
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

May 2024 | FY24



www.dpjewellers.com

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Management Commentary

DP



Mr. SANTOSH KATARIA

Chairman and Managing Director

“ We are pleased to announce that the Company has delivered exceptional performance in Q4 FY24, largely due to a thriving wedding season that has significantly bolstered our revenue growth. This year marks a significant turning point for D.P. Abhushan Limited.

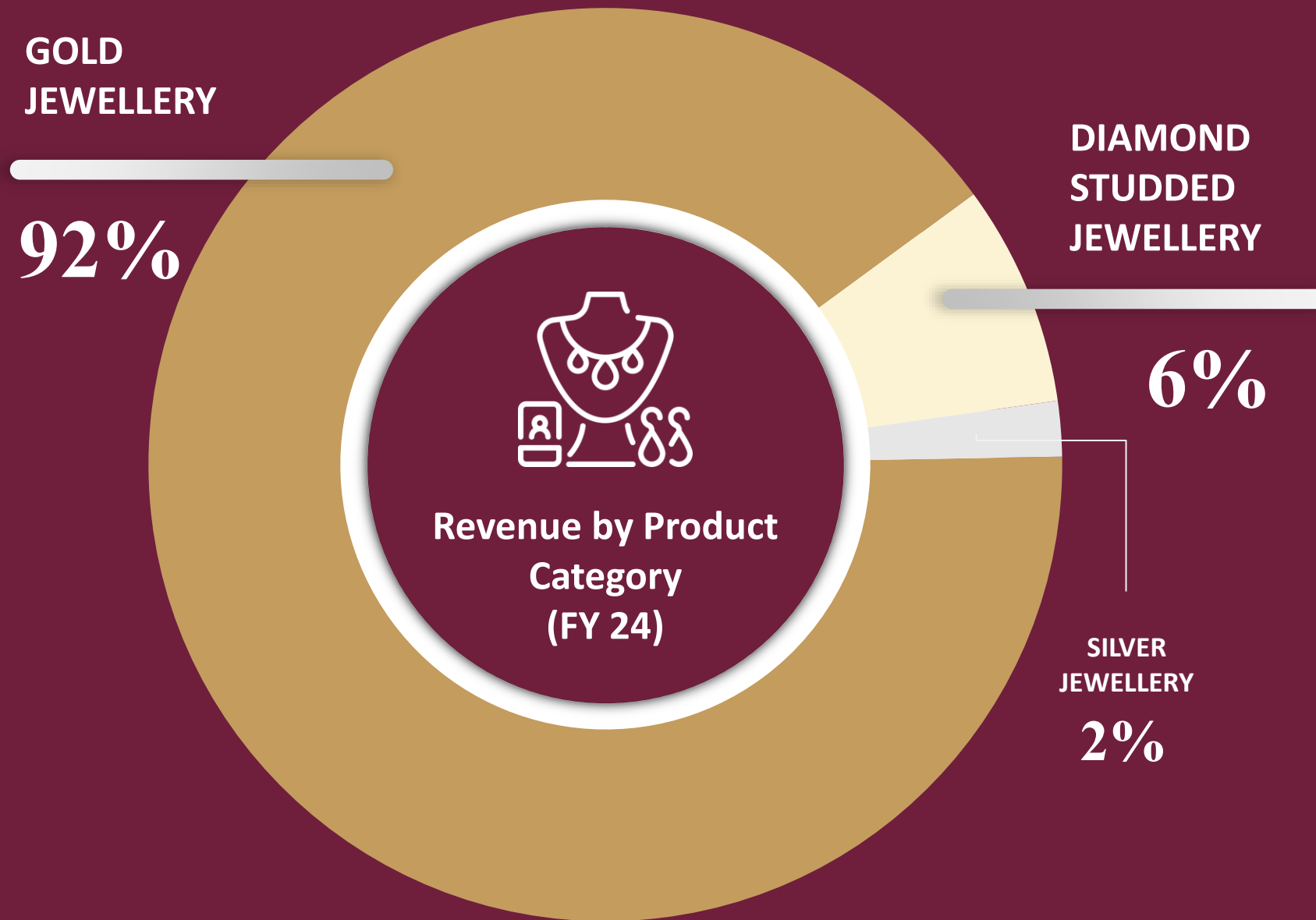
In line with our ambitious expansion plans, we have initiated the construction of new showrooms in **Ratlam, Madhya Pradesh, and Ajmer, Rajasthan**, reinforcing our commitment to the roots and the community that have been pivotal to our success. Additionally, to support our pan-India expansion strategy, we will be issuing **Preferential Equity shares and Equity Warrants**. The funds to be raised will be instrumental in fuelling our growth, expanding our store network across the country, and strengthening our financial position.

I am proud to highlight that **D.P. Abhushan's debut on the Bombay Stock Exchange** is a pivotal achievement in our journey that enhances our market visibility and is anticipated to foster shareholder value, reflecting our commitment to the company's prosperity and stakeholder trust.

Overall, FY24 has been a year of strategic growth and milestones for D.P. Abhushan Limited, as we continue to shine in the jewellery retail sector and remain committed to excellence and customer satisfaction



D.P. Abhushan at a Glance



80+ Years
Since Formation



8
Locations



500+
Human Assets



92-96%
Gold Purity



85-95%
Footfall conversion ratio



25 Lac+
Families Associated

Contents

- ✦ Company overview
- ✦ Market Opportunity
- ✦ FY23-24 Highlights
- ✦ Performance Highlights
- ✦ Way Forward





Company Overview



Introduction to D. P. Abhushan : A Brief History

LEGAL STRUCTURE

Originally a partnership firm, converted into a limited company in 2017 under the Company Act 2013

SUCCESSION

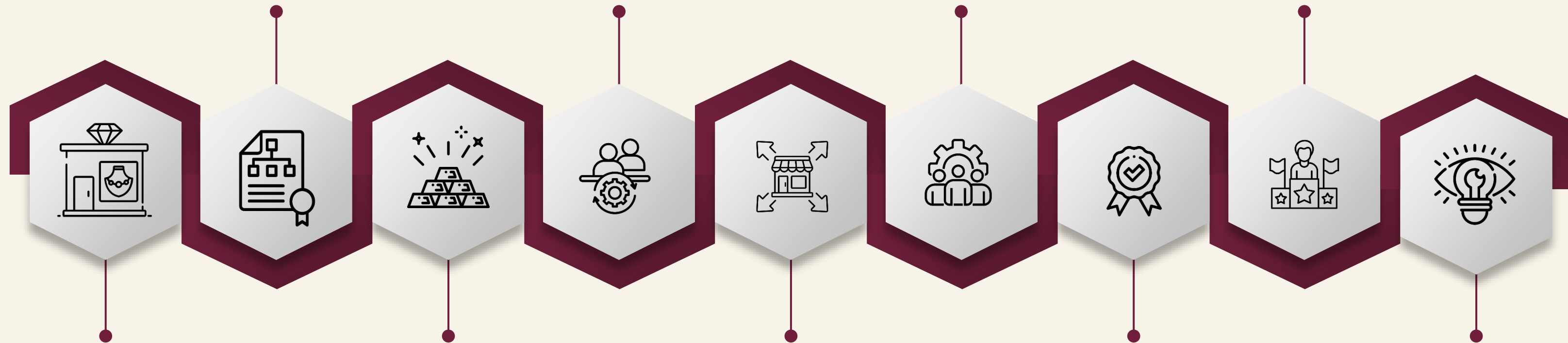
Leadership transition from Late Shri Dhulchand Ji Kataria to Late Shri Panna Lal Ji Kataria, ensuring the continuity of values like purity and transparency

