



D.P. Jewellers

— A BOND OF TRUST SINCE 1940 —

A VENTURE OF D.P. ABHUSHAN LIMITED

“REJUVENATING ROOTS
SUSTAINING VALUES”

**D.P. ABHUSHAN
LIMITED**

Investor Presentation
F.Y 2019-20

Website: www.dpjewellers.com



D.P. Jewellers

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OUR LEGACY

Today, 80 years after our inception, we are rejuvenating our roots.

A new seed is in the ground, and new potential is being revealed.

"What began with a tree is now becoming a garden"



THE FOUNDATION SEED OF OUR 80 YEARS OLD ROOTS...

From the glitz and glamour of today, our story began in a humble shop in Ratlam, Madhya Pradesh in 1941.

It began with a vision of giving India the jewellery with the style, purity, and craftsmanship that it deserved. From this seed that was planted by Shri Dhool Chand Ji Kataria did a mighty tree grow.

Our first retail store in 1965 focused on gold's purity became a milestone in Ratlam's history that paved its way to become a distinguished city known for Gold's purity in India.

Four successive generations have watered and nurtured this tree with their hard work, innovation, and persistence in consonance with the founding vision.

TIMELINE

Key Milestones/Events

Rejuvenating roots by transitioning from the journey of a family Jeweler to now a premium Retail and Brand focused Enterprise

1940
BEGINING

Origin of D.P. Jewellers in small shop in Ratlam

1965

Opened first exclusive Retail Store in Ratlam

2003

D.P. Jewellers took shape of a Partnership firm

2010 - 2015

Expanded our footprints in Madhya Pradesh and Rajasthan by opening splendidly built retail stores in Indore, Bhopal and Udaipur.

2017

D.P. Jewellers converted into D.P. Abhushan Limited and the Company marked its footprints on NSE Emerge through its IPO

2020

Opened another spectacular retail store in Ujjain (M.P.) & Migrated from SME to NSE Main Board



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D.P. ABHUSHAN
NAME OF TRUST,
LEGACY, IMPLICIT
QUALITY, INNOVATIVE
DESIGNS AND FINE
CRAFTSMANSHIP



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OUR PRODUCTS

- | | |
|-----------|-------------|
| Necklaces | Earrings |
| Rings | Armlets |
| Chains | Gajrahs |
| Bangles | Nose Rings |
| Pendants | Mangalsutra |

OUR STYLES

- Gold jewellery
- Diamond studded jewellery
- Precious and semi-precious stone studded jewellery
- Plain and diamond studded platinum jewellery
- Jadau Jewellery
- Jewellery with coloured stones in gold and diamond

OUR COLLECTIONS

- Wedding jewellery
- Traditional Jewellery
- Valentine Jewellery
- Lightweight and trendy jewellery
- Flower Collection
- Idol Collection
- Dohra Collection
- Mewar Collection



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REDEFINING JEWELLERY AS
A FASHION STATEMENT,
SOUND INVESTMENT AND
LIFELONG ASSET



Exclusive collection of
BIS/IGI certified jewellery

4-5 New Jewellery lines
launched each year

Buyback
Guarantee

+50K
Jewellery Designs

In-house facility for
jewellery processing in
Ratlam

Efficient team of
CAD designers



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WE ARE ONE OF THE FASTEST GROWING LISTED COMPANY IN THE RETAIL JEWELLERY SEGMENT

S. No.	Companies	CAGR Growth in terms of PAT (in last 4 F.Y.)	CAGR Growth in terms of Revenue (in last 4 F.Y.)
01	D.P. Abhushan Limited	35.50%	15.73%
02	Thangamayil Jewellery Limited	34.51%	6.92%
03	Titan Company Limited	20.96%	12.59%
04	TBZ Limited	9.79%	1.58%
05	Rajesh Exports Limited	-0.81%	-5.20%
06	PC Jewellers Limited	-33.36%	-11.48%

Note - CAGR is based on the consolidated financial results obtained from BSE website from FY. 2016-17 to 2019-20 of respective Companies.





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MOUNTING CUSTOMER
BASE FROM LARGELY
WEDDING SHOPPER TO THE
NEW MELLINIAL AND
FASHION SHOPPERS.



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REJUVENATING ROOTS TO BUILD A SUPERIOR BUSINESS MODEL

Cognizant of the seismic shift that technology has unleashed and accelerated the customer reach exponentially, we, with a bold conviction, are working towards expanding our footprints to the online world. For this purpose, we are forming a Wholly owned Subsidiary Company namely, Gatha Trendz Ltd.

By the end of 2020, the Company will be offering to the tech savvy generation of online shoppers, daily wear, light weight lower price point jewellery on its own e-commerce platform, which will have state of the art technological features appealing to the young customers.

We believe that online platform will be a great complement to our physical showrooms and it will align with our strategy of targeting millennial and will also contribute in building future wedding jewellery customers at an early age. With our e-commerce platform, we intend to leverage on our eternal legacy of 80 years in the jewellery industry, which has made us a trusted brand.



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REJUVENATING ROOTS BY ROBUST EXPANSION PLANS

As part of our expansion plans and vision to become a nationally established brand, we have recently opened a magnificent store in Ujjain and will be launching two aesthetically built maiden retail stores in Kota and Bhilwara by the end of 2020.

07*

Retail Stores

30,900

Sq. Ft. Area

90%

Average Conversion rate of
Customer Footfalls

+350

Employees

95k

Footfall p.a.

