



Ref: SEC/SE/70/2025-26

Date: 13<sup>th</sup> November 2025

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

Dear Sir(s)/ Madam(s),

**Sub: Investor Presentation- Q2 & H1 - FY26 Results**

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the Investor Presentation on the performance of the Company for the quarter and half year ended 30<sup>th</sup> September 2025.

This presentation 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  
Email : contactus@sencogold.co.in  
Website : www.sencogoldanddiamonds.com/  
www.sencogold.com



India's 2<sup>nd</sup> Most  
Trusted Jewellery  
Brand 2024  
by TRA report.





Q2 & H1-FY26 Results  
12<sup>th</sup> November, 2025  
All figures are in INR Mn unless otherwise stated



BSE – 543936  
NSE - SENCO  
Bloomberg – SENCO:IN

MSCI India Domestic Small Cap Index Constituent  
(Since August 2024)

\*5th year in a row



# Disclaimer



This presentation has been prepared for general information purposes in respect of Senco Gold Limited (“Company”) together with its subsidiaries, as applicable (together, with the Company, the “Group”) only, without regard to any specific objectives, suitability, financial situations and needs of any particular person and does not constitute any recommendation or form part of any offer or invitation, directly or indirectly, in any manner, or inducement to sell or issue, or any solicitation of any offer to purchase or subscribe for, any securities of the Company in any jurisdiction, nor shall it or any part of it or the fact of its distribution form the basis of, or be relied on in connection with, any contract or commitment therefor. This presentation does not solicit any action based on the material contained herein. Nothing in this presentation is intended by the Group to be construed as legal, accounting or tax advice.

This presentation has not been approved and will not or may not be reviewed or approved by any statutory or regulatory authority in India or by any Stock Exchange in India.

This presentation contains certain forward-looking statements relating to the business, financial performance, strategy and results of the Group and/ or the industry in which it operates. Forward-looking statements are statements concerning future circumstances and results, and any other statements that are not historical facts, sometimes identified by the words including, without limitation “believes”, “expects”, “predicts”, “intends”, “projects”, “plans”, “estimates”, “aims”, “foresees”, “anticipates”, “targets”, and similar expressions. The forward-looking statements, including those cited from third party sources, contained in this presentation are based on numerous assumptions and are uncertain and subject to risks. A multitude of factors including, but not limited to, changes in demand, competition and technology, can cause actual events, performance or results to differ significantly from any anticipated development. Neither the Group nor its affiliates or advisors or representatives nor any of its or their parent or subsidiary undertakings or any such person's officers or employees guarantees that the assumptions underlying such forward-looking statements are free from errors nor does either accept any responsibility for the future accuracy of the forward-looking statements contained in this presentation or the actual occurrence of the forecasted developments. Forward-looking statements speak only as of the date of this presentation and are not guarantees of future performance. As a result, the Group expressly disclaims any obligation or undertaking to release any update or revisions to any forward-looking statements in this presentation as a result of any change in expectations or any change in events, conditions, assumptions or circumstances on which these forward looking statements are based. Given these uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements. Certain numbers in these presentations and materials have been subject to routine rounding off and accordingly figures shown as total in tables and diagrams may not be an arithmetic aggregation of the figures that precede them.

The information contained in these presentations and materials are only current as of the dates specified herein and have not been independently verified. None of the Group, its directors, promoter or affiliates, nor any of its or their respective employees, advisers or representatives or any other person accepts any responsibility or liability whatsoever, whether arising in tort, contract or otherwise, for any errors, omissions or inaccuracies in such information or opinions or for any loss, cost or damage suffered or incurred howsoever arising, directly or indirectly, from any use of this presentation or its contents or otherwise in connection with this presentation, and makes no representation or warranty, express or implied, for the contents of this presentation including its accuracy, fairness, completeness or verification or for any other statement made or purported to be made by any of them, or on behalf of them, and nothing in this presentation or at this presentation shall be relied upon as a promise or representation in this respect, whether as to the past or the future. Past performance is not a guide for future performance. The information contained in this presentation is current, and if not stated otherwise, made as of the date of this presentation. The Group undertakes no obligation to update or revise any information in this presentation as a result of new information, future events or otherwise.

Any person/ party intending to provide finance/ invest in the shares/ businesses of the Group shall do so after seeking their own professional advice and after carrying out their own due diligence procedure to ensure that they are making an informed decision.

This presentation includes certain industry data and projections that have been obtained from industry publications and surveys. Industry publications and surveys and forecasts generally state that the information contained therein has been obtained from sources believed to be reliable, but there is no assurance that the information is accurate or complete. Neither the Company nor any of its advisors or representatives have independently verified any of the data from third-party sources or ascertained the underlying economic assumptions relied upon therein. All industry data and projections contained in this presentation are based on data obtained from the sources cited and involve significant elements of subjective judgment and analysis, which may or may not be correct. For the reasons mentioned above, you should not rely in any way on any of the projections contained in this presentation for any purpose.

This presentation is not a prospectus, a statement in lieu of a prospectus, an offering circular, an advertisement or an offer document under the Companies Act, 2013, as amended, the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended, or any other applicable law in India, nor does it form part of, and should not be construed as, any present or future invitation, recommendation or offer to purchase or sell securities of the Company or an inducement to enter into investment activity in any jurisdiction. No part of this presentation, nor the fact of its distribution, should form the basis of, or be relied on in connection with, any contract or commitment or investment decision whatsoever. If there is any subsequent offering of any security of the Company, it will be made pursuant to a separate and distinct offering documentation. Any decision to purchase securities in the context of an offering of securities (if any) should be made solely on the basis of information contained in the offering documentation published in relation to such offering.

This presentation is strictly confidential and may not be copied or disseminated, reproduced, re-circulated, re-distributed, published or advertised in any media, website or otherwise, in whole or in part, and in any manner or for any purpose. Any unauthorized use, disclosure or public dissemination of information contained herein is prohibited. No person is authorized to give any information or to make any representation not contained in or inconsistent with this presentation and if given or made, such information or representation must not be relied upon as having been authorized by any person. Failure to comply with this restriction may constitute a violation of the applicable securities laws. Neither this document nor any part or copy of it may be distributed, directly or indirectly, in the United States. The distribution of this document in certain jurisdictions may be restricted by law and persons in to whose possession this presentation comes should inform themselves about and observe any such restrictions. Accordingly, any persons in possession of the aforesaid should inform themselves about and observe any such restrictions. By reviewing this presentation, you agree to be bound by the foregoing limitations. You further represent and agree that you are located outside the United States and that you are permitted under the laws of your jurisdiction to receive this presentation. You may not repackage or sell the presentation.

Information contained in a presentation hosted or promoted by the Group is provided “as is” without warranty of any kind, either expressed or implied, including any warranty of fitness for a particular purpose.

This presentation is not an offer to sell or a solicitation of any offer to buy the securities of the Company in the United States or in any other jurisdiction where such offer or sale would be unlawful. Securities may not be offered, sold, resold, pledged, delivered, distributed or transferred, directly or indirectly, in to or within the United States absent registration under the United States Securities Act of 1933, as amended (the “Securities Act”), except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and in compliance with any applicable securities laws of any state or other jurisdiction of the United States. The Company’s securities have not been and will not be registered under the Securities Act and no public offering of securities will be made in the United States.

The distribution of these materials in certain jurisdictions may be restricted by law and persons into whose possession these materials comes should inform themselves about and observe any such restrictions.

By accessing this presentation, you accept this disclaimer and any claims arising out of or in connection with this presentation shall be governed by the laws of India and only the courts in the concerned state in India and no other courts shall have jurisdiction over the same.

# Company Highlights



85+

Years of legacy



4<sup>th</sup>

Generation Leadership



2<sup>nd</sup>

Most Trusted Jewellery Brand in India



3,045+

Team Strength



17

States & UT Presence



125

Towns & Cities and

2 in Dubai



192

Showrooms

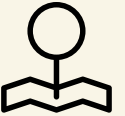
79

Franchisee and 8 Sennes



5,65,000

Sq Ft Total Retail Area



3 Mn+

Loyal Customers



61%

Footfall Conversion



Rs 56,700

Average Sales Price (ASP)



7.5%

Same Store Sales Growth  
(19% SSSG till Oct 25)



34%

Sales Contribution from  
Old Gold Exchange  
(36% till YTD Oct 25)



12%

Stud ratio



Rs 86,200

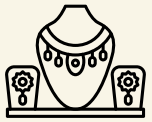
Average Ticket Value (ATV)



200K+ Gold Jewellery  
Designs

111K+ Diamond

Jewellery  
Designs





# Q2&H1-FY26 Performance



**Mr. Suvankar Sen**  
MD & CEO

We are pleased to report that we have delivered an enduring performance in Q2, despite the highest-ever gold prices reaching to Rs. 11650/gm in September 2025, and a quarter marked by significant headwinds including Shraddh period, heavy rainfalls and floods in the eastern region and global uncertainties. Our consolidated revenue grew by a robust 16% YoY to Rs. 3,362.3 Cr while Average Selling Price (ASP) and Average Ticket Value (ATV) also rose to Rs. 56,700 and Rs. 86,200 (YoY growth of 15% & 16%) respectively, consistent with the gold rate increase. This H1 growth includes a Same-Store Sales Growth (SSSG) of 7.5%. The Stud Ratio also rose to 12% riding on growth in demand for diamond jewellery by 31%. We continued our expansion mission ending Q2 FY26 with 192 showrooms. We are also thrilled to report a record-breaking Dhanteras and Diwali period in October 25 achieving our highest-ever monthly retail sales of over Rs. ~1,700+ Cr despite lifetime-high gold prices. We are now fully prepared to meet the strong demand for the upcoming wedding season and will continue to launch exciting new designs totalling 200k+ Gold and 100k+ diamond jewellery designs. Given this strong performance, we reiterate our RoY guidance of 18-20% topline growth and are on track to launch another 6-8 showrooms in the remainder of FY26. We will continue to work towards stock optimisation & improvement of Inventory turns amidst such high inventory levels; while fulfilling customer budgets and demand in the current market scenario with innovative, lightweight, and budget-friendly designs, to improve ROE and ROCE from present levels.”



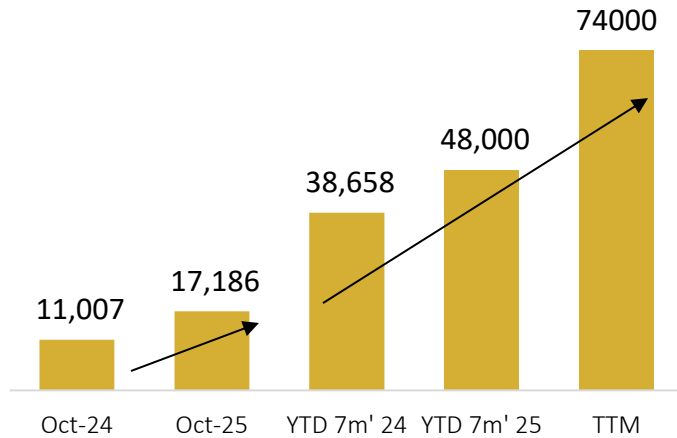
**Mr. Sanjay Banka**  
Group CFO & Head IR

Adding to the strategic update, I am pleased to share that our H1 results showcase not just strong growth, but improved profitability. Our consolidated adjusted EBITDA growth is 52% YoY to Rs. 290.1 Cr, while PAT surged by 80% YoY to Rs. 153.4 Cr. Our H1 EBITDA margin expanded YoY by 310 basis points to 8.6% driven by a combination of strong brand image, pricing edge supported by improved product mix and higher stud ratio of 12%. Our inventory levels increased to Rs. 4,309.2 Cr mainly due to the gold price rise of GML and stocking for Dhanteras Sale & New showrooms opened. Despite the capital requirements for this inventory, our balance sheet remains robust with Net Debt at Rs. 1578.4 Cr and a comfortable Debt-to-Equity ratio of 0.75 (including GML). Looking ahead, the strong festive sales in October 25 driving a YTD retail growth of 25% give us confidence for solid H2 performance. As we move into H2, our priority is to maintain this financial discipline, build up stock for upcoming wedding seasons and Q4 and ensure cash flow availability for business growth. The GML availability has improved, and we will enhance GML level back to 65% level to improve the blended ROI and maintain strict vigil on various levers of growth and operating efficiency to enhance ROE and ROCE by year-end.”

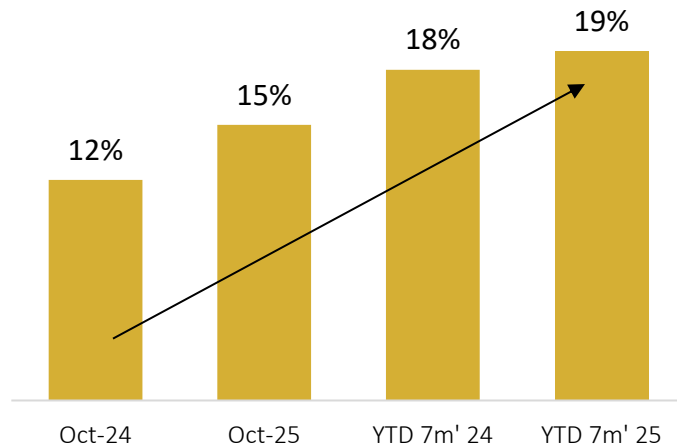
# Diwali & Dhanteras Update (Oct 25 / 7 months)



Revenue from Operations (Rs Mn)



Same Store Sale Growth (SSG) %



- TTM revenue crosses Rs 7400 Cr mark.
- Highest-ever retail sale of Rs ~1700 Cr+, registering a robust 56% YoY growth over Oct 24. This includes 60% YoY value growth in Gold and 32% YoY value growth in Diamond. In terms of volume growth, the achieved growth was ~4% in Gold, 5% in diamond, and 8% in silver, respectively.
- In 7 months, despite the highest ever gold prices, achieved YoY 25% retail value growth, which includes 19% Same Stores Sales Growth (SSSG).
- Outlook: The company's growth outlook for the rest of FY26 remains at 18% to 20%.
- Store Expansion: The total retail footprint has crossed the 195-showroom mark.



