

D. P. Abhushan Limited

NSE : DPABHUSHAN | BSE: 544131 | ISIN: INE266Y01019
www.dpjewellers.com | investor@dpjewellers.com



Date: 31st March, 2026

To,
Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra East, Mumbai – 400051

To,
Corporate Relationship Department,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400001

Symbol: "DPABHUSHAN"

BSE SCRIP Code- "544161"

Subject: Press Release titled, "D. P. Abhushan Limited Inaugurates a New Showroom in Dhar, Madhya Pradesh, Further Strengthening Its Central India Footprint"

Dear Sir / Madam,

Please find enclosed the press release titled, "D. P. Abhushan Limited Inaugurates a New Showroom in Dhar, Madhya Pradesh, Further Strengthening Its Central India Footprint".

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,

Yours faithfully,

For D. P. Abhushan Limited

Santosh Kataria
Chairman & Managing Director
DIN: 02855068



D. P. Jewellers

A BOND OF TRUST SINCE 1940
A VENTURE OF D. P. ABHUSHAN LTD.

CIN : L74999MP2017PLC043234

Registered Office : 138, Chandni Chowk, Ratlam (M.P.) - 457001 | **T :** +91 7412 408900
Corporate Office : 19, Chandni Chowk, 2nd Floor, Ratlam (M.P.) - 457001 | **T :** +91 7412 408899 | **F :** +91 7412 247022

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PRESS RELEASE

D. P. Abhushan Limited Inaugurates a New Showroom in Dhar, Madhya Pradesh, Further Strengthening Its Central India Footprint

Madhya Pradesh, 30th March 2026: D. P. Abhushan Limited, a prominent name in Central India's jewellery industry, proudly announces the grand opening of its new showroom in Dhar, Madhya Pradesh. Rooted in history and guided by tradition, Dhar has long been recognised as a city where jewellery is more than adornment it is an expression of heritage, trust, and family legacy. Continuing this enduring tradition, D. P. Abhushan Limited brings refined craftsmanship and transparent practices to one of Malwa's most culturally significant markets.

For generations, Dhar's jewellery market has been defined by deep-rooted relationships between jewellers and families. Purchasing gold here is not driven by trends, but by values purity, credibility, and long-term trust. It is a market where jewellery plays a central role in weddings, festivals, and life's milestones, symbolising prosperity, security, and emotional continuity.

Strategically located in Happy Villa Colony, Dhar, the new D. P. Abhushan Limited showroom spans approximately 3,000 sq. ft. of retail area and offers enhanced accessibility to customers from the city and surrounding towns. Thoughtfully designed to align with the region's strong preference for classic and bridal jewellery, the showroom blends traditional craftsmanship with contemporary elegance, delivering a refined modern retail experience. The curated collection reflects choices close to the region's heart, featuring gold jewellery, silver jewellery, diamond-studded pieces, Kundan varieties, Polki collections, and other premium jewellery offerings.

The opening of the Dhar showroom is part of D. P. Abhushan Limited's broader strategy to expand its retail footprint across Tier-II cities in India, aimed at making premium jewellery collections more accessible in emerging markets. The company has clarified that this expansion forms part of its regular operational framework and is not expected to have any material impact on its financials for the fiscal year. Additionally, the showroom launch did not require shareholder approval for capital expenditure.

Speaking on the occasion, Mr. Santosh Kataria Managing Director said: "Dhar represents the true essence of India's jewellery culture where trust is built over generations and gold is valued as both emotion and security. Our expansion into Dhar is a natural extension of our journey to serve communities that value authenticity, tradition, and long-standing relationships. With this showroom, we aim to offer families jewellery that is crafted with integrity and becomes a cherished part of their legacy."

With this newest addition, D. P. Abhushan Limited continues to reinforce its commitment to long-term value creation, customer trust, and disciplined expansion. The launch of the Dhar showroom takes the company's total retail footprint to 12 showrooms, marking another step forward in its growth journey across Central India. Dhar holds significant cultural importance within the Malwa region, and the company's presence here reflects its focus on building enduring relationships in markets where jewellery is not merely a purchase, but an integral part of family heritage.



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Looking ahead, D. P. Abhushan Limited remains focused on navigating the current gold price environment with discipline and agility. While higher gold prices may influence short-term buying volumes, the company continues to see sustained underlying intent driven by weddings, festive occasions, and long-term cultural affinity for jewellery. By leveraging its strong market understanding, operational efficiencies, and customer-centric approach, the company remains committed to strengthening its presence in emerging markets while building on its legacy of trust, craftsmanship, and prudent growth staying firmly aligned with its long-term vision and core values."

About D. P. Abhushan Limited

D. P. Abhushan Limited, a renowned name in the jewellery sector, has been synonymous with trust and quality since its inception in 1940 under the brand "D.P. Jewellers." Listed in 2017, the Company carries forward an 86-year legacy in Central India, now managed by the 4th generation of the founding family. Renowned for its commitment to purity and transparency, D.P. Abhushan Limited has established itself as one of the most trustworthy and honest jewellery brands.

With a rich history dating back to founders Late Shri Pannalalji Kataria and his sons, the Company has flourished into a prominent retail chain featuring 12 Showrooms across Ratlam, Indore, Udaipur, Bhopal, Ujjain, Bhilwara, Kota, Banswara, Ajmer, Neemuch, a second showroom in Ratlam and newly expanded in Dhar. D. P. Abhushan Limited offers a diverse range of high-quality products in Gold, Silver, Diamond, and Platinum, catering to various occasions with collections including Wedding, Valentine, Traditional, Flower, Mewar, Dohra, Lightweight, and Trendy Jewellery, alongside an array of Chains, Armlets, Rings, Pendants, and Necklaces.

For details please contact:

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Disclaimer:

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political, or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. DP Abhushan Ltd. will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



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