UPCOMING SHOWROOMS Kota & Bhilwara

*** WITH ADDITION OF TWO NEW STORES, WE WILL HAVE OUR RETAIL PRESENCE IN Indore , Bhopal , Ratlam , Udaipur , Ujjain , Kota & Bhilwara**

ENHANCING THE BUYING EXPERIENCE WITH STATE OF THE ART RETAIL ARCHITECTURES



SHOWROOM AT BHOPAL



SHOWROOM AT INDORE



INDORE SHOWROOM (INTERIOR)



SHOWROOM AT UDAIPUR



SHOWROOM AT UJJAIN



SHOWROOM AT RATLAM

REJUVENATING ROOTS BY STRATEGIC TIE-UPS WITH INTERNATIONAL BRANDS



In FY. 2017-18, we entered into a strategic tie-up to retail Forevermark diamonds across all our stores. Forevermark is a brand of De Beers Group, UK, known for its beautiful, rare & responsibly sourced diamonds.

The synergy of Forevermark & D.P. Abhushan has brought an ideal collaboration over the past few years to offer hallmark diamond jewellery to our customers.

Along with Forevermark, we are also partnered with R.S. Diamonds for sale of their well known branded jewellery under the name of "Divine Solitaires".

**ACCELERATING AHEAD WITH
 MARKETING EXCELLENCE**

We are making consistent investments in our marketing activities to widen our customer base and promote the brand regionally as well as nationally.

F.Y.	Marketing Expenses (Rs. in lacs)
2017-18	317.18 (28.2% of PBT)
2018-19	379.86 (23.1% of PBT)
2019-20	435.82 (19.8% of PBT)

BRAND BUILDING & MARKETING INITIATIVES



Our 360 degree marketing initiatives includes full page newspaper advertisements, display of various hoardings in cities, TV & Radio ads. We also have an active presence on all social media platforms for brand building and product promotions.

BRAND BUILDING & MARKETING INITIATIVES



D.P. on Wheels – Our contemporary form of Marketing

In order to expand the “D.P. Jewellers” brand in new cities, our teams travel to new locations and set up weekly exhibitions in an auditorium or a community centre of such city to attract the local customers.

CITIES	Amt. (Rs. in lacs)
Ujjain	114.6
Bhilwara	74.66
Dhar	74.55
Vidisha	45.97
Ganj Basoda	33.32
Banswara	25.02
Indore	3.7
TOTAL	371.82

BRAND BUILDING & MARKETING INITIATIVES



D.P. GOLDEN LOCKER FACILITY

DP Golden Locker facility provides option to convert old jewellery into new designed jewellery under advance jewellery booking facility.

The spellbound performance of 207% increase in number of customers opted for “DP Golden Locker” facility in F.Y. 2019-20 as compared to F.Y. 2018-19 shows the tremendous faith of our Customers on us.

F.Y.	No. of Customers	Qty booked (in kg)
2018-19	311	16.73
2019-20	956	53.50

**100%
BUY BACK
PROMISE**

Buyback Guarantee– We are one of the few jewellery retailers to offer buyback guarantee for jewellery purchased at our stores.

Through buyback guarantee and our other marketing efforts, we aim at building an ever-lasting relationship with our customers and be with them through different cycles of life. We aim to build relationships that are long-term, and not transactional.

REJUVENATING TO ESTABLISH LEADERSHIP POSITION AMONG TOP LISTED COMPETITORS



Rs. in crores

Company	Revenue* (Rs. in crores)	PAT*	EPS (in Rs.)*	P/E**	Mkt. Cap. (Rs. in crores)	CMP (in Rs.)**	No. of showrooms
Titan Company Limited	21,052	1,493	16.91	72.34	108,638	1223.35	327
Rajesh Exports Limited	1,95,600	1,206	40.84	10.92	13,166	445.9	83
PC Jewellers Limited	5,207	83	2.1	6.44	535	13.53	83
Thangamayil Jewellery Limited	1,692	46	33.01	11.8	524	389.4	47
TBZ Limited	1,810	21	3.21	11.45	245	36.75	39
D.P. Abhushan Limited	809	16	7.39	12.82	210	94.75	4

