
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

NOVEMBER 2023 | Q2 FY24



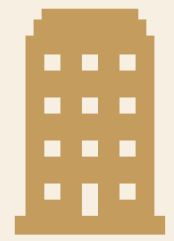
www.dpjewellers.com

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Company at a Glance



80+ Years
Since Formation



25L +
Families Associated



500+
Human Assets



8
Locations



85-95%
Footfall conversion ratio



₹ 2,074 Crores
TTM Revenue



Contents

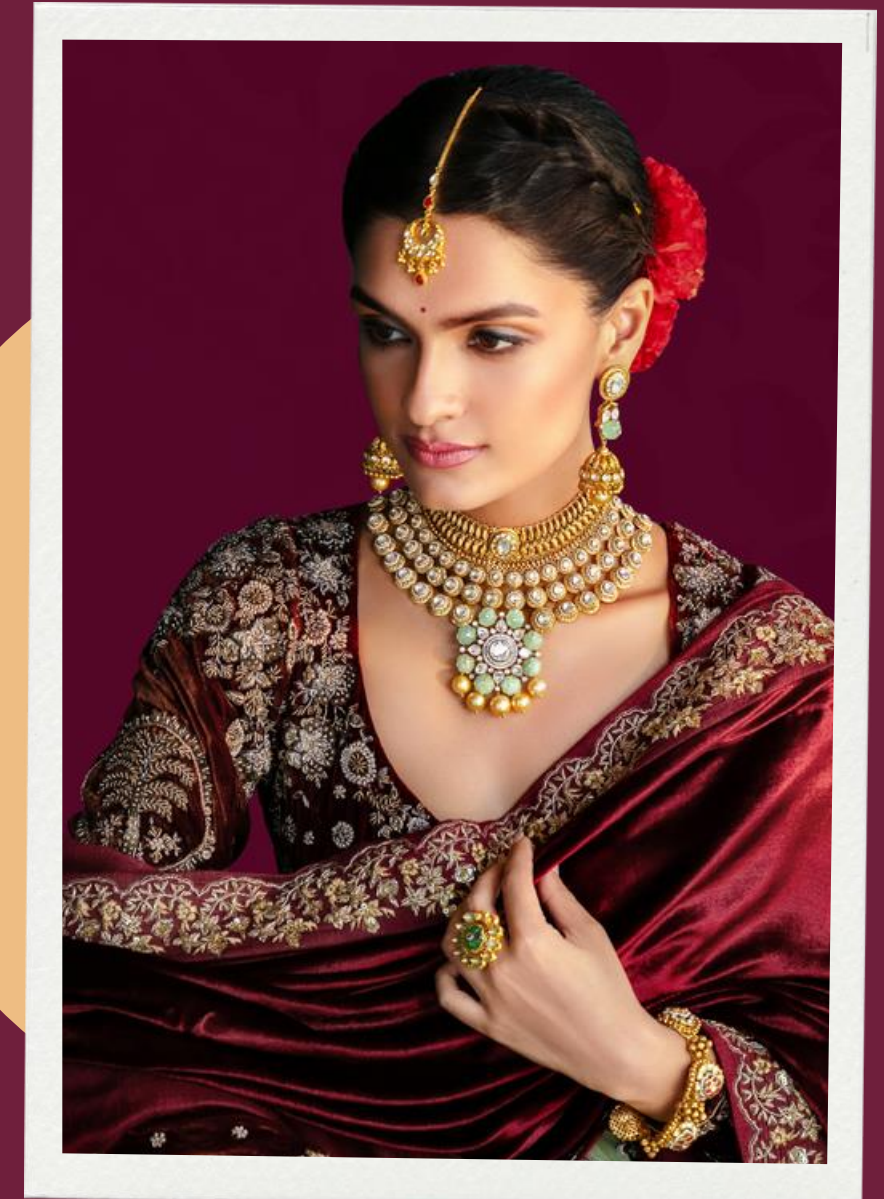
- ✦ Company overview

- ✦ Product Offerings

- ✦ Financial Overview

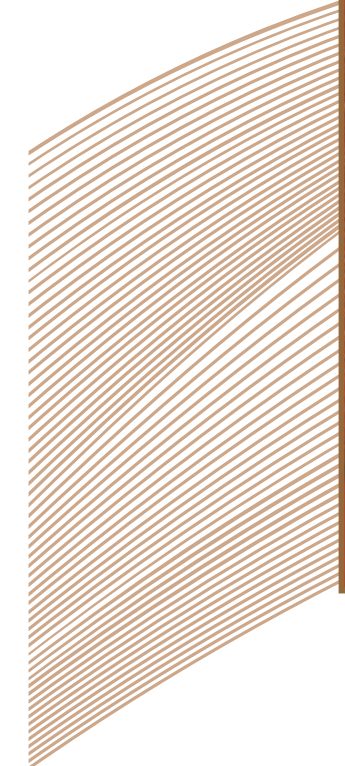
- ✦ Strategic Priorities

- ✦ Annexure





Company Overview



Company Profile



The name “D.P. ABHUSHAN LIMITED” came into existence in the world of listed companies in year 2017, but the brand “D.P. JEWELLERS” is very well known in Central India since 1940.

- The journey of **D.P. Jewellers began in 1940** from Ratlam a small city of Madhya Pradesh.
- The Company came into **existence in 2017** on conversion of partnership firm formed in 2003.
- Today the Company has grown into a **largest Central India Jewellery Retail Chain** with presence at

Ratlam | Indore | Udaipur | Bhopal | Ujjain | Bhilwara | Kota | Banswara

- The current management is being led by fourth generation of family by **Shri Santosh Kataria & Shri Anil Kataria** on the basic pillars of values, quality, reasonableness, transparency and honesty which were roped by the forefathers of the family **Shree Dhulchandji and Pannalalji**.
- **The Fourth generation** working tirelessly to stand up to the trust of millions of customers from across the world that has helped DP to achieve market leadership in all areas and location where we are present. The young generation has set up a new definition of **D.P. Jewellers as “Definitely Promising Jewellers”**.



Board of Directors



Mr. SANTOSH KATARIA
Managing Director



Mr. ANIL KATARIA
Executive 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



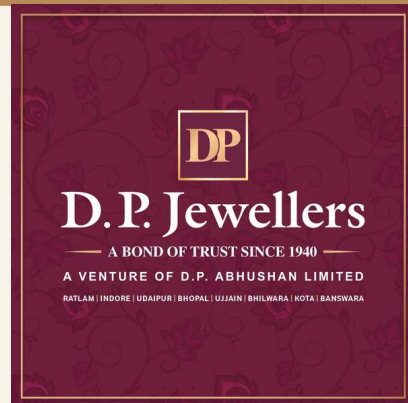


Journey & Milestones

Objective: To successfully pass on the family legacy of being the most preferred and trusted jewellers by standing up to the expectations of the founding members as well as the customers.

