



# D.P. Jewellers

— A BOND OF TRUST SINCE 1940 —

D.P. Abhushan Ltd.

First Quarter ended on 30<sup>th</sup> June 2022

RESULTS  
PRESENTATION

08.08.2022

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



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## WELCOME NOTE



*To our Customers,  
Stakeholders,  
Employees, each  
and every  
person/family  
associated with us.*

*We welcome you  
all and we hope for  
a Long &  
Successful Journey  
with you*

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## Overview

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”.

# OBJECTIVES & 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.

## TIMELINE

1940



**D.P. Jewellers**

A BOND OF TRUST SINCE 1940

The Year D.P. Jewellers came into existence

2010



INDORE

Near Rajani Bhawan, Y.N. Road

Indore Showroom Started

2015

Bhopal Showroom Commenced



BHOPAL

16 Malviya Nagar, Rajbhawan Road

2012



UDAIPUR

17 Nyay Marg, Court Chouraha

Udaipur Showroom Inaugurated

2020



UJJAIN

New Showroom at Ujjain inaugurated

2017



DP ABHUSHAN got listed on NSE - SME Platform in October 2017

2020



BHILWARA

New Showroom at Bhilwara inaugurated

2020



Migrated to Main Board of NSE

2021



KOTA

New Showroom at Kota

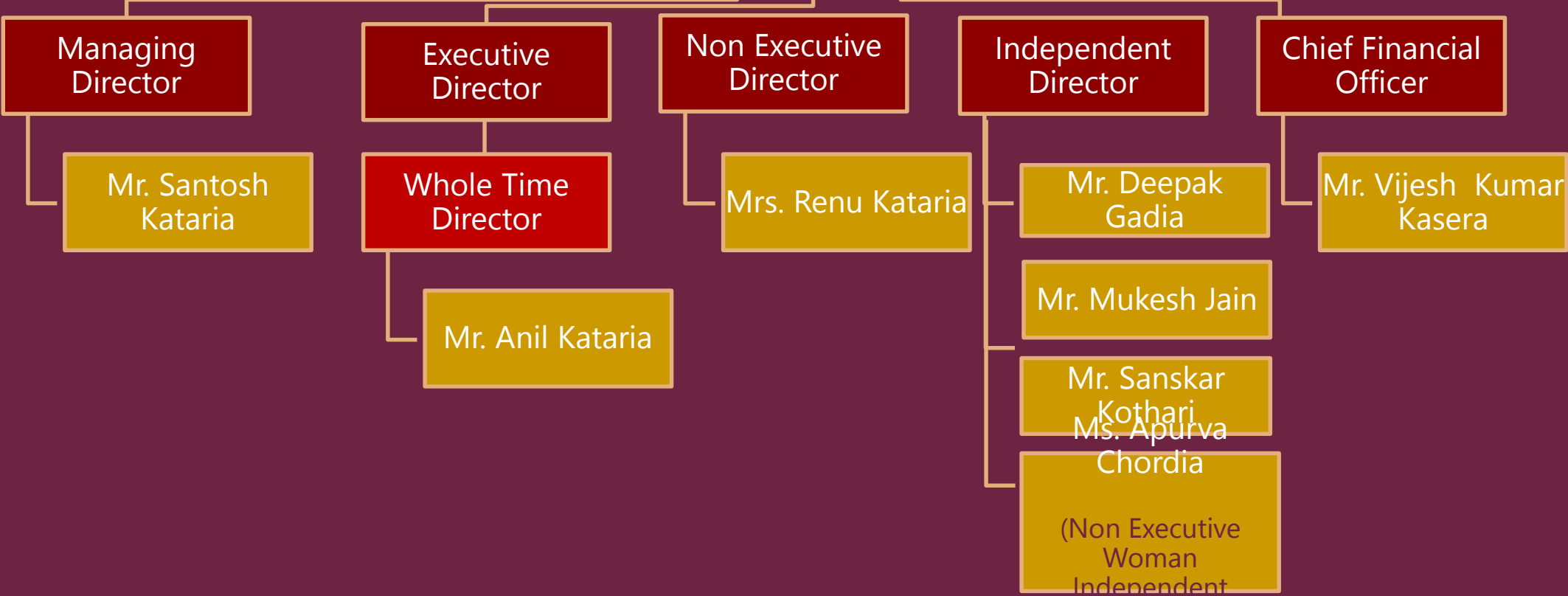
2022



New Showroom at Banswara



# Management of D. P. Abhushan



# ACHIEVEMENTS & RECOGNITION



**Excellence Award  
By-IBC 24**



**India's Best Bridal  
Diamond Jewellery  
Award For The  
Year 2019**



**Excellence Award  
By-IBC 24**



**Best Bridal Necklace of The Year  
Best Ring & Bracelet Design Of The Year  
By - IJ Jewellers Choice  
Design Awards**



**WINNER OF INDIA'S  
BEST WEDDING DIAMOND  
JEWELLERY 2019**



**BEST RING DESIGN AT  
IJ JEWELLERS CHOICE  
DESIGN AWARDS 2019.**



**Best Business Ethics Award at  
Gem and Jewellery Trade  
Council of India Excellence  
Award 2018**



**Best Promising  
Gems & Jewellery Company 2017  
By - India Bullion and Jewellers  
Association Ltd.**





## SOME MILESTONES WE HAVE ACHIEVED

1700 Cr+  
REVENUE  
(31.03.2022)

500+  
Human  
Assets

8  
Locations

25L +  
Families  
Associated

4<sup>th</sup>  
Generation  
Promoters

85-95%  
Footfall to  
Conversion  
Ratio



## PROUD MOMENTS FOR DP FAMILY

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



# STORE GEOGRAPHICS

## 1<sup>st</sup> Store – Ratlam(M.P.)

- Since 1940
- Size - 2,100 Sq Ft
- Rented Store Premises
- Turnover for FY 2021-22 – 389.96 Cr