**Based on BSE & NSE data as on October 14, 2020



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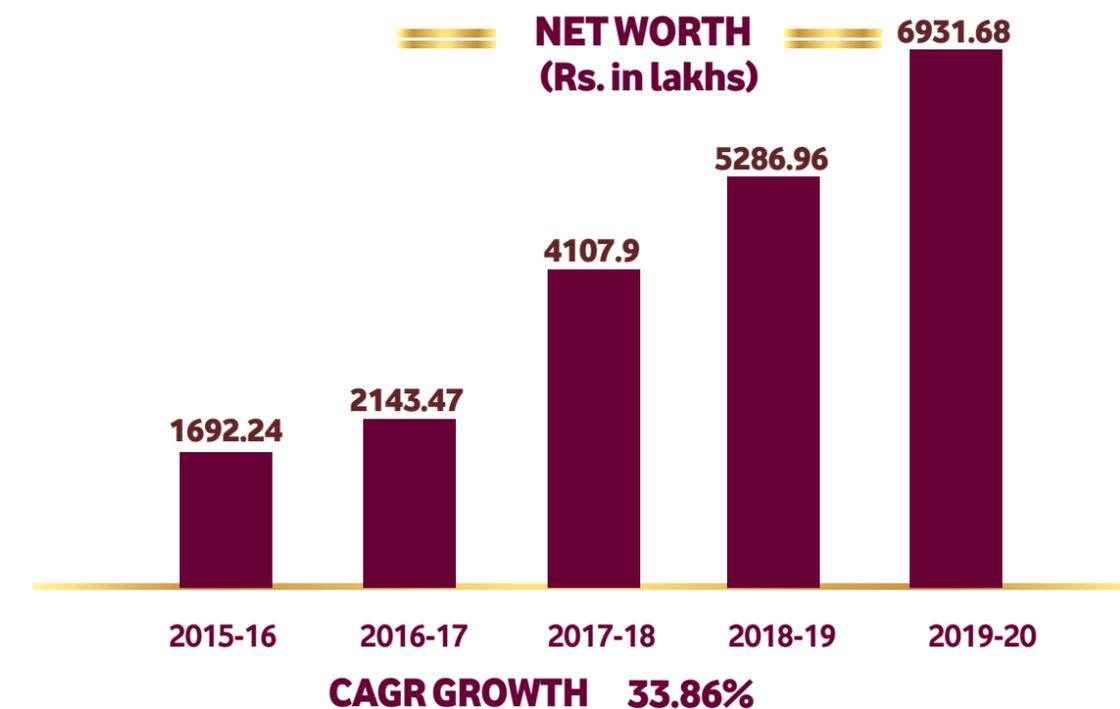
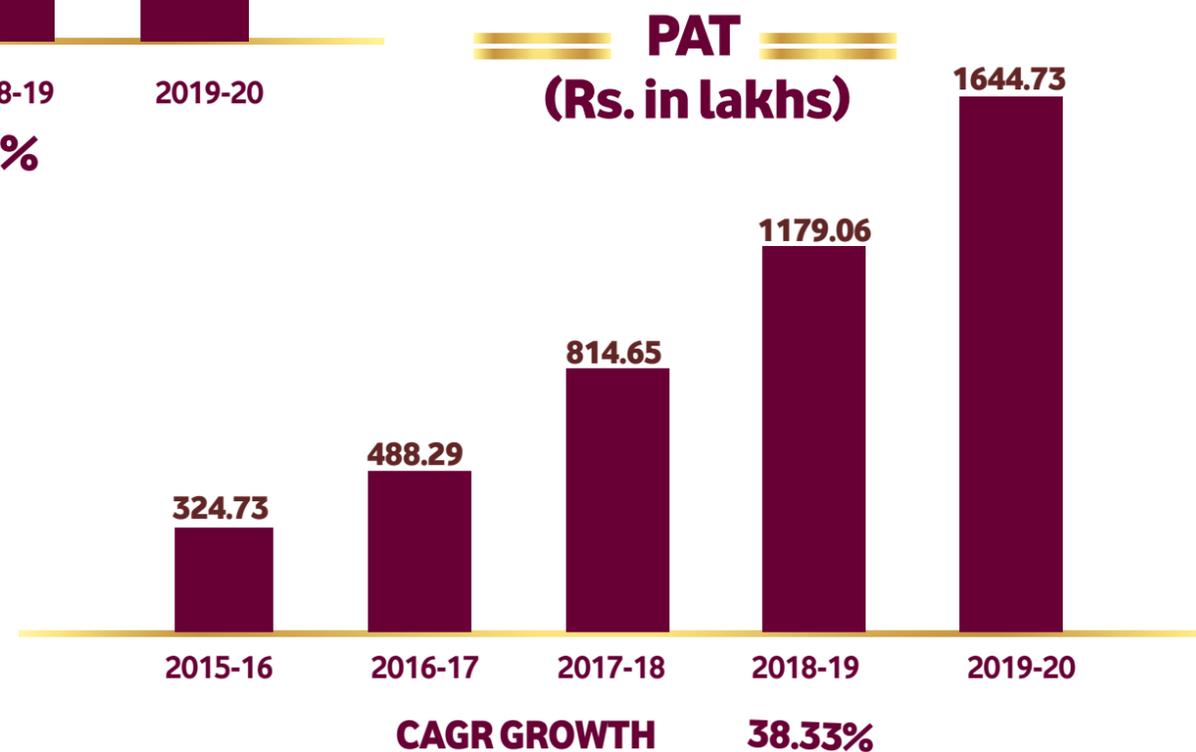
