  
**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

FEBRUARY 2024 | Q3 FY24



[www.dpjewellers.com](http://www.dpjewellers.com)

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# Company Overview



# D.P. Abhushan at a Glance

Founded in 1940 in Ratlam, Madhya Pradesh, **D.P. Jewellers** has evolved into a prominent player in the jewellery industry. Originally established as a partnership firm in 2003, the company transitioned into a full-fledged entity in 2017. **D.P. Jewellers** has since grown into the largest Jewellery Retail Chain in Central India.

With a strategic presence in key cities such as **Ratlam, Indore, Udaipur, Bhopal, Ujjain, Bhilwara, Kota, and Banswara**, the company has established itself as a leading destination for discerning customers. Known for its commitment to quality, craftsmanship, and customer service, **D.P. Jewellers** has become a trusted name synonymous with both tradition and innovation in the jewellery market.



**80+** Years  
*Since Formation*



**8**  
*Locations*



**500+**  
*Human Assets*



**92-96%**  
*Gold Purity*



**85-95%**  
*Footfall conversion ratio*



**25 Lac+**  
*Families Associated*

# Board of Directors



**Mr. SANTOSH KATARIA**

*Managing Director*



**Mr. ANIL KATARIA**

*Whole Time Director*



**Mr. DEEPAK GADIA**

*Independent Director*



**Mr. MUKESH JAIN**

*Independent Director*



**Mr. SANSKAR KOTHARI**

*Independent Director*



**Ms. APURVA LUNAWAT**

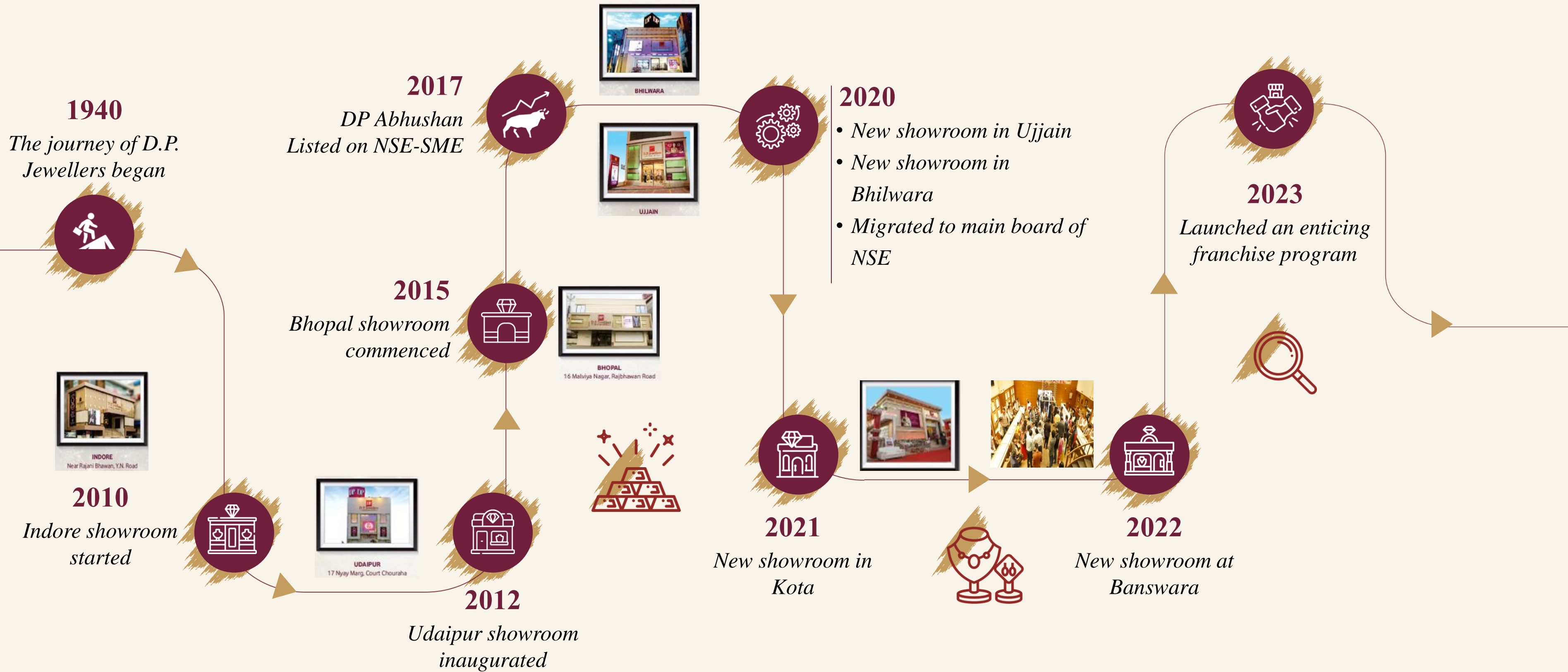
*Women Independent Director*



**Ms. RENU KATARIA**

*Non-executive Director*

# Journey & Milestones



# Store Geographics

1<sup>st</sup>

## RATLAM (M.P.)

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

2<sup>nd</sup>

## INDORE (M.P.)

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

3<sup>rd</sup>

## UDAIPUR (RAJ.)

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

4<sup>th</sup>

## BHOPAL (M.P.)

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

5<sup>th</sup>

## UJJAIN (M.P.)

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

6<sup>th</sup>

## BHILWARA (RAJ.)

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

7<sup>th</sup>

## KOTA (RAJ.)

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

8<sup>th</sup>

## BANSWARA (RAJ.)

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



# What makes D.P. Abhushan Different



## **NATURAL HEDGING**

The company benefits from hedging by using a weighted average cost method, ensuring its inventory costs stay lower than market prices.



## **FOCUSED REGION**

The company prioritizes gold jewelry due to the Central Indian market's preference and higher marriage budgets compared to other regions in India



## **LOWER OPERATING COST**

Operating in tier 2 and tier 3 cities enables the company to reduce its expenses and benefit from easier and more economical logistics movement of inventory.