+Ratlam : 138, Chandni Chowk

## 2<sup>nd</sup> Store – Indore(M.P.)

- Opened in March 2010
- Store Size - 15,000 Sq Ft
- Owned Premises
- Turnover for FY 2021-22 – 393.20 Cr

+Indore : Nr Rajni Bhavan, YN Road

## 3<sup>rd</sup> Store -Udaipur(Raj)

- Opened in April 2012
- Store Size - 5,054 Sq Ft
- Rented Premises
- Turnover for FY 2021-22 – 222.48 Cr

+Udaipur: 17 Nyay Marg, Court Chouraha

## 4<sup>th</sup> Store – Bhopal(M.P.)

- Since May, 2015
- Size - 6,000 Sq Ft
- Rented Store Premises
- Turnover for FY 2021-22 – 175.12 Cr

+Bhopal: 16, Malviya Nagar, Rajbhawan Road

## 5<sup>th</sup> Store – Ujjain(M.P.)

- Opened in August, 2020
- Store Size - 2,120 Sq Ft
- Rented Store Premises
- Turnover for FY 2021-22 – 160.61 Cr

+Ujjain: Opp Police Control Room, Madhav Nagar

## 6<sup>th</sup> Store – Bhilwara(Raj)

- Opened in October, 2020
- Size - 4,000 Sq Ft
- Rented Store Premises
- Turnover for FY 2021-22 – 95.33 Cr

+Bhilwara – 56, Nagar Parishad, Rajendra Marg

## 7<sup>th</sup> Store – Kota(Raj)

- Opened in January, 2021
- Size - 2,830 Sq Ft
- Rented Store Premises
- Turnover for FY 2021-22 – 152.92 Cr

+Kota : 1A1, Vallabh Nagar Square

## 8<sup>th</sup> Store – Banswara(Raj)

- Opened in January, 2022
- Size - 3.363 Sq Ft
- Rented Store Premises
- Turnover for FY 2021-22 – 16.86 Cr

+Banswara: 292/62/1/1 Shyampura Circle



# SHOWROOM

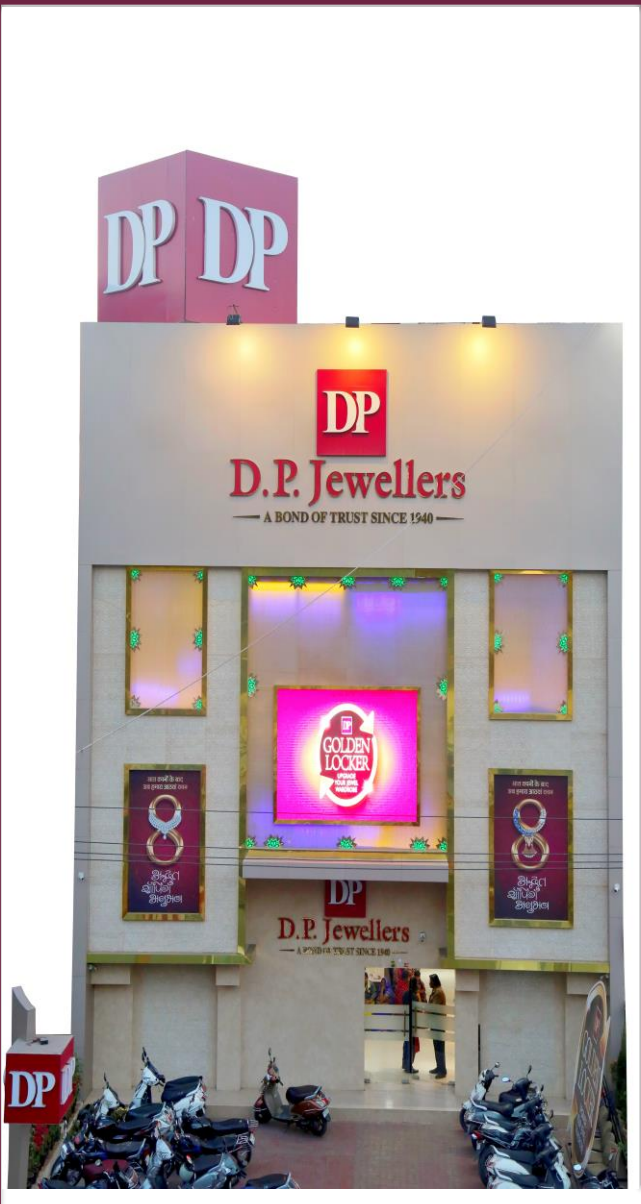
RATLAM



INDORE



UDAIPUR



BHOPAL





# SHOWROOM

UJJAIN



BHILWARA



KOTA



BANSWARA





# SHOWROOM INSIDE





# PRODUCTS, COLLECTIONS, STYLES & DESIGNS

## Our Collection

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

## Our Styles

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

## Our Products

- Necklaces
- Rings
- Chains
- Bangles
- Pendants
- Earrings
- Armlets
- Gajrahs
- Nose Rings
- Mangal sutra



# PRODUCTS, COLLECTIONS, STYLES & DESIGNS







# PRODUCTS, COLLECTIONS, STYLES & DESIGNS



**D.P. Jewellers**

A BOND OF TRUST SINCE 1940

A VENTURE OF D.P. ABHUSHAN LIMITED

KATLAH INDORE BHOPAL BHUKHAI DEGAH BHILWARA BIKANER

# OVERVIEW OF JEWELLERY SECTOR IN INDIA



## VITAL ROLE IN INDIAN ECONOMY

India is considered a global hub for low costs and inexpensive skilled labour. Government policies support the polishing and gem cutting industry, making it the world's largest.



## SUPPORTIVE GOVERNMENT

Experts have predicted that the industry will soon shine like a star and will sparkle like a precious diamond in the near future.



