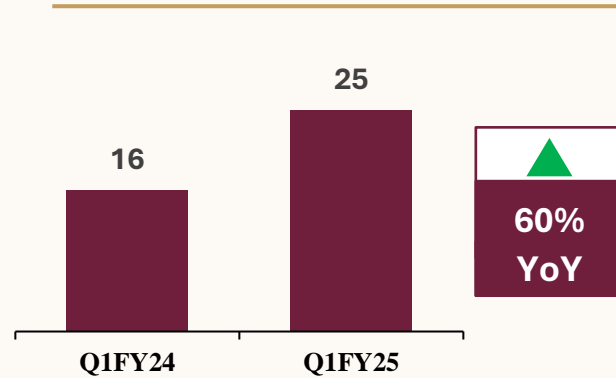
### EBITDA (₹ CR)



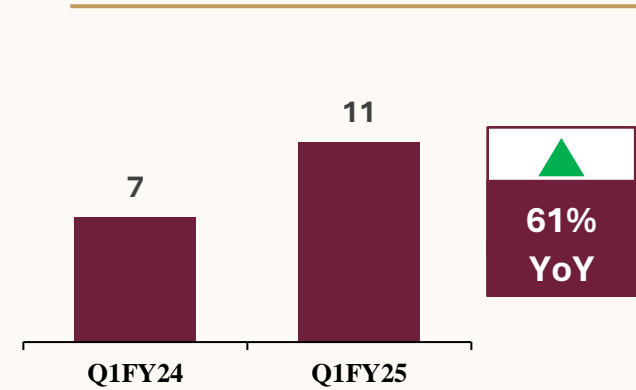
### Profit Before Tax (₹ CR)



### 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
<b>Total Income</b>	<b>504.7</b>	<b>556.9</b>	<b>471.5</b>	<b>2,340.4</b>
Total Expenditure	466.4	532.5	446.2	2,239.8
<b>EBITDA</b>	<b>38.3</b>	<b>24.4</b>	<b>25.3</b>	<b>100.6</b>
<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
<b>Profit Before Tax</b>	<b>33.7</b>	<b>22.5</b>	<b>20.8</b>	<b>83.4</b>
<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
<b>Profit After Tax</b>	<b>25.1</b>	<b>16.2</b>	<b>15.6</b>	<b>61.9</b>
<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

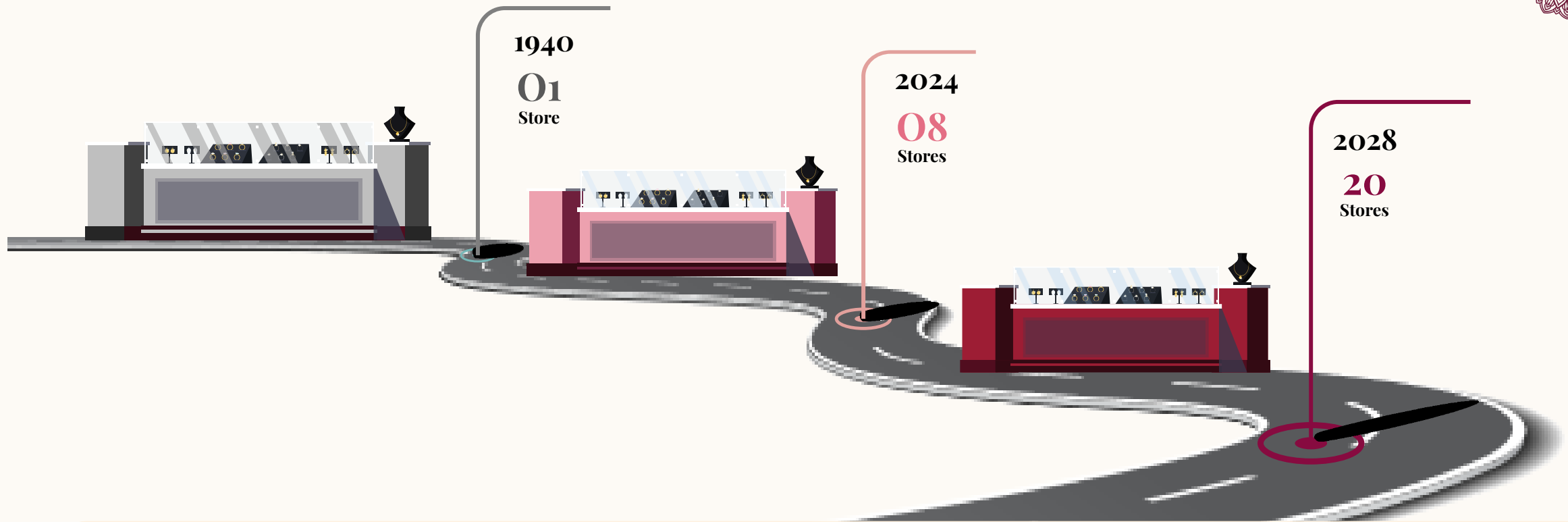
Focus on penetrating new geographical areas while strengthening presence in existing markets.



## 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

 **D.P. Abhushan**

Ms Aashi Neema

Company Secretary & Compliance Officer

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