MANAGEMENT

Under the guidance of Late Shri Manhorlal Ji Kataria and Shri Ratanlal Ji Kataria, and now led by Shri Santosh Ji Kataria, Shri Vikas ji Kataria and Shri Anil Ji Kataria, skillful management has been the hallmark

CORE VALUES

Commitment to fair and transparent business practices, contributing to market leadership in all areas of operation.



ESTABLISHMENT

D.P. Jewellers, a venture of D.P. Abhushan Ltd., originated in 1940 in Ratlam, Madhya Pradesh

FOUNDER'S LEGACY

Late Shri Dhulchand Ji Kataria, renowned for his vision and efforts in establishing Ratlam as the "Gold City" of India.

EXPANSION

Over 83 years, evolved into a retail chain with branches in Ratlam, Indore, Udaipur, and other cities.

CUSTOMER TRUST

Acknowledged as the most trustworthy and honest jewellers, catering to a loyal global customer base.

VISION

Preserving tradition while redefining D.P. Jewellers as 'Definitely Promising Jewellers' under the dynamic leadership of the younger generation

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 and 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 and 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 and 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

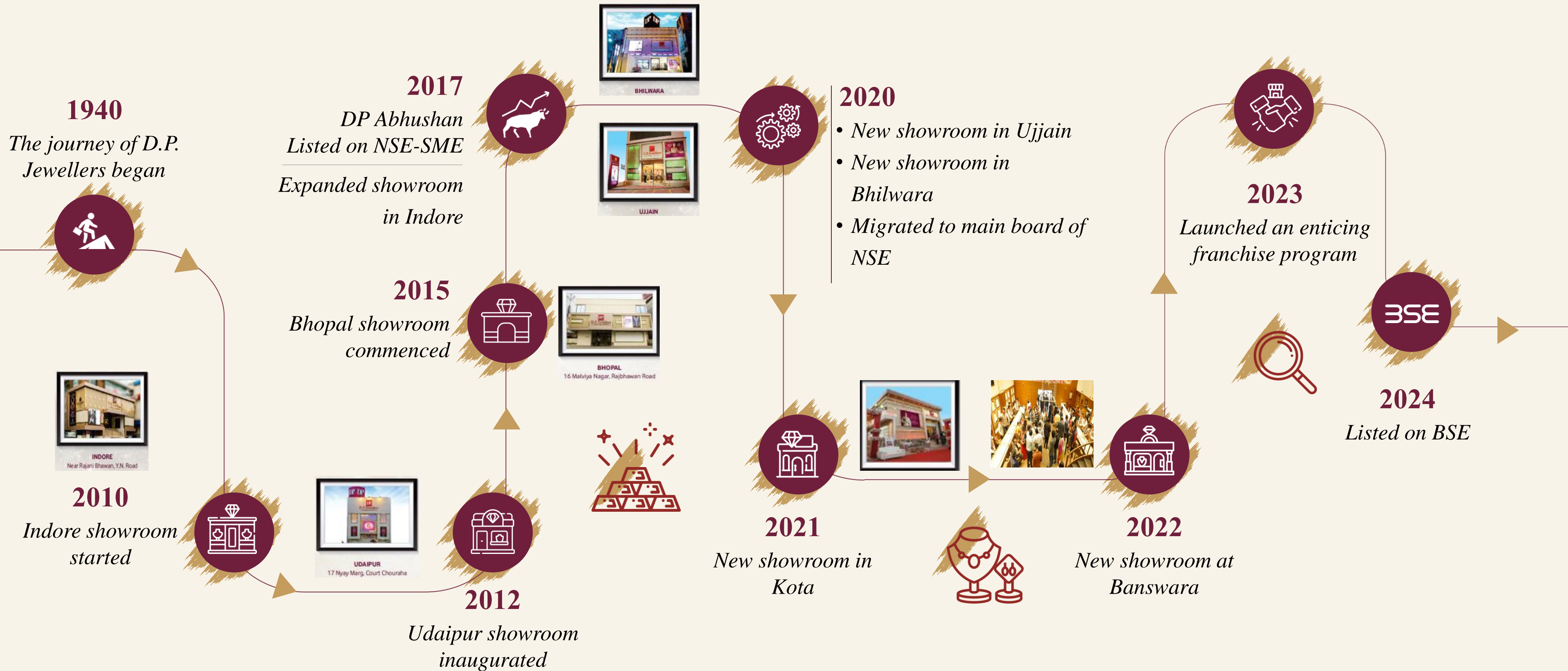
Women Independent Director



Ms. RENU KATARIA

Non-executive Director

Journey & Milestones



Proud moments

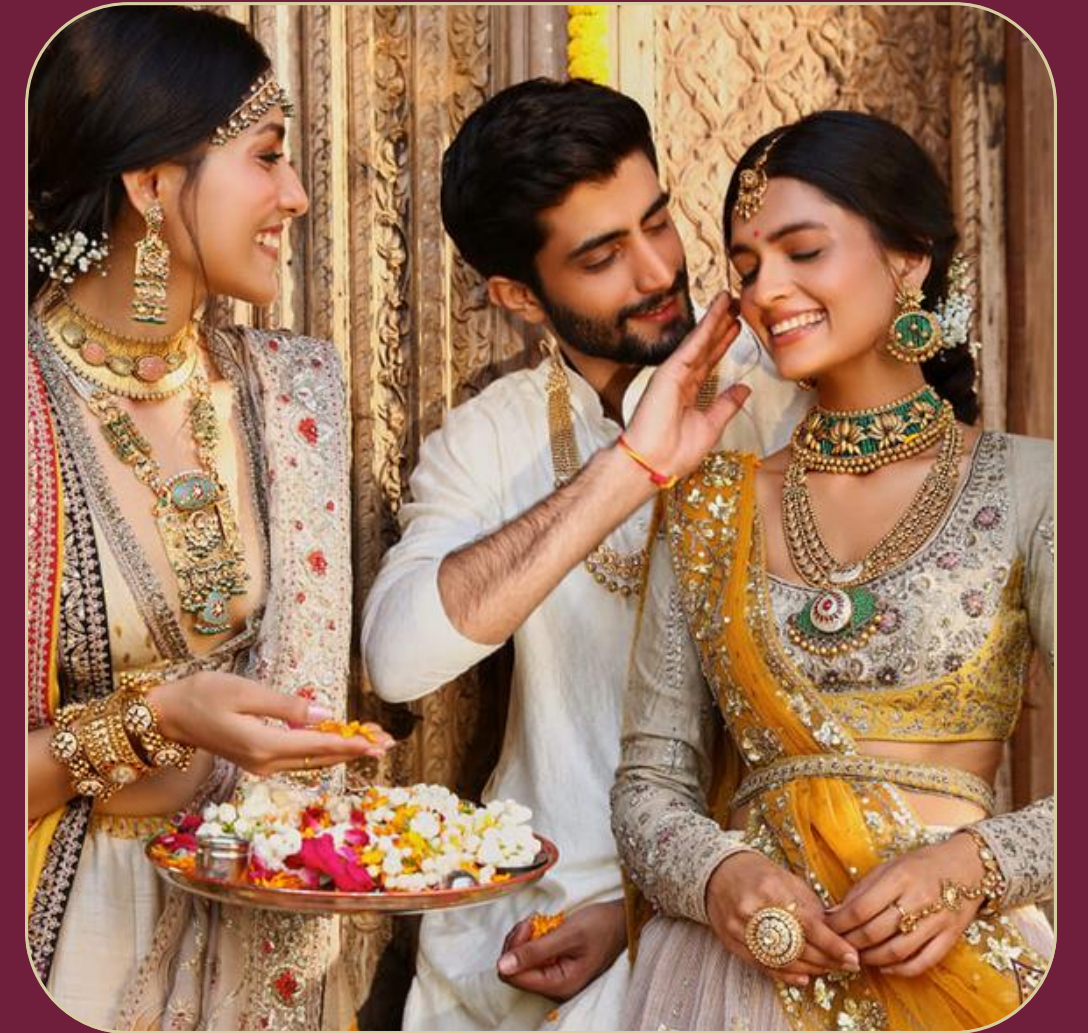