# Q2 & H1, FY 26 Operational Highlights



- ❖ **43% Average YoY Gold Price rise:** Gold prices averaged INR 11,650/gm in Q2 FY26, up 8% QoQ and 43% YoY, marking the highest-ever level. This led to almost 34% old gold exchange as against 39% in Q1FY26 and 42% in Q2FY26. Higher prices and product mix also led to an increase in ASP and ATV.
- ❖ **6 New Showroom launches:** Launch of 6 new showrooms (3 COCO and 3 FRN) during Q2, taking the total portfolio to 192 (including 8 Sennes). These included one company-owned showroom in Kolkata, three franchise stores (in Bihar and West Bengal), and one international showroom in Dubai, while SIS counters increased from 19 to 24.
- ❖ **Customer engagement through Marketing & Design Initiatives:** The company launched multiple festive and brand campaigns, including Teej, Monsoon Edit, Rakhi, Azadi Utsav, and Varalaxmi, along with creative brand initiatives such as Elements of Nature, Aparupa 2.0, Everlite – Shakti Collection, and Gossip – Tattva Collection to constantly delight the customers.
- ❖ **Standalone Revenue Growth of 17.6% in H1:** Despite the steep gold price rise, we achieved 6.6% YoY revenue growth in Q2 and a 17.6% YoY growth in total revenue (16% rise in retail business). We achieved 7.5% Same-Store Sales Growth (SSSG). **Trailing 12 Months (TTM) sales reached the highest ever landmark of Rs 7400 Cr**, reflecting consistent growth momentum and strong brand positioning. Coin Sales were just 4% in line with past trends. West Bengal & East contributed almost 81% of the total revenue, while Franchisee Business contributed 34% revenue.
- ❖ **12% Stud Ratio:** Diamond-studded jewellery demand remained strong, registering 12% value growth in Q2 and 31% value growth with 14% volume growth in H1, leading to a 12% stud ratio. Silver segment sales surged 54% in value terms, reflecting healthy category diversification.
- ❖ **Increase in Inventory for Dhanteras preparedness:** Inventory level at the end of Q2 reached the highest level of Rs 4223 Cr in preparedness for Dhanteras and Wedding sales in Q3. The increase in inventory, coupled with the gold price rise impact on GML, was funded inter alia by enhanced bank borrowing to Rs 2113 Cr. Increase in Inventory days & Cash Conversion Cycle for the quarter is primarily due to elevated inventory for Dhanteras Sales.
- ❖ **Profitability Growth:** In continuation of the positive trend of Q1 ( 10.1% EBITDA Margin and Rs 104.7 Cr PAT), we achieved 7% EBITDA Margin for Q2, leading to H1 EBITDA Margin of 9% and PAT Margin of 4.6% ( Rs 153.4 Cr). We maintain our guidance of a sustainable EBITDA margin of 7% range. FY 26 EBITDA may be 8% range higher than our sustainable outlook.
- ❖ **Financial Indicators:** Indicators like Debt Equity Ratio, TOL/ TNW have remained rangebound. Net Debt to Equity below 0.80.



# Quarterly and Half-Yearly Standalone Income Statement



| Sl.No | Particulars (INR Mn)              | Q2 FY26  | Q2 FY25  | YoY (%) | Q1 FY26  | QoQ (%) | H1FY26   | H1FY25   | YoY (%) | FY25     | FY24     | FY23     | FY22     |
|-------|-----------------------------------|----------|----------|---------|----------|---------|----------|----------|---------|----------|----------|----------|----------|
| 1     | Revenue from Operations           | 15,543.2 | 14,586.8 | 6.6%    | 18,245.7 | (14.8)% | 33,788.9 | 28,736.4 | 17.6%   | 62,586.8 | 52,296.6 | 40,755.6 | 35,346.4 |
| 2     | Cost of Goods Sold                | 12,916.4 | 12,881.6 | 0.3%    | 14,772.8 | (12.6)% | 27,689.2 | 24,605.5 | 12.5%   | 54,036.7 | 44,259.8 | 34,217.6 | 29,805.4 |
| 3     | Gross Margin                      | 2,626.8  | 1,705.2  | 54.1%   | 3,472.9  | (24.4)% | 6,099.7  | 4,130.9  | 47.7%   | 8,550.1  | 8,036.8  | 6,538.0  | 5,541.0  |
| 4     | Gross Margin %                    | 17%      | 12%      | 44.6%   | 19%      |         | 18%      | 14%      | 25.6%   | 14%      | 15%      | 16%      | 16%      |
| 5     | Employee Cost                     | 390.6    | 321.4    | 21.5%   | 395.4    | (1.2)%  | 786.0    | 649.8    | 21.0%   | 1,341.7  | 1,083.9  | 915.2    | 743.0    |
| 6     | Marketing Cost                    | 403.0    | 273.9    | 47.1%   | 423.5    | (4.8)%  | 826.5    | 660.0    | 25.2%   | 1,051.1  | 1,033.1  | 810.4    | 505.8    |
| 7     | Other Expenses                    | 750.0    | 554.0    | 35.4%   | 831.9    | (9.8)%  | 1,581.9  | 1,166.1  | 35.7%   | 2,453.4  | 2,106.2  | 1,633.7  | 1,512.0  |
| 8     | Total Expenses                    | 1,543.6  | 1,149.4  | 34.3%   | 1,650.8  | (6.5)%  | 3,194.4  | 2,475.9  | 29.0%   | 4,846.2  | 4,223.2  | 3,359.3  | 2,760.8  |
| 9     | EBITDA                            | 1,083.2  | 555.8    | 94.9%   | 1,822.1  | (40.6)% | 2,905.3  | 1,655.1  | 75.5%   | 3,703.9  | 3,813.6  | 3,178.7  | 2,780.2  |
| 10    | EBITDA Margin (%)                 | 7.0%     | 3.8%     |         | 10.0%    |         | 8.6%     | 5.8%     | 49.3%   | 5.9%     | 7.3%     | 7.8%     | 7.9%     |
| 11    | Custom Duty Impact                | -        | 298.0    |         | -        |         | -        | 298.0    |         | 574.2    | -        | -        | -        |
| 12    | Adjusted EBITDA*                  | 1,083.2  | 853.8    | 26.9%   | 1,822.1  | (40.6)% | 2,905.3  | 1,953.1  | 48.8%   | 4,278.1  | 3,813.6  | 3,178.7  | 2,780.2  |
| 13    | Adjusted EBITDA Margin (%)        | 7.0%     | 5.9%     |         | 10.0%    |         | 8.6%     | 6.8%     | 26.5%   | 6.8%     | 7.3%     | 7.8%     | 7.9%     |
| 14    | Other Income                      | 173.6    | 151.2    | 14.8%   | 176.3    | (1.5)%  | 349.9    | 275.4    | 27.1%   | 547.0    | 427.6    | 317.0    | 129.2    |
| 15    | Depreciation and Amortization     | 169.6    | 173.2    | (2.1)%  | 174.1    | (2.6)%  | 343.7    | 348.2    |         | 658.0    | 590.1    | 449.5    | 420.8    |
| 16    | EBIT                              | 1,087.3  | 533.8    | 103.7%  | 1,824.3  | (40.4)% | 2,911.5  | 1,582.2  | 84.0%   | 3,592.9  | 3,651.1  | 3,046.2  | 2,488.6  |
| 17    | EBIT Margin (%)                   | 7.0%     | 3.7%     |         | 10.0%    |         | 8.6%     | 5.5%     | 56.5%   | 5.7%     | 7.0%     | 7.5%     | 7.0%     |
| 18    | Finance cost                      | 452.7    | 323.7    | 39.8%   | 423.5    | 6.9%    | 876.2    | 643.4    | 36.2%   | 1,353.4  | 1,078.0  | 860.5    | 708.8    |
| 19    | Profit Before Tax (PBT)           | 634.6    | 210.1    | 202.0%  | 1,400.8  | (54.7)% | 2,035.3  | 938.8    | 116.8%  | 2,239.5  | 2,573.1  | 2,185.7  | 1,779.8  |
| 20    | Total Tax Expenses                | 103.9    | 41.8     | 148.6%  | 365.5    | (71.6)% | 469.4    | 237.1    | 98.0%   | 585.7    | 685.6    | 576.7    | 478.4    |
| 21    | Profit/(Loss) for the Period/Year | 530.7    | 168.3    | 215.3%  | 1,035.3  | (48.7)% | 1,565.9  | 701.8    | 123.1%  | 1,653.8  | 1,887.5  | 1,609.0  | 1,301.4  |
| 22    | PAT Margin (%)                    | 3.4%     | 1.2%     |         | 5.7%     |         | 4.6%     | 2.4%     | 89.8%   | 2.6%     | 3.6%     | 3.9%     | 3.7%     |
| 23    | Adjusted PAT*                     | 530.7    | 388.8    | 36.5%   | 1,035.3  | (48.7)% | 1,565.9  | 922.3    | 69.8%   | 2,078.7  | 1,887.5  | 1,609.0  | 1,301.4  |
| 24    | Adjusted PAT Margin (%)           | 3.4%     | 2.7%     |         | 5.7%     |         | 4.6%     | 3.2%     | 44.4%   | 3.3%     | 3.6%     | 3.9%     | 3.7%     |

\* **Adjusted EBITDA & PAT** - This represents one time adverse impact of custom duty reduction in FY25 which had been adjusted to Inventory and Gross Margin (Cost of Goods Sold)

**Revenue from operations** comprises Bullion, Digi Gold, and Digi Silver sales.

# Quarterly and Half-Yearly Consolidated Income Statement



| Sl.No | Particulars (INR Mn)              | Q2 FY26  | Q2 FY25  | YoY (%) | Q1 FY26  | QoQ (%) | H1FY26   | H1FY25   | YoY (%) | FY25     | FY24     | FY23     | FY22     |
|-------|-----------------------------------|----------|----------|---------|----------|---------|----------|----------|---------|----------|----------|----------|----------|
| 1     | Revenue from Operations           | 15,361.2 | 15,004.9 | 2.4%    | 18,262.8 | (15.9)% | 33,623.9 | 29,043.8 | 15.8%   | 63,280.7 | 52,414.4 | 40,774.0 | 35,346.4 |
| 2     | Cost of Goods Sold                | 12,745.0 | 13,166.4 | (3.2)%  | 14,773.8 | (13.7)% | 27,518.7 | 24,777.3 | 11.1%   | 54,765.5 | 44,400.5 | 34,219.3 | 29,805.4 |
| 3     | Gross Margin                      | 2,616.2  | 1,838.5  | 42.3%   | 3,489.0  | (25.0)% | 6,105.2  | 4,266.5  | 43.1%   | 8,515.2  | 8,013.9  | 6,554.7  | 5,541.0  |
| 4     | Gross Margin %                    | 17%      | 12%      | 39.0%   | 19%      |         | 16%      | 15%      | 11.0%   | 13%      | 15%      | 16%      | 16%      |
| 5     | Employee Cost                     | 418.9    | 333.4    | 25.6%   | 418.0    | 0.2%    | 836.9    | 673.0    | 24.4%   | 1,390.8  | 1,112.3  | 933.8    | 747.7    |
| 6     | Marketing Cost                    | 408.3    | 278.5    | 46.6%   | 426.3    | (4.2)%  | 834.6    | 665.7    | 25.4%   | 1,065.6  | 1,033.7  | 810.4    | 505.8    |
| 7     | Other Expenses                    | 723.9    | 707.4    | 2.3%    | 808.8    | (10.5)% | 1,532.7  | 1,321.2  | 16.0%   | 2,382.5  | 2,112.8  | 1,644.3  | 1,515.7  |
| 8     | Total Expense                     | 1,551.1  | 1,319.3  | 17.6%   | 1,653.1  | (6.2)%  | 3,204.2  | 2,659.9  | 20.5%   | 4,838.9  | 4,258.8  | 3,388.5  | 2,769.2  |
| 9     | EBITDA                            | 1,065.1  | 519.2    | 105.1%  | 1,835.9  | (42.0)% | 2,901.0  | 1,606.6  | 80.6%   | 3,676.3  | 3,755.1  | 3,166.2  | 2,771.8  |
| 10    | EBITDA Margin (%)                 | 6.9%     | 3.5%     |         | 10.1%    |         | 8.6%     | 5.5%     | 56.0%   | 5.8%     | 7.2%     | 7.8%     | 7.8%     |
| 11    | Custom Duty Impact                | -        | 298.0    |         | -        |         | -        | 298.0    |         | 574.2    | -        | -        | -        |
| 12    | Adjusted EBITDA*                  | 1,065.1  | 817.2    | 30.3%   | 1,835.9  | (42.0)% | 2,901.0  | 1,904.6  | 52.3%   | 4,250.5  | 3,755.1  | 3,166.2  | 2,771.8  |
| 13    | Adjusted EBITDA Margin (%)        | 6.9%     | 5.4%     |         | 10.1%    |         | 8.6%     | 6.6%     | 31.6%   | 6.7%     | 7.2%     | 7.8%     | 7.8%     |
| 14    | Other Income                      | 177.5    | 149.1    | 19.0%   | 186.5    | (4.8)%  | 364.0    | 272.0    | 33.8%   | 545.7    | 422.4    | 311.4    | 127.7    |
| 15    | Depreciation and Amortization     | 190.3    | 178.4    | 6.7%    | 186.8    | 1.9%    | 377.0    | 359.1    | 5.0%    | 681.3    | 601.1    | 455.5    | 421.2    |
| 16    | EBIT                              | 1,052.3  | 490.0    | 114.8%  | 1,835.6  | (42.7)% | 2,887.9  | 1,519.5  | 90.1%   | 3,540.7  | 3,576.4  | 3,022.1  | 2,478.3  |
| 17    | EBIT Margin (%)                   | 6.9%     | 3.3%     |         | 10.1%    |         | 7.0%     | 5.2%     | 34.5%   | 5.6%     | 6.8%     | 7.4%     | 7.0%     |
| 18    | Finance cost                      | 461.6    | 326.3    | 41.5%   | 429.8    | 7.4%    | 891.4    | 647.9    | 37.6%   | 1,362.1  | 1,081.0  | 860.5    | 697.0    |
| 19    | Profit Before Tax (PBT)           | 590.7    | 163.7    | 260.8%  | 1,405.8  | (58.0)% | 1,996.5  | 871.7    | 129.0%  | 2,178.6  | 2,495.4  | 2,161.6  | 1,781.3  |
| 20    | Total Tax Expenses                | 102.9    | 42.5     | 142.1%  | 359.3    | (71.4)% | 462.2    | 237.7    | 94.4%   | 585.5    | 685.3    | 576.7    | 490.3    |
| 21    | Profit/(Loss) for the Period/Year | 487.8    | 121.2    | 302.4%  | 1,046.5  | (53.4)% | 1,534.4  | 633.9    | 142.0%  | 1,593.1  | 1,810.1  | 1,584.9  | 1,291.0  |
| 22    | PAT Margin (%)                    | 3.2%     | 0.8%     |         | 5.7%     |         | 3.3%     | 2.2%     | 52.0%   | 2.5%     | 3.5%     | 3.9%     | 3.7%     |
| 23    | Adjusted PAT*                     | 487.8    | 341.7    | 42.7%   | 1,046.5  | (53.4)% | 1,534.4  | 854.5    | 79.6%   | 2,018.0  | 1,810.1  | 1,584.9  | 1,291.0  |
| 24    | Adjusted PAT Margin (%)           | 3.2%     | 2.3%     |         | 5.7%     |         | 4.6%     | 2.9%     | 55.1%   | 3.2%     | 3.5%     | 3.9%     | 3.7%     |

\* Adjusted EBITDA & PAT - This represents one time adverse impact of custom duty reduction in FY25 which had been adjusted to Inventory and Gross Margin (Cost of Goods Sold)

Revenue from operations comprises Bullion, Digi Gold, and Digi Silver sales.