# 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.

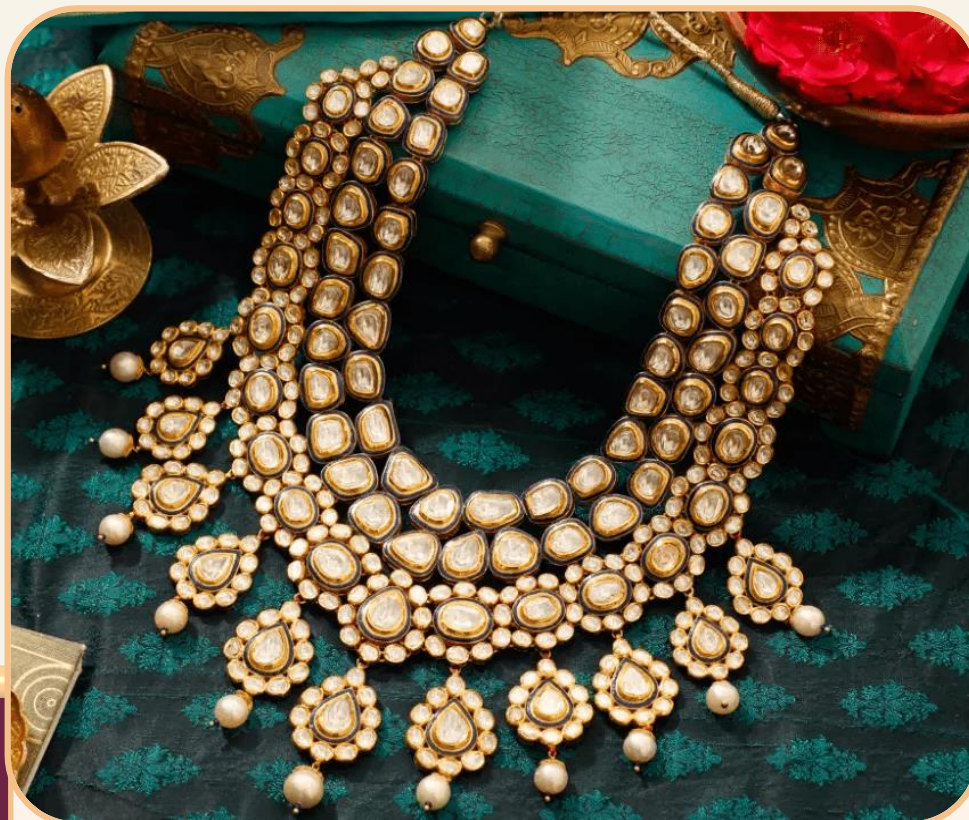


# Business / Industry Overview



# An Array of Offerings: D.P. Abhushan's Versatile Product Range

## Shop by Collection



**Wedding jewellery**

**Valentine Jewellery**

**Flower  
Collection**

**Traditional  
Jewellery**

**Mewar  
Collection**

**Idol  
Collection**

**Dohra  
Collection**

**Lightweight and  
trendy jewellery**

## Shop by Styles



**Gold jewellery**

**Jadau Jewellery**

**Diamond studded  
jewellery**

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

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

**Plain and diamond  
studded platinum  
jewellery**

## Shop by Products



**Chains**

**Rings**

**Armlets**

**Gajrahs**

**Pendants**

**Bangles**

**Necklaces**

**Earrings**

**Nose Rings**

**Mangal sutra**

# Marketing and Promotion Strategies

**DP**  
**EXCLUSIVE JEWELLERY EXHIBITION**  
**08 09 10** Sept. 2023  
प्रातः 10.00 बजे से रात 9.00 बजे तक  
**होटल राज पैलेस, नीमच**  
RATLAM | INDORE | UDAIPUR | BHOPAL | UJJAIN | BHILWARA | KOTA | BANSWARA

**DP**  
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www.dpjewellers.com DPJewellersIndia  
138, चाँदनी चौक, रतलाम ( 07412-408900

शुभ अवसर के लिए चुनें  
श्रेष्ठ आभूषण

**DP**  
**परिणय**  
वैवाहिक ज्वेलरी एक्जिबिशन  
20 से 30 सितंबर 2023

**DP**  
**D.P. Jewellers**  
— A BOND OF TRUST SINCE 1940 —  
A VENTURE OF D.P. ABHUSHAN LIMITED  
56, नगर परिषद, राजेन्द्र मार्ग, भीलवाड़ा  
( 01482-237999  
शुरुआत रविवार को भी आपकी सेवा में  
RATLAM | INDORE | UDAIPUR | BHOPAL | UJJAIN | BHILWARA | KOTA | BANSWARA

रतलाम में पहली बार  
अनदेखी, अनसुनी, अद्भुत  
ज्वेलरी एक्जिबिशन एवं सेल

**DP**  
**Jewellery World**  
A COLLECTION NEVER SEEN BEFORE  
**7<sup>th</sup> & 8<sup>th</sup> Oct. 2023**  
श्रीजी पैलेस, बरबड़ रोड, रतलाम

**DP**  
**D.P. Jewellers**  
— A BOND OF TRUST SINCE 1940 —  
A VENTURE OF D.P. ABHUSHAN LIMITED  
www.dpjewellers.com DPJewellersIndia  
138, चाँदनी चौक, रतलाम ( 408900  
OUR BRANCHES : RATLAM | INDORE | UDAIPUR | BHOPAL | UJJAIN | BHILWARA | KOTA | BANSWARA

**DP**  
**'नमस्ते गंज बासौदा'**  
स्वर्ण नगरी रतलाम के सर्वश्रेष्ठ आभूषण अब आपके नगर में

**DP**  
**EXCLUSIVE JEWELLERY EXHIBITION & SALE**  
**23 24** Dec. 2023  
10.00 am to 9.00 pm  
होटल योगेश्वरी  
सुंघरू गार्डन, ल्योदा रोड, गंज बासौदा (म.प्र.)