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Ratlam acclaimed
and awarded
“India’s Gold City”

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



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

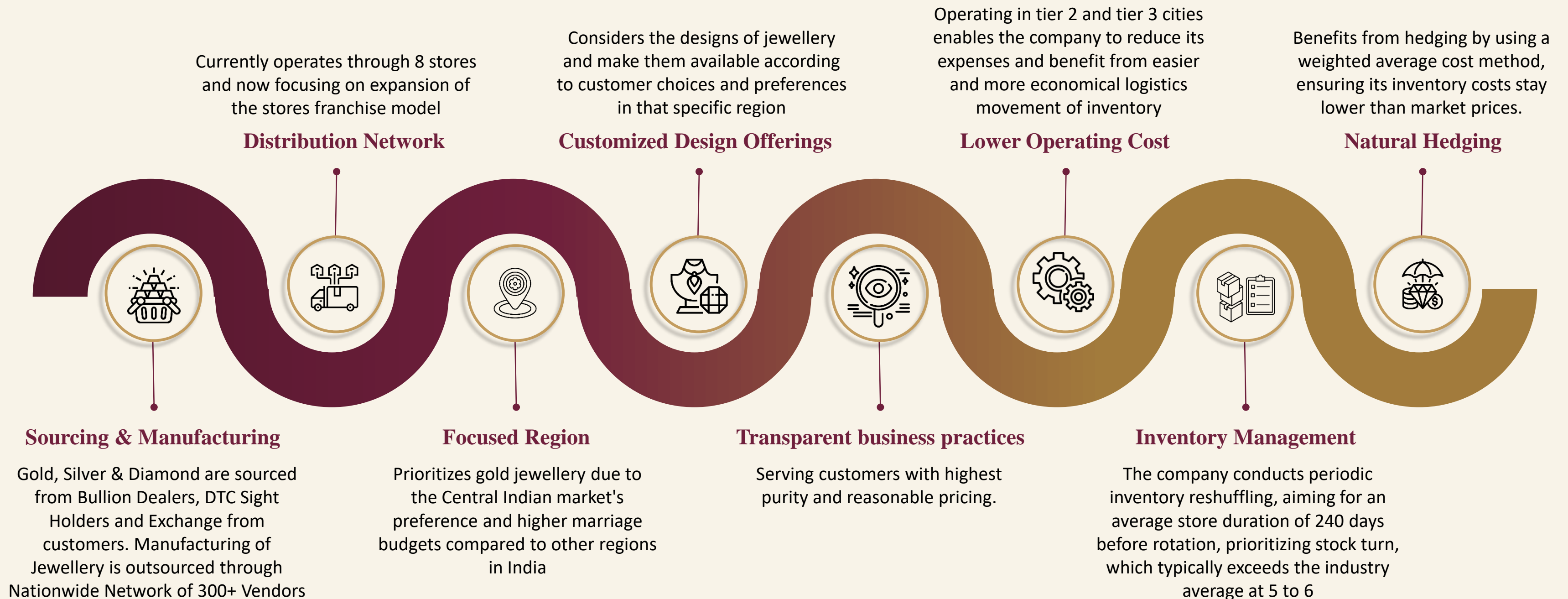
Earrings

Nose Rings

Mangal sutra

Business Model

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



1 RATLAM (M.P.)

- Since 1940
- Store Size 2,100 sq. ft
- Rented Premise
- Turnover FY24: ₹663 cr

2 INDORE (M.P.)

- Opened in 2010 and Expanded in 2017
- Store Size 15,000 sq. ft
- Owned Premise
- Turnover FY24: ₹573 cr

3 UDAIPUR (RAJ.)

- Opened in April 2012
- Store Size 5,054 sq. ft
- Rented Premise
- Turnover FY24: ₹278 cr

4 BHOPAL (M.P.)

- Opened in May 2015
- Store Size 6,000 sq. ft
- Rented Premise
- Turnover FY24: ₹238 cr

5 UJJAIN (M.P.)

- Opened in August 2020
- Store Size 2,120 sq. ft
- Rented Premise
- Turnover FY24: ₹217 cr

6 BHILWARA (RAJ.)

- Opened in October 2020
- Store Size 4,000 sq. ft
- Rented Premise
- Turnover FY24: ₹90 cr

7 KOTA (RAJ.)

- Opened in January 2021
- Store Size 2,830 sq. ft
- Rented Premise
- Turnover FY24: ₹207 cr

8 BANSWARA (RAJ.)

- Opened in January 2022
- Store Size 3,363 sq. ft
- Rented Premise
- Turnover FY24: ₹75 cr

★ NEW SHOWROOMS

Ratlam, Madhya Pradesh (2nd showroom)

Ajmer, Rajasthan

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

Plans to Expand in Tier 2 & 3 Cities of Gujarat and Chattisgarh in upcoming 5 years.