# Consolidated Balance Sheet



| Sl. No.                | Particulars (INR Mn)             | As at     | As at    | As at    | Particulars (INR Mn)           | As at    | As at     | As at    |
|------------------------|----------------------------------|-----------|----------|----------|--------------------------------|----------|-----------|----------|
| EQUITY AND LIABILITIES |                                  | Sep-25    | Mar-25   | Mar-24   | ASSETS                         |          | Sep-25    | Mar-25   |
|                        |                                  | Unaudited | Audited  | Audited  |                                |          | Unaudited | Audited  |
| 1                      | Equity & Non Current Liabilities |           |          |          | Non Current Assets             |          |           |          |
| 2                      | Total Equity                     | 21,070.8  | 19,702.9 | 13,655.4 | Property, Plant and Equipments | 1,492.4  | 1,376.1   | 1,158.2  |
| 3                      | Non Current Liabilities          |           |          |          | Capital Work in Progress       | 15.7     | 19.9      | 14.9     |
| 4                      | Borrowings                       | 8.8       | 11.2     | 10.5     | Other Intangible Assets        | 26.8     | 26.8      | 27.5     |
| 5                      | Lease Liabilities                | 2,702.4   | 2,548.5  | 2,354.6  | Right of Use (ROU) Assets      | 2,827.9  | 2,643.6   | 2,434.1  |
| 6                      | Provisions                       | 36.5      | 29.7     | 28.1     | Other Financial Assets         | 547.5    | 430.2     | 305.4    |
| 7                      | Other Non Current Liabilities    | 63.0      | 61.5     | 62.5     | Other Non Current Assets       | 619.9    | 475.4     | 452.7    |
| 8                      | Total Non Current Liabilities    | 2,810.6   | 2,650.9  | 2,455.7  | Total Non Current Assets       | 5,530.1  | 4,972.0   | 4,392.8  |
| 9                      | Current Liabilities              |           |          |          | Current Assets                 |          |           |          |
| 10                     | Working Capital Borrowings       | 10,434.1  | 5,861.2  | 5,890.7  | Inventories                    | 43,091.7 | 32,992.5  | 24,570.2 |
| 11                     | Gold Metal Loan (GML)            | 10,998.0  | 11,817.7 | 9,082.2  | FDs & Bank Balances            | 5,383.4  | 5,576.0   | 5,328.5  |
| 12                     | Lease Liabilities                | 432.1     | 355.5    | 273.4    | Trade Receivables              | 1,755.5  | 810.4     | 528.7    |
| 13                     | Trade Payables                   | 5,661.4   | 1,516.5  | 2,068.8  | Cash and Cash Equivalents      | 273.5    | 332.5     | 185.2    |
| 14                     | Other Financial Liabilities      | 977.7     | 864.5    | 687.2    | Other Financial Assets         | 1,418.1  | 1,688.4   | 1,545.8  |
| 15                     | Current Tax Liabilities (Net)    | 266.5     | 17.4     | 154.7    | Other Current Assets           | 1,353.1  | 1,091.7   | 675.4    |
| 16                     | Other Current Liabilities        | 6,154.2   | 4,676.9  | 2,958.5  | Total Current Assets           | 53,275.2 | 42,491.5  | 32,833.8 |
| 17                     | Total Current Liabilities        | 34,923.9  | 25,109.7 | 21,115.5 | Total Assets                   | 58,805.3 | 47,463.5  | 37,226.6 |
| 18                     | Total Equity and Liabilities     | 58,805.3  | 47,463.5 | 37,226.6 |                                |          |           |          |

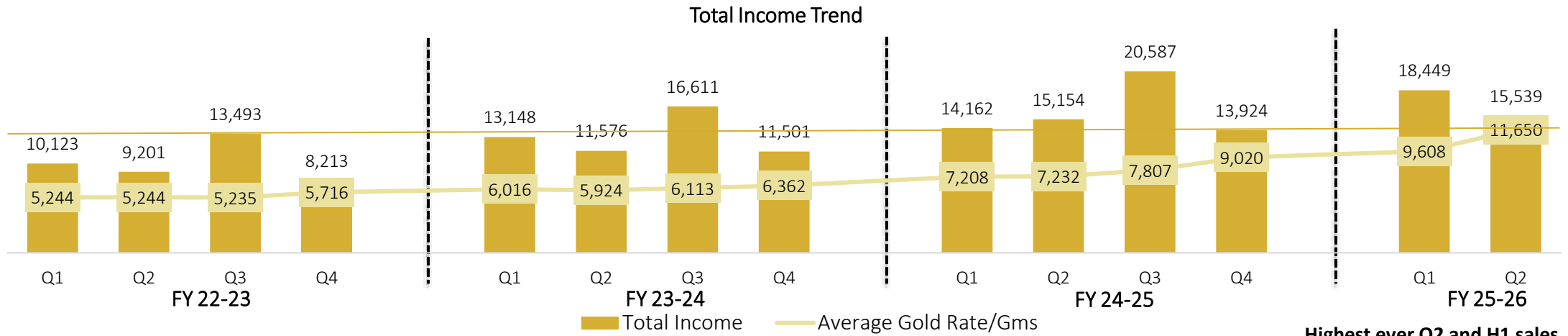


# Consolidated Cash Flow Statement



| Sl. No.  | Particulars (INR Mn)   | Sep-25           | Sep-24         | FY25             | FY24             |
|----------|--|------------------|----------------|------------------|------------------|
|          |  | Unaudited        | Unaudited      | Audited          | Audited          |
| <b>A</b> | <b>Cash Flow from Operating Activities</b>                                 |                  |                |                  |                  |
| 1        | Profit/(loss) before Tax and Exceptional Items                             | 1,996.5          | 871.7          | 2,178.6          | 2,495.4          |
| 2        | <b>Adjustments for:</b>  |                  |                |                  |                  |
| 3        | Depreciation and Amortisation Expense                                      | 377.0            | 359.1          | 681.3            | 601.1            |
| 4        | Finance Costs  | 891.4            | 647.9          | 1,362.1          | 1,081.0          |
| 5        | Interest income and other adjustments                                      | (234.0)          | (254.5)        | (442.4)          | (327.6)          |
| 6        | <b>Operating Profit before Working Capital Changes</b>                     | <b>3,031.0</b>   | <b>1,624.2</b> | <b>3,779.6</b>   | <b>3,849.9</b>   |
| 7        | Working Capital Adjustments  |                  |                |                  |                  |
| 8        | (Increase) / Decrease in Inventories                                       | (10,099.2)       | (4,373.7)      | (8,422.4)        | (5,715.6)        |
| 9        | Increase/(Decrease) Gold Metal Loan(GML)                                   | (819.7)          | 915.7          | 2,735.5          | 2,706.1          |
| 10       | (Increase) / Decrease in Trade Receivables                                 | (914.3)          | (344.6)        | (277.2)          | (68.5)           |
| 11       | (Increase) / Decrease in Financial Assets and other Current Assets         | (0.0)            | 200.8          | (561.5)          | (626.6)          |
| 12       | Increase / (Decrease) in Financial Liabilities & Other Current Liabilities | 5,837.3          | 2,449.8        | 1,279.1          | 330.2            |
| 13       | <b>Cash Generated from Operations</b>                                      | <b>(2,964.9)</b> | <b>472.2</b>   | <b>(1,466.9)</b> | <b>475.4</b>     |
| 14       | Income Taxes Paid (Net of Refund)  | (374.3)          | (382.6)        | (745.1)          | (707.6)          |
| 15       | <b>Net Cash Generated from/ (Used in) Operating Activities</b>             | <b>(3,339.1)</b> | <b>89.6</b>    | <b>(2,212.0)</b> | <b>(232.2)</b>   |
| <b>B</b> | <b>Cash Flow from Investing activities</b>                                 |                  |                |                  |                  |
| 1        | <b>Net Cash Generated from/ (Used in) Investing Activities</b>             | <b>(66.0)</b>    | <b>453.3</b>   | <b>(322.2)</b>   | <b>(1,184.8)</b> |
| <b>C</b> | <b>Cash Flow from Financing Activities</b>                                 |                  |                |                  |                  |
| 1        | Proceeds from Equity Capital raised by IPO / QIP                           | 4.3              | 5.0            | 4,483.4          | 2,482.3          |
| 2        | Dividends paid   | (147.3)          | -              | (70.0)           | (92.6)           |
| 3        | Movement of Working Capital Borrowings (Cash Credit & WCDL)                | 4,383.3          | 81.9           | (381.2)          | 193.4            |
| 4        | Finance Costs and Other Interest Charges                                   | (894.2)          | (644.9)        | (1,350.7)        | (1,075.7)        |
| 5        | <b>Net Cash Generated from/ (Used in) Financing Activities</b>             | <b>3,346.1</b>   | <b>(557.9)</b> | <b>2,681.6</b>   | <b>1,507.3</b>   |
| <b>D</b> | <b>Net Increase/(Decrease) in Cash and Cash Equivalents (A+B+C)</b>        | <b>(59.1)</b>    | <b>(15.1)</b>  | <b>147.3</b>     | <b>90.3</b>      |
| <b>E</b> | <b>Cash and Cash Equivalents at the Beginning of the Year</b>              | <b>332.5</b>     | <b>185.2</b>   | <b>185.2</b>     | <b>94.8</b>      |
| <b>F</b> | <b>Cash and Cash Equivalents at the End of the Year</b>                    | <b>273.4</b>     | <b>170.1</b>   | <b>332.5</b>     | <b>185.2</b>     |

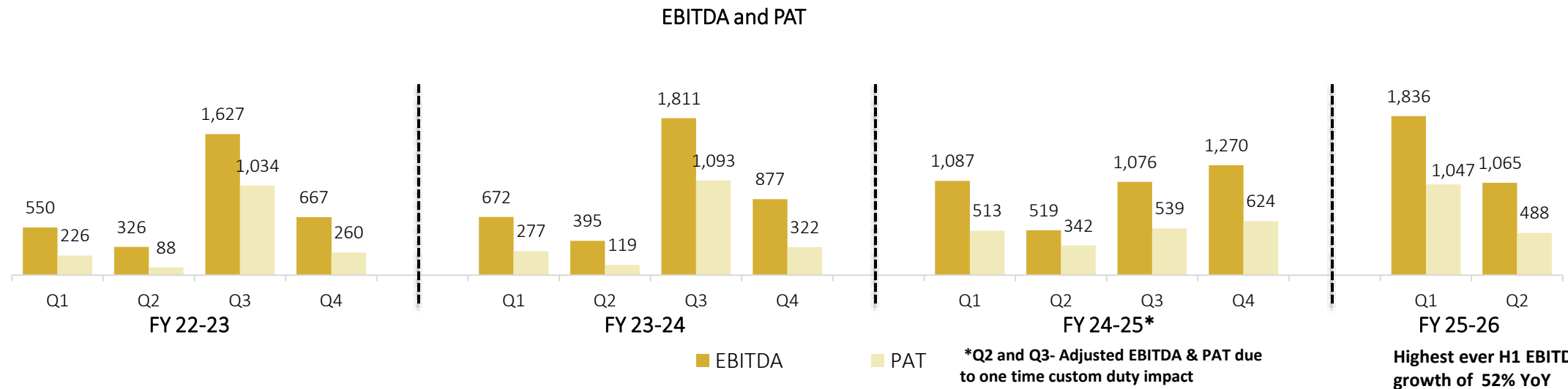
# Performance Trend- Consolidated (Q2FY26)



**Gold Rate 2 x increase since Q1, FY 23, 8% QoQ and 43% YoY**

**H1 YoY 15.9% Revenue growth and 69% Versus Q2, FY 23**

**Highest ever Q2 and H1 sales**

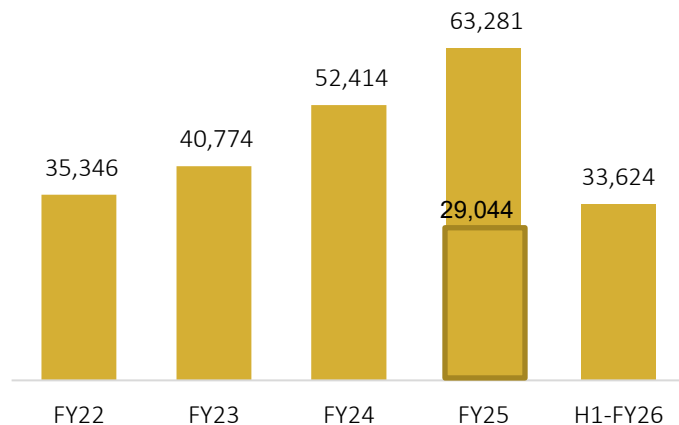


**Highest ever H1 EBITDA growth of 52% YoY**

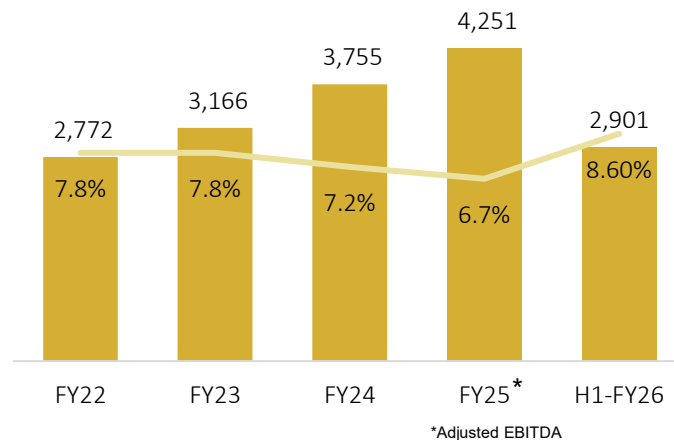
# Key Financial Metrics- Consolidated (H1FY26)



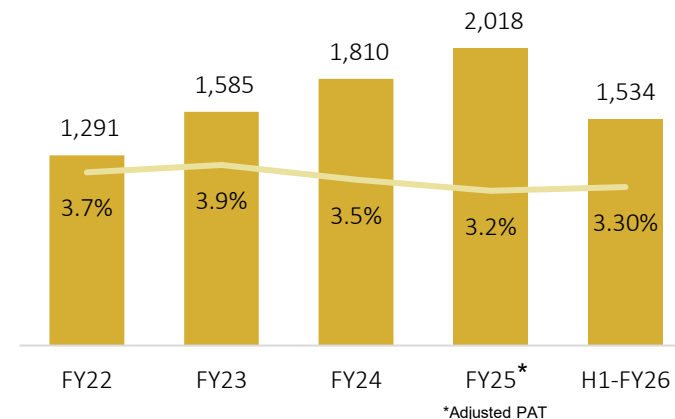
## Revenue from Operations



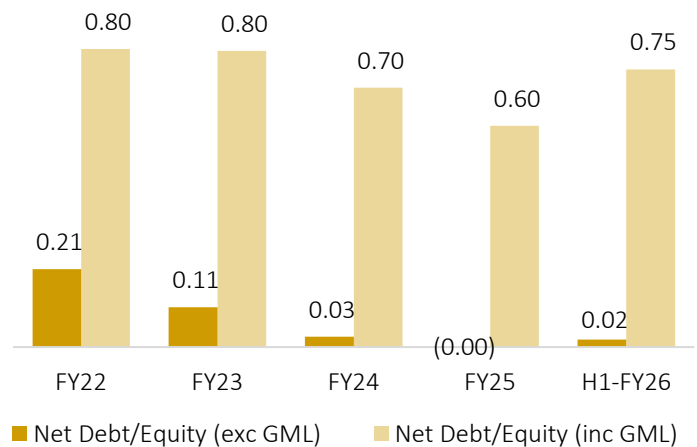
## EBITDA & EBITDA Margin (%)



