

D.P. Abhushan Limited

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



October 09, 2025

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
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Subject: Press Release titled, “D.P. Abhushan achieves 85% festive sales growth during Navratri & Dussehra 2025* “Trusted Purity, Timeless Value”

Dear Sir/ Madam,

Please find enclosed the press release titled, *D.P. Abhushan achieves 85% festive sales growth during Navratri & Dussehra 2025*“Trusted Purity, Timeless Value”.

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 achieves 85% YoY festive sales growth during Navratri & Dussehra 2025”
“Trusted Purity, Timeless Value”**

Madhya Pradesh, 09th October 2025: D.P. Abhushan Ltd., a trusted jewellery brand with over eight decades of legacy, has reported strong festive season performance during Navratri and Dussehra 2025, underlining continued customer confidence and sustained growth momentum.

The Company achieved a **total turnover of ₹237 crore across Gold, Silver, Diamond and other jewellery items during the festive period, compared to ₹128.13 crore in the same festive season last year, registering a year-on-year growth of 85%.**

This growth was supported by healthy traction in both value and volumes. Despite rising gold prices, the Company recorded **gold volume sales of 184.70 kgs against 146.85 kgs (recalculated in fine format – i.e., net pure gold content after adjusting for jewellery sold in different karats such as 18K, 22K, etc.)** in the previous year in similar period. This reflects a **26% growth in volume terms**, demonstrating the continued trust of customers in gold jewellery as both a symbol of tradition and a resilient investment.

Commenting on the performance, **Mr. Santosh Kataria, Managing Director**, said: “The strong response during Navratri and Dussehra highlights the enduring loyalty of our customers and their faith in our purity and craftsmanship. Our efforts to offer new festive collections, enhance the showroom experience, and stay true to our values have helped us deliver healthy growth. Despite higher gold prices, demand has remained steady across segments, reaffirming our long-term strategy.”

Looking ahead, “We remain cautiously optimistic for the upcoming Diwali and wedding season. Customer sentiment continues to be positive, and our focus on expanding design-led diamond offerings along with our strong gold base keeps us well positioned for sustainable growth.”

About D.P. Abhushan Limited

Established in 1940 under the brand “D.P. Jewellers”, D.P. Abhushan Limited is one of Central India’s most respected jewellery houses, built on the values of trust, purity, and transparency. Listed since 2017, the Company today operates 11 showrooms across Ratlam, Indore, Udaipur, Bhopal, Ujjain, Bhilwara, Kota, Banswara, Ajmer, Neemuch and a second showroom in Ratlam.

Its product range spans Gold, Silver, Diamond and Platinum jewellery with collections designed for diverse occasions, from weddings and festivals to contemporary lightweight wear.

For further information, please contact:

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Disclaimer:

Certain statements in this release are forward-looking and subject to risks and uncertainties, including economic and regulatory factors. Actual results may differ materially. The Company does not undertake to update forward-looking statements in light of future developments.