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





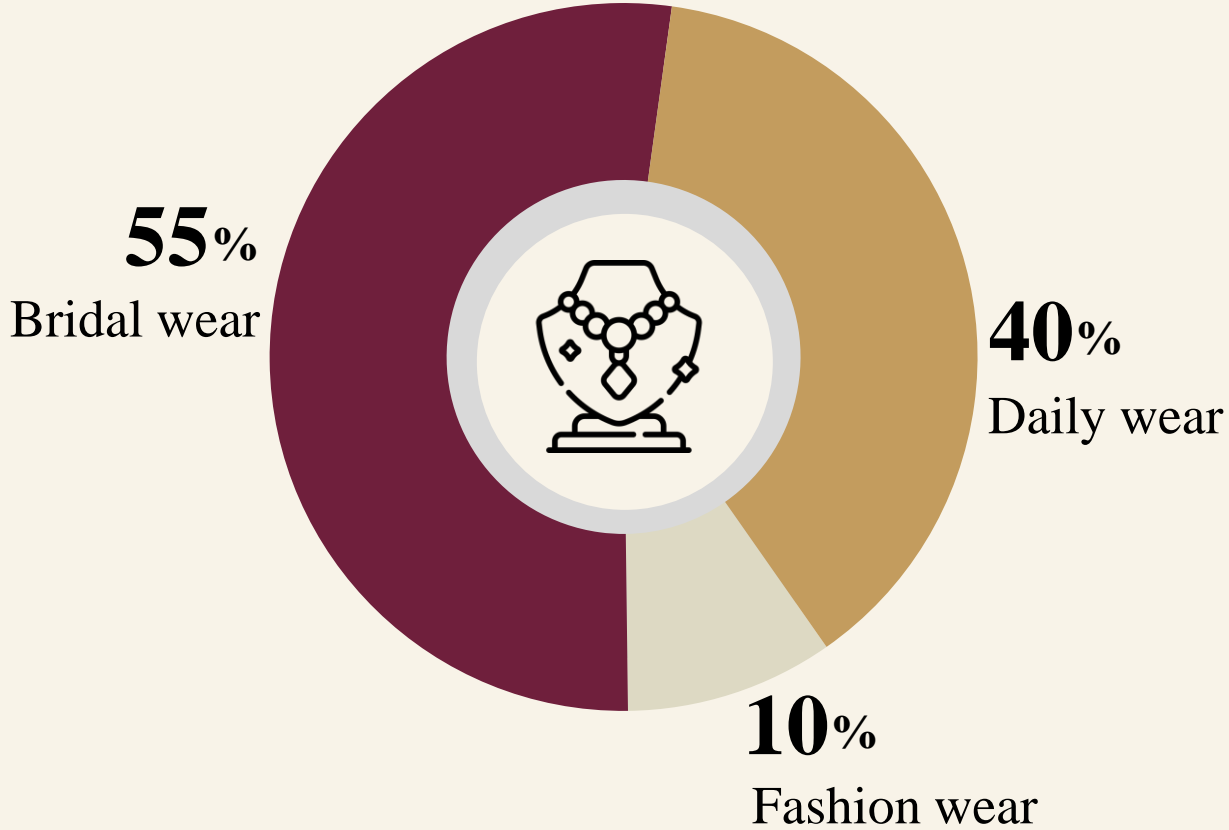
Market Opportunity



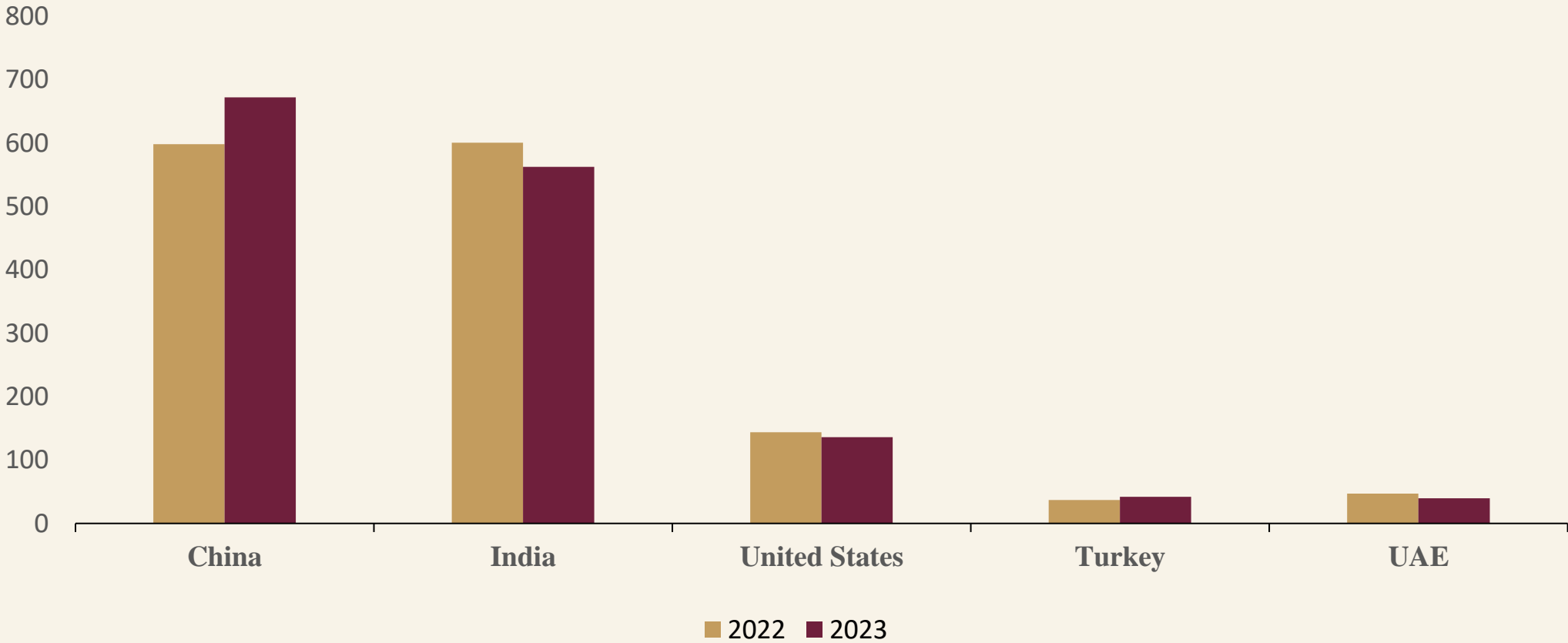
Industry Overview

- 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

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





FY23-24

Highlights



Marketing and Promotion Strategies



83

DP

EXCLUSIVE JEWELLERY EXHIBITION

08 09 10 Sept. 2023

प्रातः 10.00 बजे से रात 9.00 बजे तक

होटल राज पैलेस, नीमच

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

100% BIS HUID HALLMARKED IGI

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D.P. Jewellers

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138, चाँदनी चौक, रतलाम (07412-408900



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शुभ अवसर के लिए चुनें
श्रेष्ठ आभूषण