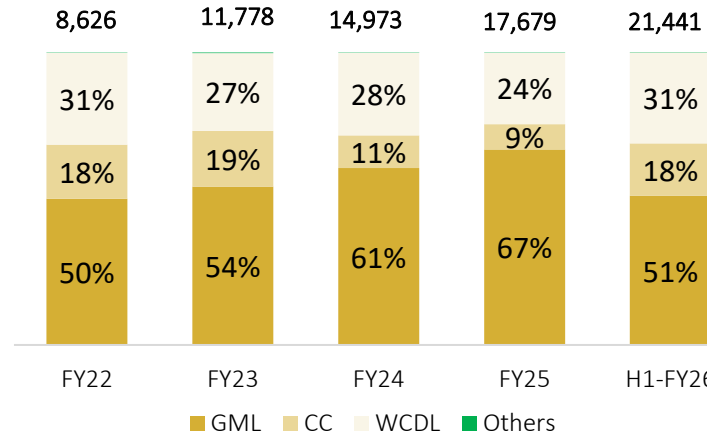
## PAT & PAT Margin (%)



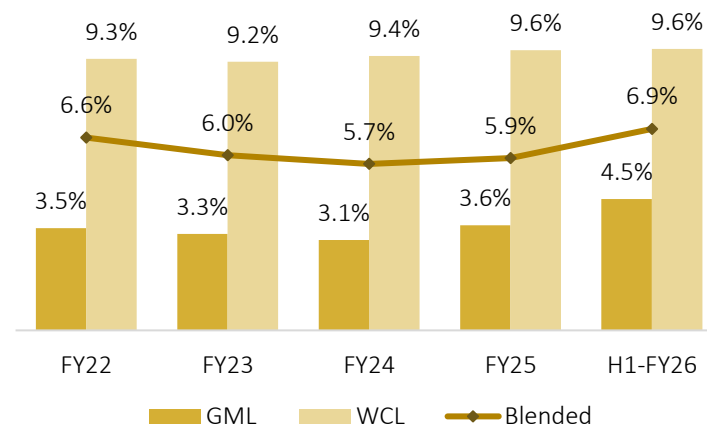
## Net Debt/Equity



## Working Capital Borrowings

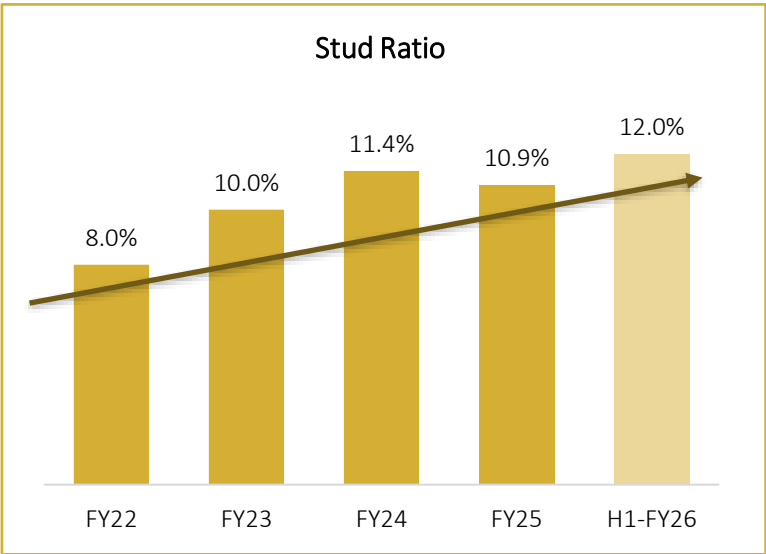
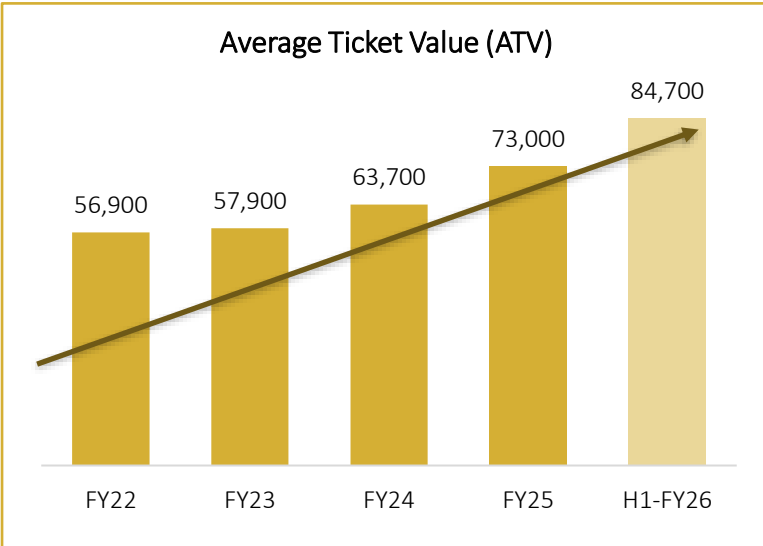
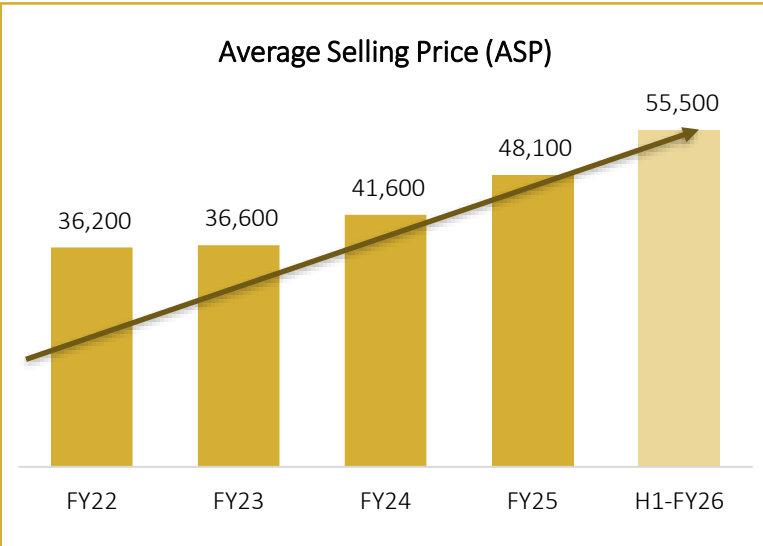
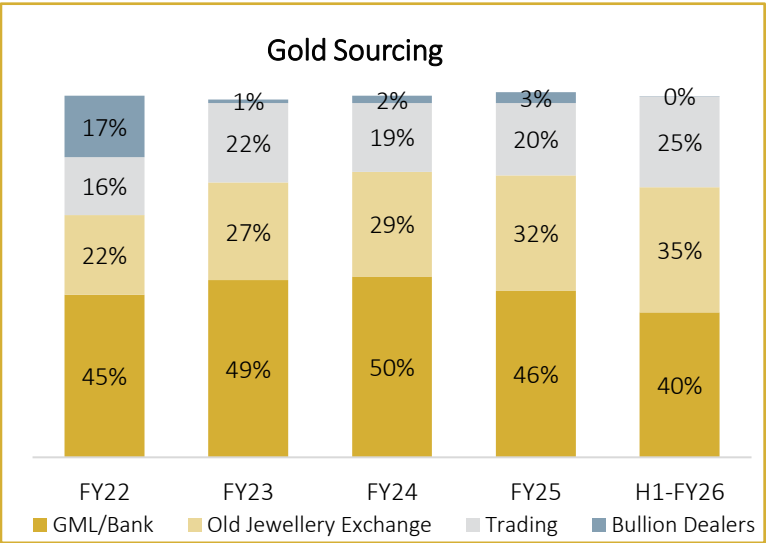
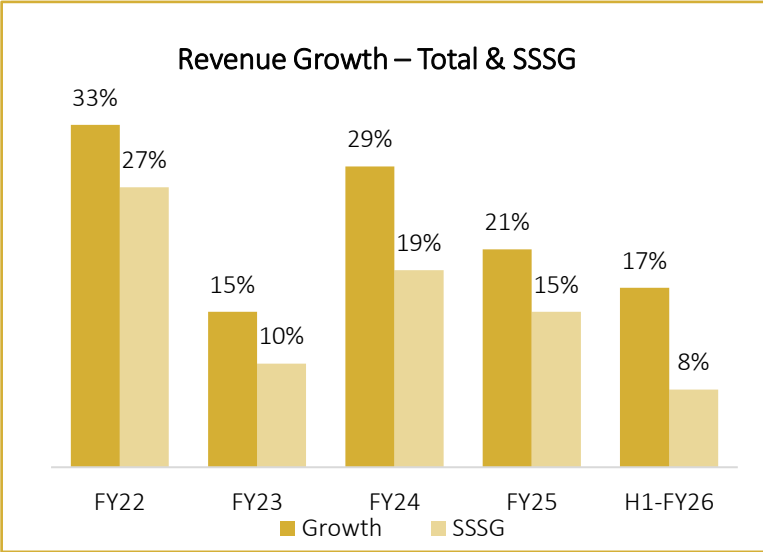
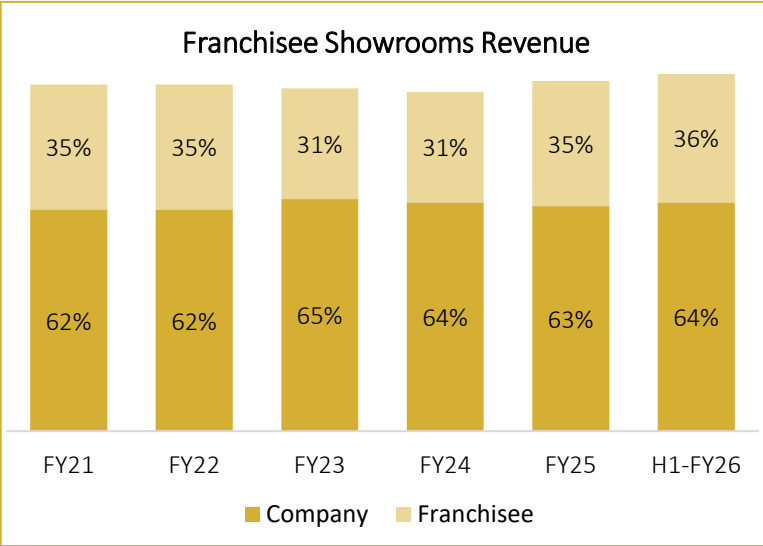


## Blended Borrowing Cost p.a.





# Key Operational Metrics (Standalone)

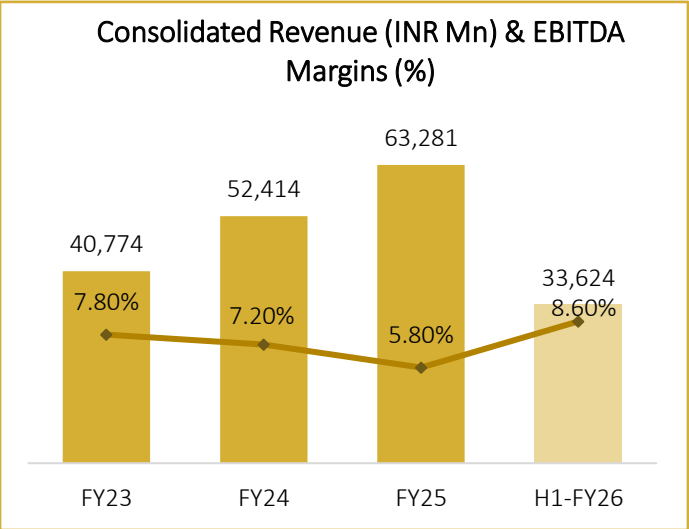


- SSSG revenue- Sales(primary of Own and Secondary of Franchisee) of stores opened prior to the previous financial year



Company

- 💎 Senco Gold Limited, with a legacy of over eight decades of family business legacy, was incorporated in 1994 as a corporate entity, is a leading jewellery retailer in India.
- 💎 The company offers a wide range of jewellery products, including gold, diamond, silver, platinum and precious & semi-precious stones, catering to diverse customer preferences.
- 💎 Its flagship brand 'Senco Gold & Diamonds' has become synonymous with trust, craftsmanship and affordability, while also having various other sub-brands like 'Everlite', 'Gossip', 'Aham', 'Perfect Love', and 'Sennes' catering to different products for all kinds of consumers.
- 💎 It operates a robust pan-India retail network of 192 showrooms (190 across India and 2 in Dubai), combining company-operated and franchisee outlets.
- 💎 The company also sells through online platforms, providing customers with an omnichannel shopping experience.
- 💎 In-house manufacturing facilities, supported by a network of 200+ skilled master karigars, ensure superior craftsmanship, innovative designs and consistent quality across jewellery collections.





# Eight Decades of Heritage, Innovation & Growth



### Franchisee Model And Largest Showroom

**2000** - Opened first franchisee showroom in Durgapur, West Bengal.

**2004** - Largest showroom with an area of 8,000 sq. ft. launched in Kolkata.

**2007** - Mr Suvankar Sen joined the family business as a 4<sup>th</sup>-generation entrepreneur after completing his studies.

**2008** - Introduces Gossip and Silver Fashion.

2000 to 2008

### The Humble Beginning

**Shri M C Sen** started the jewellery business in Dhaka and shifted to Kolkata during partition. His son, **Shri P C Sen**, inherited the family business in 1968.

1938 to 1994

**Mr Shaankar Sen** joined the family business in 1979 and grew the business from three showrooms to over 100 showrooms by 2020.

### Senco Gold Limited

The company was incorporated by merging existing proprietary and partnership.

### Investment From Marquee PE Investor

**2014**  
Revenue crossed **INR 10 bn.**

**2015**  
Raised **INR 800 Mn** equity from SAIF Partners India IV Limited (now Elevation Capital).  
Entered **Bihar, Maharashtra & Uttar Pradesh.**

2014 to 2015

2010 to 2013

### Expanding In New Geography

**2010**  
Expanded footprint beyond WB by opening the first showroom in Assam.

**2012**  
Launched the first showroom in Jharkhand under the franchisee model.

**2013**  
Entered the northern region by opening a showroom in Delhi.

### Introduced Everlite

**2016**  
Entered the southern region by opening a showroom in Bangalore.  
Introduced the Everlite brand.

**2017**  
The total number of showrooms crossed 80.

**2018**  
Revenue crossed **INR 20 bn.**

2016 to 2018

### 2<sup>nd</sup> Most Trusted Brand Recognition

**2019**  
Received the Best Promising Gems and Jewellery Brand award.  
Introduced Aham Men's Brand.

**2020**  
Crossed **the 100-showroom** mark.  
**2022**  
Raised **INR 750 Mn** equity from OIIF II.

**2023**  
**Listed on NSE & BSE**  
Awarded the 2<sup>nd</sup> most trusted jewellery brand by TRA

### QIP and Share Split

**2025**  
Incorporation of wholly into the subsidiary, namely Sennes, on 7<sup>th</sup> Sept 24.  
Launched a Lab Grown segment under Sennes.  
Raised QIP of Rs. 459 crore and share split of 1:2 ratio.