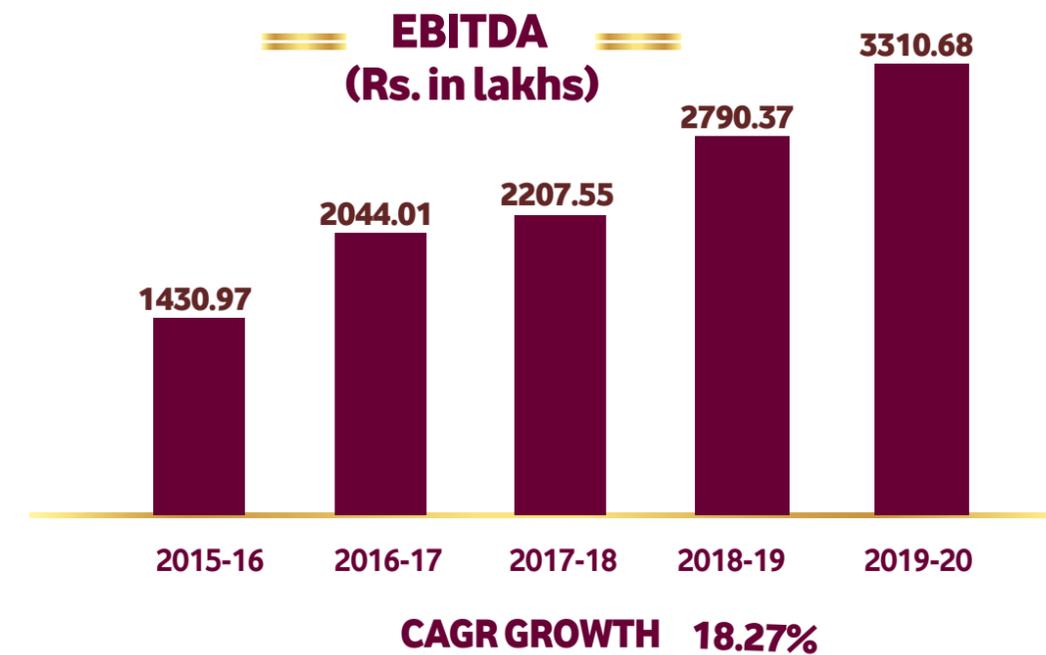
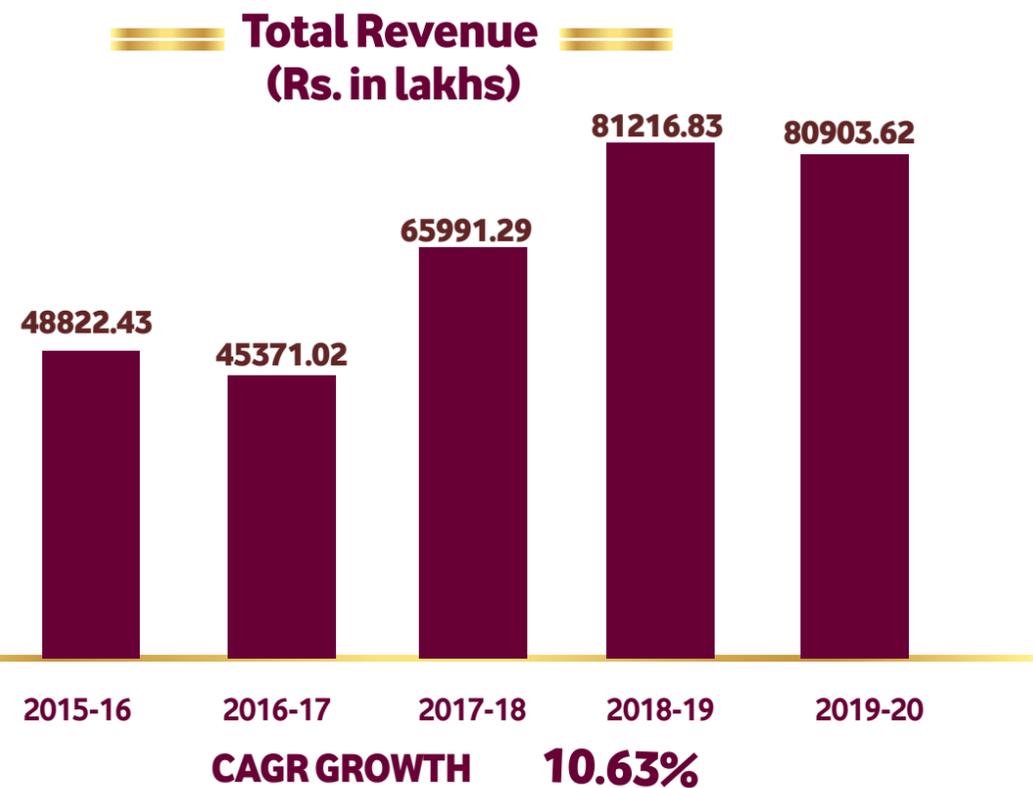
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FINANCIAL HIGHLIGHTS