परिणय

वैवाहिक ज्वेलरी एक्जिबिशन

20 से 30 सितंबर 2023

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D.P. Jewellers

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56, नगर परिषद, राजेन्द्र मार्ग, भीलवाड़ा
(01482-237999

शुरुआत रविवार को भी आपकी सेवा में

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

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D.P. Jewellers Presents

DP

Jewellery World

A COLLECTION NEVER SEEN BEFORE

7th & 8th Oct. 2023

श्रीजी पैलेस, बरबड़ रोड, रतलाम

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OUR BRANCHES : RATLAM | INDORE | UDAIPUR | BHOPAL | UJJAIN | BHILWARA | KOTA | BANSWARA

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'नमस्ते गंज बासौदा'

स्वर्ण नगरी रतलाम के सर्वश्रेष्ठ आभूषण अब आपके नगर में

DP

EXCLUSIVE JEWELLERY EXHIBITION & SALE

23 24 Dec. 2023

10.00 am to 9.00 pm

होटल योगेश्वरी

सुंघरू गार्डन, ल्योदा रोड, गंज बासौदा (म.प्र.)

आप सादर आमंत्रित है।

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'नमस्ते अजमेर'

रतलाम के शुद्ध एवं सर्वश्रेष्ठ आभूषण अजमेर में

DP

EXCLUSIVE JEWELLERY EXHIBITION & SALE

09 10 11 Dec. 2023

10.00 am to 9.00 pm

HOTEL CROSS LANE

Near City Power House, Jaipur Rd., Ajmer

आप सादर आमंत्रित है।

DP

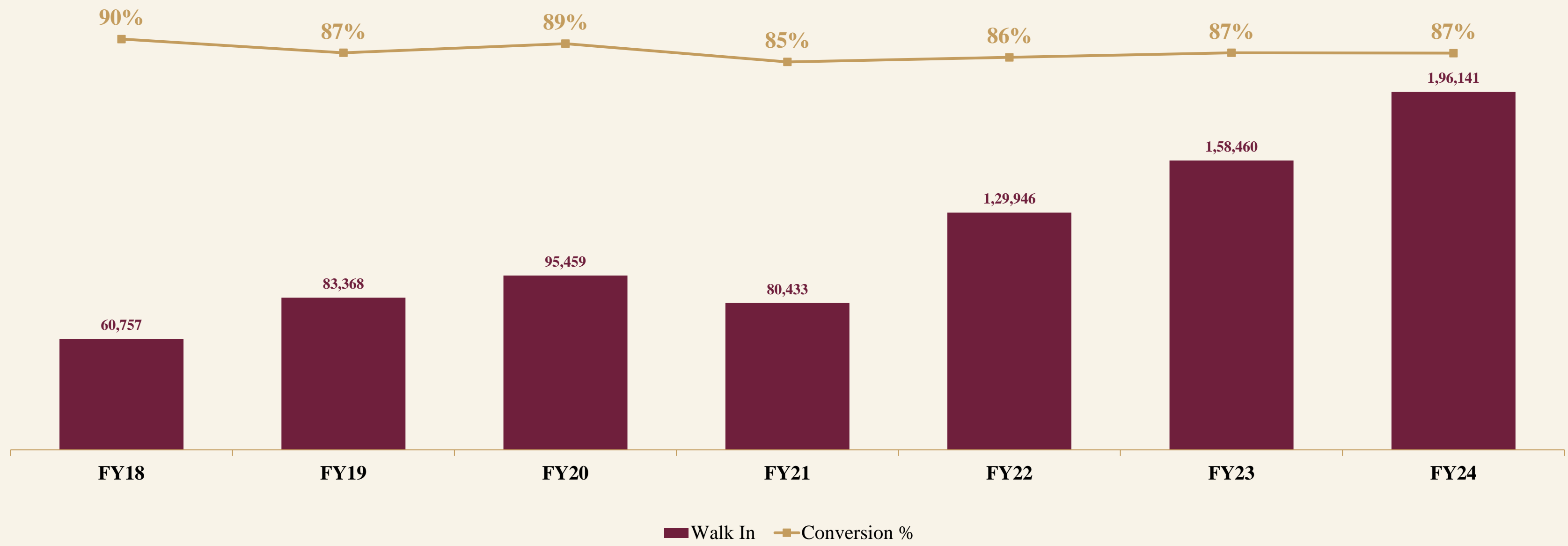
D.P. Jewellers

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100% BIS HUID HALLMARKED

Standing Tall as Leaders in Footfall to Conversion Ratio



Strategic Expansions

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 square feet, with 8,000 square feet 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, with a constructed area of 6000 sq ft.
- Opening of Ajmer showroom expected soon, offering diverse range of exquisite jewellery collections.

BSE Listing ((Under Direct Listing Category))



- Listed on the Bombay Stock Exchange (BSE) on **15th April 2024**
- The listing ceremony took place at the **BSE International Convention Hall in Mumbai, Maharashtra.**
- The event was attended by notable figures from the gems & jewellery industries and capital markets
- Chief Guest: **Shri Atul Save, Minister of Housing of Maharashtra**
- Guests of Honour: **Mr. Pruthvi Raj Kothari (Chairperson of IBJA), Mr. Vipul Shah (Chairperson of GJEPC), and Mr. Saiyam Mehra (Chairperson of GJC)**
- The BSE listing marks a significant milestone for D. P. Abhushan Limited, **highlighting its strong performance and growth prospects**
- The company aims to leverage the listing to **enhance its market position and create value for shareholders.**