**2026**  
Launched the first showroom in Meerut & Nagpur under Metro & Tier-I under a franchisee model.

2025 to 2026

- 2024**
- 1<sup>st</sup> International showroom in Dubai.
  - MCX Best Hedger Award.
  - Crossed 150+ showroom mark.
  - Entry into the Deloitte list of top 100 global Luxury brands.
  - Both PE funds, i.e. Saif Partners and OIIF II, monetized Senco Gold.
  - Launch of Sennes Brand

## Shri Maran Chand Sen

Born to a school principal, Shri Maran Chand Sen began his jewellery business in Tanti bazar, Dhaka, in 1938. Following the partition in 1947, he moved to Kolkata and continued the business in the Chitpur area. He was the visionary behind the "Senco" brand and led a successful joint family enterprise with his five sons.



## Shri Prabhat Chandra Sen

Shri Prabhat Chandra Sen, son of Shri Maran Chand Sen, embarked on his entrepreneurial journey in 1968 after inheriting a modest cloth store in Kolkata's Bow Bazaar through a family settlement. Demonstrating vision and determination, he transitioned into the jewellery business at the age of 42, laying the groundwork for future growth. Under his leadership, the business expanded with the establishment of two additional showrooms strengthening the brand's presence in Kolkata.



## Shri Shaankar Sen

**Founder Chairman**

Son of Shri Prabhat Chandra Sen, he joined the family business in 1979, leaving his postgraduate studies to pursue his entrepreneurial vision. As a dynamic business leader, he drove Senco's growth to over 100 showrooms, pioneered its franchise model, and facilitated private equity investment from SAIF Partners (now Elevation Capital). He also held key leadership roles across various industry forums, contributing to the sector's advancement.



## Shri Suvankar Sen

**Managing Director & CEO**

Son of Shri Shaankar Sen, he joined the family business in 2007 after completing his PGDBM from IMT Ghaziabad. Since then, he has led the brand through a remarkable growth phase, championing technology adoption and modern management practices. He successfully secured the second round of private equity investment from OIIF II and successfully listed the company on NSE and BSE in July 2023, followed by a successful QIP in December 2024.



# Strategic Board Leadership Inspiring with Vision



## RANJANA SEN

### Executive Chairperson



- Over 30 years of experience in the jewellery industry
- Holds a bachelors degree in arts from the University of Calcutta
- Associated with Senco Gold since its incorporation
- Recognized with Ratnagarbha Award for Exemplary Motherhood by Bengal Chamber of Commerce & Industry

## SUVANKAR SEN

### Managing Director and CEO



- 20+ years of experience in the jewellery industry and associated with Senco since 2005
- Bsc.(Hons) in economics from St. Xavier's college and PGDBM from IMT, Ghaziabad
- Awarded The Rising Star, 40 Under 40 Award at IIJS Premier 2023 organised by GJEPC, CEO of the year for Phygital Technology Impact at the Retail Jewellery MD & CEO Awards, 2022 and young business leader by Sanmarg in 2023
- Committee and Board member of GJEPC, ICC gems and jewellery panel and ASSOCHAM bullion and jewellery council

## JOITA SEN

### Whole Time Director & Head Marketing & Design



- Experience of 16+ years in jewellery designing and marketing
- BA English (Hons) from St. Xavier's College, Kolkata, and Masters in English from Presidency College
- Joined the company in 2009 and been instrumental in conceptualizing and launching brands like Gossip. She keeps a pulse on changing customer demographics and design preferences.
- Under her leadership, the company has received several prestigious awards, including the Jagran Achiever's Award 2023 for Excellence in Design Innovation in Gold & Diamonds and the YFLO Trendsetter Award 2024 for Fashion & Jewellery.

## BHASKAR SEN

### Independent Director



- Finance and Banking professional with over 4 decades of experience
- Previously associated with United Bank of India as the Chairman and Managing Director, Bandhan Bank Limited ( independent director), and Dena Bank (Executive Director)

## KUMAR SHANKAR DATTA

### Independent Director



- Over 4 decades of experience in Finance, Strategy, Project Management, ERP implementation and Management Consulting
- Experienced Finance professional (M.Com, FCA, AICWA)
- Held finance leadership roles at ITC, Haldia Petrochemicals, Birla Tyres, Rice Group, Jardine Henderson Group, Edcons Group and ex CFO of consulting divisions of PWC India and KPMG India.

## SHANKAR PRASAD HALDER

### Independent Director



- Telecom engineer from Indian Institute of Engineering Science and Technology with over 3 decades of experience in Telecom and Technology domain in group CXO role at Bharti Airtel, Modi Telstra and Escotel Communication
- Founder and CEO of Pinnacle Digital Analytics - A data analytics and AI company

## SUMAN VARMA

### Independent Director



- Marketing and Branding over 3 decades of experience in Media agencies and corporates.
- Holds a Master's degree in comparative literature from Jadavpur University
- Earlier associated with J Walter Thompson (India), Rediffusion – Y & R (India) and Hamdard Laboratories (India)
- Consultant with several top corporates on brand building and growth strategies



# Celebrating Milestones of Trust and Credibility



|   |  |  |
|---|--|--|
| <p>2nd most trusted brand award by TRA Research in 2025</p>                                 | <p>The Young Business Leader by Sanmarg 2023</p>   | <p>Visionary Woman Entrepreneur in Gold &amp; Diamond Jewellery by Times Business Awards 2025</p>      |
| <p>Best Hedger Award by MCX Awards 2024</p>   | <p>The Rising Star, 40 Under 40 Award By IIJS Premiere 2023 and Gem &amp; Jewellery Export Promotion Council</p> | <p>Ratnagarbha Award for Exemplary Motherhood by Bengal Chamber of Commerce &amp; Industry in 2024</p> |
| <p>Great Place To Work Certificate 2025</p>   | <p>Sera Bengali Award By ABP Ananda 2022</p>   | <p>YFLO Trendsetter for Fashion/Jewellery Award in 2024</p>  |
| <p>Excellence in Design Innovation in Gold &amp; Diamond By Jagran Achiever Awards 2023</p> | <p>New Powerful Women Entrepreneur Award By Jagran Achiever Awards 2023</p>                                      | <p>India's Most Respected Family Barclay And Hurun Award in 2024</p>                                   |
| <p>Best Jewellery Retailer of the Year by IREC Awards 2024</p>                              | <p>Business Woman of the Year Award, Designs and Campaigns in 2024</p>   | <p>ET Inspiring Women Leaders 2023</p>   |



## Pan-India Presence, Market Leader in East

With 186 stores and strong market share in Eastern India, Senco has a solid regional stronghold. It continues to scale across more states and towns, targeting an organized retail jewellery boom.

## Multi-Brand Portfolio Targeting Diverse Consumers

Strategically expanded beyond its core gold and diamond jewellery offerings to create a well-segmented portfolio of sub-brands, each catering to a specific customer profile and need taste.

## Bengal Karigari & Craftsmanship

Stands out through its deep roots in handcrafted jewellery, tapping expertise from karigars in and around Kolkata.

## Design Agility & Trend Responsiveness

By releasing new designs monthly and blending global influences with Indian tastes, Senco keeps pace with fast-changing consumer aesthetics—critical in a social-media driven, style-conscious market.

## Trust, Reliability & Quality Assurance

Recognized as India's 2nd Most Trusted and 2nd Most Desired jewellery brand in 2024, Senco underscores quality, transparency and consistent customer focus.

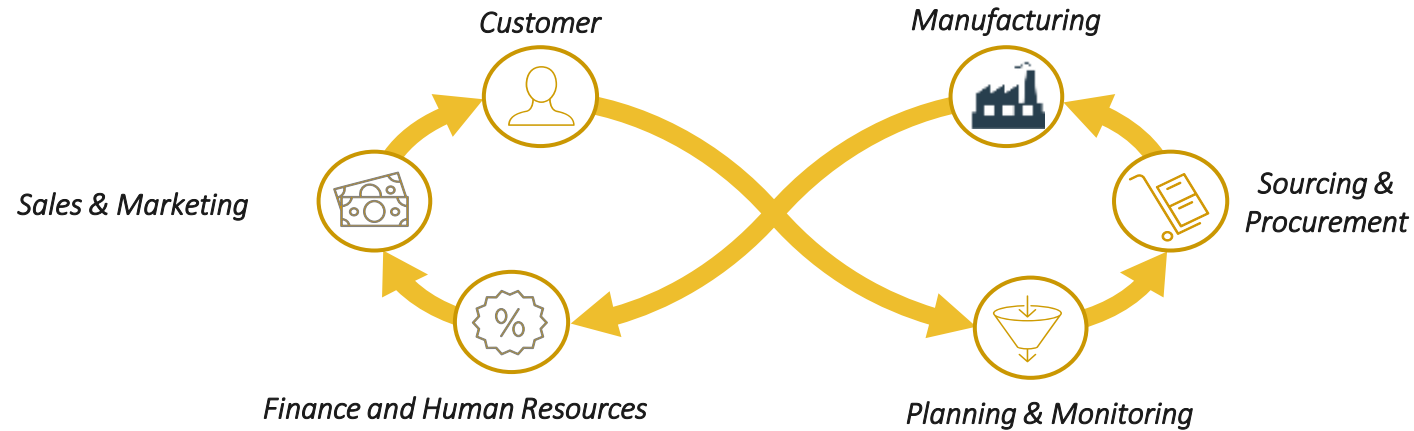
## Omni-Channel Presence

Omnichannel presence ensures a unified and consistent brand experience for customers across all digital and physical touchpoints anytime and anywhere.



# Business

# Robust Value Chain for Seamless Collaboration and Growth



## Procurement Advantage

- De-risking the business from gold price fluctuations
- Most of the gold sourced by way of gold metal loan facilities offered by bullion banks
- Procure old gold from our customers
- Strong pipeline of trusted Diamond jewellery vendors for several decades
- Asset light model of manufacturing through karigar with strategic locational advantages
- Regional Procurement Centres at Delhi

## Manufacturing

- Jewellery crafted by skilled Karigars in West Bengal and organised units across Mumbai, Kerala, Rajkot, Coimbatore & in-house (Ankurhati, Howrah)
- Periodic audits ensure quality compliance at karigar workshops
- Adoption of modern technologies like 3D printing, CAD design & laser cutting

## Quality Control (QC)

- Hallmarking of gold jewellery since 2012
- SGL & GEMEX certified diamond jewellery
- Dual quality checkpoints for Karigar-made inventory
- XRF machine testing at point of sale
- 31-member expert QC team (as of Sept 25)
- 30+ QC parameters across jewellery categories

## Efficient Inventory Management

- Controlled and monitored through ERP systems
- Regular audits, physical verification & CCTV monitoring
- Jewellery shuffled among showrooms to boost turnover
- Data-driven approach to minimize slow-moving stock
- Forecast-based planning for future inventory



# Building Momentum Through Purposeful Promotions





# Customer Centric Showrooms to Enhance Experience



Classic



- **Target Audience:** Buyers seeking timeless elegance
- **Average Ticket Value (ATV):** ~INR 84,900
- **Presence:** 149 showrooms – the widest network across the portfolio

Everlite



- **Target Audience:** Younger generation & millennials
- **Average Ticket Value (ATV):** ~INR 38,700
- **Presence:** 6 showrooms offering lightweight, trendy jewellery
- Showrooms at Railway Stations at Kolkata and Andheri Metro Mumbai .

Modern



- **Target Audience:** For the new age India
- **Average Ticket Value (ATV):** ~INR 1,13,200
- **Presence:** 11 showrooms catering to contemporary tastes

House of Senco



- **Target Audience:** Esteemed patrons seeking a comprehensive multi-brand format
- **Average Ticket Value (ATV):** ~INR 1,30,200
- **Presence:** 3 flagship showrooms showcasing curated collections

D'Signia



- **Target Audience:** For lovers of exclusive designs
- **Average Ticket Value (ATV):** ~INR 95,600
- **Presence:** 13 showrooms focused on premium & design-led jewellery

Sennes



- **Target Audience:** Style-savvy consumers
- **Average Ticket Value (ATV):** ~INR 34,100
- **Presence:** 8 showrooms catering to affordable fashion jewellery

Recently launched SIS model at shopper stop

\* Everlite includes "Karigari Hut" and Sencoverse formats.

#Excluding Dubai Showroom

# Diverse Brands From Aspirational to Premium






|              | Senco  | Everlite  | Gossip   | Aham   | Perfect Love  | Sennes  |
|--------------|--|---|--|--|---|---|
| Price Range  | INR 5,000 – INR 40,00,000  | INR 9,500 – INR 1,20,000  | INR 2,000 – INR 40,000   | INR 15,000 – INR 35,00,000   | INR 25,000 – INR 2,00,000   | <b>LGD</b> – INR 5,000 onwards<br><b>Fragrance</b> – INR 880 to INR 2,900<br><b>Bags</b> – INR 9,000 to INR 30,000<br><b>Accessories</b> – INR 650 to INR 7,500 |
| Collection   | Gold, diamond, platinum, and silver jewellery featuring Bengal artistry along with wedding and bridal collections.   | Lightweight, Everyday fine Jewellery  | Silver and Fashion Jewellery   | Men's Jewellery  | Solitaire Diamonds  | Lab-grown Diamonds, Leather Bags & Fragrances   |
| Significance | Symbolizes trust, heritage, and emotional connection; known for blending tradition with technology and representing enduring value for diverse Indian customers. | Everlite offers fine jewellery collections, from bold statements to minimal pieces, embodying effortless everyday elegance. | Gossip offers stylish jewellery from fashion pieces to American diamond, zircon, fine silver, antique, polki, and oxidized silver designs. | Aham offers wide range of men's jewellery that embodies subtle masculine luxury. | Perfect Love offers an exclusive range of solitaire diamond jewellery, crafted with timeless elegance and sophistication. | Sennes is a premium, contemporary jewellery brand targeting younger, urban customers with lifestyle designs.  |

# Sennes: Redefining Modern Luxury



## Products

|  |  |   |
|--|--|---|
|  Lab-grown Diamond jewelleryes |  Leather Bags & Accessories |  Fine Fragrances for Him & Her |
|--|--|---|

## Range of products

|   |   |                                   |                                |
|---|---|-----------------------------------|--------------------------------|
| Fashionable leather Accessories<br>INR 650 to INR 7,500 | Leather Bags<br>INR 9,000 to INR 30,000 | Fragrance<br>INR 880 to INR 2,900 | LGD<br>Starting from INR 5,000 |
|---|---|-----------------------------------|--------------------------------|

## Presence

|  |   |
|--|---|
| 8<br>Exclusive Brand Outlets                               | 3<br>Multi Brand Outlets in Delhi, Dehradun & Chandigarh (3 SIS inside HOS showrooms) |
| 59<br>SIS (Leather) outlet in Senco Showrooms across India | 93<br>SIS (Fragrance) outlet in Senco Showrooms across India                          |

## Lab-Grown Diamond Geographical presence

- Phase 1 - Present in the East and North India
- Phase 2 - Plan for Pan-India presence (It shall start Oct 25 Onwards)