आप सादर आमंत्रित है।

**DP**  
**D.P. Jewellers**  
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A VENTURE OF D.P. ABHUSHAN LIMITED  
www.dpjewellers.com DPJewellersIndia

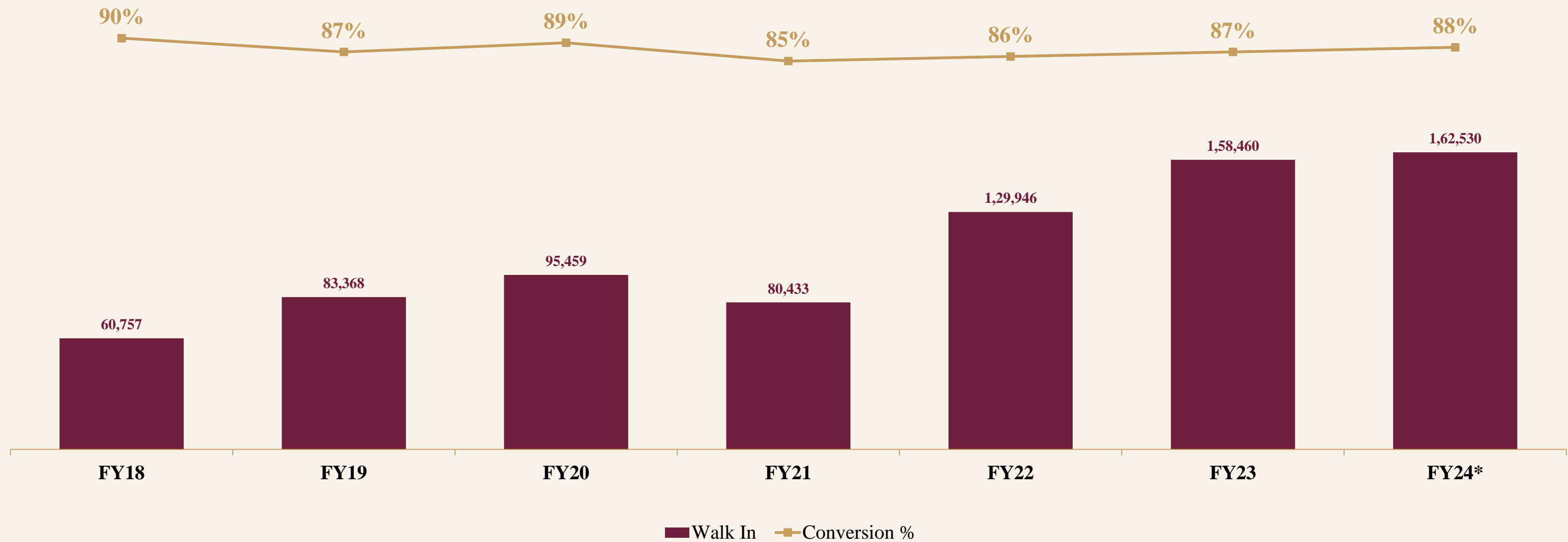
**DP**  
**'नमस्ते अजमेर'**  
रतलाम के शुद्ध एवं सर्वश्रेष्ठ आभूषण अजमेर में

**DP**  
**EXCLUSIVE JEWELLERY EXHIBITION & SALE**  
**09 10 11** Dec. 2023  
10.00 am to 9.00 pm  
HOTEL CROSS LANE  
Near City Power House, Jaipur Rd., Ajmer

आप सादर आमंत्रित है।

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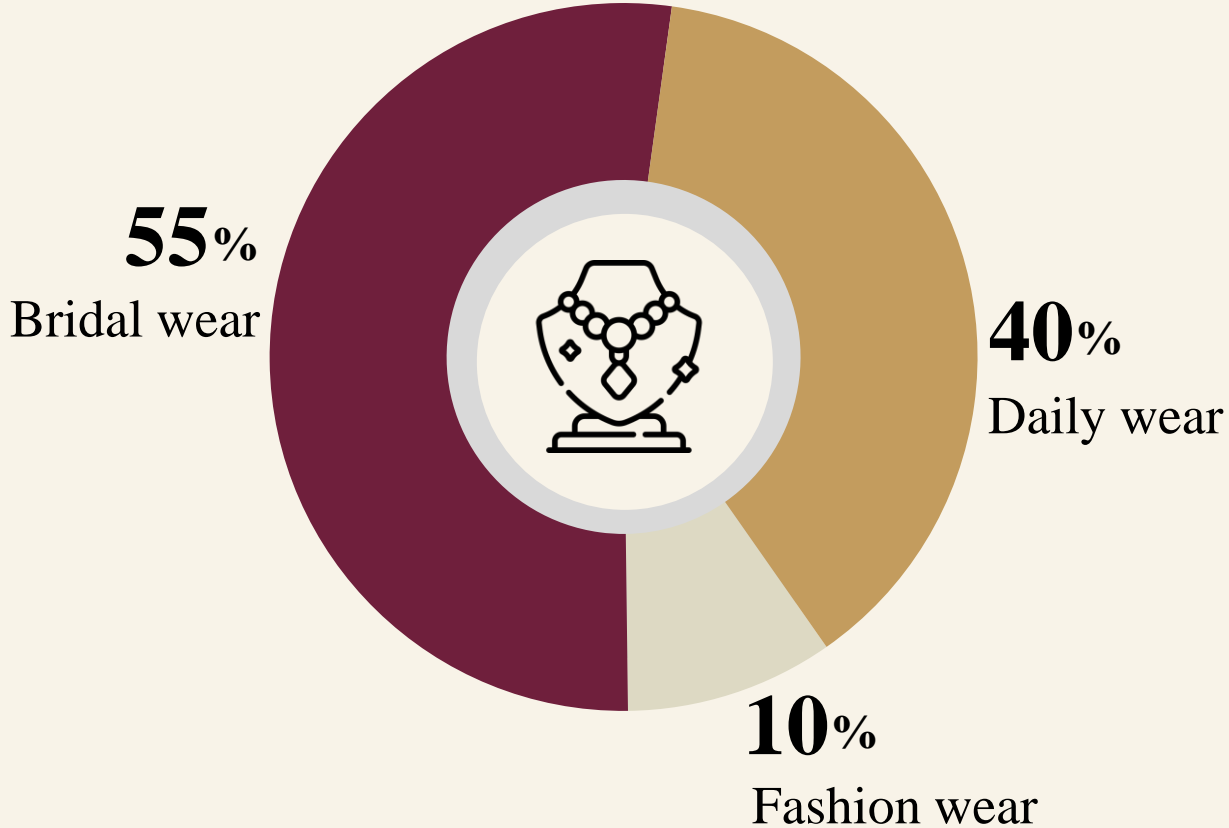
# Standing Tall as Leaders in Footfall to Conversion Ratio