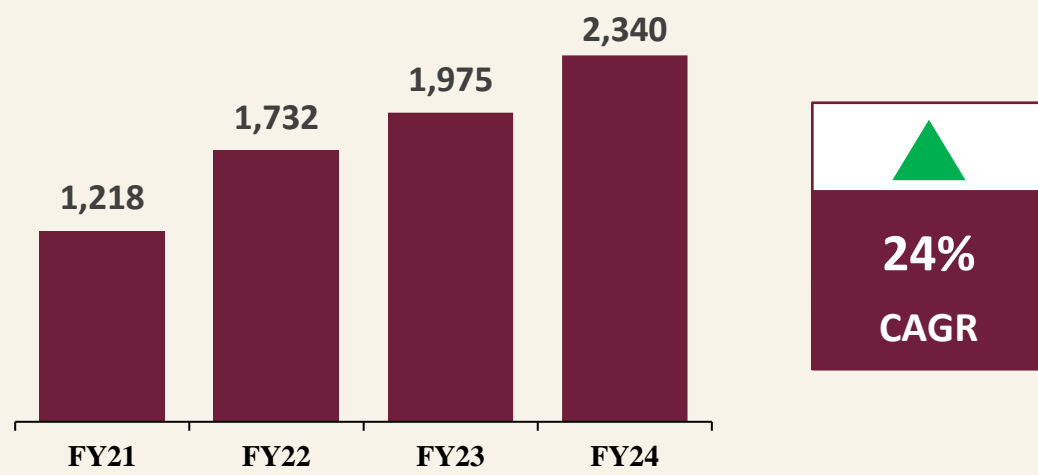


Performance Highlights

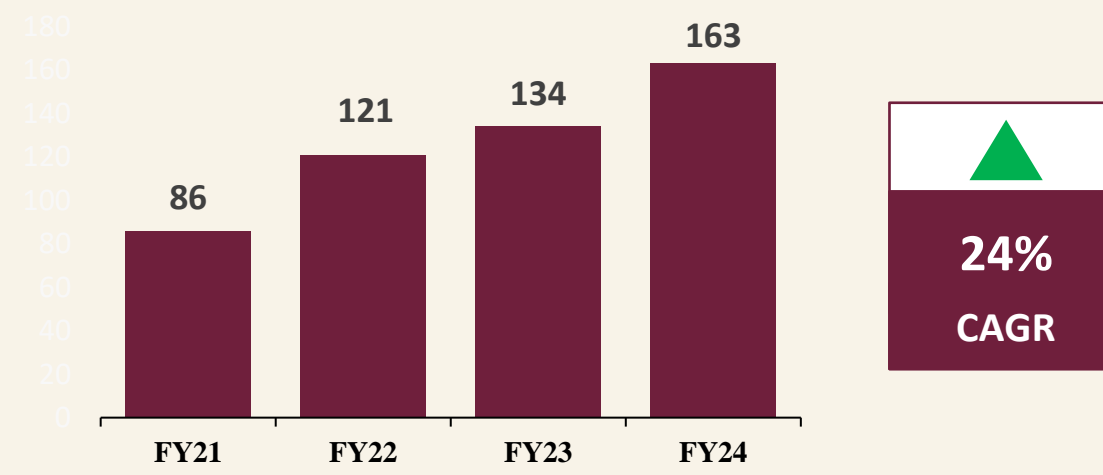


Financial Snapshot

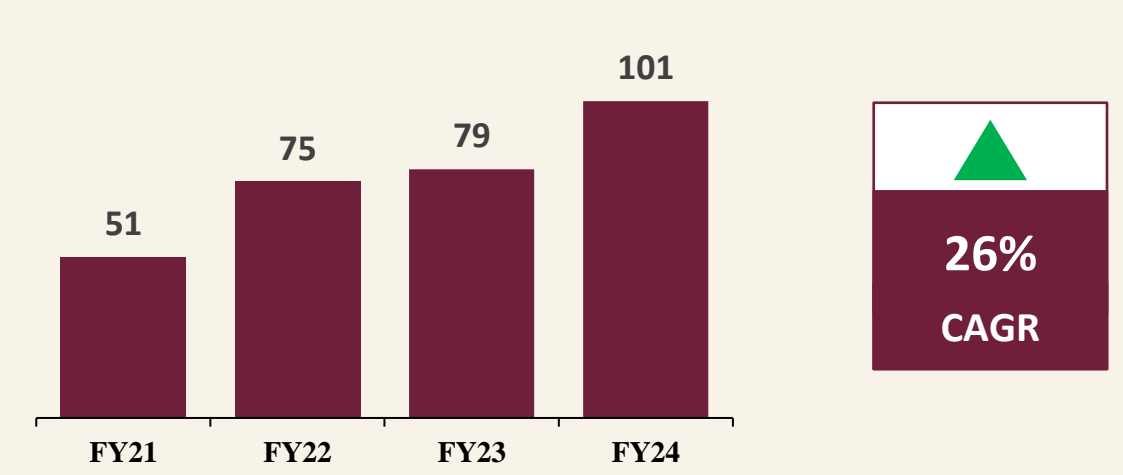
Revenue (₹ CR)



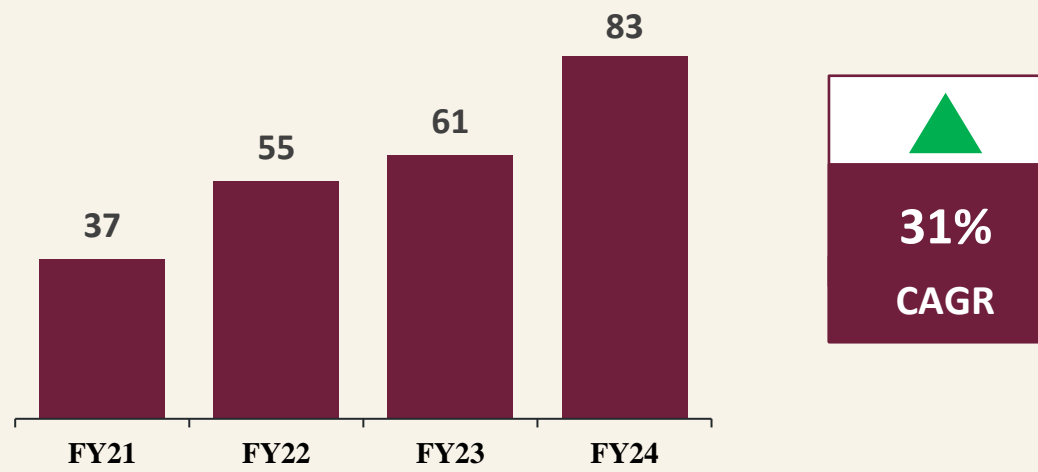
Gross Profit (₹ CR)



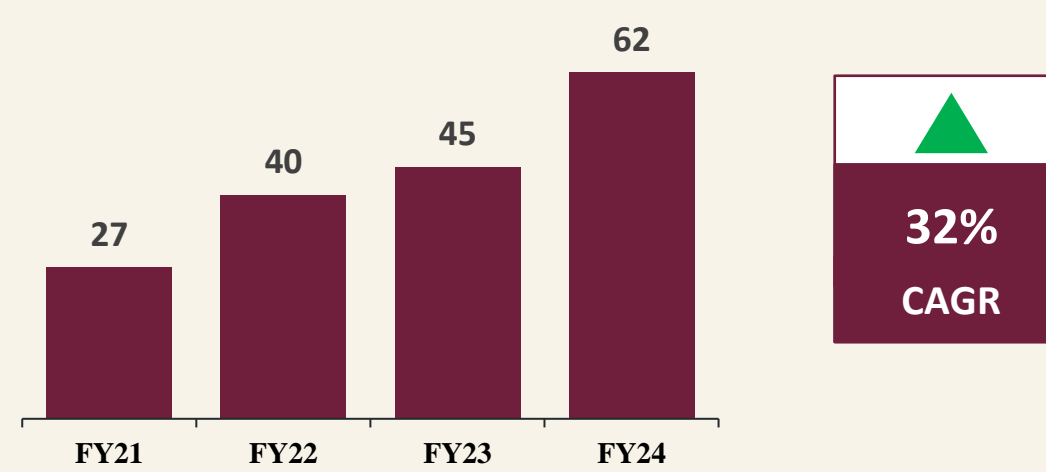
EBITDA (₹CR)