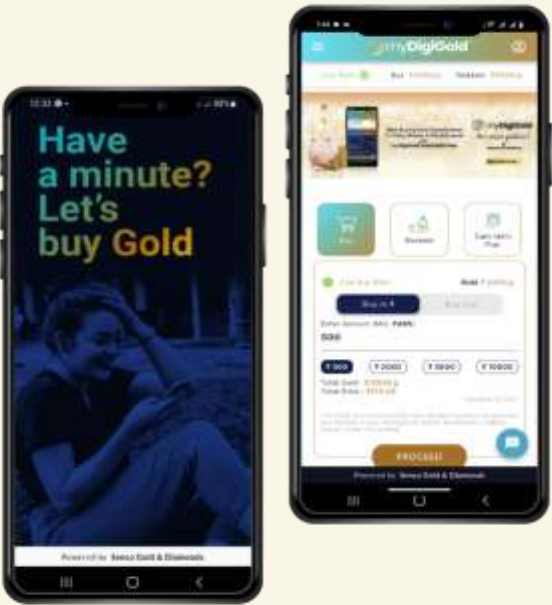
## Lab-Grown Diamonds



\*SIS – Shop in Shop, MBO – Multi Brand Outlets, EBO – Exclusive Brand Outlets, LGD – Lab Grown Diamonds



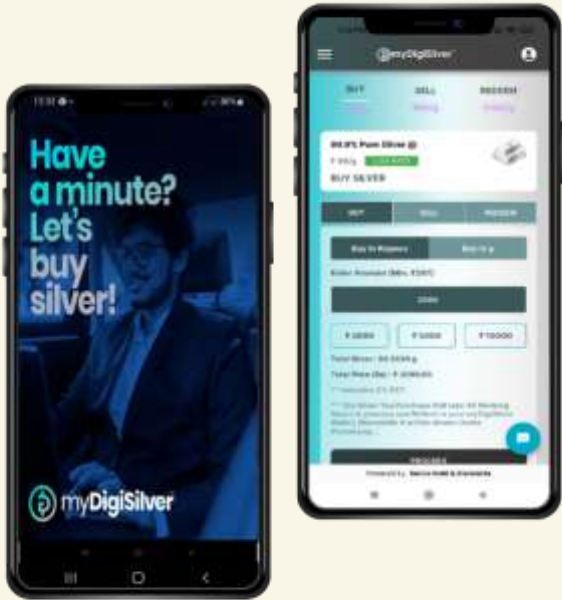
## MY DIGI GOLD



- ✓ Digital-first investment platforms by Senco, designed to make precious metals accessible, affordable starting with Rs 500 and convenient.
- ✓ My Digi Gold: Enables customers to buy, sell, and accumulate gold in small denominations, with the flexibility to convert digital holdings into physical jewellery.
- ✓ My Digi Silver: Offers customers the ability to invest in silver digitally, providing an affordable entry point into precious metal ownership with secure storage.
- ✓ Both platforms target millennials, Gen Z, and first-time investors, aligning with the shift towards digital savings and modern investment habits.
- ✓ Strengthens Senco's omnichannel presence, connecting digital investment with jewellery retail and enhancing customer loyalty.

- The total number of registrations as September FY26 for MyDigiGold is **39,000+**. App download stands at **5,13,000+**.

## MY DIGI SILVER



- The total number of registrations as of September 2025 for MyDigiSilver is **1,100+**. App download stands at **1,43,530**.

# Attractive Jewellery Purchase Plans



Encourages disciplined jewellery savings, ensuring predictable demand flow.



Strengthens customer stickiness through long-term engagement and repeat purchases.



Provides steady cash inflows, supporting working capital and business visibility.



We also offer Marigold Scheme under Fixed ( Min Rs 10k and Total Rs 50k) ; Flexi Model ( Min Rs 100k)



| Our Plans      | Particulars |                          |                               |
|----------------|-------------|--------------------------|-------------------------------|
|                | Plan Tenure | Minimum Enrolment Amount | Benefit after plan completion |
| Swarna Labh    | 6 months    | Rs. 1,000                | 30% of one instalment         |
| Swarna Yojana  | 11 months   | Rs. 1,000                | 75% of one instalment         |
| Swarna Vriddhi | 18 months   | Rs. 1,000                | 150% of one instalment        |





# Marketing & Distribution

# Omni-Channel Retail Network: Phygital Strategy



## 192 Showrooms

Over ~90% of Own showrooms are leased



## 'MySenco'

app with almost

5 Lakhs +

Upto September 2025



## Websites & Apps



sencogoldanddiamonds.com



sencogold.com (corporate website)



mydigigold.com



www.everlite.in



mydigisilver.com



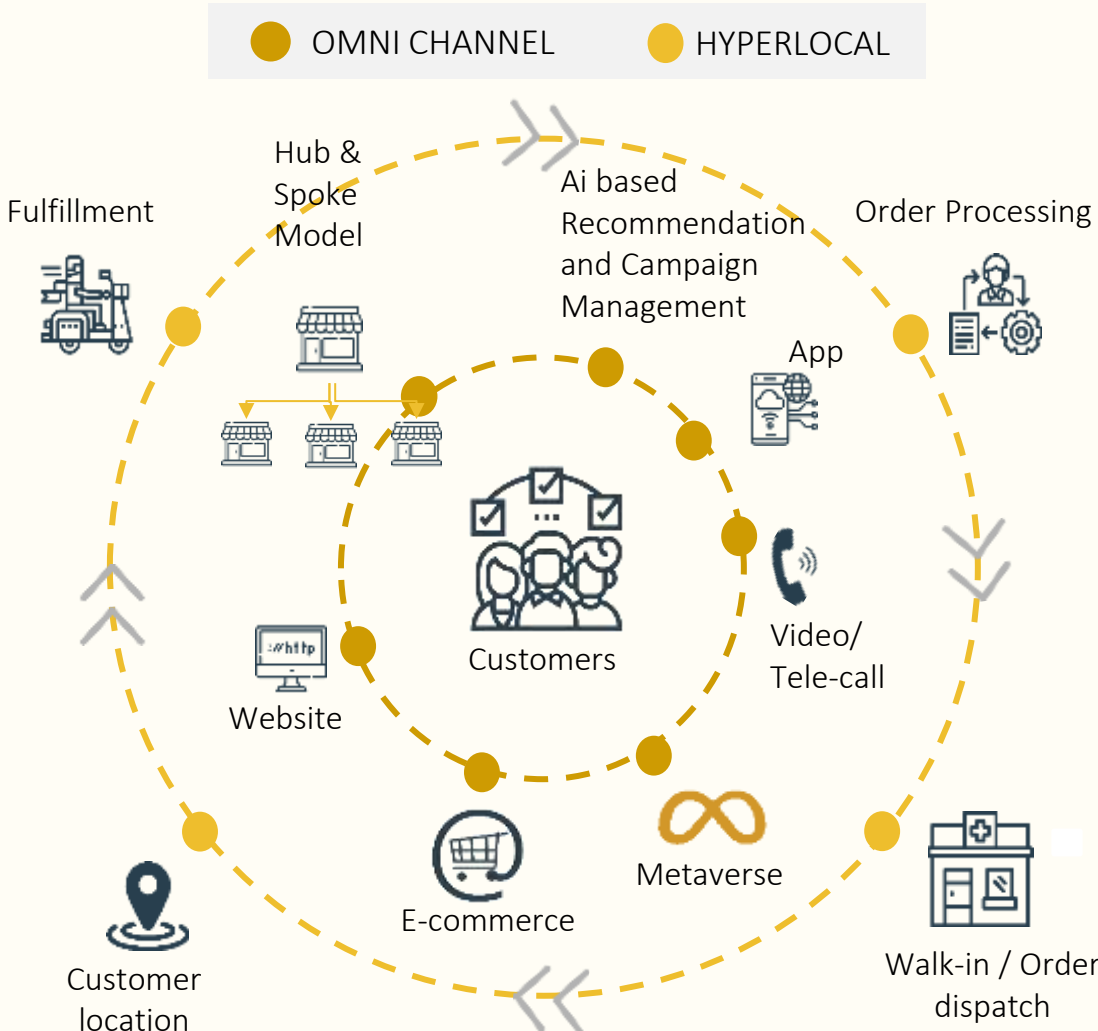
Sennes.in



www.mygossip.in



Sencoverse.com



Our Omni-Channel Retail Strategy Empowers Customers to Connect with Us Anytime Anywhere

# Successful “Asset-Light” Franchise Model

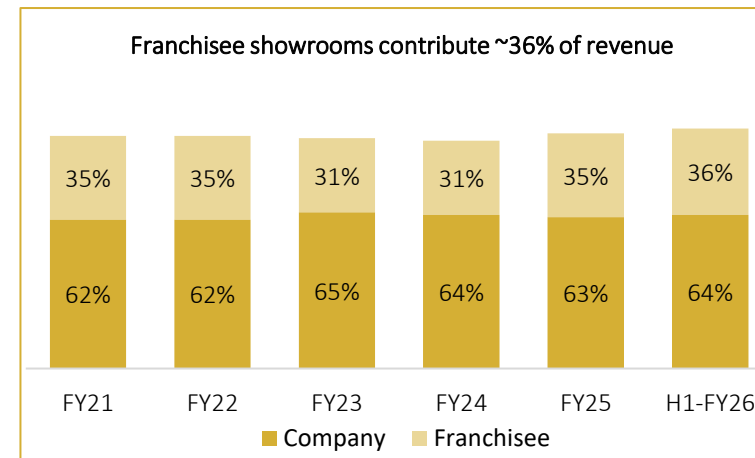
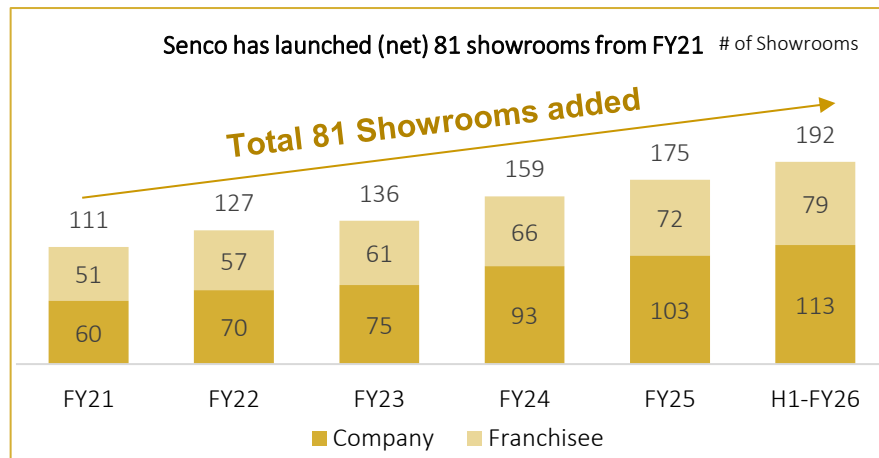


## Strategic Advantage of Dual Franchise Formats (FOFO & FOCO)

- Leverage the hub-and-spoke model to strategically expand into Tier-III and Tier-IV cities under the broader Bharat Strategy.
- Provide end-to-end support to start operations, including store design, staff hiring and training, market research, sales techniques, and product knowledge.
- In both the models, FOFO and FOCO – Store Capex ( say Rs 1.5 cr+) and working Capital for Inventory ( Rs 15 Cr +) is invested by Franchisee. We charge one time signing fee and annual support fee towards marketing and ERP support .
- In the FOFO model , Senco does not bear any opex of stores .
- In the FOCO model, Senco reimburses key operating expenses such as employee salaries, marketing, discounts, electricity, etc.
- Seasonal credit support and assistance in availing bank finance.

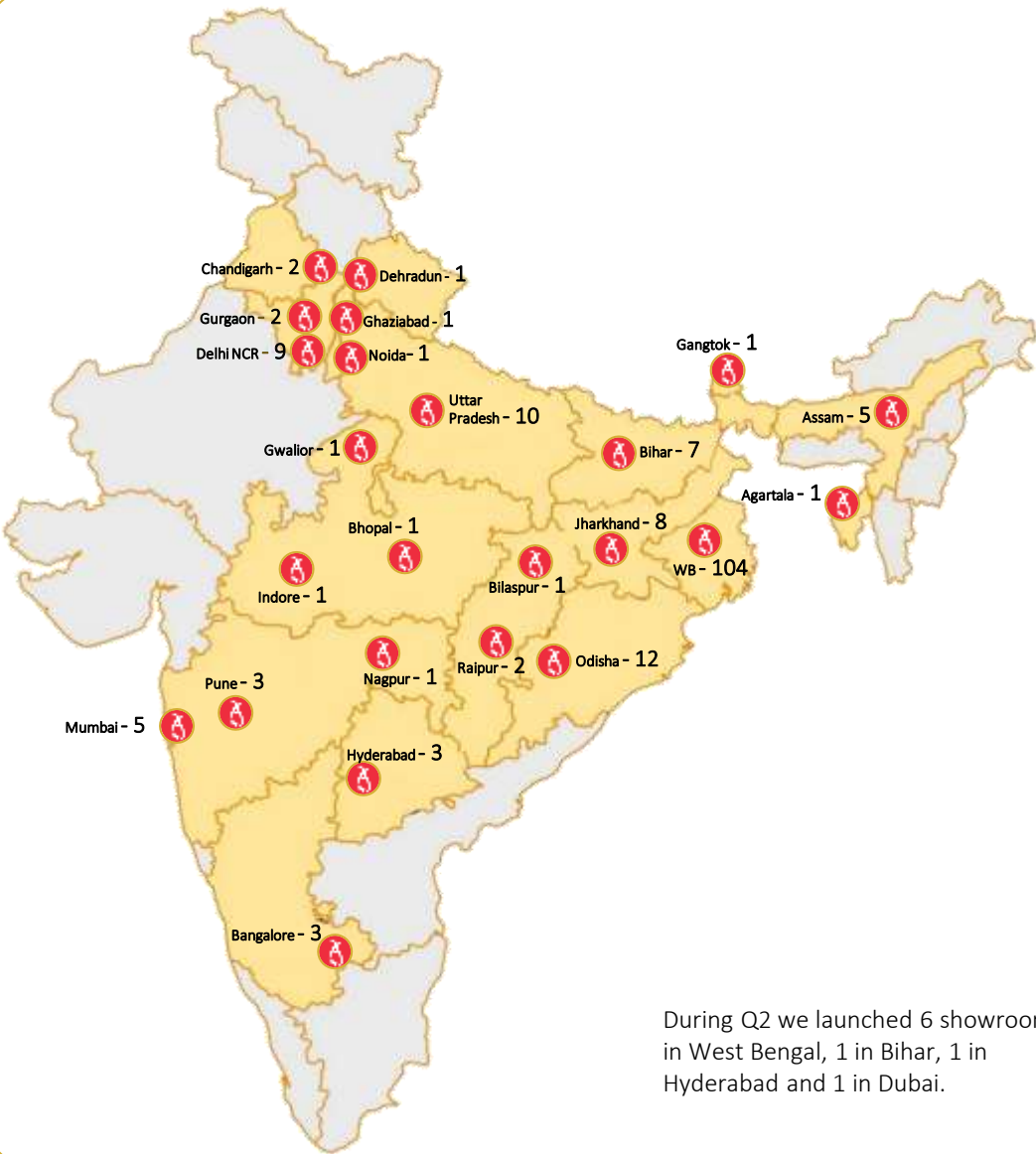
Focusing on ‘Franchisee-Owned, Franchisee-Operated’ (FOFO) approach to expand reach efficiently in line market competition.

