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Date: 8th April, 2025

The Manager- Listing The National Stock Exchange of India Limited “Exchange Plaza”, Bandra – Kurla Complex, Bandra (EAST), Mumbai – 400051 NSE SYMBOL: SENCO	The Manager – Listing BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400001 BSE SCRIP CODE: 543936
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Dear Sir(s)/ Madam(s),

Sub: Business Update – Q4 & FY24-25

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, please find enclosed the Business Update of the Company for Q4 & FY24-25.

This Update shall also be uploaded on the website of the company at:
<https://sencogoldanddiamonds.com/investor-relations>

This is for your information & records.

Yours sincerely,

For SENCO GOLD LIMITED

Mukund Chandak

Company Secretary & Compliance
Officer Membership No. A20051

Encl: as above



Senco Gold Limited

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India's 2nd Most
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Brand 2024
by TRA report.





8th April 2025

Business Update: Q4 & FY24-25 (On standalone basis)

1. KEY HIGHLIGHTS

- **Robust wedding season demand in Q4, leads to 23% YoY retail growth and 18.4% SSSG despite rising gold prices with highest ever Q4 revenue of Rs 1300 Cr +.**
- **Topline for the whole year cross Rs 6200 Crores recording ~19.4% YoY retail growth and ~14.6% SSSG with Non East revenue crossing Rs 1100 Cr.**
- **Substantial improvement in diamond jewellery demand in Q4 growing 39% YoY and overall 14.6% in FY 25**
- **Coin and Bullion sales 4% of total sales.**
- **Driven by above positive tailwinds and new store roll out, we expect robust Q1, FY 26 during the ensuing Poila Baisakh and Akshay Tritiya with 18% plus YoY growth.**

2. Industry Update:

- Gold prices have maintained continued upside even during Q4 as well, while overall consumer demand and mood remains upbeat about gold as store of value. Gold prices increased by 11% QoQ and 33% vs Q4 last year. The last 6 months alone have seen price rise of 19%, reaching to lifetime highest of US\$ 3150/ Oz.
- Continued buying by Central Banks throughout the year kept pressure on gold demand and leading to price rise of gold.

3. Showroom Network and Expansion:

In Q4, we launched 4 new showrooms under Franchisee and COCO model at BT Road/ Dunlop (Kolkata, WB), Budge Budge (Kolkata, WB), Ghatal (Medinipur, WB) and Varanasi II (UP). During the year, we launched 15 showrooms (net) in FY25 including 6 franchisees, increasing our showroom portfolio to **175** (including 72 Franchisee showrooms and 1 showroom in Dubai).

4. Business Key Highlights:

- **Wedding and Festive demand:** Strong Wedding & Festive Season has given a boost to Q4 business, leading to more footfalls and improvement in Invoices by 6% and ATV and ASP by 16% and 17% respectively in Q4. Customers' inclination was towards yellow metal considering the upward movement in Gold rates.
- **Revenue Growth:** In Q4 on standalone basis YoY, we achieved total revenue growth of 19.1% and retail growth of 23%. The SSSG growth was **18.4% in Q4** and **14.6% in FY 25**. The growth in Tier 3 and Tier 4 towns outpaced metro and Tier 2 city growth. Our Coin/ bullion sales continue to be a very small fraction of total gold sold below **4%** indicating the profile of customer base. Our Non East Revenue for FY 25 has crossed Rs 1100 Cr as against Rs 940 Cr in FY 24 growing at 23%.
- **Stud Ratio:** **We have launched attractive marketing campaigns during Q4 and achieved 39% growth in diamond jewellery sales in Q4 as against 9% in 9 Months leading to 14.2% overall growth in full year.** The stud ratio for FY 25 improved marginally to **10.9% as against 10.5%** in 9 months. This growth in Q4 was driven by attractive offers and participation in exhibitions and events to promote the diamond.
- **Old Gold Recycling:** The sharp volatility in gold prices during Q4 led to an increase in old gold jewellery exchanges, with old gold contributing 40% to overall sales and ~61% coming from non-Senco customers FY25.
- **Jewellery Purchase Scheme:** We have maintained a consistent base of scheme customers, which will help in redemption during the ensuing festive season and enhance footfall. We have also re-launched the 18-months scheme to create a pipeline of a long-term loyal customer base.
- **Margin Stability:** The customs duty reduction impact in Q2 and Q3 and other business factors had impacted the margin by 80-90 bps leading to 6.2% adjusted EBITDA margin. However, the improved performance in Q4 led by diamond jewellery sales is likely to result in improved business margin and **outlook for Q4 EBITDA margin is very positive**. Full impact of customs duty cut has already been taken upto Q3 and we don't foresee any other factor impacting gross margin during Q4, FY 25.

5. Offers and Launches:

Launched fresh ~11,125 gold jewellery designs and ~4300 diamond jewellery designs in Q4 FY25 to keep our design portfolio vibrant and attractive. We have also introduced the "SheForHer" campaign to commemorate the celebration of International Women's Day.

7. Q1 FY 26 Outlook:

We are confident of a very strong start to FY26, fuelled by robust demand during Poila Baisakh, Akshaya Tritiya, and the continued momentum in the wedding season—all expected to significantly boost Q1 FY26 sales. The price reduction in last week is likely to propel demand in Q1, supported by increasing consumer purchasing power. We plan to open 5-7 new stores (in line with our plan for 20-22 new stores- own and franchisee both during FY 26) to further strengthen our market presence. We also plan to extend our reach further to customers through the SIS model and launch about 70 such SIS outlets, taking the total to about 100 by Mar 26.

In addition, 5–7 new *SENNES* stores are also in the pipeline through the wholly owned subsidiary Sennes Fashion Limited catering to life style products like Lab grown diamonds, leather accessories and perfumes.

Sanjay Banka
Chief Financial Officer

8th April 2025

The numbers (KPIs, Metrics, figures etc) and other details as stated in this update are on standalone basis and subject to Annual Statutory Audit. A detailed Investors Presentation is issued every quarter incorporating the above numbers and subject to audit/limited review process.