## SURGE IN DEMAND

At the forecasted level, gold jewelry demand in FY2023 would grow by 11% YoY and almost 40% higher than the pre-Covid levels seen in FY2020 • Revenue growth at around 14% for the organized players is likely to outpace the industry growth in FY2023, backed by an expected increase in store count



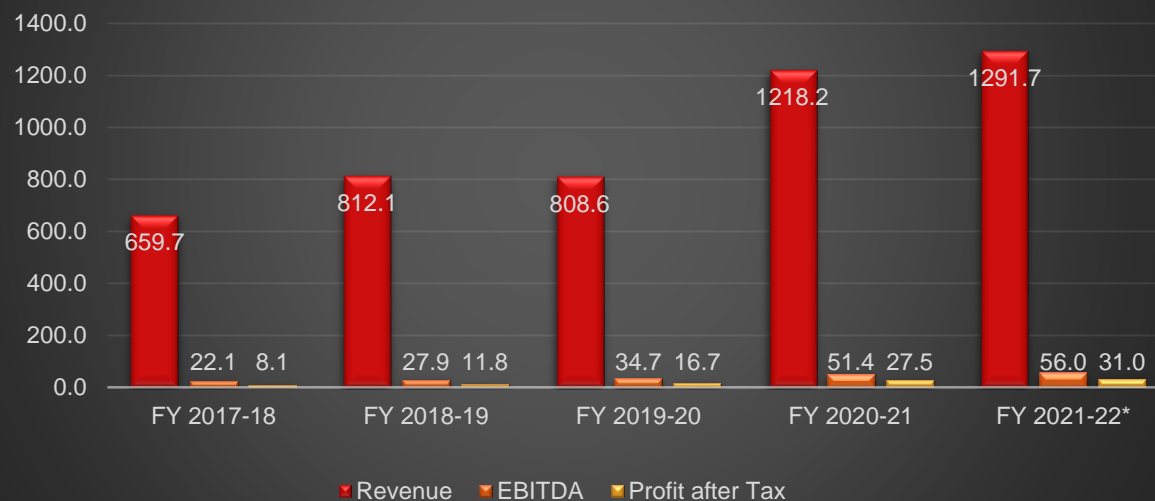
# Journey of D.P. Abhushan (Post Listing):

**IPO - OCTOBER 2017**  
 Issue Price – 28  
 Market Cap – 62.31 Cr

Vs

**Current Scenario**  
 Price – 410  
 Market Cap – 910+ Crores (approx)

## Revenue v/s EBITDA v/s PAT Post Listing



## YOY - DPAL SHARE PRICE MATRIX

Year	High	Low	Traded Volume (In Lakhs)	Traded Value (In Lakhs)
2017	89.00	32.50	188.96	846,5.55
2018	84.50	30.60	36.88	22,85.60
2019	57.25	37.50	8.88	417.40
2020	134.95	47.05	35.31	2,952.97
2021	477.80	86.25	60.96	12,269.14
2022*	495.00	320.00	14.90	6042.54

*“It was a remarkable moment for the company that IPO got subscribed over 40 times. The Company got listed on NSE-SME Platform on 23<sup>rd</sup> October 2017”*



## FINANCIAL RESULTS

### Q1 FY 2022-23 Results of D.P. Abhushan Limited

Particulars	Q1 FY2223	Q4 FY2122	Q1 FY2122
Total Income from Operations	43,339.01	43,992.91	17,535.59
Net Profit for the year (before tax and exceptional items)	1,727.09	1,318.80	572.43
Net Profit for the year (before tax and after exceptional items)	1,727.09	1,318.80	572.43
Net Profit for the year after tax	1,292.11	947.88	426.51
Total Comprehensive Income for the year	1,292.11	947.88	426.51
Paid up Equity Share Capital (Face Value of Rs. 10 each)	2,225.49	2,225.49	2,225.49
Basic Earnings per Share	5.81	4.26	1.92
Diluted Earnings per Share	5.81	4.26	1.92

147%  
TOPLINE

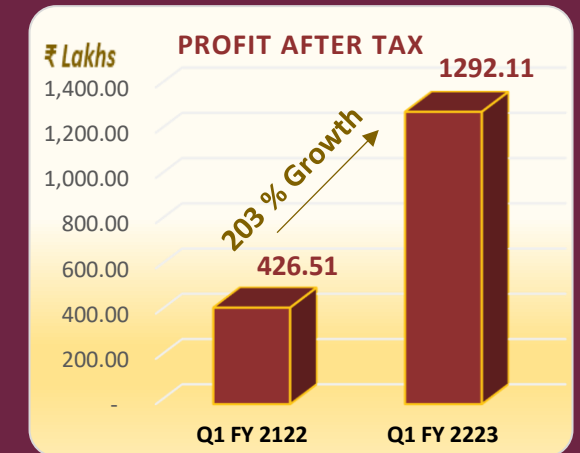
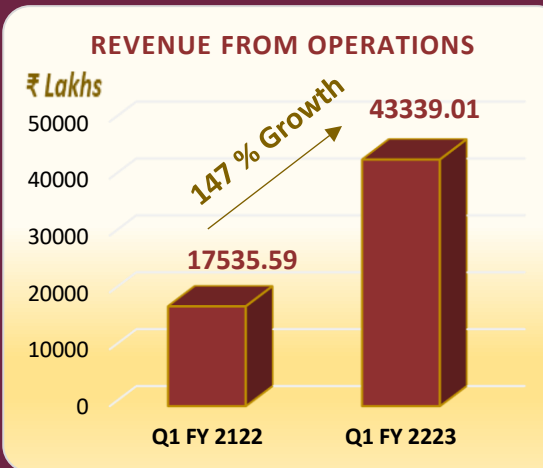
Q1 FY 23 VS Q1  
FY 22(YOY)

203%  
PAT

Q1 FY 23 VS Q1  
FY 22(YOY)

32%  
PAT MARGIN

Q1 FY 23 VS Q4  
FY 22(QOQ)



## D P Abhushan Limited

D. P. Abhushan Limited has posted strong revenue and profit growth during the current quarter as compared to same quarter of previous year. The management has attributed surge in store walk-ins and also buyers grew overall in all showrooms. The management plans to continuously expand its footprints to other major cities as well as planning for bigger stores in Ratlam. D. P. Abhushan Limited is well known Jewellery Brand registered at Ratlam in Central India and having its showroom in 8 cities across Rajasthan and Madhya Pradesh.