Franchisee store leads to higher ROE for Senco Over 93% of showrooms are in FOFO model (5 FOCO Model)



Proportion to revenue from operations (excluding franchisee fees and discount allowed)

# Expanding Pan-India Retail Footprint



During Q2 we launched 6 showrooms 3 in West Bengal, 1 in Bihar, 1 in Hyderabad and 1 in Dubai.

| Region                       | Own | Franchisee | Total |
|------------------------------|-----|------------|-------|
| West Bengal incl Kolkata     | 46  | 58         | 104   |
| North including Delhi NCR    | 24  | 1          | 25    |
| East(Excluding WB)           | 13  | 13         | 26    |
| North East                   | 2   | 5          | 7     |
| West                         | 8   | 1          | 9     |
| South                        | 5   | 0          | 5     |
| Central                      | 5   | 1          | 6     |
| International-Dubai          | 2   | 0          | 2     |
| Sennes                       | 8   | 0          | 8     |
| Total – 30th September, 2025 | 113 | 79         | 192   |
| Total – 30th June, 2025      | 110 | 76         | 186   |
| Total – 31st March, 2025     | 103 | 72         | 175   |

## Geographically Diversified Presence

|             |                |       |                   |                                     |
|-------------|----------------|-------|-------------------|-------------------------------------|
|             |                |       |                   |                                     |
| 17          | 125            | 2     | 113               | 5.65                                |
| States & UT | Towns & Cities | Dubai | Company Showrooms | lacs sq. ft. Aggregate Retail Space |

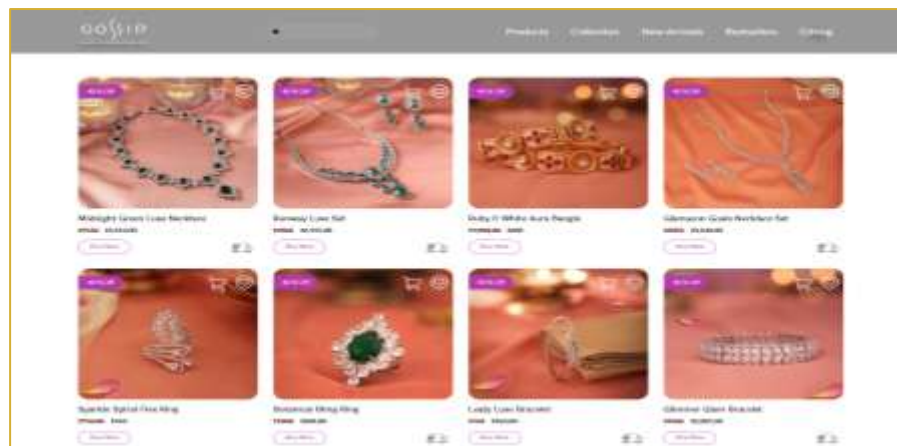
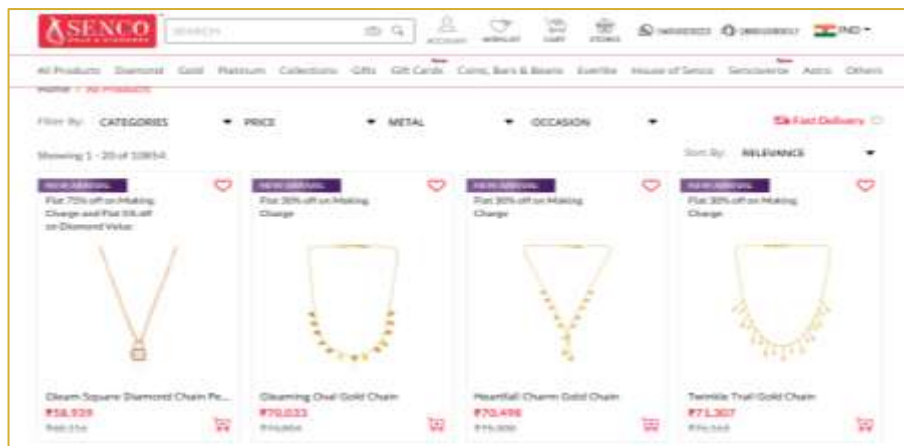
## Presence in Tier 3 and 4 Cities through Franchisee Route

| Metro & Tier 1       | Tier 2 | Tier 3 | Tier 4 & Below | Total |
|----------------------|--------|--------|----------------|-------|
| Company Showrooms    |        |        |                |       |
| 53                   | 43     | 8      | 7              | 111   |
| Franchisee Showrooms |        |        |                |       |
| 1                    | 17     | 15     | 46             | 79    |

Tier classification has been revised based upon potential, population and inter se positioning



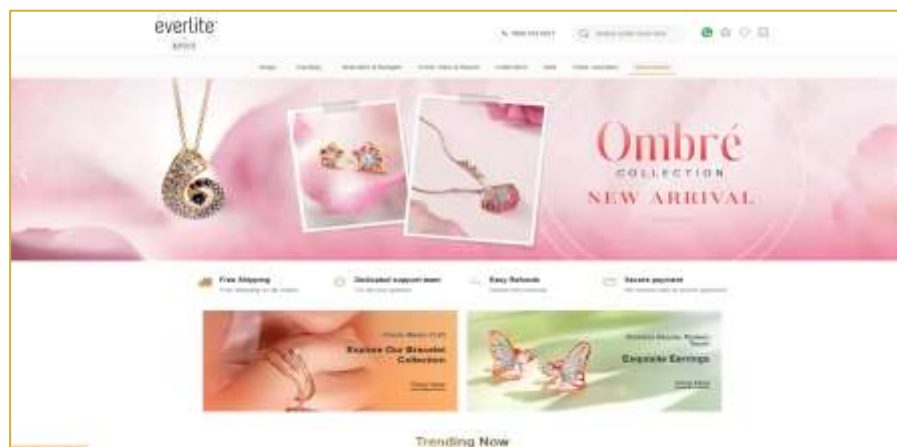
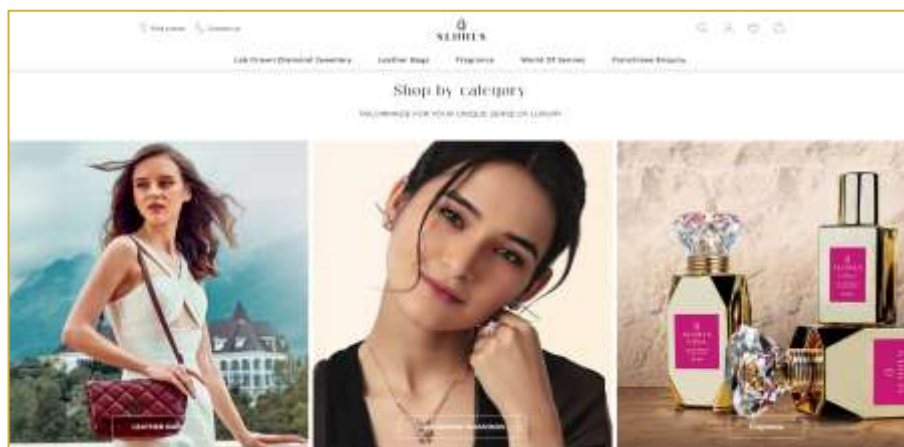
# Accelerating Growth Through Digital Channels



**32%** YoY growth in digital sales (as on FY25)

**7 Mn+** website visits

**11,792** orders fulfilled through e-commerce channels (as on FY25)



Also available on  
**amazon** **NYKAA**  
**blinkit**



Expanding our digital footprint with strong adoption across e-commerce and app platforms, driving growth in online sales and deepening customer engagement.



