



Ref: SEC/SE/16/2025-26

Date: 30th May, 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: Press release on the financial performance of the Company for the fourth quarter and year ended 31st March 2025.

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the Press Release issued by the Company on the financial performance in the fourth quarter and year ended 31st March 2025.

This update shall also be available on the website of the Company.

This is for your information and records.

Yours sincerely,

For SENCO GOLD LIMITED

Mukund Chandak

Company Secretary & Compliance Officer
Membership No. A20051

Encl: As above

Senco Gold Limited
CIN NO. : L36911WB1994PLC064637
Registered & Corporate Office : “Diamond Prestige”,
41A, A.J.C. Bose Road, 10th Floor, Kolkata - 700 017
Phone : 033 4021 5000 / 5004, Fax No. : 033-4021 5025
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Press Release:

Senco Gold Limited's Topline for the whole year crosses Rs 6300 crores registering 19.7% growth in FY25 as compared to FY24

Kolkata, May 30, 2025: Senco Gold Limited is a leading pan-India jewellery retailer with a legacy of more than **85 years** and the largest jewellery retail player in **Eastern India** based on number of showrooms with a whopping count of **175+ showrooms spread across 17 states, including 1 showroom in Dubai UAE**, announced its results for the quarter and year ended as on **31st March 2025**.

Senco Gold Limited recorded a total income of Rs 6313.38 crores, a growth of 19.7% in FY25 (standalone) compared to FY24. Q425 vs Q424 growth was 21% and SSSG growth accounted for 18%. The company has seen a 38% growth in value and volume growth of 21% in diamond jewellery which has led to an increase in profit. The adjusted PAT increased by 10.1% to Rs 207cr and the unadjusted PAT has been Rs 165 Cr. The impact on PAT is due to a one-time custom duty cut in July 2024.

In the retail segment, the company's owned showrooms, with a 64% revenue contribution to overall retail business, have registered growth of 21% and franchisee business, which contributes to 36% of retail business, has grown by 28% in Q4 over the last year. Q4 saw a strong studded growth, of over 38% in revenue and of over 2% growth in volume. In Q4, 5 new showrooms were opened (2 COCO, 2 FOCO, 1 FOFO). In this period the overall SSSG was 18%. The sharp increase in gold prices during Q4 led to an increase in old gold jewellery exchanges, with old gold contributing ~40% to overall sales, out of which 61% coming from the non-Senco customers in FY25.

The highlights of the consolidated result are as below:

Particulars (Consolidated)	(Rs in crores)			
	Quarter Ended		Year Ended	
	Q4 FY25	Q4 FY24	FY25	FY24
Revenue from Operations	1,377.71	1,137.28	6,328.07	5,241.44
EBIT	122.57	82.18	354.07	357.64
EBITDA	127.01	87.73	367.63	375.51
EBITDA Margin %	9.2%	7.7%	5.8%	7.2%
Adjusted EBITDA [#]	127.01	87.73	425.05	375.51
Adjusted EBITDA %	9.2%	7.7%	6.7%	7.2%
Profit after Tax (PAT)	62.44	32.17	159.31	181.00
PAT %	4.5%	2.8%	2.5%	3.5%
Adjusted PAT [#]	62.44	32.17	201.80	181.00
Adjusted PAT %	4.5%	2.8%	3.2%	3.5%

At Standalone level, the Company achieved YoY revenue growth of 21% in Q4

(Rs in crores)

Particulars (Standalone)	Year Ended	
	FY25	FY24
Revenue from Operations	6,258.68	5,229.66
EBIT	359.28	365.11
EBITDA	370.39	381.36
EBITDA Margin %	5.90%	7.30%
Adjusted EBITDA [#]	427.81	381.36
Adjusted EBITDA %	6.80%	7.30%
Profit after Tax (PAT)	165.37	188.75
PAT %	2.60%	3.60%
Adjusted PAT [#]	207.86	188.75
Adjusted PAT %	3.30%	3.60%

Speaking on the performance, Mr. Suvankar Sen, Managing Director & CEO, Senco Gold Limited, said,

“The Strong Wedding & Valentine’s Love Season has given a boost to Q4 business, witnessing more footfalls and improvement in sales by 21% and with an increase of 6% in invoices. During Q4, there has been a growth in value of Diamond Jewellery sales of 38% this season, with both the young generation and GenZ buying to celebrate love season. The wedding season also picked up in full swing, with consumers expecting gold prices to increase more in future, but Diamond and Platinum Jewellery grew more than plain Gold Jewellery. We have registered 19.7% growth in FY25, which is primarily driven by value growth of 20% of Gold Jewellery and 38% of Diamond Jewellery sales. We have launched more than **~32,400 new gold jewellery designs and ~25,000 new diamond jewellery designs** in FY25 to keep our design portfolio vibrant and attractive. During the year, we have launched **16 showrooms, including 6 franchisees**.

The start to the current financial year **Q1FY26** has been positive with approx. 18% growth in value despite volatility in gold prices (owing Global uncertainties & geopolitical crisis), carrying forward the growth in our business as we witnessed robust growth in Poila Boishak and our Akshaya Tritiya sales. **We plan to open 18-20 new showrooms and already have opened 6 showrooms till date in Q1”.**

About Senco Gold Limited:

Senco Gold Limited (Senco) is a leading pan-India jewellery retailer with a legacy of more than 85 years and largest in eastern India based on number of showrooms. Senco has been rated as 2nd Most Trusted Jewellery Brand for 4th year in a row by TRA and amongst Most Desired Jewellery Brand by TRA in 2024 much ahead of most of our peers. Senco has also made it to the list of Global Top 100 Luxury Brands by Deloitte in its Feb 24 report. Senco's credit rating has been upgraded by ICRA for its Fund based working capital facilities at [ICRA]A2+ with "Stable" Outlook for short term borrowings and [ICRA]A for Long term borrowing. Senco has also been certified as a **Great Place to Work** (GPTW).

Senco has over **175+ showrooms (including 72 Franchisee showrooms)** spread across 17 states, including 1 international showroom in Dubai UAE with a mix of own and franchisee model; and having various formats like Classic & Modern, D'Signia, Everlite, House of Senco and Sennes to cater to various customer segments.

Senco Gold Limited recently announced their entry in transit jewellery retail, opening a showroom in Andheri Metro Station (Mumbai) as a first of its kind, with their everyday wear diamond & gold jewellery brand Everlite. An Everlite showroom at Andheri Metro Station got launched recently, where customers can check modern designs of senco's jewellery collections on the go, thus making the shopping experience quick and smooth so even people in a rush can come in, look around and make a quick purchase.

Senco offers an extensive range of jewellery, including gold, diamond, silver, platinum, as well as precious and semi-precious stones. With a catalogue offering 1,88,300+ designs for gold jewellery and 1,28,200+ designs for diamond jewellery, Senco offers a large variety of designs of handcrafted jewellery, most of which are designed in-house by its designers in close collaboration with skilled local karigars in Kolkata and across the country.

For Details, Please Contact:

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Corporate Communications,
Senco Gold Limited.