

D.P. Abhushan Limited

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



February 24, 2024

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 Unveils Ambitious Expansion Plans with Construction of Second Showroom in Ratlam”

Dear Sir/ Madam,
Please find enclosed the press release titled “D.P. Abhushan Unveils Ambitious Expansion Plans with Construction of Second Showroom in Ratlam.”

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
Chairman and Managing Director
DIN: 02855068
Place: Ratlam



Encl: Press Release



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PRESS RELEASE

D. P. ABHUSHAN LIMITED EXPANDS PRESENCE IN RATLAM WITH CONSTRUCTION OF SECOND SHOWROOM

Madhya Pradesh, India: February 24, 2024

D. P. Abhushan, a prominent player in the retail jewellery industry in Central India, with 8 existing showrooms, including 4 in Madhya Pradesh – Ratlam, Bhopal, Indore, Ujjain, and 4 in Rajasthan – Udaipur, Banswara, Kota, Bhilwara, proudly announces the initiation of construction for its second showroom in Ratlam. This expansion comes as a response to the escalating demand for gold, diamond, and silver jewellery in the region. The Company is dedicated to fortifying its roots through this strategic expansion in its place of origin.

"DP Abhushan Limited Unveils Ambitious Expansion Plans with Construction of Second Showroom in Ratlam"

The new showroom, situated on a rental basis, boasts an impressive carpet area of 12,000 square feet. Out of this, 8,000 square feet will be dedicated to a retail section, providing customers with an extensive and luxurious shopping experience. The remaining space will be allocated for efficient back-office operations. The showroom will be a G+3 storey structure, offering a multi-level shopping environment for patrons.

The capital expenditure involved in this venture is estimated to be between 4-5 crores, a testament to DP Abhushan's commitment to delivering a top-notch retail space. The company anticipates that the store's inventory will range from 70-80 kgs, showcasing a diverse and exquisite collection of jewellery.

The new showroom is scheduled to become operational in September 2024, marking a significant milestone for DP Abhushan Limited. This expansion aligns with the company's mission to cater to the increasing demand for high-quality jewellery in Ratlam, further solidifying its position as a trusted and preferred destination for discerning customers.

Mr. Santosh Kataria, Managing Director, expressed his enthusiasm about the expansion, stating: *"Our roots are from Ratlam, and expanding in our hometown is a special moment for us. This strategic move will not only strengthen our base but also reinforce our commitment to the community that has been an integral part of our journey. We are thrilled to bring our extensive range of gold, diamond, and silver jewellery even closer to the residents of Ratlam. This expansion reflects our dedication to meeting the evolving needs of our customers and providing them with a unique and memorable shopping experience."*

About D.P. Abhushan Limited

DP Abhushan Limited is a renowned jewellery company with a commitment to delivering exceptional craftsmanship and exquisite designs. For more information, please visit [Website www.dpjewellers.com].

Note to Readers:

This press release contains forward-looking statements. Any statements made in this release that are not historical facts are forward-looking statements and are based on DP Abhushan Limited's current beliefs and expectations. Actual results may differ materially from those projected or implied in any forward-looking statements. The company assumes no obligation to update any forward-looking statements made in this release, except as required by law.

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.