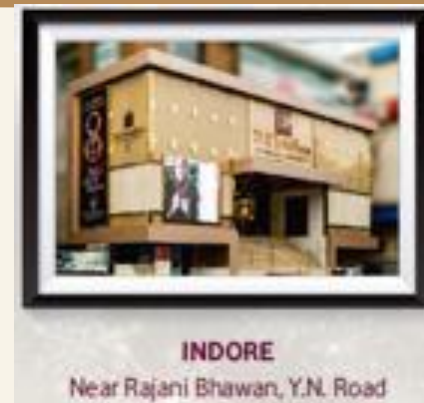
1940

The journey of D.P. Jewellers began



2010

Indore showroom started



2012

Udaipur showroom inaugurated



2015

Bhopal showroom commenced



2017

DP Abhushan Listed on NSE-SME



2020

New showroom in Ujjain



2020

New showroom in Bhilwara



2020

Migrated to main board of NSE



2021

New showroom in Kota



2022

New showroom at Banswara



Store Geographics

1st

RATLAM (M.P.)

- Since 1940
- Store Size 2,100 sq. ft
- Rented Premise
- Turnover FY23: ₹558 cr

2nd

INDORE (M.P.)

- Opened in March 2010
- Store Size 15,000 sq. ft
- Owned Premise
- Turnover FY23: ₹469 cr

3rd

UDAIPUR (RAJ.)

- Opened in April 2012
- Store Size 5,054 sq. ft
- Rented Premise
- Turnover FY23: ₹221 cr

4th

BHOPAL (M.P.)

- Opened in May 2015
- Store Size 6,000 sq. ft
- Rented Premise
- Turnover FY23: ₹205 cr

5th

UJJAIN (M.P.)

- Opened in August 2020
- Store Size 2,120 sq. ft
- Rented Premise
- Turnover FY23: ₹174 cr

6th

BHILWARA (RAJ.)

- Opened in October 2020
- Store Size 4,000 sq. ft
- Rented Premise
- Turnover FY23: ₹83 cr

7th

KOTA (RAJ.)

- Opened in January 2021
- Store Size 2,830 sq. ft
- Rented Premise
- Turnover FY23: ₹193 cr

8th

BANSWARA (RAJ.)

- Opened in January 2022
- Store Size 3,363 sq. ft
- Rented Premise
- Turnover FY23: ₹72 cr