# OUR CUSTOMER POLICY/PRINCIPLE

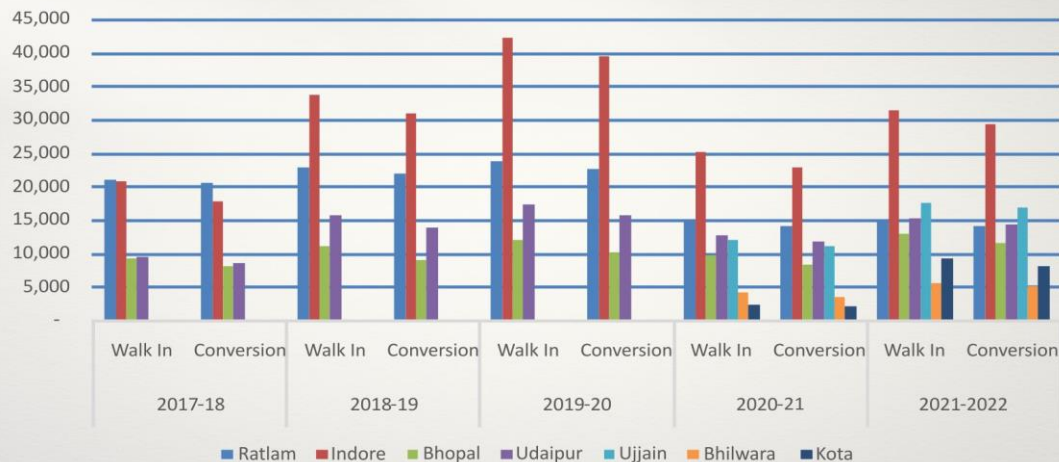
*“ It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you will do things differently”*

*-Warren Buffet*

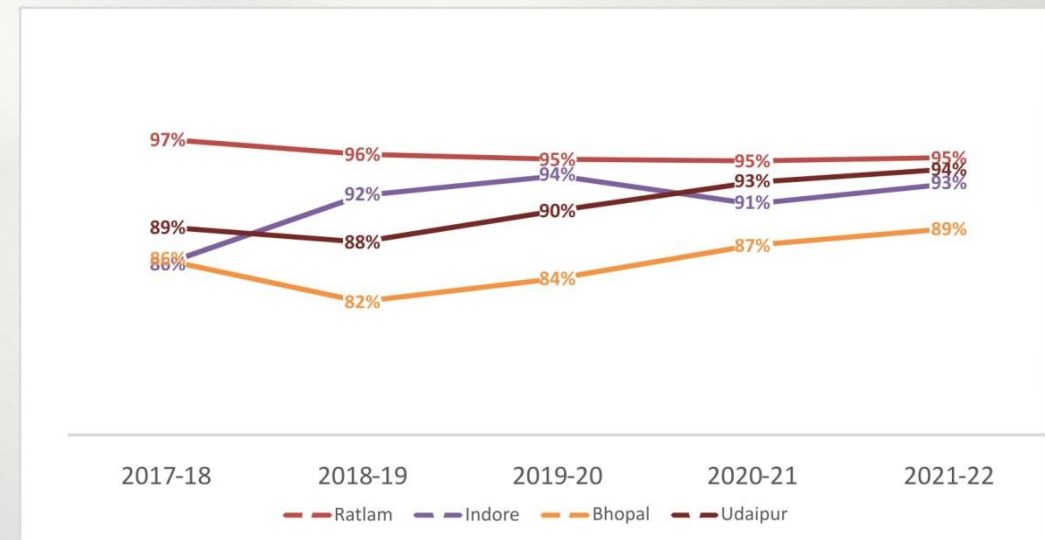
D.P. Abhushan’s management works on the same principle of Warren Buffet, each generation has to carry the legacy for and the reputation the fore fathers have build towards the Customers. Therefore we stand strong leader in Footfall to Conversion Ratio.

## CUSTOMER CONVERSION ANALYSIS:

### CUSTOMERS WALK IN Vs CONVERSION



## Customer Conversion %





# VOLUME METRICS

# FY 21-22 VS FY 20-21 Volume Comparisons – Segment Wise

Particulars	2020-21			2021-22			2020-21			2021-22		
	Gold	Gold	Changes (In %)	Diamonds	Diamonds	Changes (In %)	Silver	Silver	Changes (In %)	Silver	Silver	Changes (In %)
	Qty	Qty		Qty	Qty		Qty	Qty		Qty	Qty	
Ratlam	8,83,325	10,59,446	20%	539	764	42%	8,11,047	4,34,893	-46%			
Indore	5,86,043	7,78,486	33%	1,049	1,407	34%	4,26,660	6,64,819	56%			
Bhopal	2,45,164	3,26,859	33%	617	872	41%	1,82,042	4,12,055	126%			
Udaipur	2,84,282	4,34,532	53%	599	645	8%	5,22,149	7,69,695	47%			
Ujjain	1,90,847	3,13,931		222	375		1,58,717	3,48,808				
Bhilwara	73,984	1,87,797		146	302		91,949	2,07,974				
Kota	79,020	2,96,216		127	580		56,943	3,27,061				
Banswara		32,090		NA	27		NA	59,715				
<b>TOTAL</b>	<b>23,42,665</b>	<b>34,29,357</b>		<b>3,300</b>	<b>4,972</b>		<b>22,49,507</b>	<b>32,25,020</b>				

Qty unless mentioned is in Grams

- Includes Gold Coin, Bullion & Jewellery
- Silver Includes Silver Article, Coin, Bullion & Jewellery
- Diamonds Includes Diamonds Loose & Studded
- Data for Ujjain, Bhilwara & Kota not comparable as stores opened in later half of FY 2020-21 & Banswara in 2021-22