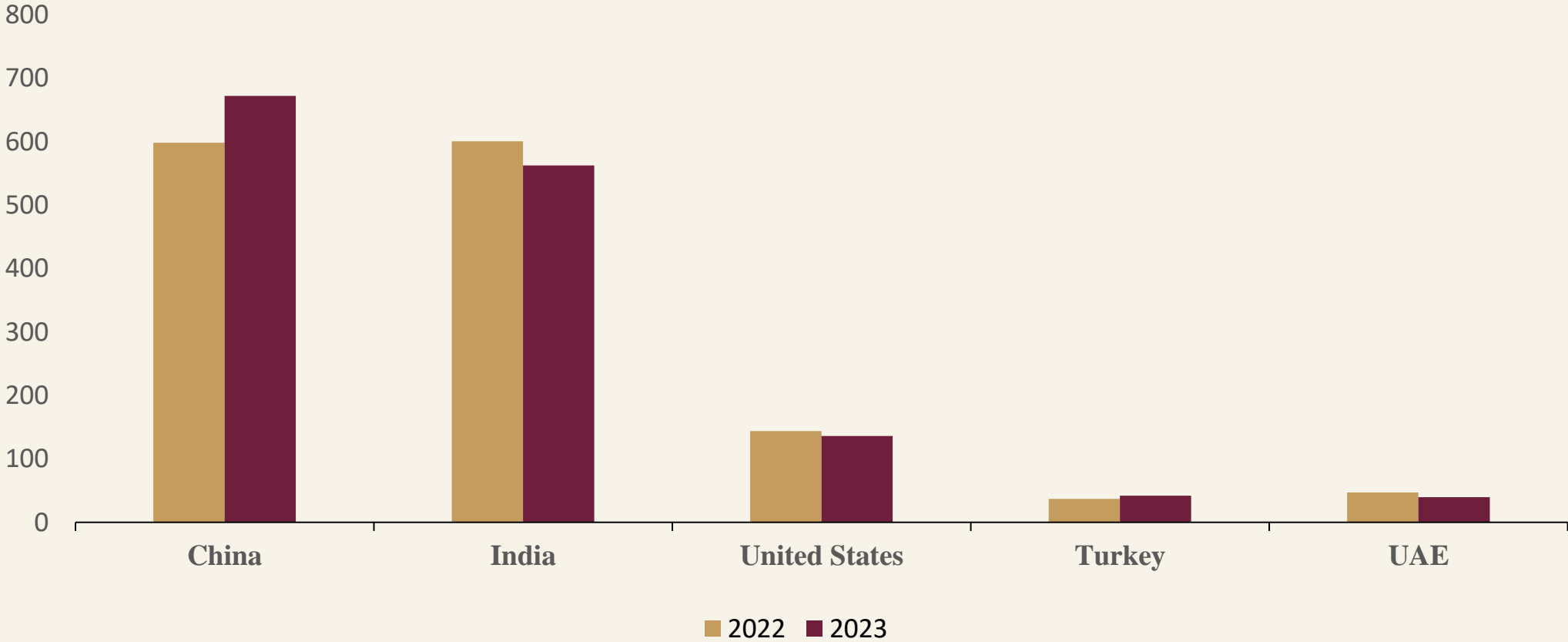
# Industry Overview

- Compared to global counterparts, **India emerges as the top revenue generator in the jewellery market**, forecasting a robust revenue of **US\$81 billion in 2024** and is **expected to achieve an annual growth rate of 4.59% from 2024 to 2028**
- India, renowned as the world's **second-largest consumer of gold jewellery**, showcases a vibrant market driven primarily by weddings and festivals
- **Bridal jewellery commands a significant portion of this market**, contributing at least half of its total demand
- **Non-luxury jewellery is poised to dominate sales**, comprising an estimated 98% of the market by 2024
- The surge in demand for traditional gold and gemstone designs reflects India's deep-rooted cultural heritage, shaping the preferences of consumers

Indian Jewellery Segmentation



Top five countries' annual gold jewellery demand, tonnes



# Key Market Trends

Trend of **Daily wear Jewellery** is on rise. Ring and bracelets are currently the bestsellers.

**Lower-carat (18K and 14K)** jewellery has gained popularity in the face of an elevated gold price

100 % FDI in the sector through Automatic route without any Pre-approval.



