

# D.P. Abhushan Limited

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



September 14, 2024

To,  
The Manager  
**BSE Limited**  
Department of Corporate Services  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai – 400 001  
**Scrip Code - 544161**

To,  
The Manager, Listing Department,  
**National Stock Exchange of India Limited**  
Corporate Communication Department  
Exchange Plaza, Bandra Kurla Complex  
Bandra East, Mumbai – 400051  
**Scrip Symbol – DPABHUSHAN**

**Subject:** Press Release titled, “D.P. Abhushan celebrates Launching of its 9<sup>th</sup> Showroom in Ajmer, Rajasthan”

Dear Sir/ Madam,

Please find enclosed the press release titled, “D.P. Abhushan Expands Presence with Launch of New Showroom in Ajmer, Rajasthan.”

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,

**Santosh Kataria**  
**Chairman and Managing Director**  
**DIN: 02855068**  
**Place: Ratlam**



Encl: Press Release



# D.P. Abhushan Limited

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## PRESS RELEASE

### D.P. Abhushan celebrates Launching of its 9<sup>th</sup> Showroom in Ajmer, Rajasthan

**Madhya Pradesh, 14<sup>th</sup> September 2024:** D.P. Abhushan Ltd., a leading name in India's jewellery industry, is pleased to announce the grand inauguration of its latest showroom in Ajmer, Rajasthan. The expansion marks a significant milestone in the Company's ongoing commitment to providing customers with exquisite jewellery and an unparalleled shopping experience.

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. Thoughtfully designed to offer a spacious and opulent ambience, the showroom is set to meet the increasing demand for gold, diamond, and silver jewellery in the region. Customers in Ajmer will enjoy D.P. Abhushan's signature collections, known for their exceptional craftsmanship and quality.

**Speaking on the occasion, Mr. Santosh Kataria Managing Director said:** "We are pleased to announce the opening of our new showroom in Ajmer, a strategic move in line with our ongoing expansion plans. This showroom strengthens our presence in Rajasthan and is poised to play a significant role in driving growth and profitability for D.P. Abhushan in the coming fiscal year.

*With its prime location and expansive design, we expect this showroom to contribute meaningfully to our revenue mix, capturing a larger share of the region's growing demand for premium gold, diamond, and silver jewellery. As we continue to expand, this addition will serve as a key driver in achieving our ambitious targets for FY25, further enhancing operational efficiencies and customer reach."*

#### 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:

#### Aashi Neema

Company Secretary & Compliance officer

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#### Siddesh Chawan

Ernst & Young LLP, Investor Relations

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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.



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D.P. Jewellers

A BOND OF TRUST SINCE 1940  
A VENTURE OF D.P. ABHUSHAN LIMITED

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