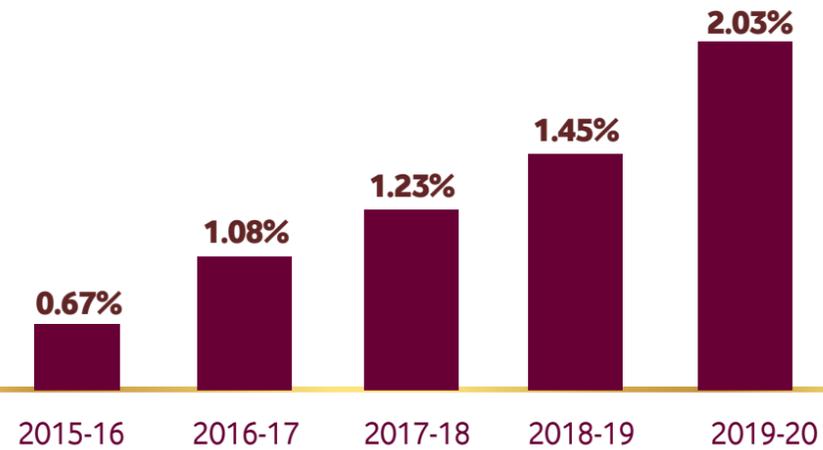
ON A JOURNEY OF CONTINUOUS FINANCIAL GROWTH



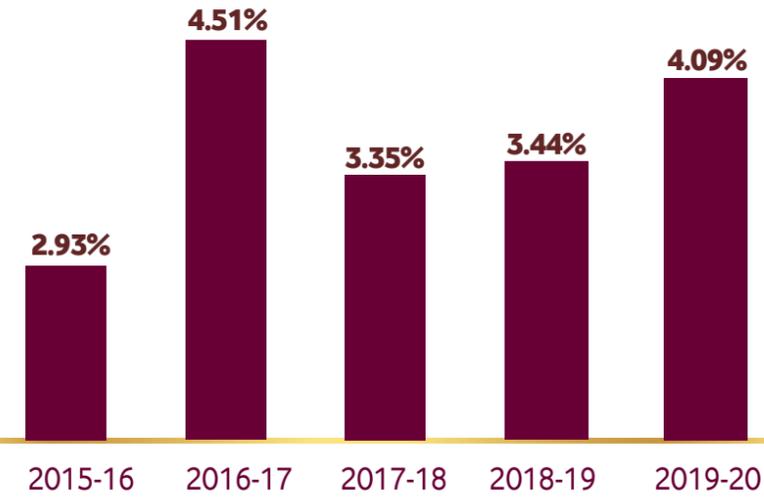
Note - Figures of F.Y. 2015-16 and F.Y. 2016-17 are based on restated financial statements of the Company as mentioned in its Prospectus dated Sept. 26, 2017. Data for FY 2017-18 starts from 02.05.2017 (incorporation date)

ON A JOURNEY OF CONTINUOUS FINANCIAL GROWTH

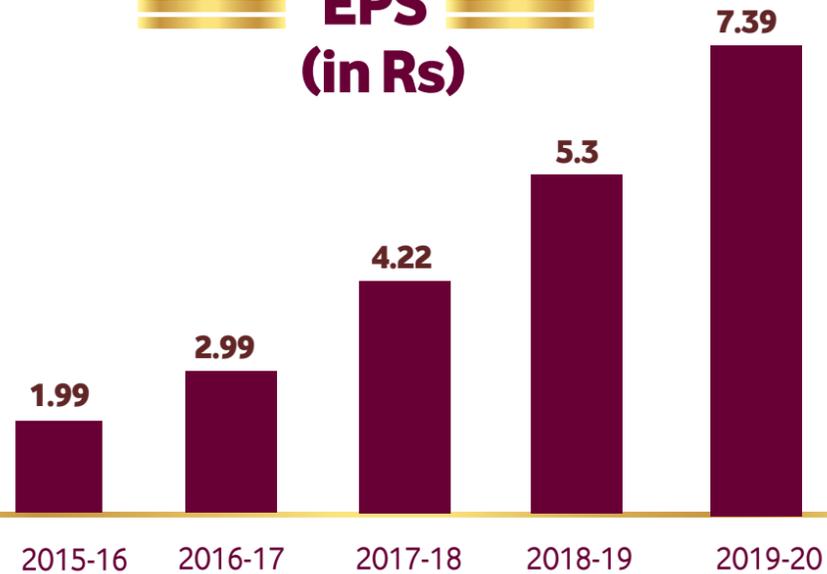
PAT Ratio (in %)



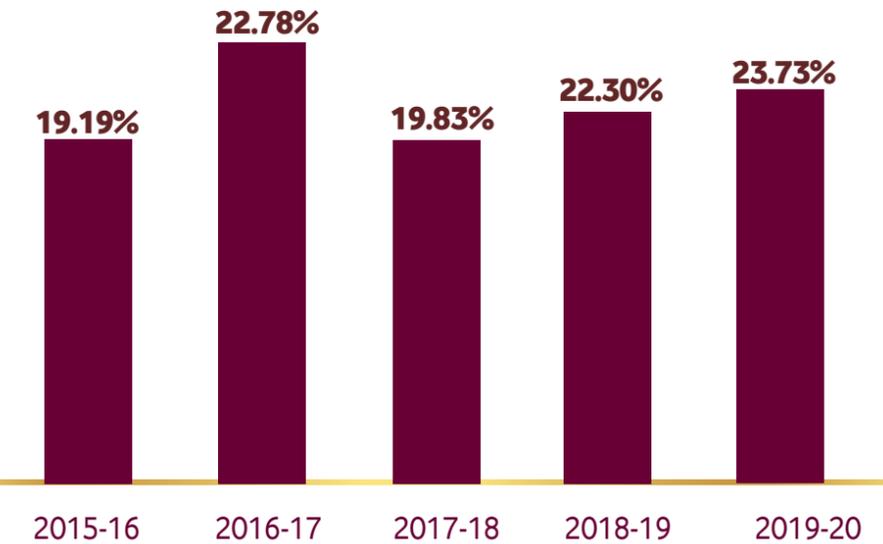
EBITDA RATIO (in %)



EPS (in Rs)



