

D.P. Abhushan Limited

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



December 28, 2023

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

Subject: Press Release titled “D.P. Abhushan announces Franchise Business Model for Expansion and Growth”

Dear Sir/ Madam,

Please find enclosed the press release titled “D.P. Abhushan announces Franchise Business Model for Expansion and Growth.”

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,



Santosh Kataria
Chairman and Managing Director
DIN: 02855068

Place: Ratlam

Encl: Press Release



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PRESS RELEASE

D.P. Abhushan announces Franchise Business Model for Expansion and Growth

Madhya Pradesh, India: December 28, 2023

D.P. Abhushan, a leading name in the world of exquisite jewellery announces a strategic move to expand its presence across India. With eight successful showrooms already established, the brand is initiating a comprehensive expansion plan targeting key regions through a combination of proprietary stores and franchise partnerships.

Recognizing the potential for growth in various regions, D.P. Abhushan has launched an enticing franchise program. This program offers an exclusive opportunity for passionate entrepreneurs and jewellery enthusiasts to collaborate with a trusted brand and be part of its success story.

The decision to embrace franchising showcases D.P. Abhushan's dedication to making their signature collections more accessible to an audience while also nurturing entrepreneurship within the jewellery industry.

Mr. Santosh Kataria, Managing Director, said: *"We are proud to announce the initiation of our franchise option in strategic cities across Madhya Pradesh, Chhattisgarh, Rajasthan, Gujarat, Maharashtra, Punjab, Haryana, and Himachal Pradesh. This marks an exciting milestone in our journey, enabling us to extend our legacy to new markets while upholding the exceptional quality and unique designs that define D.P. Abhushan."*

This expansion strategy emphasizes establishing a strong presence through carefully chosen locations, ensuring accessibility and convenience for patrons while upholding the brand's hallmark of exceptional quality and design. We aim to curate jewellery according to local tastes and cater to the growing demand of each state."

About D.P. Abhushan Limited

D.P. Abhushan Limited, a renowned name in the jewellery sector, has been synonymous with trust and quality since its inception in 1940 under the brand "D.P. Jewellers." Listed in 2017, the Company carries forward an 83-year legacy in Central India, now managed by the 4th generation of the founding family. Renowned for its commitment to purity and transparency, D.P. Abhushan Limited has established itself as one of the most trustworthy and honest jewellery brands.

With a rich history dating back to founders Late Shri Pannalaji Kataria and his sons, the Company has flourished into a prominent retail chain featuring branches across Ratlam, Indore, Udaipur, Bhopal, Ujjain, Bhilwara, Kota, and Banswara. D.P. Abhushan offers a diverse range of high-quality products in Gold, Silver, Diamond, and Platinum, catering to various occasions with collections including Wedding, Valentine, Traditional, Flower, Mewar, Dohra, Lightweight, and Trendy Jewellery, alongside an array of Chains, Armllets, Rings, Pendants, and Necklaces.

For details please contact:

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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.