# VOLUME METRICS

## QOQ - YOY

## Volume Comparisons – Segment Wise

Location	2021-22 Q4	2021-22 Q1	2022-23 Q1	2021-22 Q4	2021-22 Q1	2022-23 Q1	2021-22 Q4	2021-22 Q1	2022-23 Q1
	Gold	Gold	Gold	Diamonds	Diamonds	Diamonds	Silver	Silver	Silver
	Qty	Qty	Qty	Qty	Qty	Qty	Qty	Qty	Qty
Ratlam	2,67,809.80	81,330.94	2,00,792.97	619.61	142.67	1,812.47	66,699.89	1,08,632.50	20,080.17
Indore	1,77,433.61	76,381.62	2,01,444.10	1,238.08	467.76	1,841.12	1,59,448.27	42,869.87	2,26,297.89
Bhopal	73,782.09	42,180.36	76,398.77	766.85	232.12	1,738.45	1,01,279.23	26,594.54	1,05,934.11
Udaipur	93,540.89	55,980.81	89,906.31	595.36	307.54	745.08	2,04,720.78	60,838.29	2,08,833.42
Ujjain	72,844.11	39,189.38	68,209.96	332.25	173.82	332.24	1,17,622.19	26,660.56	1,06,809.29
Bhilwara	38,459.10	21,059.74	34,425.06	274.86	154.96	329.64	34,857.60	24,484.83	61,851.45
Kota	69,999.84	33,272.62	68,892.43	823.41	234.62	522.17	83,973.08	25,135.27	1,00,350.07
Banswara	31,281.38	-	33,491.24	135.31	-	162.79	59,714.86	-	84,554.19
<b>Total</b>	<b>8,25,150.82</b>	<b>3,49,395.46</b>	<b>7,73,560.84</b>	<b>4,785.72</b>	<b>1,713.48</b>	<b>7,483.95</b>	<b>8,28,315.90</b>	<b>3,15,215.86</b>	<b>9,14,710.59</b>

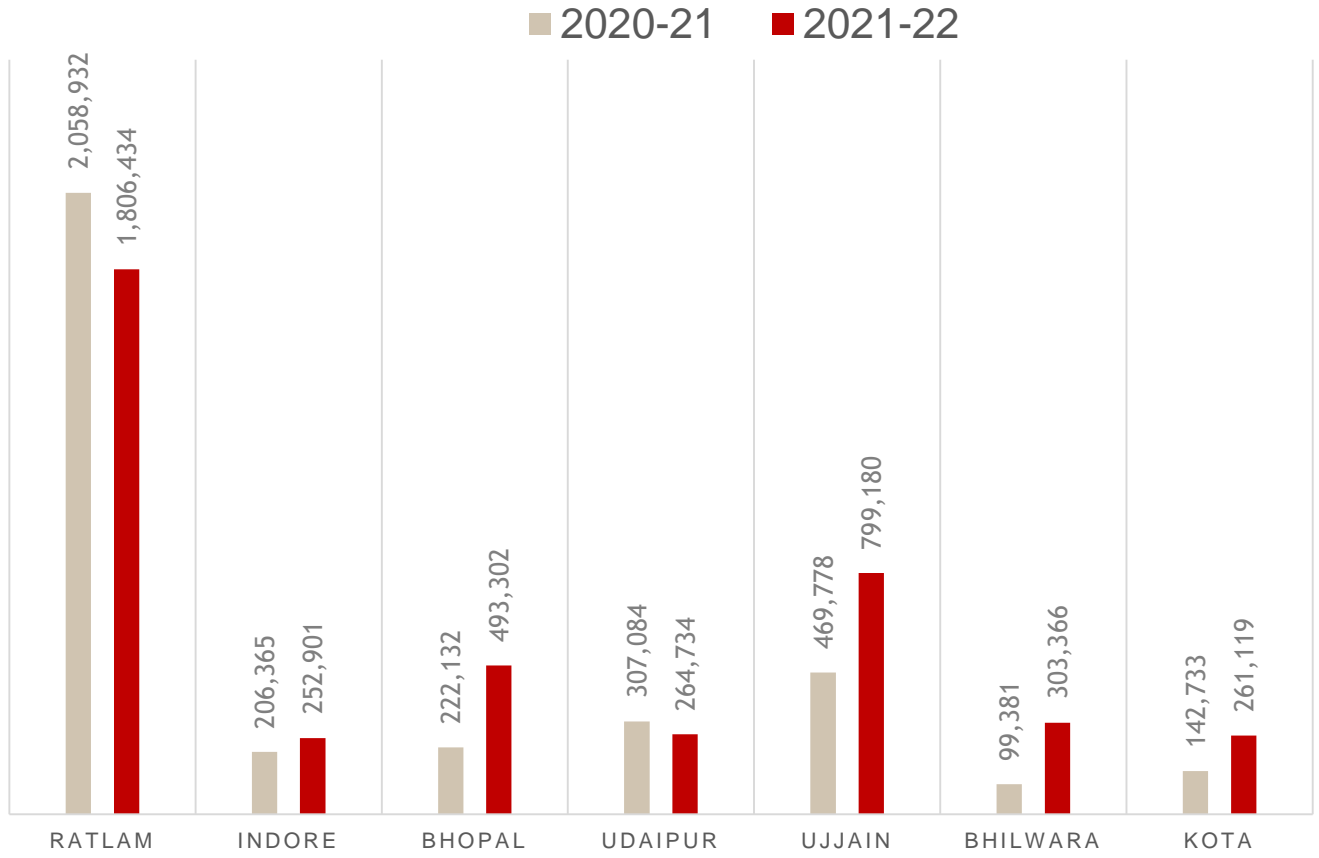
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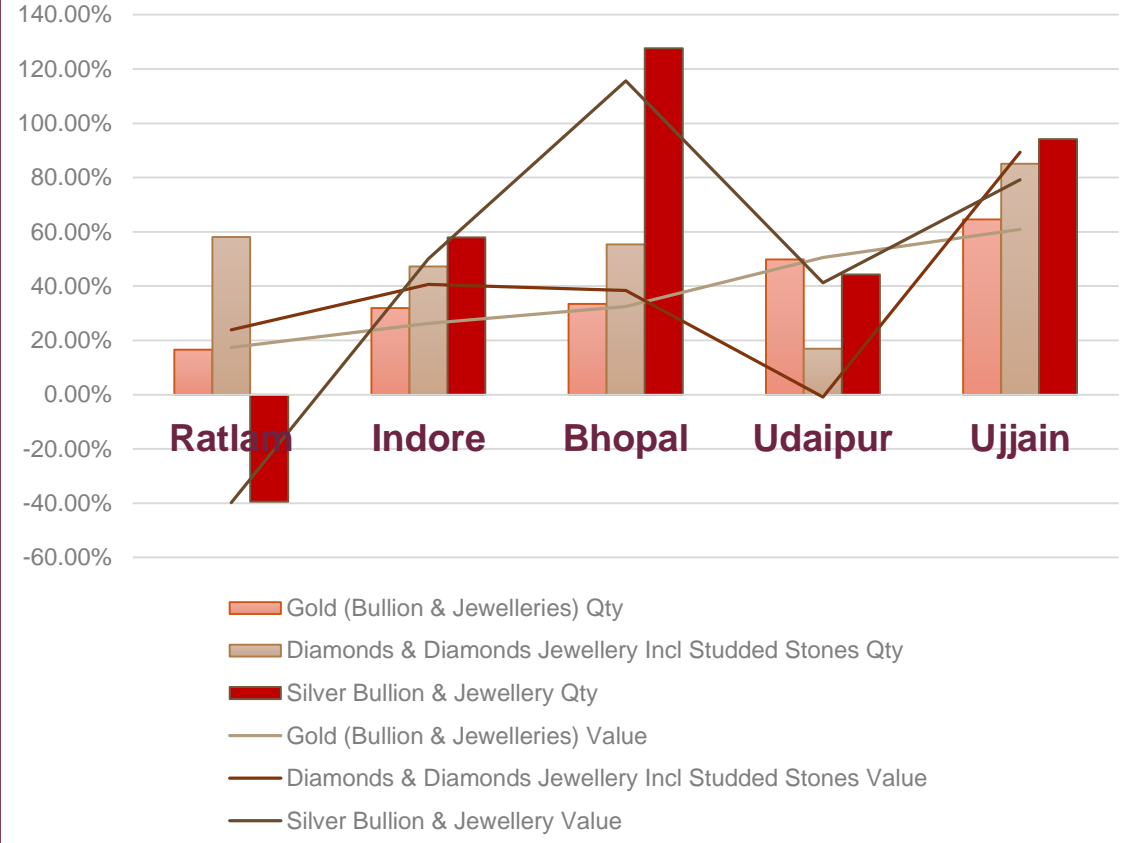