Product Offerings

Product Portfolio

Shop by Collection



**Wedding
jewellery**

**Flower
Collection**

**Mewar
Collection**

**Dohra
Collection**

**Valentine
Jewellery**

**Traditional
Jewellery**

**Idol
Collection**

**Lightweight and
trendy jewellery**

Shop by Styles



Gold jewellery

**Diamond studded
jewellery**

**Precious and semi-
precious stone
studded jewellery**

Jadau Jewellery

**Jewellery with
colored stones in gold
and diamond**

**Plain and diamond
studded platinum
jewellery**

Shop by Products



Chains

Armlets

Pendants

Necklaces

Nose Rings

Rings

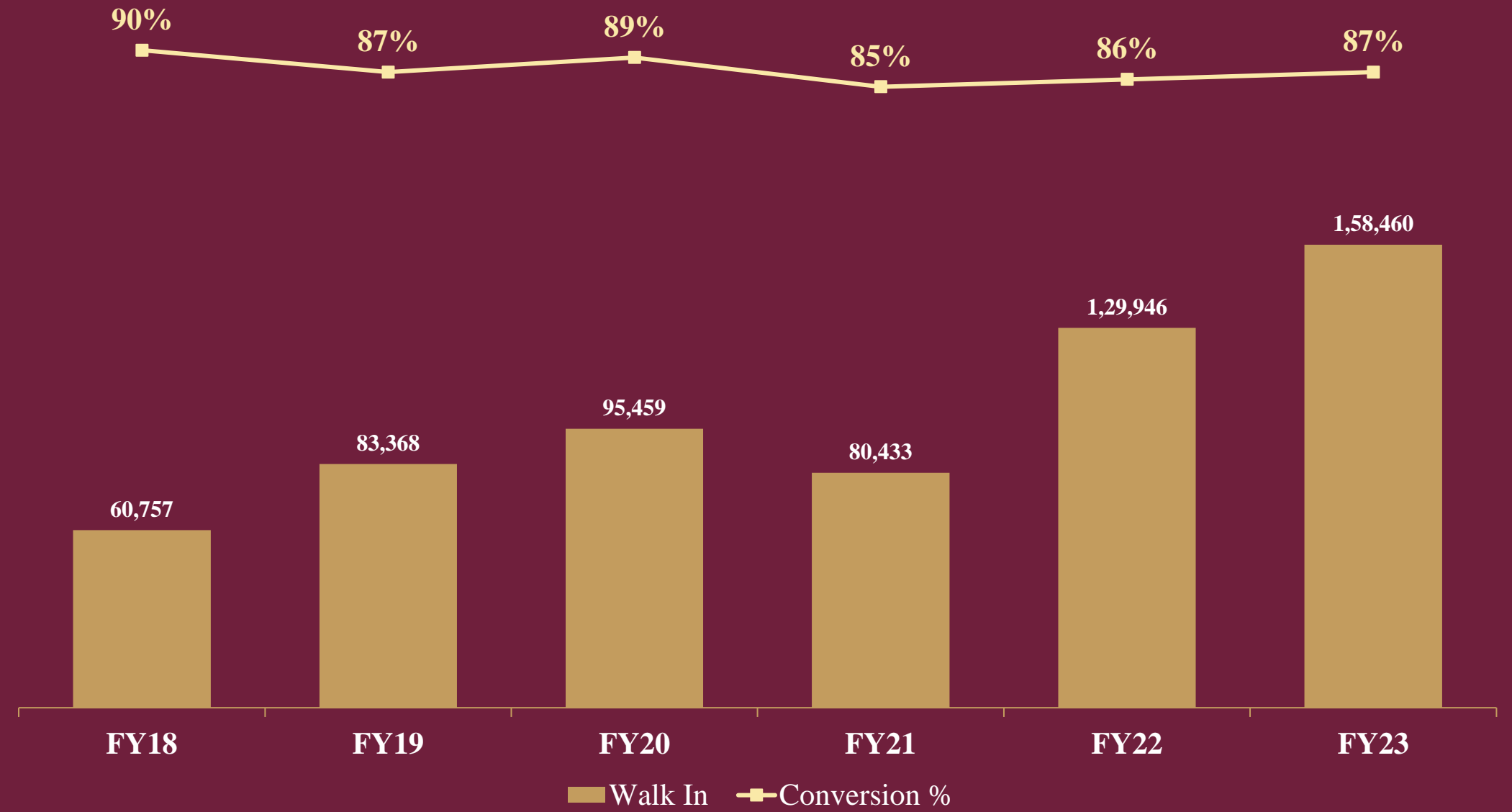
Gajrahs

Bangles

Earrings

Mangal sutra

Customer Policy/Principle



We stand strong leader in Footfall to Conversion Ratio

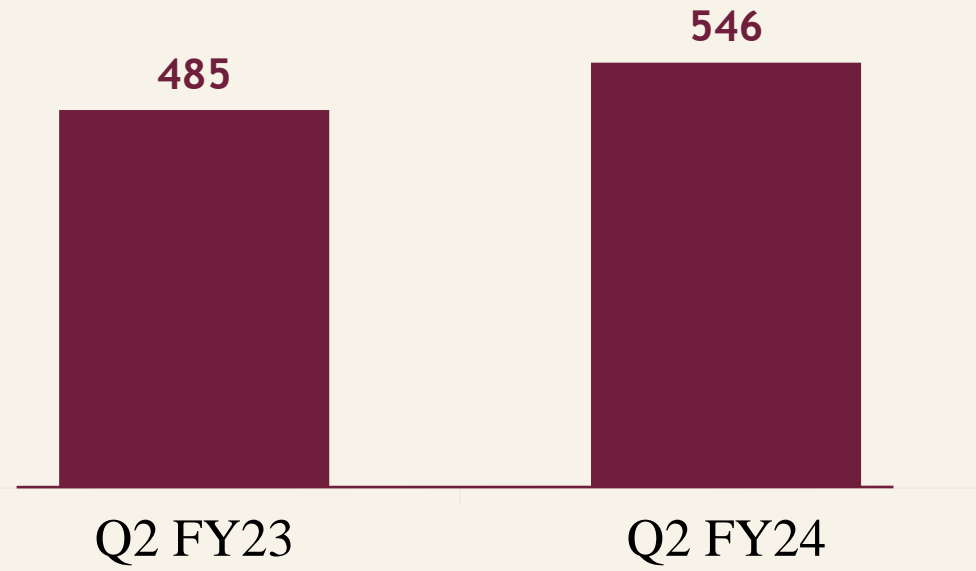


Financial Overview

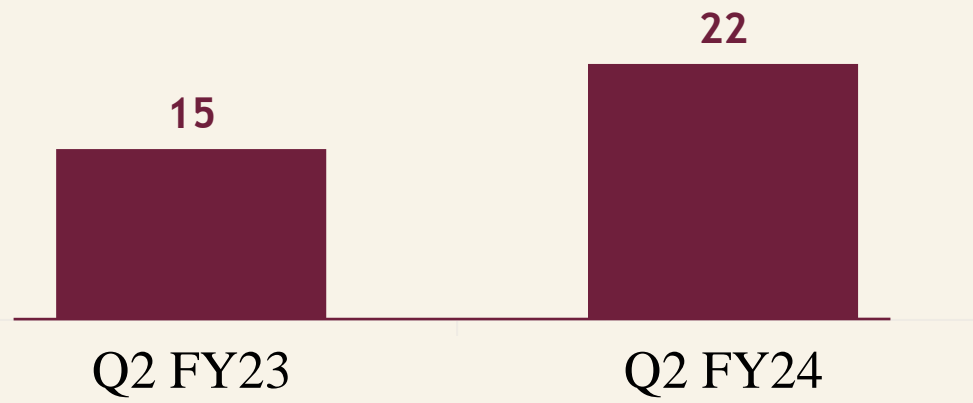
Financial Snapshot

QUARTERLY RESULTS

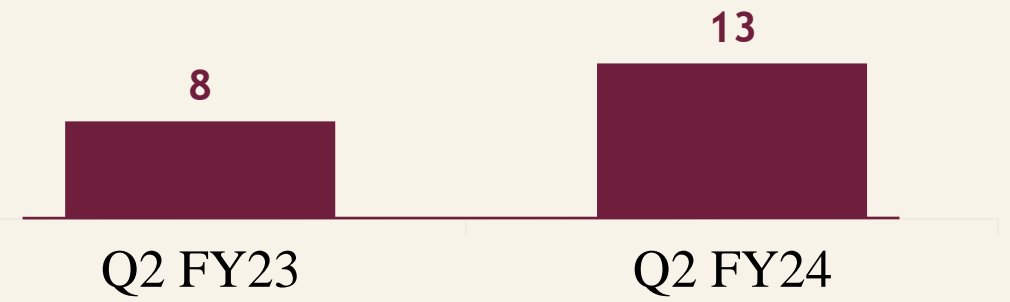
Revenue (₹ Cr.)



EBITDA (₹ Cr.)



PAT (₹ Cr.)