**Digital Gold** Platforms are gaining traction



**Lightweight jewellery** with intricate designs is considered a budget-friendly option



Sovereign Gold Bond Scheme 2023-24. Allowing investor to hold gold in nonphysical form





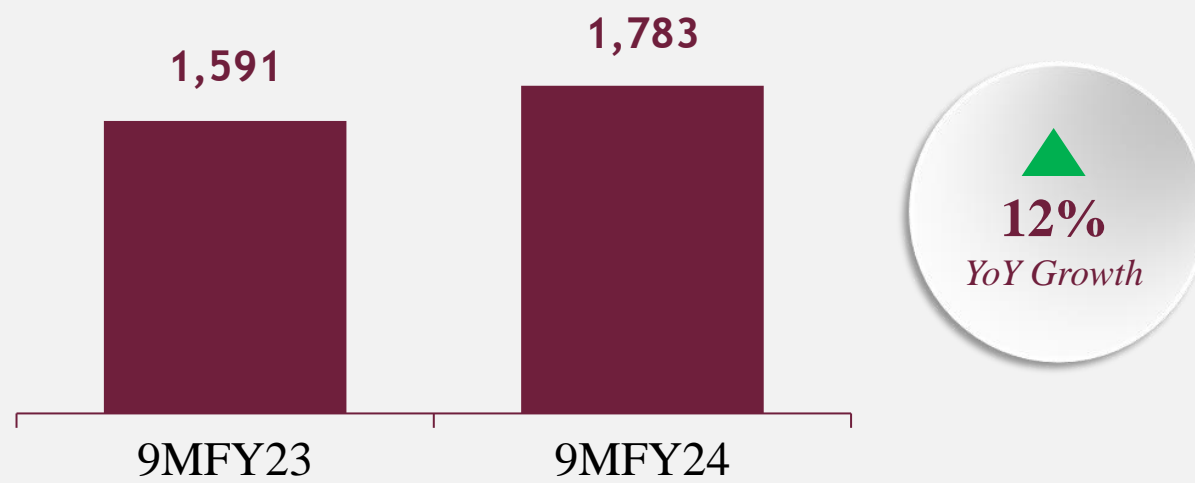


# Financial Overview

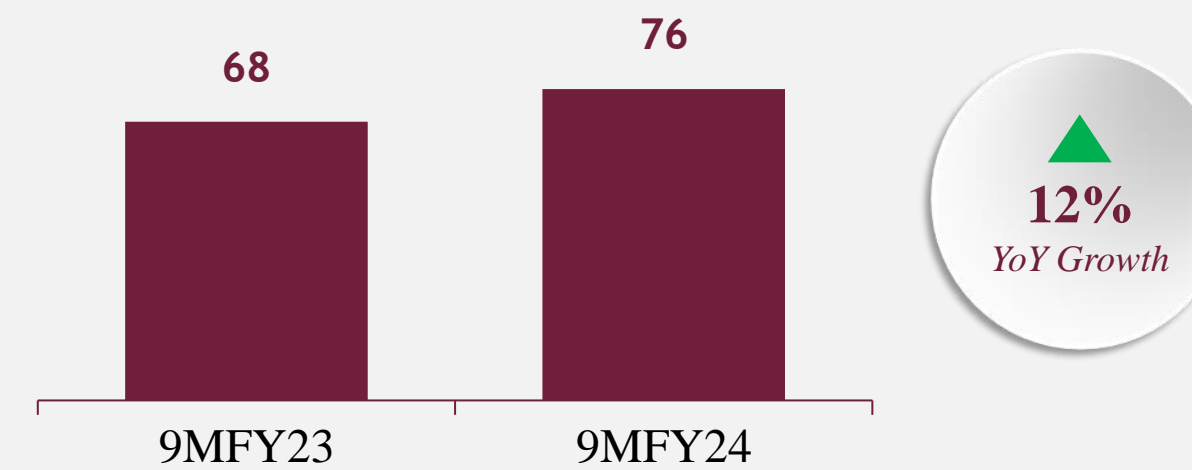


# Financial Snapshot

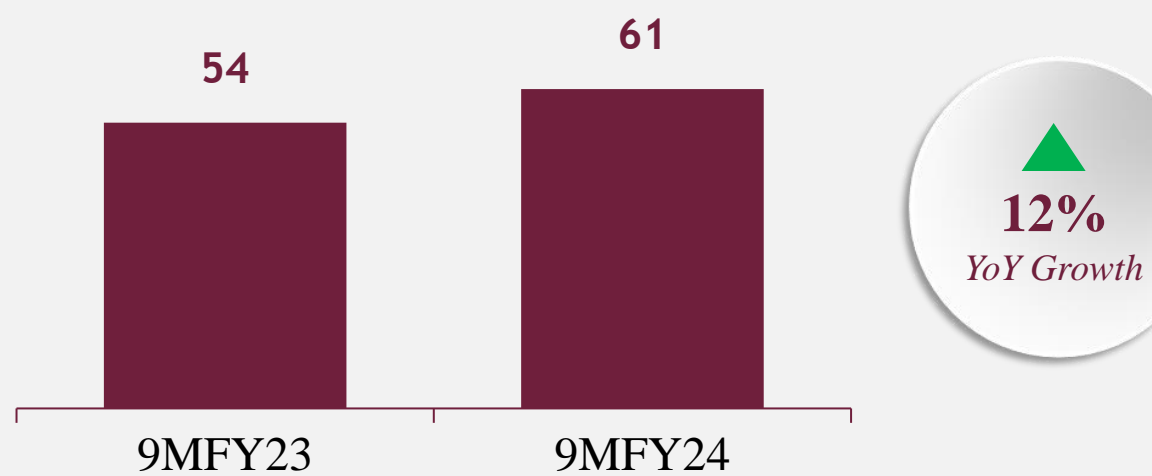
## Revenue (₹ Cr.)