# STORE MATRICS

## AVERAGE SALES PER SQ. FT. - STOREWISE



## VOLUME & VALUE GROWTH FROM FY 2021 TO 9MFY 2022



• For arriving at Volume and Value Growth we have extrapolated data for the first 9 months of FY 21-22 to 12 months and then compared the same with FY 20-21.

“Average Sales Per Sq Ft represent the customer loyalty and trust DP have earned in last few years.”

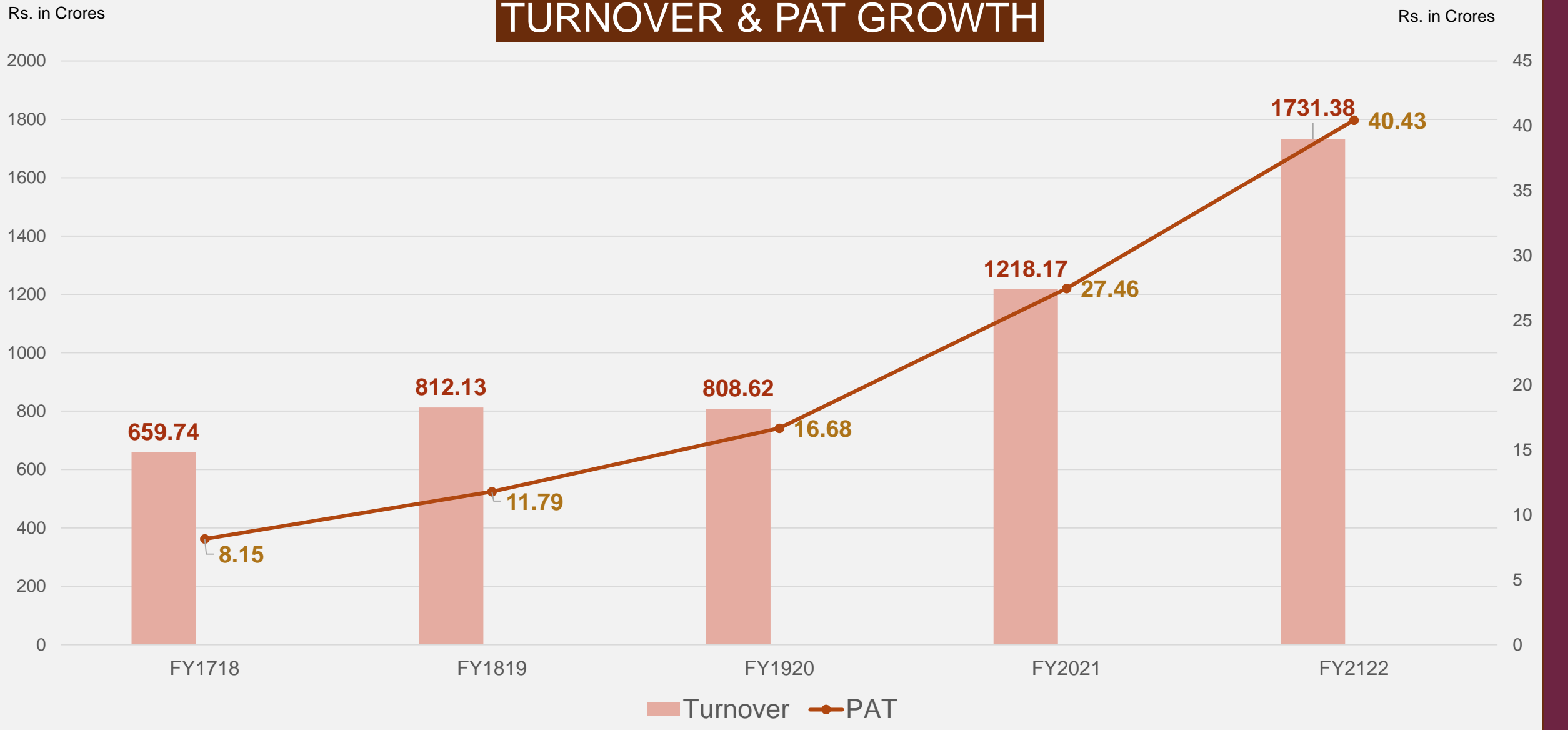
Think Gold, Think DP Jewellers





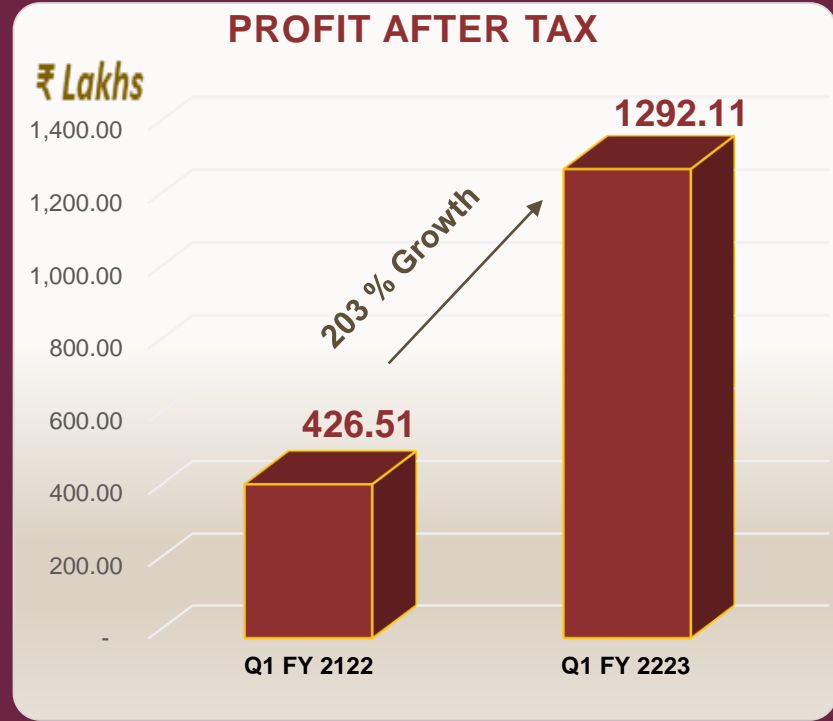
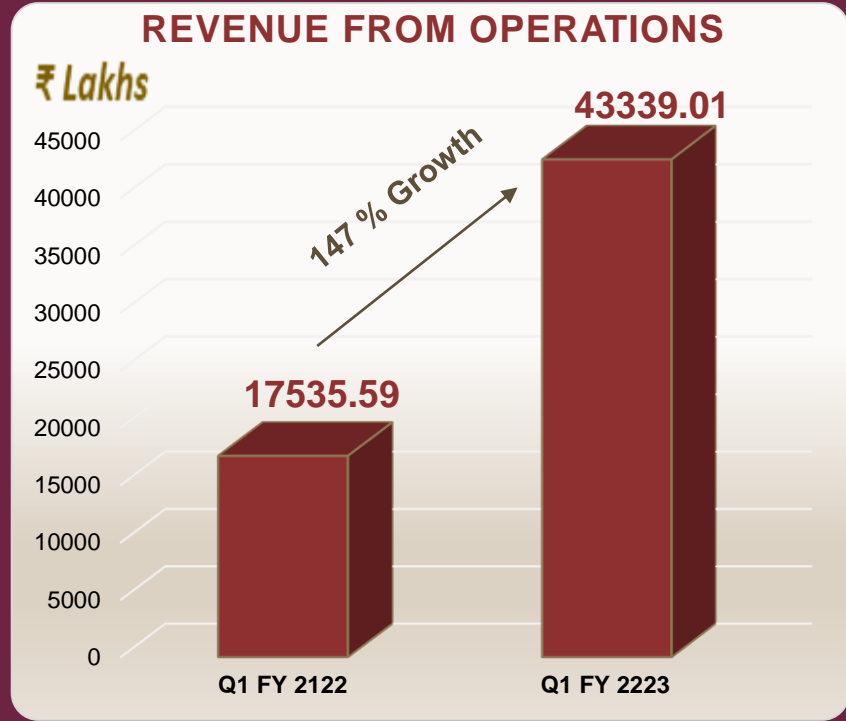
# PERFORMANCE MATRIX SINCE INCEPTION

## TURNOVER & PAT GROWTH





# PERFORMANCE MATRIX YOY (Q1FY2223 VS Q1FY2122)



*“CONSISTENCY IS WHAT MATTERS TO US THE MOST, THIS CHART DEPICTS OUR CONSISTENT APPROACH TOWARDS THE KEY TO SUCCESS”*



## KEY IMPORTANT RATIOS

Particulars	2018	2019	2020	2021	2022
Inventory Days	81.8	74.8	93.6	82.4	73.86
Inventory Turnover Ratio	4.5	4.9	3.9	4.4	4.94
Total Asset Turnover Ratio	3.4	3.8	3.2	3.7	4.19
ROE	19.8	25.1	27.2	28.26	29.29
EBIDTA Margin	3.3	3.4	4.3	4.2	4.34
PAT Margin	1.2	1.5	2.1	2.25	2.34

*“When it comes to churning the inventory effectively, DP Abhushan stands best among other retail Jewellery Companies, this is because of the years of experience DP have earned in understanding Customer needs and requirements.”*

*“DP Abhushan Inventory Turnover ratio is best among its peers.”*

*“Also the Company effectively uses its assets to produce sales, and therefore our Asset turnover ratio is also the highest when compared to peers.”*