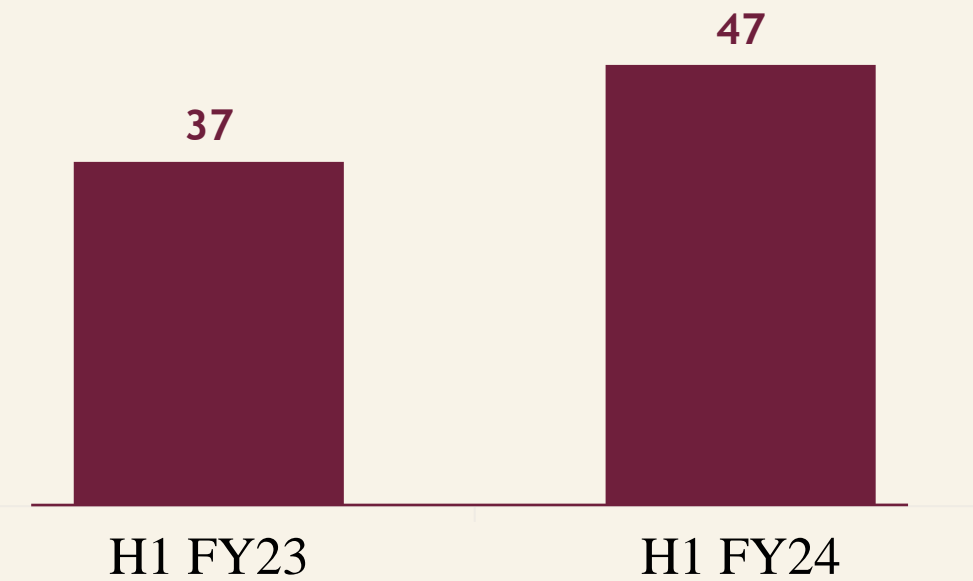


HALF YEARLY RESULTS

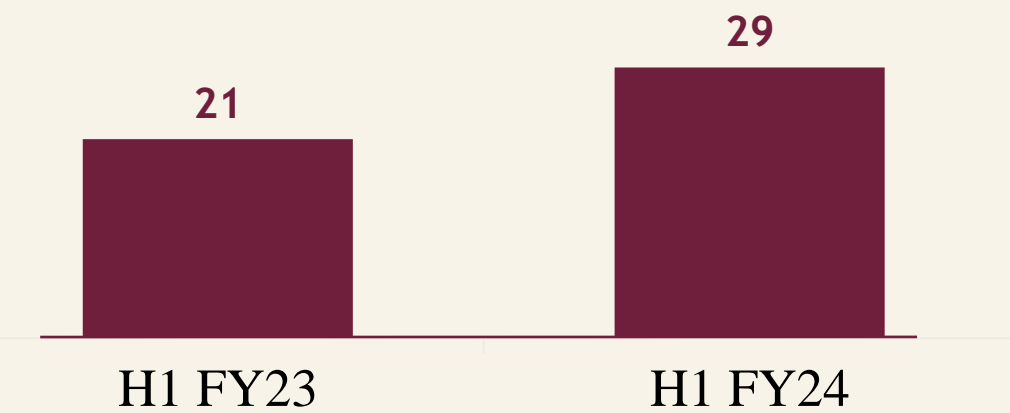
Revenue (₹ Cr.)