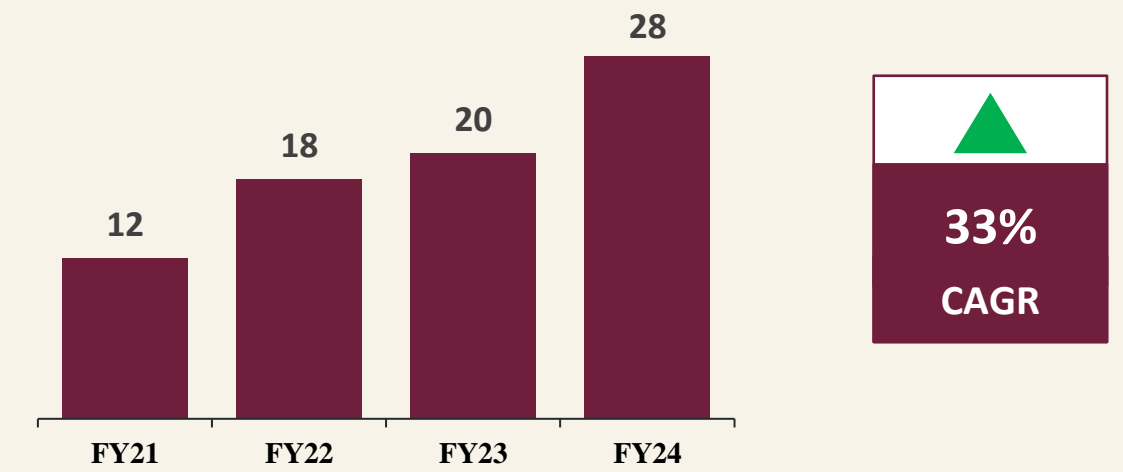
Profit Before Tax (₹CR)



Profit After Tax (₹CR)

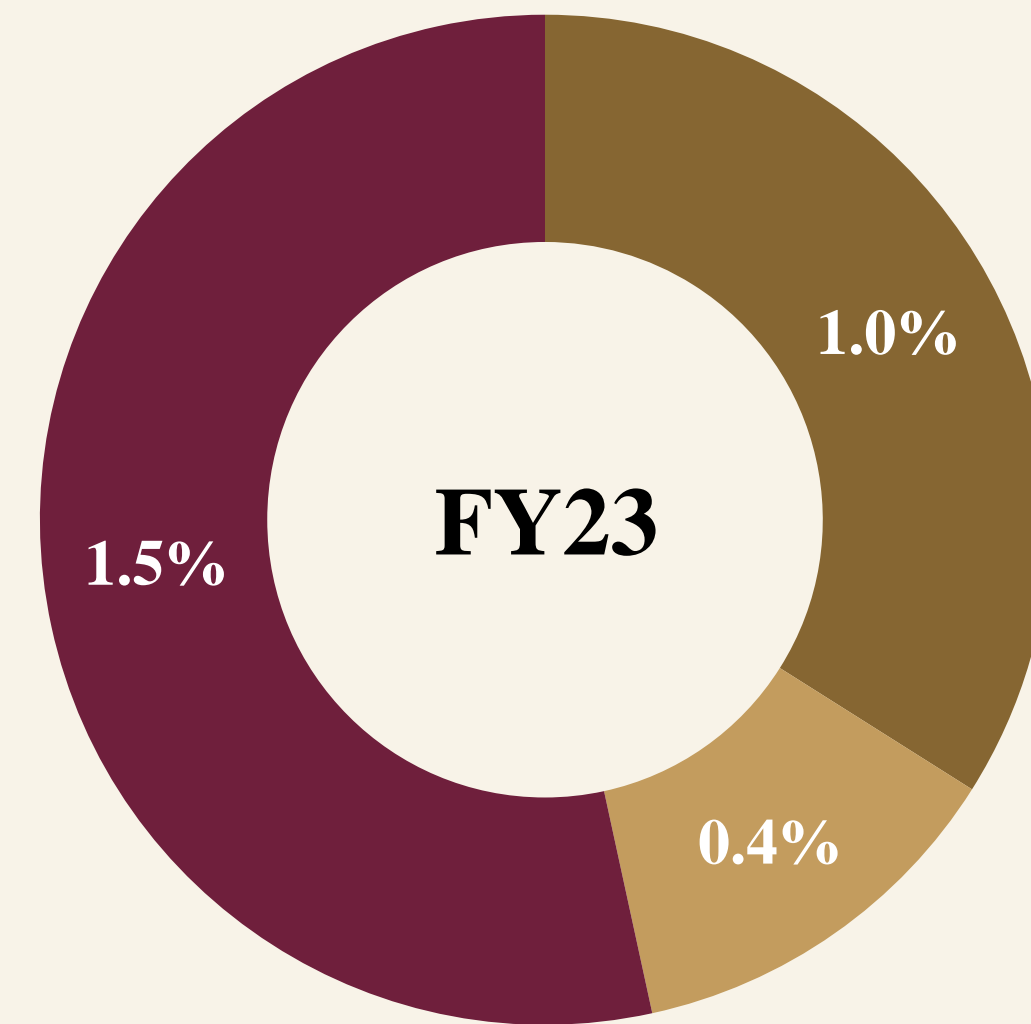
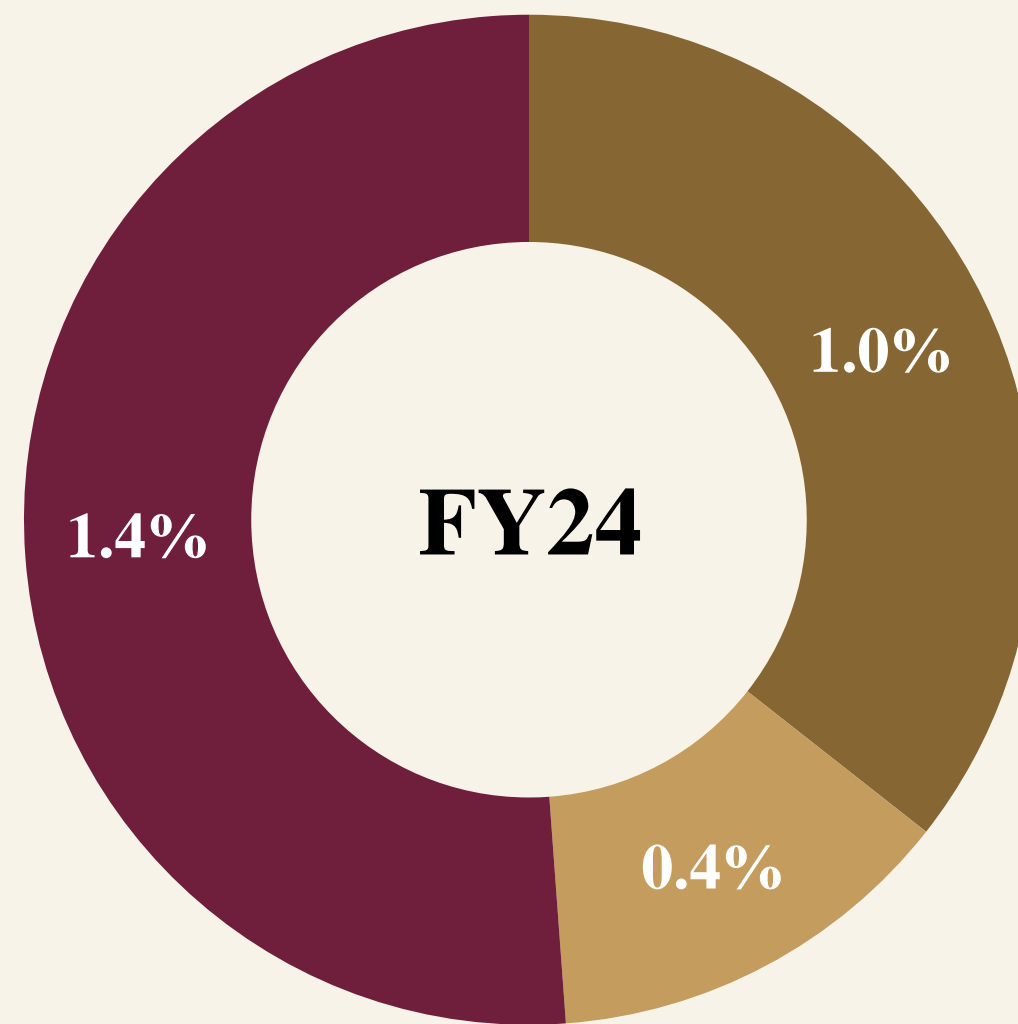