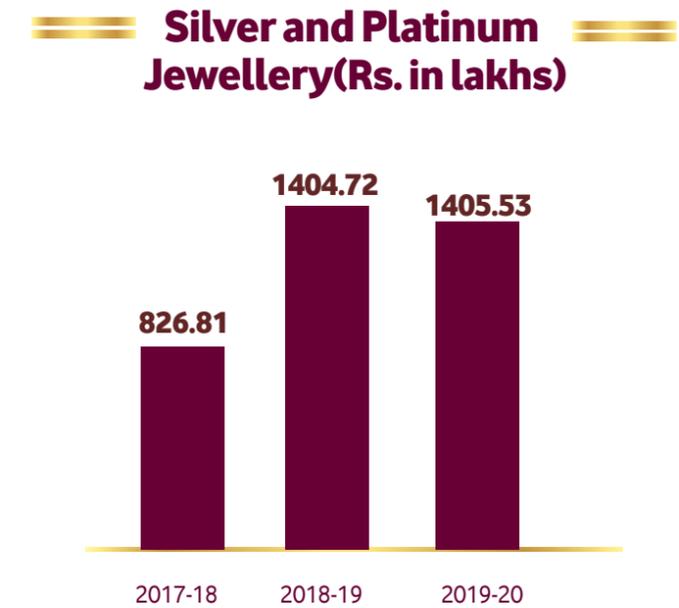
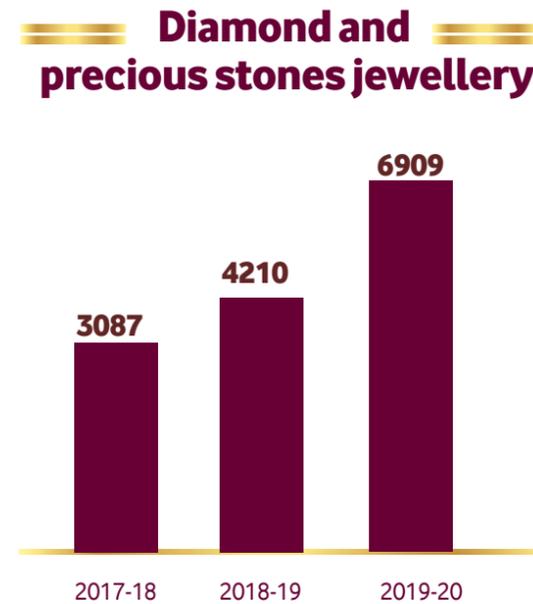
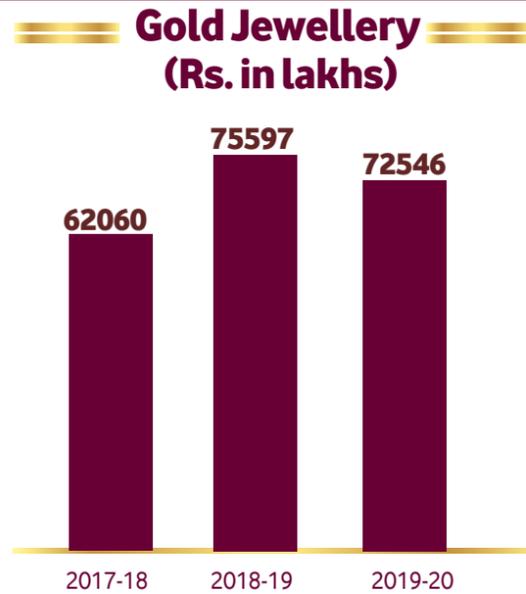
RETURN ON NET WORTH(%) (in Rs.)



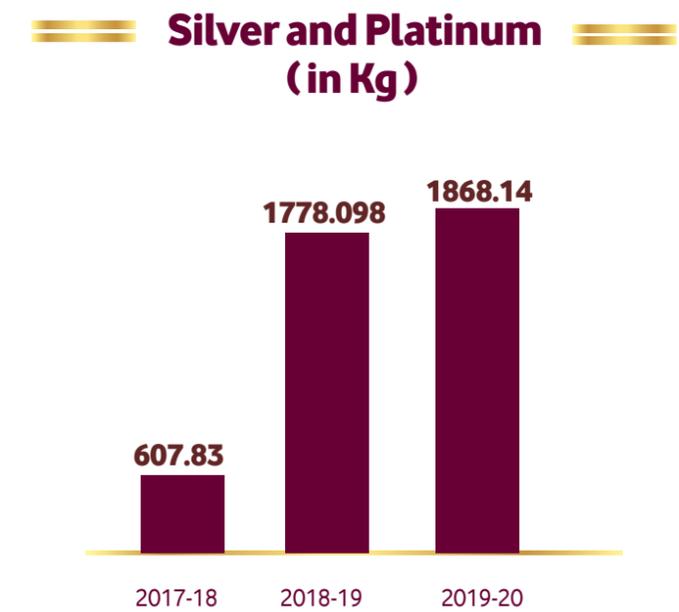
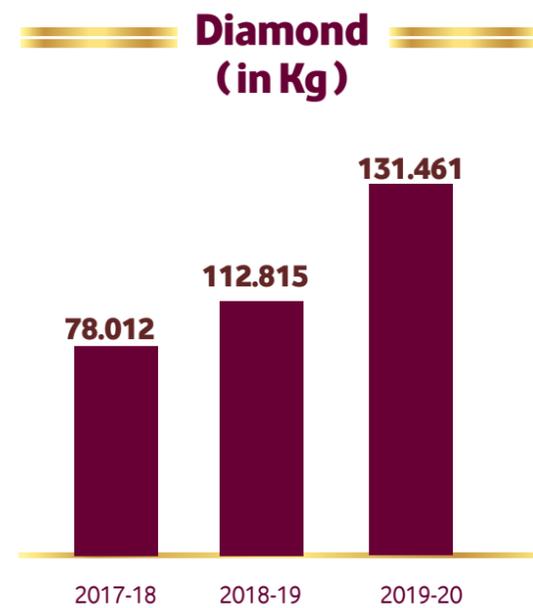
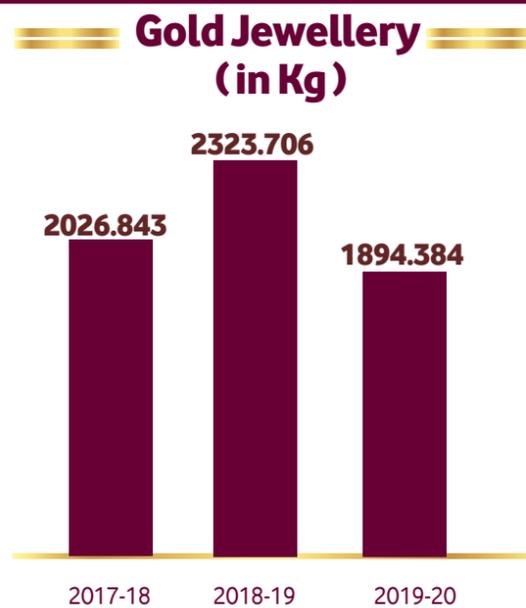
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PRODUCT-WISE FINANCIAL PERFORMANCE IN LAST 3 YEARS