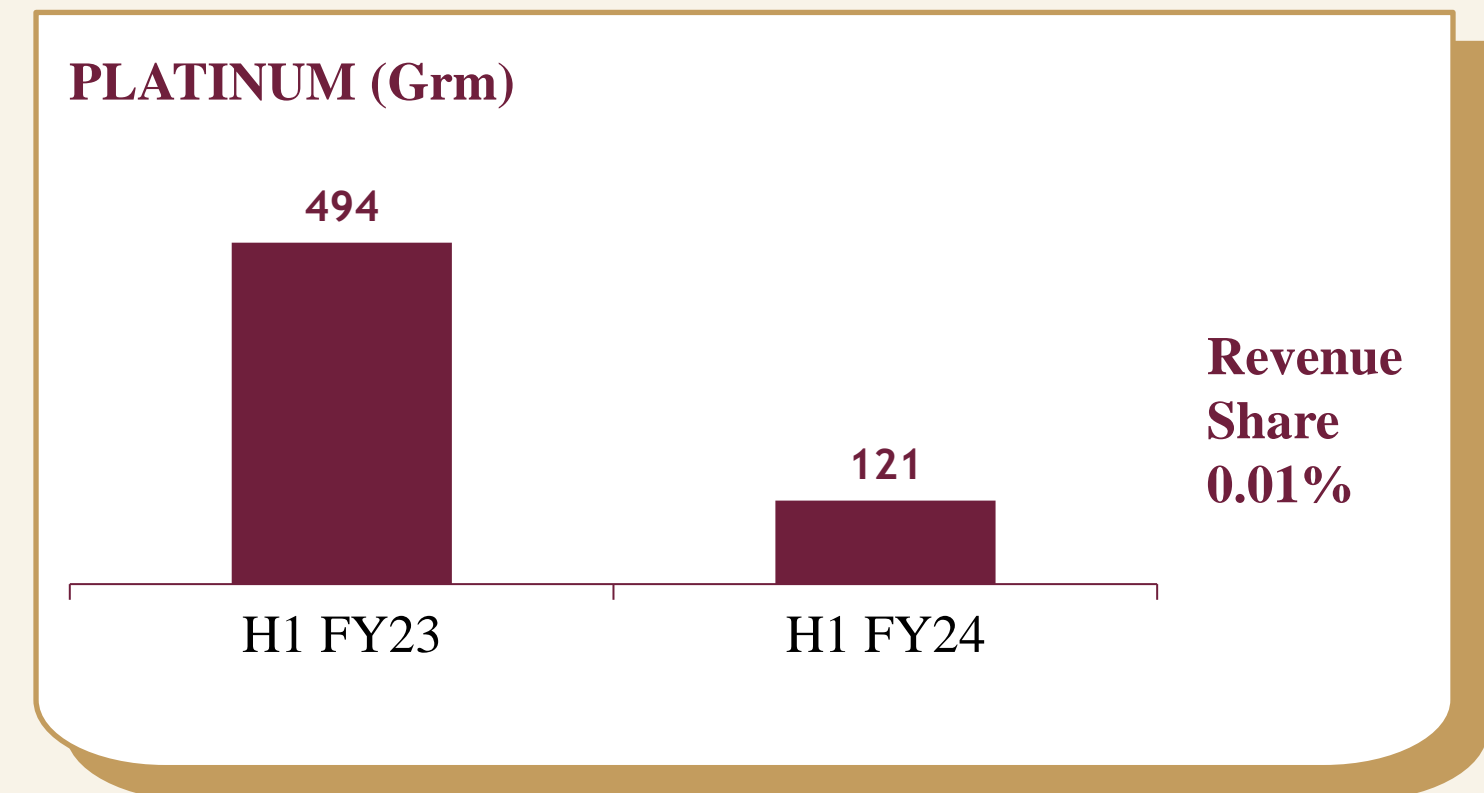
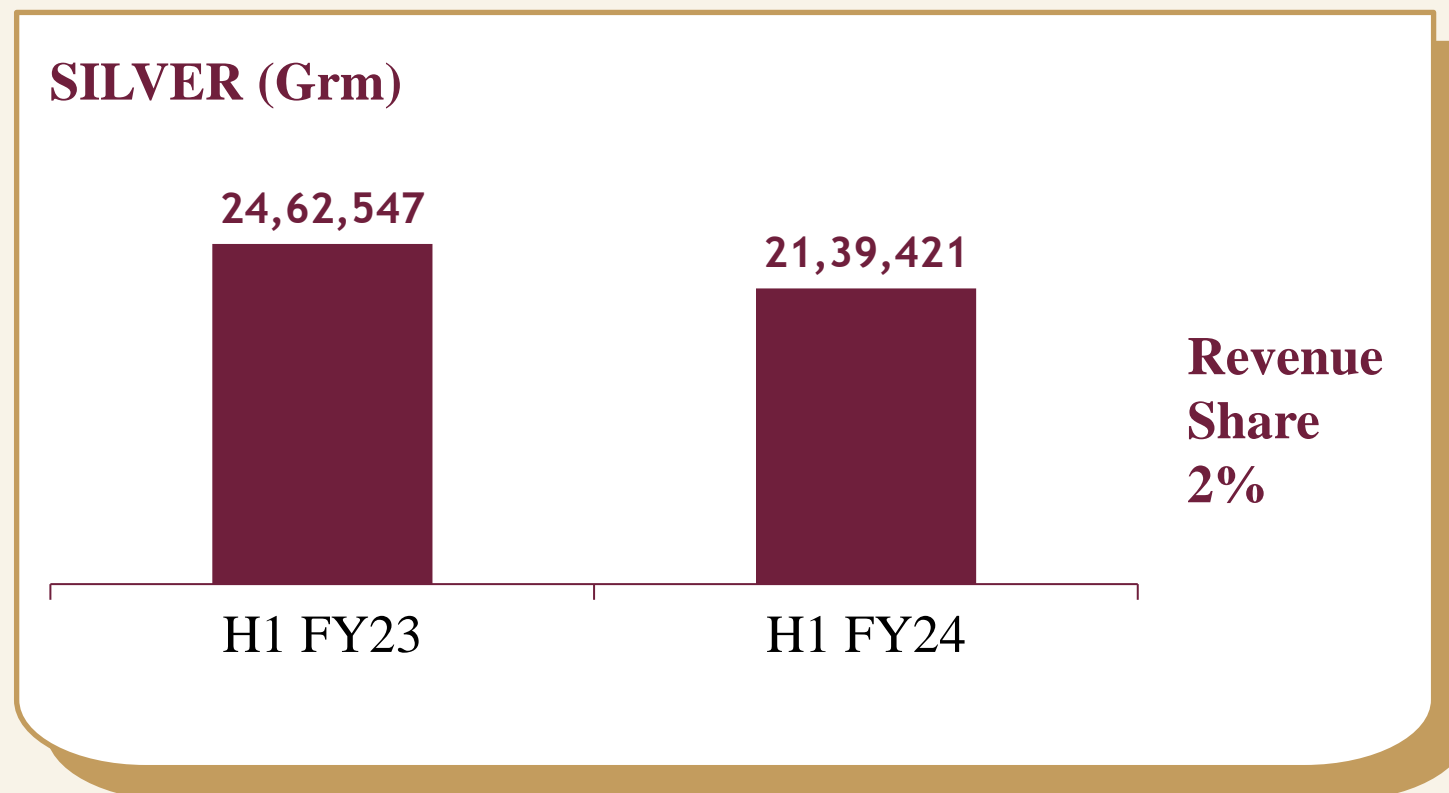
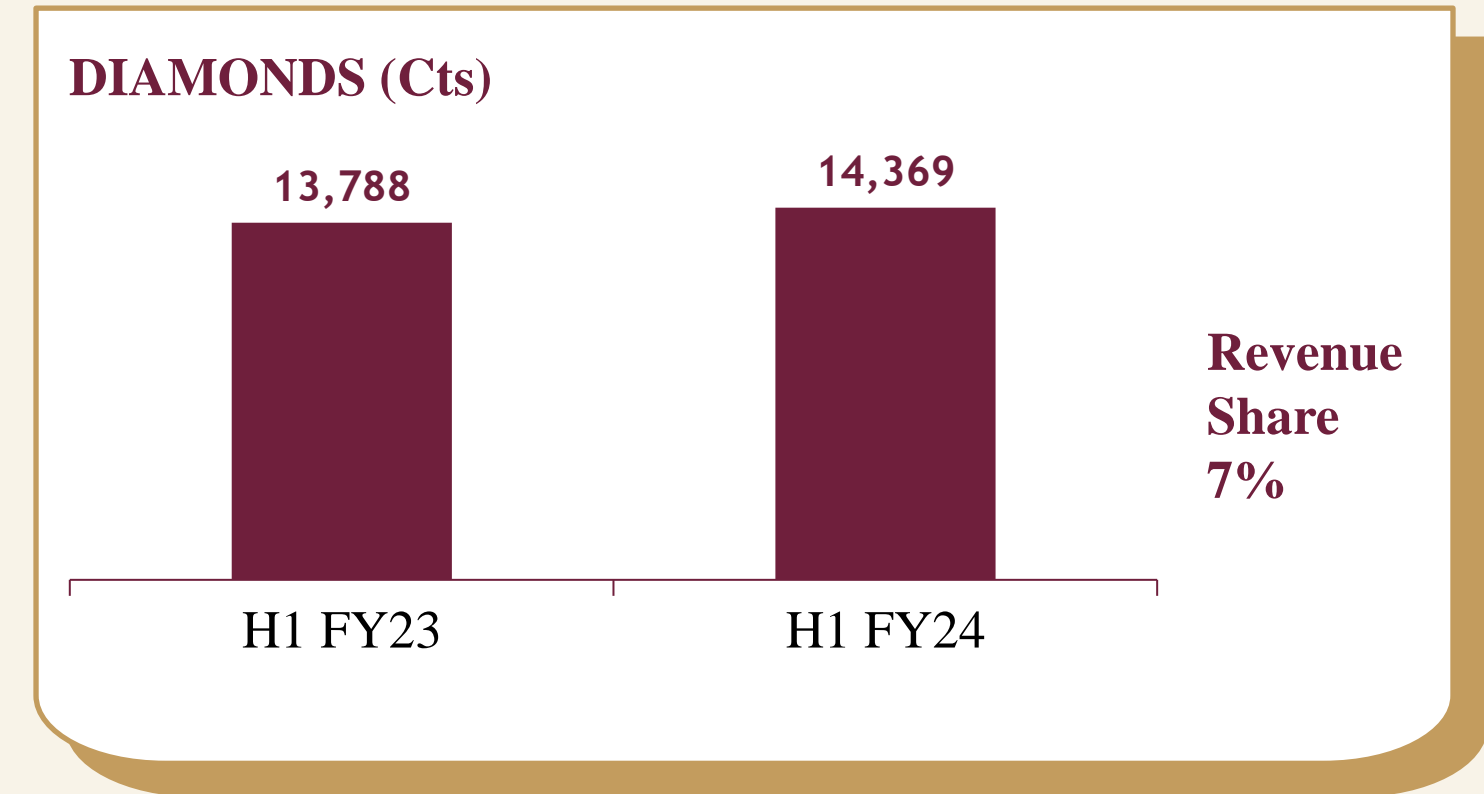
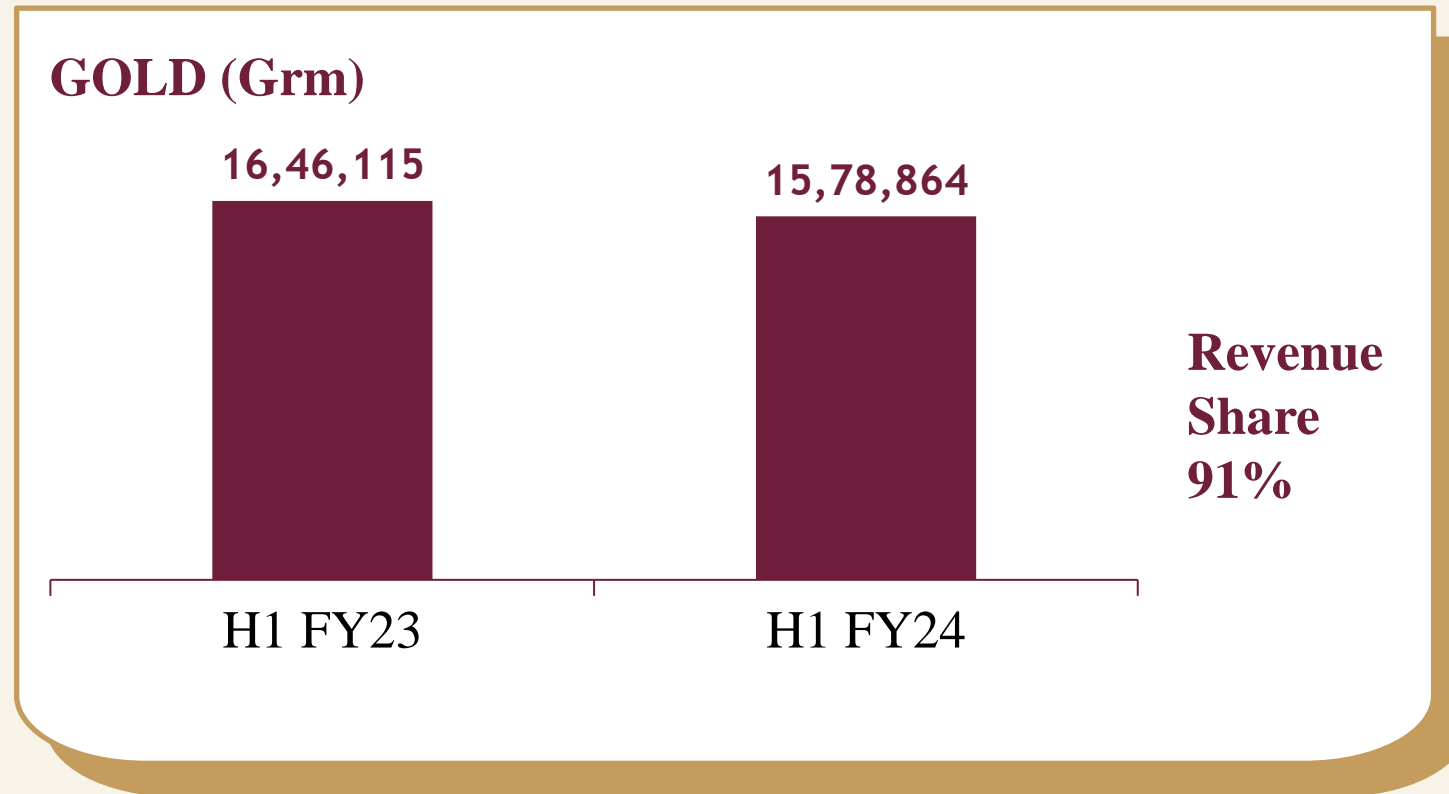
EBITDA (₹ Cr.)