EPS (₹)



Cost Efficiency

Operational Costs as % of Revenue



■ Employee Benefit Expenses ■ Advertisement Expenses ■ Other Expenditures

Store Metrics

Average Sales Per Sq. ft. – Store wise (₹ Crores)	FY24	FY23	YoY Growth
Ratlam	663	558	▲ 19%
Indore	573	469	▲ 22%
Bhopal	278	221	▲ 26%
Ujjain	238	205	▲ 16%
Udaipur	217	174	▲ 25%
Bhilwara	90	83	▲ 9%
Kota	207	193	▲ 7%
Banswara	75	72	▲ 4%

Income Statement

In ₹ Crores	Q4 FY24	Q3 FY24	Q4 FY23	FY24	FY23
Total Income	556.9	765.7	384.7	2,340.4	1,975.4
Total Expenditure	532.5	736.7	374.3	2,239.8	1,898.6
EBITDA	24.4	29.0	10.4	100.6	76.8
<i>EBITDA Margin</i>	<i>4.4%</i>	<i>3.8%</i>	<i>2.7%</i>	<i>4.3%</i>	<i>3.9%</i>
Depreciation	1.4	1.5	1.4	5.6	4.9
Finance Cost	0.5	5.3	2.8	11.6	11.2
Profit Before Tax	22.5	22.3	6.2	83.4	60.6
<i>PBT Margin</i>	<i>4.0%</i>	<i>2.9%</i>	<i>1.6%</i>	<i>3.6%</i>	<i>3.1%</i>
Tax	6.3	5.6	1.7	21.5	15.3
Profit After Tax	16.2	16.7	4.5	61.9	45.3
<i>PAT Margin</i>	<i>2.9%</i>	<i>2.2%</i>	<i>1.2%</i>	<i>2.6%</i>	<i>2.3%</i>

Balance Sheet

Particulars (₹ crores)	FY24	FY23	Particulars (₹ crores)	FY24	FY23
<u>Equity and Liabilities</u>			<u>Assets</u>		
Share Capital	22.3	22.3	<u>Non-current assets</u>		
Reserves and Surplus	216.5	158.8	Property, plant and equipment	37.7	37.6
Total Equity	238.8	181.1	Right to Use Assets	10.4	11.2
<u>Non-current liabilities</u>			Other Intangible assets	0.3	0.0
Long term borrowing	3.5	19.8	Capital Work in progress	0.5	
Lease Liability	10.2	8.2	Other Financial assets	0.7	0.7
Deferred tax liabilities (net)	0.7	1.1	Other non current assets	0.5	0.2
Long term provision	1.1	0.8			
Total non-current liabilities	15.5	30.0	Total non-current assets	50.2	49.7
<u>Current Liabilities</u>			<u>Current assets</u>		
Short term borrowing	156.9	95.9	Inventories	454.5	346.2
Lease Liability	2.2	2.6	Trade receivables	0.6	0.7
Trade payable	72.2	63.0	Cash and bank equivalents	29.2	5.0
Other financial liabilities	2.1	1.8	Others	0.6	0.6
Other current liabilities	47.8	34.4	Other current assets	2.3	7.0
Current Tax liabilities (Net)	0.8	0.0			
Short term provision	1.1	0.5	Total current assets	487.2	359.5
Total current liabilities	283.1	198.2			
Total Equity and Liabilities	537.4	409.2	Total Assets	537.4	409.2



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

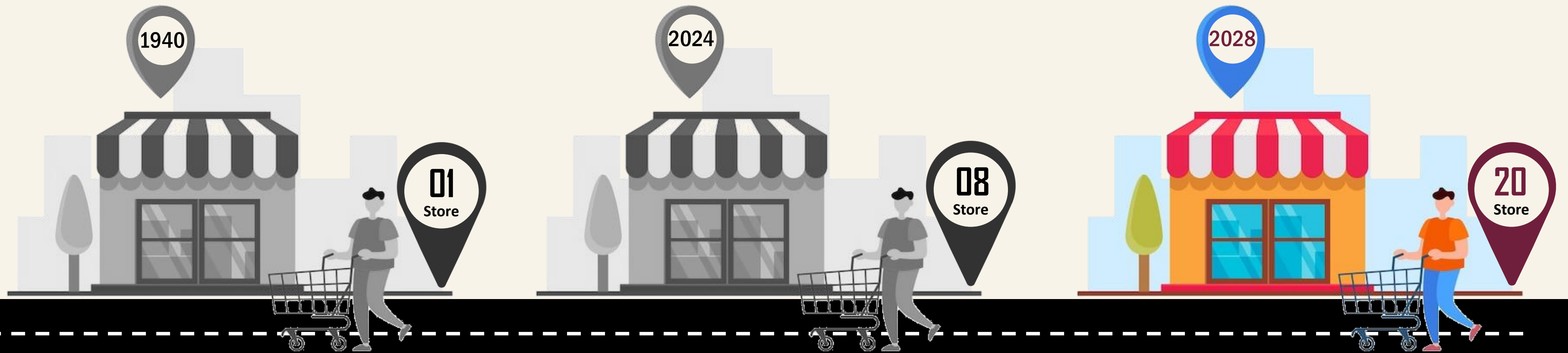
Market Penetration Strategy

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.

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.

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