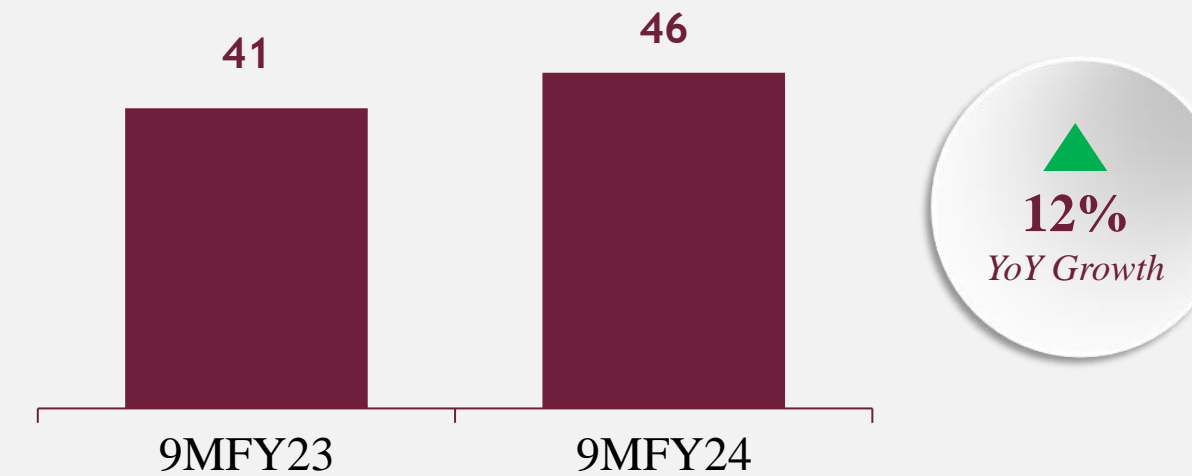
## EBITDA (₹ Cr.)