PAT (₹ Cr.)



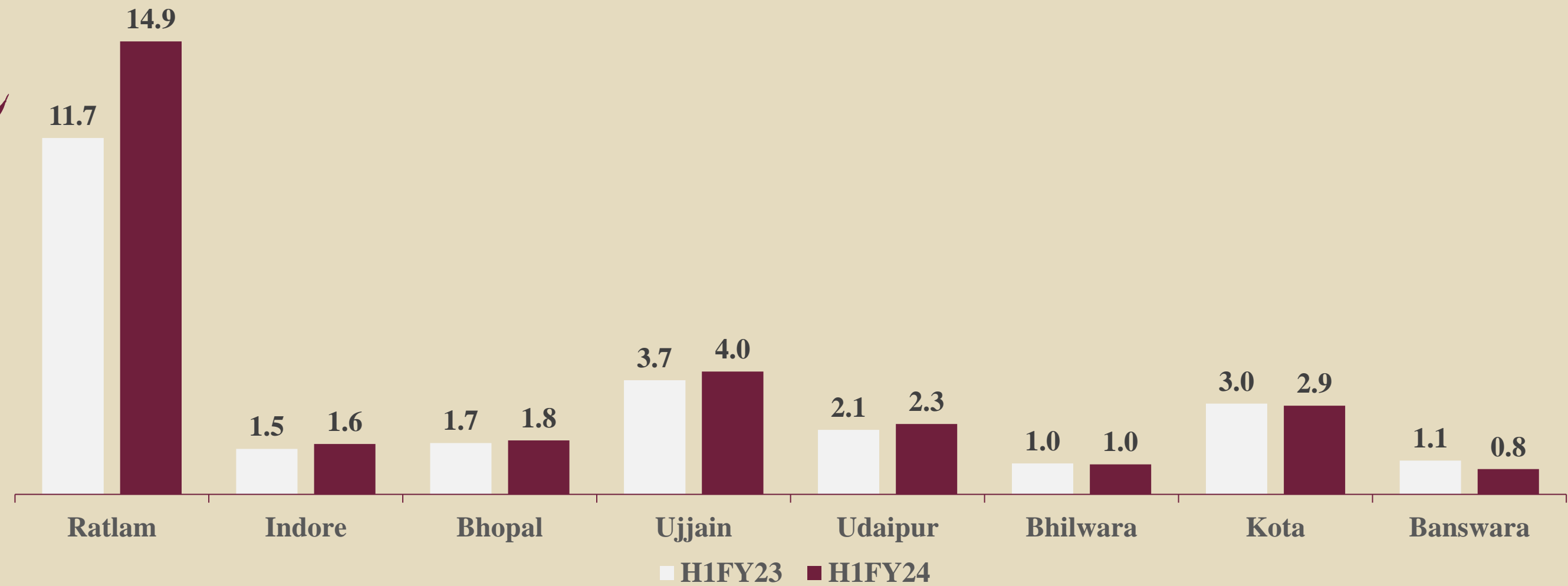
Volume Metrics



Store Metrics



Average Sales Per Sq. ft. – Store wise (₹ lac)





Strategic Priorities

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.