Value Wise Performance (Rs. in lakhs)



Volume Wise Performance (in Kg)



Data for FY 2017-18 starts from 02.05.2017



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STATEMENT OF PROFIT & LOSS

Particulars	F.Y. 2019-20 Rs. in Lakhs	F.Y. 2018-19 Rs. in Lakhs	Growth (YoY%)
Revenue from operations	80,861.55	81,213.23	-0.43%
Other Income	42.07	3.60	1068.61%
Total Revenue	80,903.62	81,216.83	-0.39%
Cost of materials consumed	15,956.88	29,450.22	-45.82%
Purchase of Stock in trade	63,037.86	48,470.51	30.05%
Changes in inventories of finished goods,	(46,34.86)	(2,532.89)	82.99%
Employee benefits expense	1,128.81	939.65	20.13%
Finance Costs	895.27	961.77	-6.91%
Depreciation	212.07	183.26	15.72%
Other expenses	2,104.26	2,098.97	0.25%
Total Expenses	78,700.28	79,571.49	-1.09%
Profit before taxes	2,203.34	1,645.34	33.91%
Tax Expenses	(558.61)	(466.28)	19.80%
Profit after taxes	1,644.73	1,179.06	39.50%



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BALANCE SHEET - ASSETS

ASSETS	F.Y. 2019-20 Rs. in Lakhs	F.Y. 2018-19 Rs. in Lakhs
Non-Current Assets		
Property, Plant and Equipments – Tangible Assets	2,625.30	2,692.45
Intangible assets	0.84	0.95
Capital Work in Progress	56.64	-
Non Current Investments	-	-
Long term loans & advances	120.96	103.85
	2,747.10	2,797.25
Current Assets		
Inventories	22,990.03	18,482.77
Trade receivables	103.82	278.77
Cash and Cash Equivalents	227.23	722.94
Short-term Loans and advances	22.89	17.45
Other Current	969.43	703.11
	24,313.40	20,205.04
Total	27,117.15	23,002.31



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BALANCE SHEET – EQUITY & LIABILITIES

EQUITY & LIABILITIES	F.Y. 2019-20 Rs. in Lakhs	F.Y. 2018-19 Rs. in Lakhs
Shareholders' funds		
Share Capital	2,225.49	2,225.49
Reserves and Surplus	4,706.19	3,061.47
	6,931.68	5,286.96
Non-Current Liabilities		
Long Term borrowings	6,265.77	4,751.65
Deferred tax liabilities (Net)	70.99	47.35
Other long term liabilities	76.72	64.56
	6,413.48	4,863.56
Current Liabilities		
Short-term borrowings	3,281.46	4,960.09
Trade Payables	5,847.98	5,086.39
Other Current liabilities	3,991.27	2,221.32
Short Term provisions	651.29	583.99
	13,772.00	12,851.79
Total	27,117.15	23,002.31

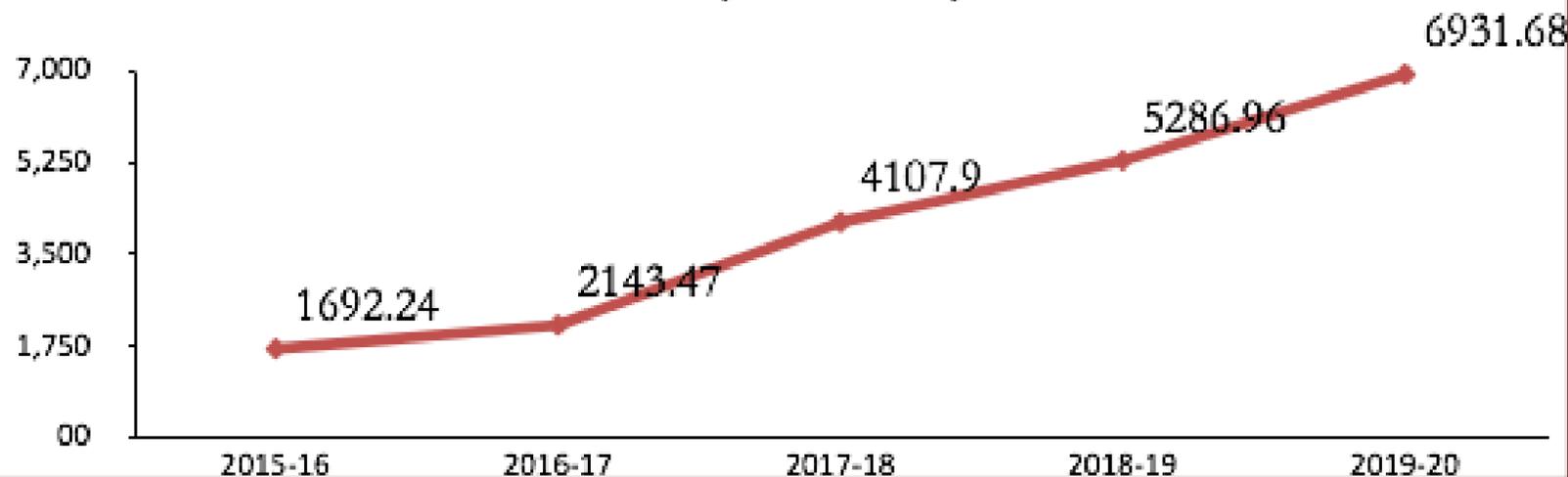


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Growth in Net Worth of our Company (Rs. in lakhs)