## PBT (₹ Cr.)

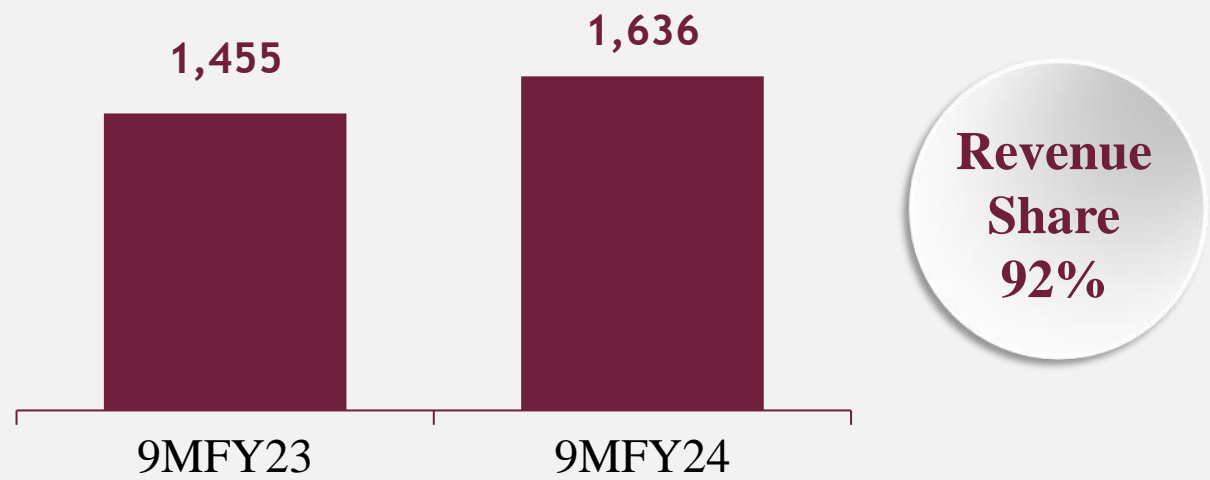


## PAT (₹ Cr.)

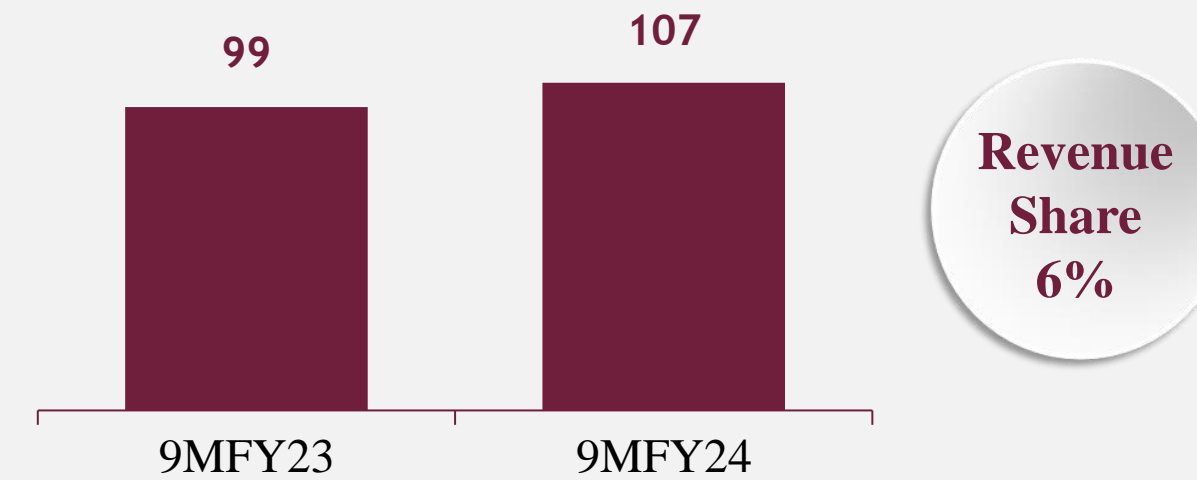


# Segmental Performance

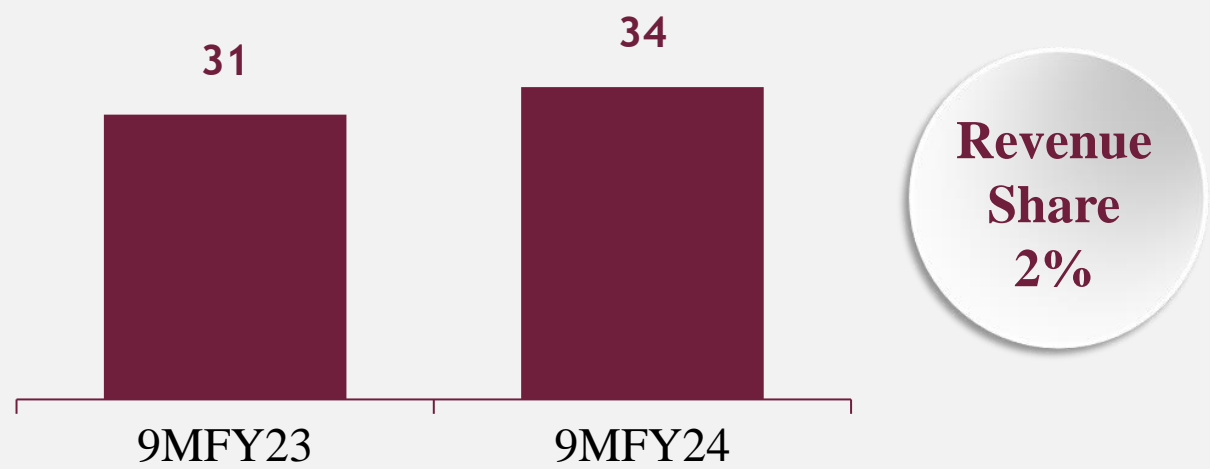
## GOLD (₹ Cr.)



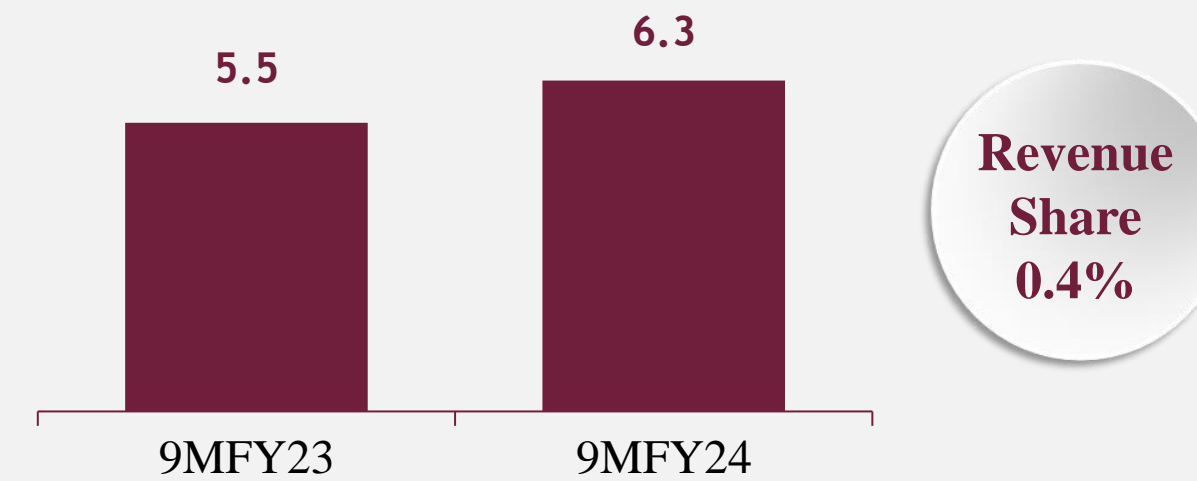
## DIAMONDS (₹ Cr.)



## SILVER (₹ Cr.)



## Others\* (₹ Cr.)



# Store Metrics

Average Sales Per Sq. ft. – Store wise (₹ Crores)	9MFY24	9MFY23	YoY Growth
Ratlam	535	466	▲ 15%
Indore	421	374	▲ 13%
Bhopal	182	164	▲ 11%
Ujjain	160	136	▲ 17%
Udaipur	205	176	▲ 17%
Bhilwara	70	67	▲ 4%
Kota	154	150	▲ 3%
Banswara	56	58	▼ 3%

# Income Statement

In ₹ Crores	Q3 FY24	Q2 FY24	Q3 FY23	9M FY24	9M FY23
<b>Total Income</b>	<b>766</b>	<b>546</b>	<b>672</b>	<b>1,784</b>	<b>1,591</b>
Total Expenditure	737	524	640	1707	1,523
<b>EBITDA</b>	<b>29</b>	<b>22</b>	<b>31</b>	<b>76</b>	<b>68</b>
<i>EBITDA Margin</i>	3.8%	4.0%	4.7%	4.3%	4.3%
Depreciation	1	1	1	4	4
Finance Cost	5	3	4	11	10
<b>Profit Before Tax</b>	<b>22</b>	<b>18</b>	<b>26</b>	<b>61</b>	<b>54</b>
<i>PBT Margin</i>	2.9%	3.2%	3.9%	3.4%	3.4%
Tax	6	4	6	15	14
<b>Profit After Tax</b>	<b>17</b>	<b>13</b>	<b>20</b>	<b>46</b>	<b>41</b>
<i>PAT Margin</i>	2.2%	2.4%	2.9%	2.6%	2.6%