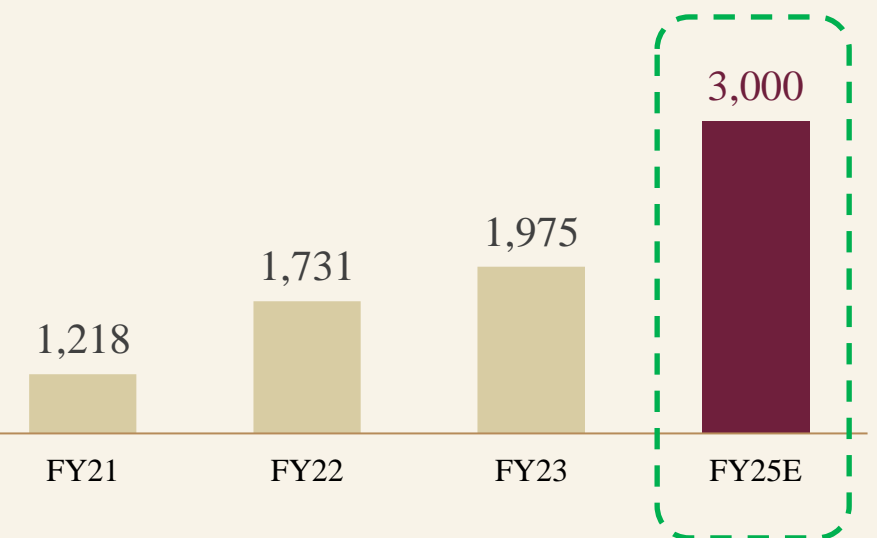
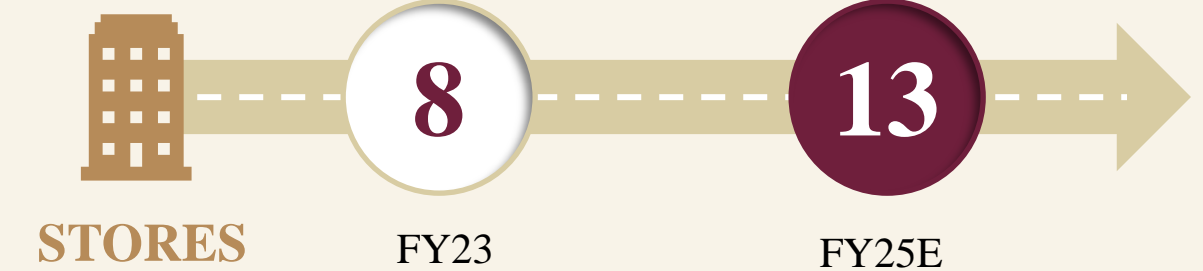


MISSION

To Create wealth for all the stakeholders by building a business based on honest and transparent approach towards the customers and contributing to the society at large.



GOAL



What makes D.P. Abhushan Different



The Company has got natural benefits of Hedging because it follows a weighted average cost method i.e. buy-equivalent quantity of goods sold at the day of the sale itself. The Company is following this method since inception so its cost of inventory is remains lower than the current market price

NATURAL HEDGING

The Company is more focused on gold jewellery as the Central Indian market is more inclined to gold-Jewellery, also the marriage budgets in Central India are higher compared to other parts of India.

FOCUSED REGION

The Company operates in tier 2 & tier 3 cities hence its making and operating expenses are lower. Also the logistics movement of Inventory is easy and economical among these cities.

LOWER OPERATING COST

SWOT Analysis

Strengths

- High brand recall being in existence for more than 80 years.
- The Company is following BIS criteria since the inception of DP.

Weaknesses

Any regulatory change in government policy that can affect the business.



SWOT

Opportunities

- Plans to enter Chhattisgarh and Gujarat and to expand in existing States by opening 2-3 Stores every year.
- Shifting of Jewellery Business from unorganized to organized Sector with an implementation of mandatory hallmarking.

Threats

The Company doesn't see any potential threat that exists, as it is very good at its craft, however, increased competition from other players can cause a threat.

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.



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.



Annexure

Income Statement

In ₹ Crores	Q2FY24	Q1FY24	QoQ (%)	Q2FY23	YoY (%)	H1FY24	H1FY23	YoY (%)
Total Income	546	472	15.9%	485	12.5%	1,018	919	10.8%
Total Expenditure	524	446	17.5%	471	11.4%	971	882	10.0%
EBITDA	22	25	-13.3%	15	49.9%	47	37	28.1%
<i>EBITDA Margin</i>	<i>4.0%</i>	<i>5.4%</i>	<i>-135 bps</i>	<i>3.0%</i>	<i>100 bps</i>	<i>4.6%</i>	<i>4.0%</i>	<i>63 bps</i>
Depreciation	1	1	0.8%	1	16.7%	3	2	16.2%
Finance Cost	3	3	-9.0%	2	20.1%	6	6	-3.4%
Profit Before Tax	18	21	-14.8%	11	59.7%	39	28	35.9%
<i>PBT Margin</i>	<i>3.2%</i>	<i>4.4%</i>	<i>-117 bps</i>	<i>2.3%</i>	<i>96 bps</i>	<i>3.8%</i>	<i>3.1%</i>	<i>70 bps</i>
Tax	4	5	-15.2%	3	60.2%	10	7	35.4%
Profit After Tax	13	16	-14.7%	8	59.5%	29	21	36.1%
<i>PAT Margin</i>	<i>2.4%</i>	<i>3.3%</i>	<i>-87 bps</i>	<i>1.7%</i>	<i>72 bps</i>	<i>2.8%</i>	<i>2.3%</i>	<i>53 bps</i>