*“Jewellery Sector being a Capital Intensive Sector, ROE is important ratio. The Company’s Profitability in terms of all its capital is very good and hence company is making optimum utilization of its capital.”*

*“The Management of the company is taking adequate steps on consistent base to improve and maximize the overall Margins”*



# GROWTH PROSPECTS

- The Company expects to achieve a same-store sales growth of around 22% for the upcoming years on the basis of past performance and future growth. Company plans to open 2 showrooms with a potential of 200 crs topline every year; with a 50% utilization in 1st year and 100% utilization in next year onwards
- Stores would be opened from internal accrual and gold obtained under the various Schemes as well as external debt when required. The Company envisages an outlay of around 25-30 crs per store for CAPEX and inventory
- The Company plans to deepen its roots in Central India by entering into the states of Chhattisgarh and Gujarat and expanding its feet in M.P. and Rajasthan that would drive economies of scale
- The Company's stores enjoy faster breakeven of around 4-6 months; because of faster inventory turns of the Company and low CAPEX, as well as low marketing cost
- Being our offices & showrooms located in tier 2 & 3 cities, our staff cost is low, and optimum utilization of resources is done, Company plans to run on same model in future



## JEWELLERY Demand

- The Ukraine invasion and surging inflation were key factors driving both the gold price and demand
- Surge in Demand in Indian Market, is possible due to change in COVID Scenario and increase spending in Marriage
- As per the recent research report published by ICRA, the revenues of organized Jewellery retailers are likely to grow at a pace of 14% backed by aggressive store expansion plan and gradual shift from unorganized segment to organized segment
- We expect a good demand in Q2 of FY 2022-23, on account many festivals coming in month of August and start of Navratri in September.

## GOLD Prices

- Range Bound Gold prices over last one year present a good opportunity to allocate fund towards Gold
- In the event of US Dollar Depreciation and fight against inflation in short term , Gold can viewed a good hedge.
- We expect the Gold prices to be stable in 2nd Quarter of FY 2022-23
- Stability in gold prices will attract the customers.



# BUSINESS AMBITION & VISION OF MANAGEMENT

## BUSINESS AMBITION

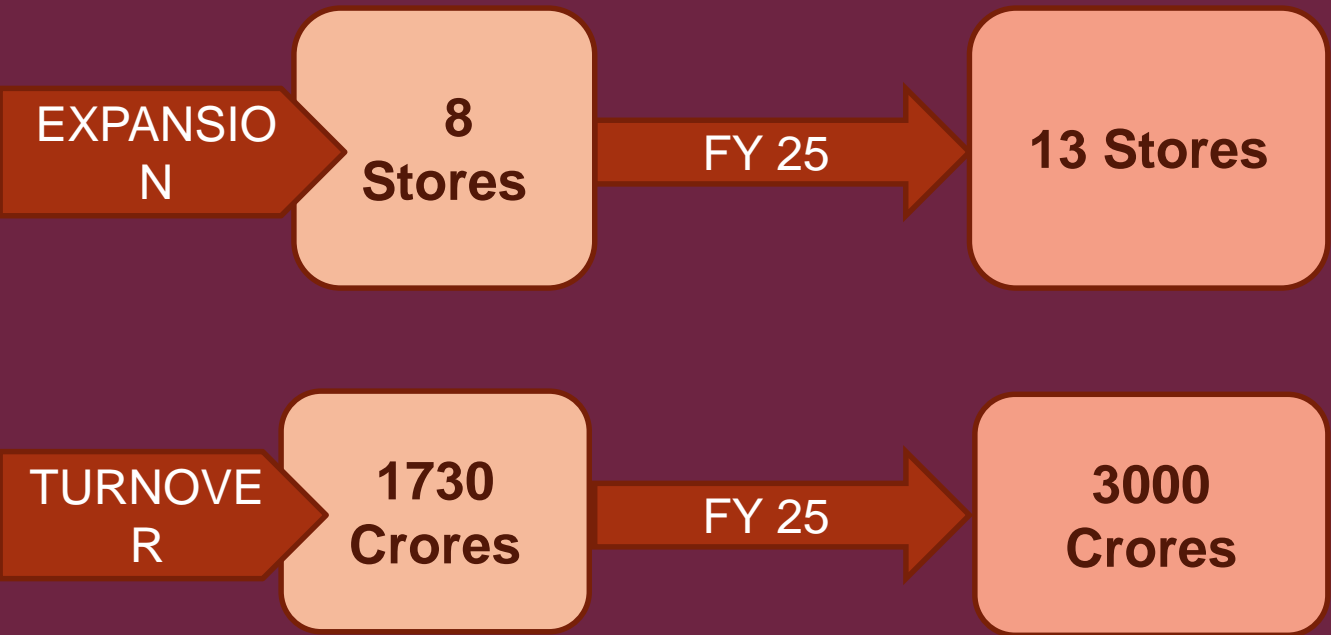
### VISION STATEMENT

“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”

### MISION STATEMENT

“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.”





## MOAT: WHAT MAKES D.P. ABHUSHAN DIFFERENT

### NATURAL HEDGING

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 ~

### GOLDEN LOCKER SCHEME

The Company has implemented a old gold locker scheme policy where it replaces customers old inventory with new inventory after 11 months without or with concessional making charges which is a unique proposition across Central India.

### FOCUSED REGION

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.

### LOWER OPERATING COST

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.

### QUALITY

- Dealing with 100% transparency, unchallenged purity and rates which makes DP Abhushan customers 1<sup>st</sup> 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.

## OUR GROWTH PILLARS

### 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 more big and strong





# SWOT ANALYSIS

## STRENGTH

## WEAKNESS

S

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

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

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- Plans to enter into 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

- 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

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## OPPORTUNITY

## THREATS



# 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



## Investors Relation Contact

Investors Queries:-

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*Thus summarizing the whole presentation,  
“DP Abhushan’s growth journey has just began and has a long way to go.”*

- TEAM DP ABHUSHAN



# 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