# 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.*

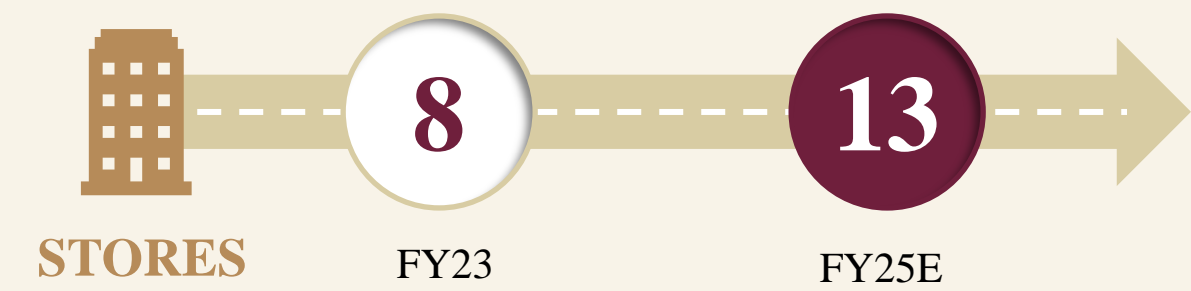


## MISSION

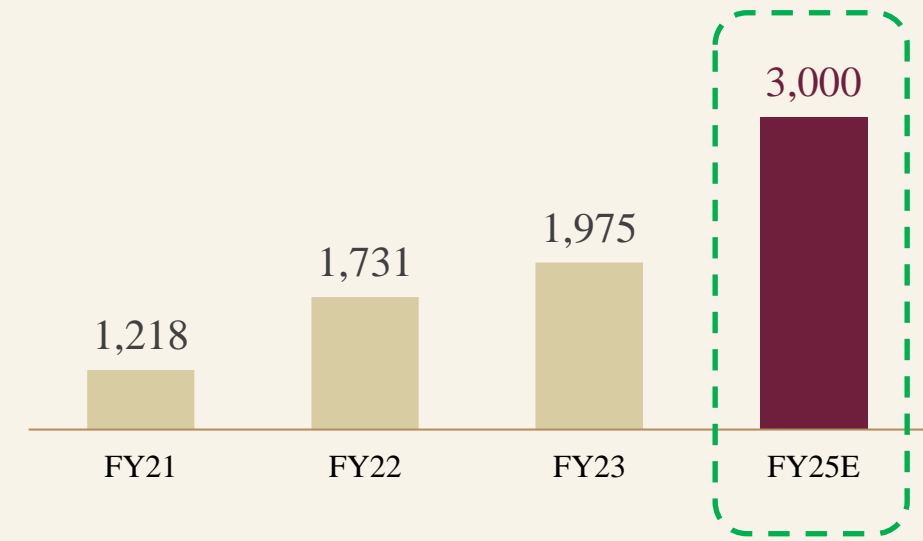
*To Create wealth for all the stakeholders by building a business based on honest and transparent approach towards the customers and contributing to the society at large.*



## GOAL



## REVENUE (₹ crores)



# 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.
- Strategic initiative to broaden its footprint throughout India via a mix of self-owned outlets and franchise alliances



## 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



# Proud moments

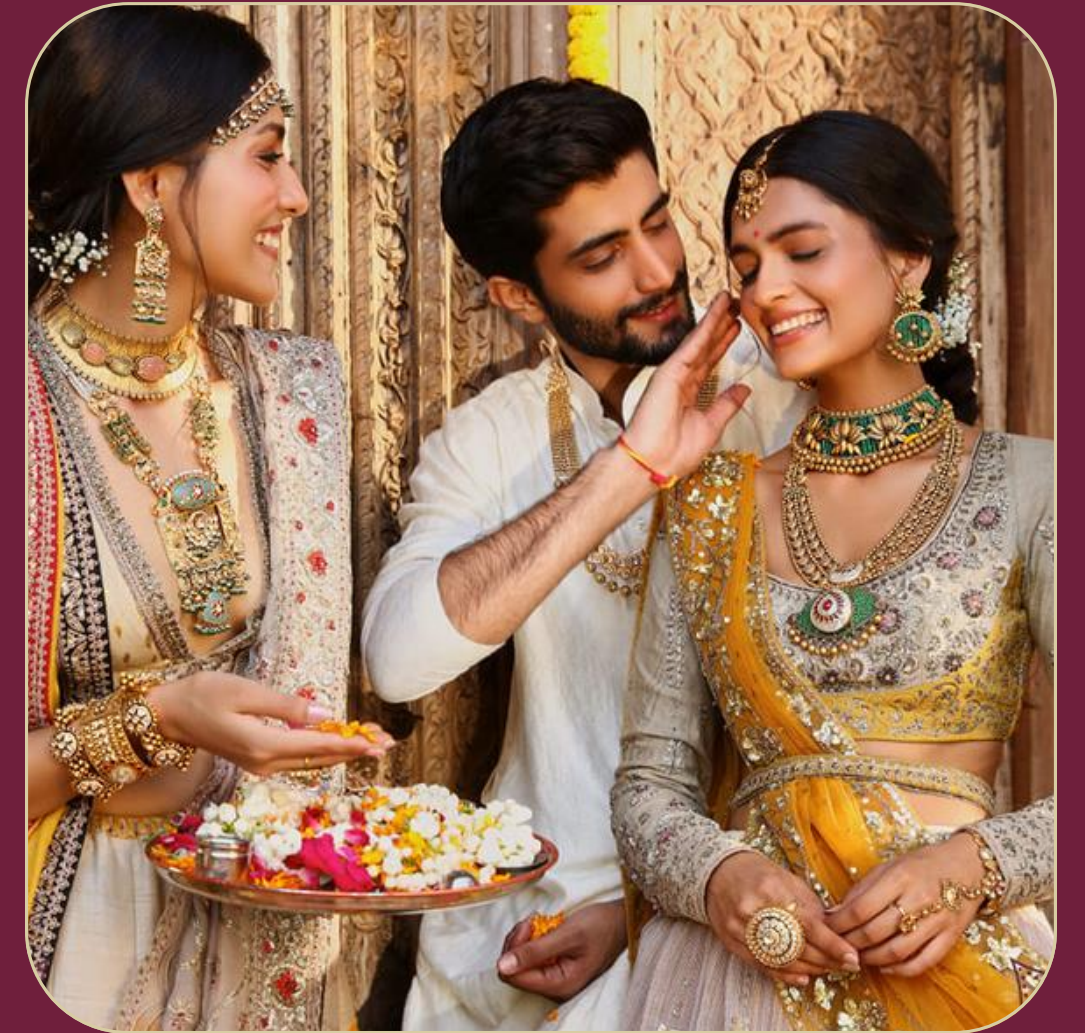
DP

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



# Achievement and Recognition



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



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



Best Ring Design at IJ  
Jewellers Choice Design  
Awards 2019



Winner of India's Best  
Wedding Diamond Jewellery  
2019



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



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



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



Trusted Retail Jewellers Award  
-International Business Summit  
Awards Dubai 2023



Excellence Award  
-IBC 24



# 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



**Mr. Siddesh Chawan**

Ernst & Young LLP/ Investor Relations

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☎ +91 99302 35001