Balance Sheet



Particulars (₹ crores)	H1FY24	FY23	Particulars (₹ crores)	H1FY24	FY23
<u>Equity and Liabilities</u>			<u>Assets</u>		
Share Capital	210	181	<u>Non-current assets</u>		
Reserves and Surplus			Property, plant and equipment	38	38
Total Equity	210	181	Right to Use Assets	10	11
			Other Intangible assets	0	0
<u>Non-current liabilities</u>			Security Deposits	1	1
Long term borrowing	16	20	Other non current assets	15	0
Lease Liability	8	8			
Deferred tax liabilities (net)	1	1			
Long term provision	1	1			
Total non-current liabilities	25	30	Total non-current assets	64	50
<u>Current Liabilities</u>			<u>Current assets</u>		
Short term borrowing	118	88	Inventories	392	346
Lease Liability	2	3	Trade receivables	1	1
Trade payable	71	63	Cash and bank equivalents	24	5
Other financial liabilities	9	8	Others	1	1
Other current liabilities	56	36	Other current assets	12	6
Short term provision	3	0			
Total current liabilities	259	197	Total current assets	431	358
Total Equity and Liabilities	495	408	Total Assets	495	408

Achievement and Recognition



★ Being Inspiring Leader of Indian Jewellery Retail 2023
- All India Gem and Jewellery Domestic Council

★ Excellence Award
- IBC 24

★ Best Ring Design at IJ Jewellers Choice Design Awards 2019

★ Trusted Retail Jewellers Award
-International Business Summit Awards Dubai 2023

★ Excellence Award
-IBC 24

★ Best Bridal Necklace of the Year
Best Ring & Bracelet Design of the year
-IJ Jewellers Choice Design Awards

★ Best Business Ethics Award at Gem and Jewellery Trade Council of India Excellence Award 2019

★ India's Best Bridal Diamond Jewellery Award for the year 2019

★ Winner of India's Best Wedding Diamond Jewellery 2019

★ Best Promising, Gems & Jewellery Company 2017
- India Bullion and Jewellers Association Lts.

Proud moments

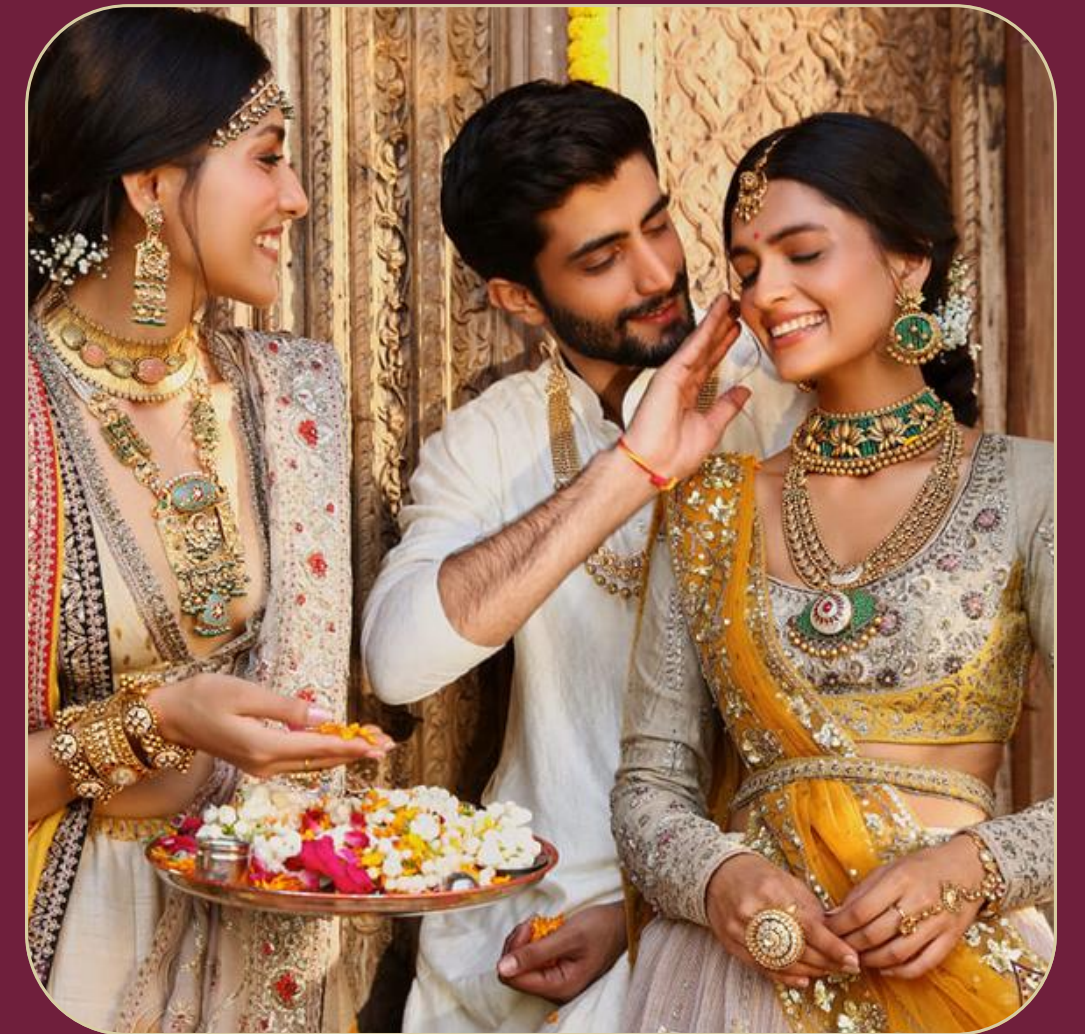
DP

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



Working Culture at DP Abhushan



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.

Thank You

For more information, contact



Ms. Aashi Neema

Company Secretary &
Compliance officer

✉ investor@dpjewellers.com



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D.P. Jewellers

— A BOND OF TRUST SINCE 1940 —

A VENTURE OF D.P. ABHUSHAN LIMITED

✦ **RATLAM** : 138 Chandani Chowk ☎ 07412-408900 ✦ **INDORE** : Near Rajani Bhawan, Y.N. Road ☎ 0731-4099996

✦ **UDAIPUR** : 17 Nyay Marg, Court Chouraha ☎ 0294-2418712/13 ✦ **BHOPAL** : 16 Malviya Nagar, Rajbhawan Road ☎ 0755-2606500

✦ **UJJAIN** : Opposite Police Control Room, Madhav Nagar ☎ 0734-2530786 ✦ **BHILWARA** : 56 Nagar Parishad, Rajendra Marg ☎ 01482-237999

✦ **KOTA** : 1A1, Vallabh Nagar Square ☎ 0744-2500009 ✦ **BANSWARA** : Maharana Pratap Sq., Udaipur Road, ☎ 02962-250007