GROWING WITH GOLD – A SAFE HAVEN AND A STABLE ASSET-CLASS

The appetite for gold has been growing. Gold has historically proved to be a safe haven and a stable asset-class, providing maximum returns over the long term.

Gold – an integral part of wedding ceremonies in India — is traditionally used as a hedge against inflation and considered as a safe haven for investors during periods of uncertainties.

Considering the CAGR return of over 9% generated by gold in the last 10 years, we consider our gold jewellery more as an investment and not just part of our inventories.

OUR HEDGING POLICY FOR MITIGATING RISK OF FLUCTUATION IN GOLD PRICES



Gold price is directly driven by various international factors and stringent domestic government policies.



We monitor the Gold price on a regular basis using pricing trends and forecasts from internationally reputed news agencies and international factors.



To mitigate the risk of gold price fluctuation, we follow the practice of buying the same quantity of gold which is sold by us on a daily average basis. This practice acts as a natural hedging against gold price fluctuation. Moreover, unlike many other listed Companies, the cost of our gold inventories is determined on a weighted average basis, which eliminates the impact of high fluctuation in gold prices to a certain extent, and thus makes the Company more competitive in financial terms.

THE FUTURE OUTLOOK OF INDIAN JEWELLERY SECTOR



INCOME

In 2019, India ranked second highest consumer of gold in the World, supported by increasing disposable income of the middle-class.



Market

The market size of Indian Jewellery Sector was about \$75 billion in 2017 and is expected to reach \$100 billion by 2025.



Population

Rapidly increasing middle-class population has led to increase in the demand of gold.



SCHEME

Gold Monetization Scheme launched by Indian Government to reduce the country's reliance on gold imports to meet the domestic demand has been a growth driver for industry.



INCOME GROUP

India's rich population is expected to increase to 310 million in 2048 from 30 million in 2018



DEMAND

As per the World Gold Council (WGC), India's gold demand stood at 690.40 tonnes in 2019.



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OUR CONTRIBUTION TOWARDS RENEWABLE ENERGY DEVELOPMENT

The future for clean energy in India is promising. We believe that renewable energy will play a critical role in India's energy basket in order to ensure long-term energy security of the country and optimum utilization of existing grid infrastructure, enabled by rapidly evolving technology.

Considering the future potential of wind power, our Company has installed 5 wind turbine generators of 750 KW each in Village Bagia & Naveli, Ratlam, Madhya Pradesh in Sept.'12. In Jan.'13, the Company entered into an agreement with MPPMCL (M.P. Power Management Co. Ltd.) for exclusive sale of power, generated from wind turbine generators to MPPMCL.

F.Y.	Revenue from Windmill Business Rs. in lakhs	EBIT from Windmill Segment Rs. in lakhs
2019-20	125.77	15.59
2018-19	147.47	45.28
2017-18	109.79	13.65

OUR STRONG AND EXPERIENCED MANAGEMENT TEAM



Mr. Vikas Kataria

(Chairman & MD)
Exp. – 13 years



Mr. Santosh Kataria

(Whole Time Director)
Exp. – 20 years



Mr. Anil Kataria

(Head - Business Development)
Exp. – 25 years



Mr. Ratanlal Kataria

Head -
Marketing Operations
Experience : 43 years



Mr. Amit Bandi

CEO
Experience : 22 years



Mr. Vijesh Kasera

CFO
Experience : 18 years



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AWARDS & ACCOLADES

India's Best Diamond Bridal Jewellery Award

Excellence Award by IBC 24 in 2019 & 2018

Best Ring of the year 2019

India's Most Preferred jeweler in regional category (MP & Rajasthan) by UBM India

Best Promising Gems and Jewellery Company by IBJAL

Best Business Ethics Award at Gems and Jewellery Trade Council of India

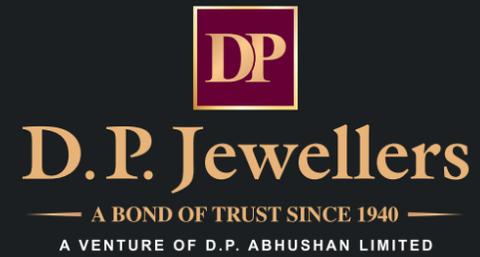
Best Lifestyle Excellence Awards Indore 2020

Most Innovative Marketing Campaign

Best Ring design 2017



“WITH A STRONG MARKET POSITION AND A LONG TRACK RECORD, WE ARE EVOLVING WITH CHANGING TIMES IN THE JEWELLERY BUSINESS IN INDIA. WE ARE SHARPENING THE BASICS, ENHANCING THE APPEAL OF OUR BRAND AND INCREASING OUR GEOGRAPHIC DIVERSITY.”



Disclaimer:- This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating D.P. Abhushan Limited future business developments and economic performance. While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. We undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.



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