## Endorsed by Our Ambassadors

### National Ambassadors



Kiara Advani



Vidya Balan



Sourav Ganguly



Kartik Aryan

### Regional Ambassadors



Madhumita Sarcar



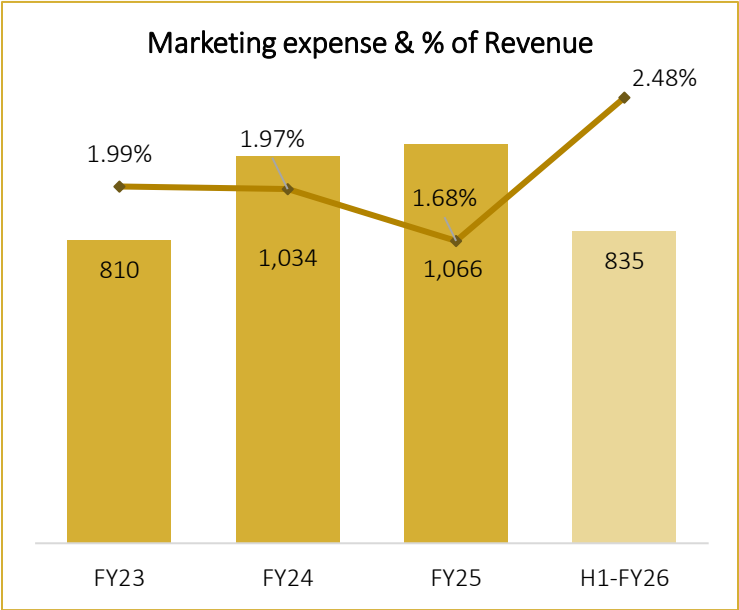
Swastika Dutta



Ishaa Saha



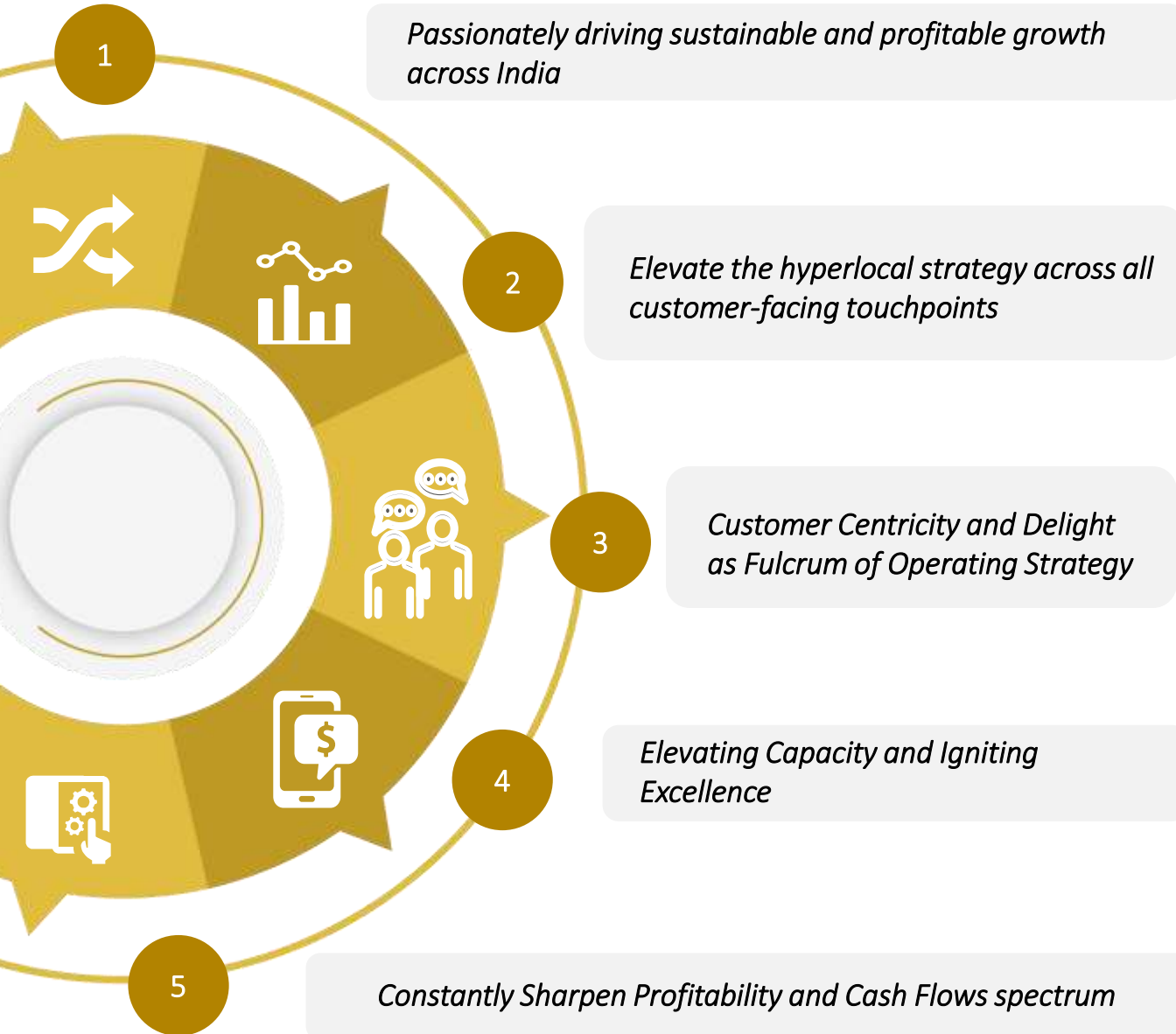
Sauraseni Mitra



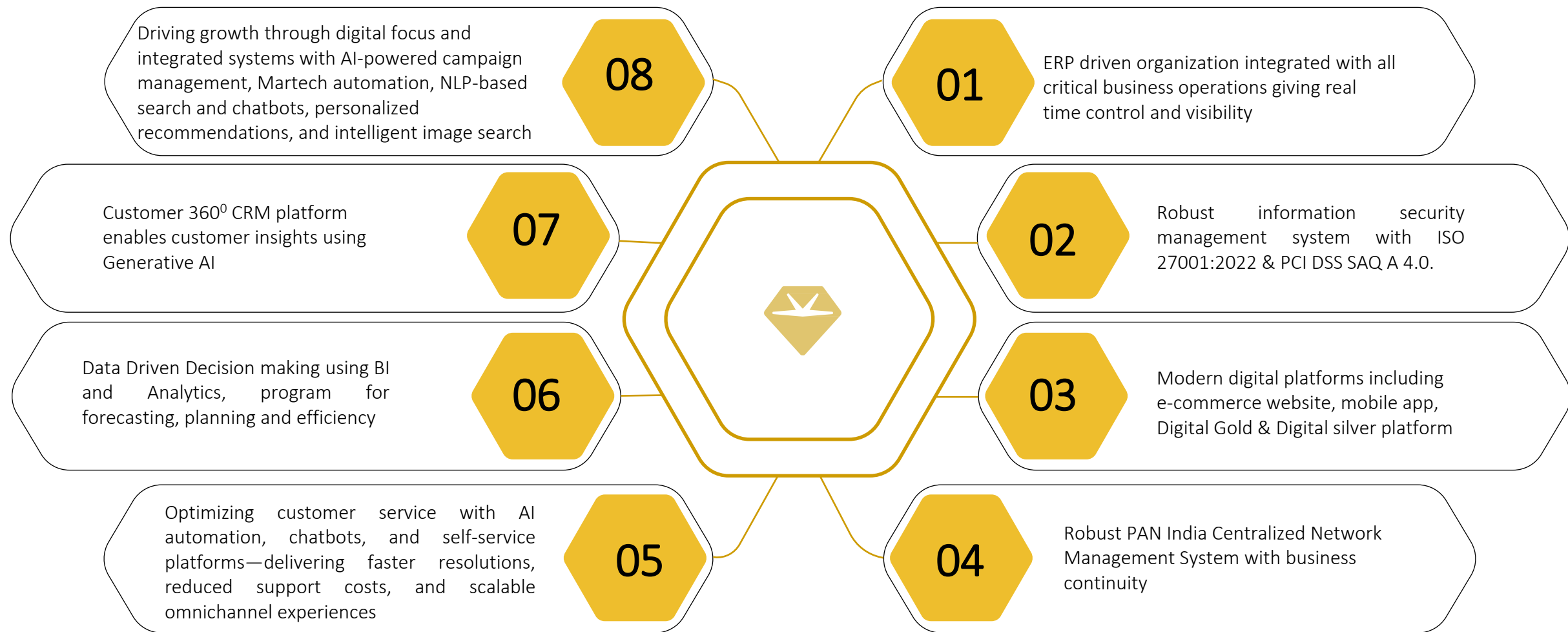


# Strategy

# Strategies to Drive Future Growth

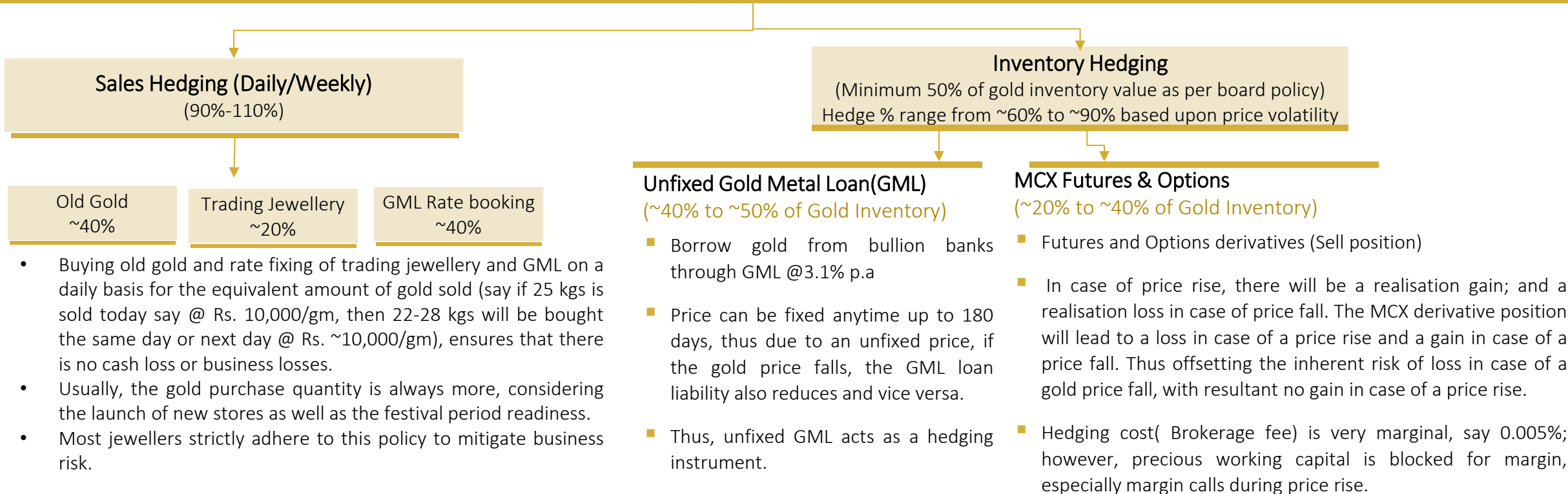


- Sustain, strengthen and leverage the franchisee model to drive growth in Tier 3 and Tier 4 towns
  - Enhance asset utilization and drive revenue CAGR through strong Same Store Sales Growth (SSSG)
  - Upsell high-margin lifestyle products and accessories under the Sennes brand
- 
- Continuously innovate design to cater to local tastes and fashion trends
  - Promote Light Weight jewellery targeting millennials and Gen Z through brands like Sennes, Everlite, Gossip via Omni channel strategy
  - Leverage national and regional brand ambassadors and influencers to strengthen market connect
- 
- Harness data science and CRM to forecast buying trend and drive ASP and ATV
  - Attract millennial and future brides through digital marketing and social media
  - Competitive Pricing, Lifetime relationship, and Hallmarked & certified products
- 
- Continuously enhance Capacity to scale up the growth quotient
  - Drive extensive adoption of technology across all functions to enable sustainable growth
  - Ensure proactive risk management, sustainable development, and strong ESG commitment
- 
- Enhance sale of higher margin jewellerys, Diamond, Polki, Temple, Antique
  - Optimize Inventory Turnover to enhance Store and Space productivity by Hub-and-Spoke Model
  - Increase the proportion of gold metal loans to reduce borrowing costs and strengthen hedging mechanisms
  - Generate robust Free Cash Flow for future expansion & working Capital need





## Hedging Mechanism



### Key Highlights

- Hedging policy enables risk management in case of price volatility.
- Demonstrated Inventory hedging level up to 95% to FY25.
- Calibrated Hedging level in case of a price rise to manage working capital.
- 100% compliance of Hedge accounting standard i.e Ind AS 109 duly audited by Stat Auditor.

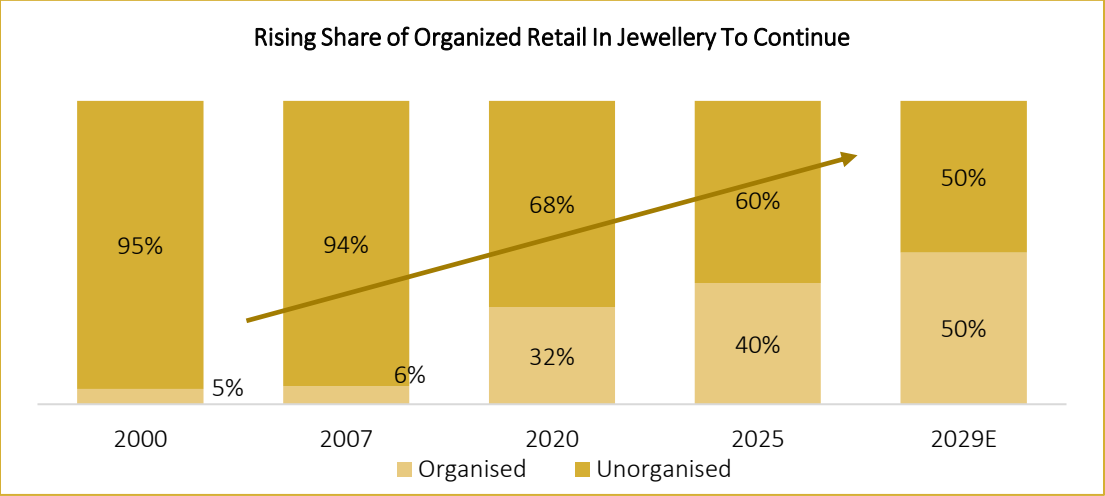
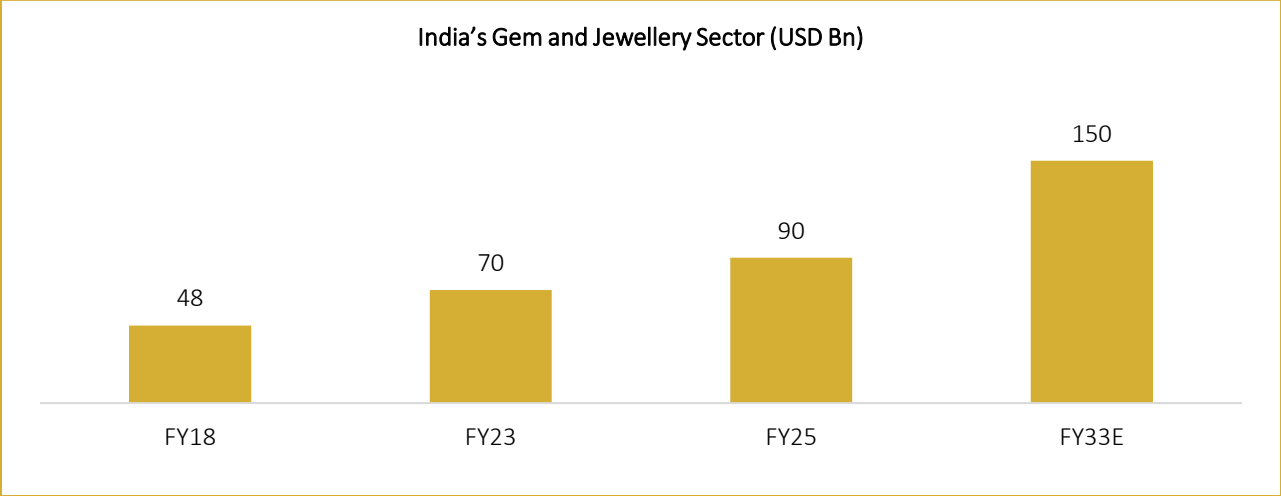
### Accounting Treatment of Hedge Impact

- Senco's hedge accounting is aligned with Ind AS 109( IFRS 9), for treatment of hedging gains and losses (realised and unrealised).
- Ind AS 109 classifies hedging gains and losses as Fair Value Hedge (effective or ineffective) or cash flow hedge, based on detailed guidelines therein, based on the nature and purpose of hedging transactions.
- The impact of an Effective hedge is adjusted to inventory valuation through WACC method, thus impacting Gross Margin while impact of ineffective hedge is reported as other income or other expenses. The impact of ineffective cash flow hedge is reported initially in other comprehensive income (OCI) not impacting EBITDA or PAT for the period and later in P&L. Ineffective CFH impact is taken to P&L. Senco does not have any Cash Flow Hedge.

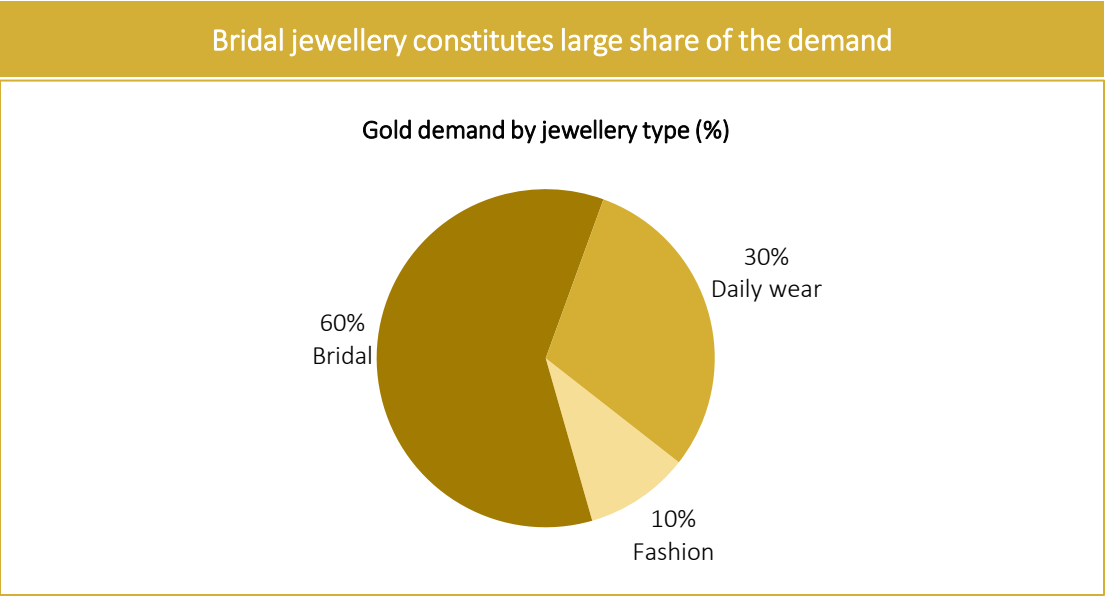


Industry

# India's Gems and Jewellery Market likely to Scale to TAM of \$ 130 Billion

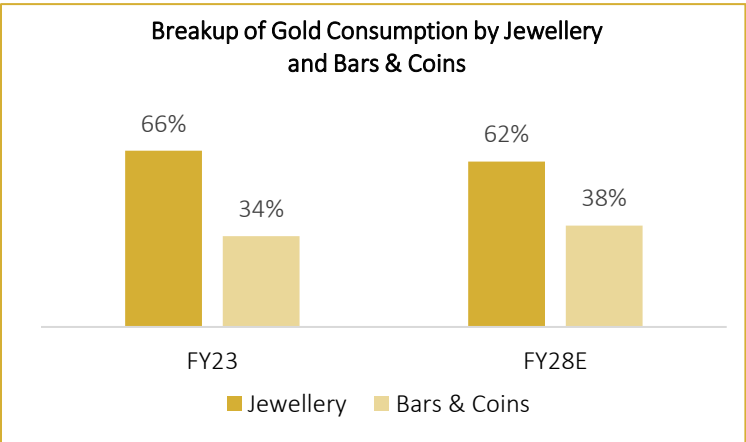
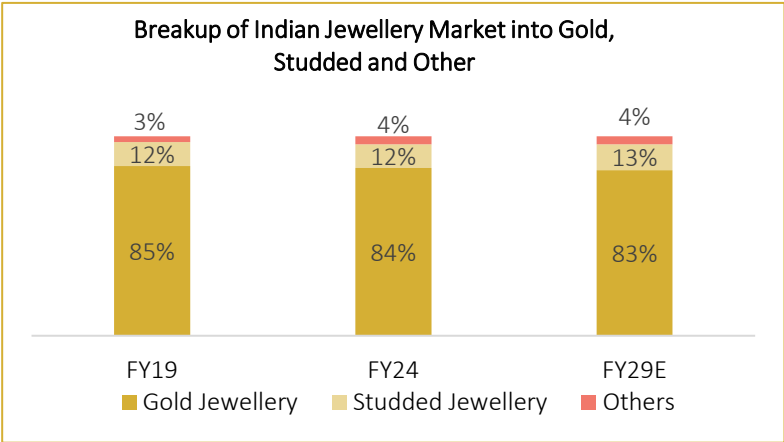


- ➔ Upward trajectory of gold prices
- ➔ Rising interest in other categories, such as diamonds, other precious stones, and costume jewellery
- ➔ Better customer service and policies Expanding
- ➔ Expanding economy
- ➔ More robust regulatory structure
- ➔ Increased disposable income

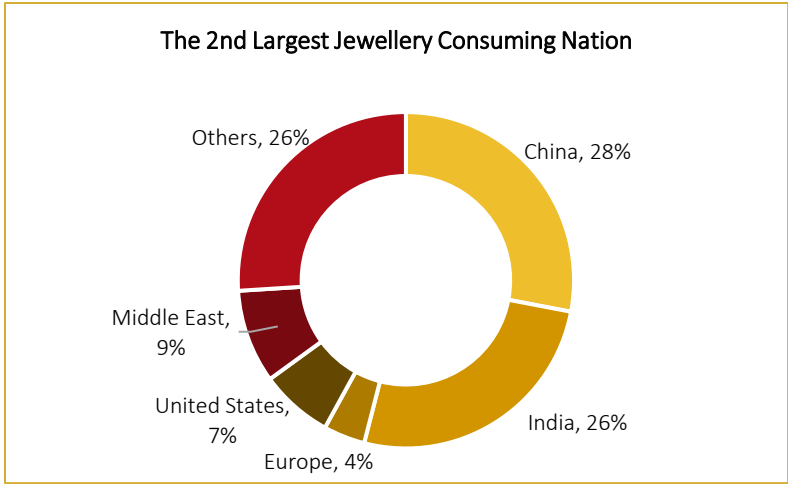
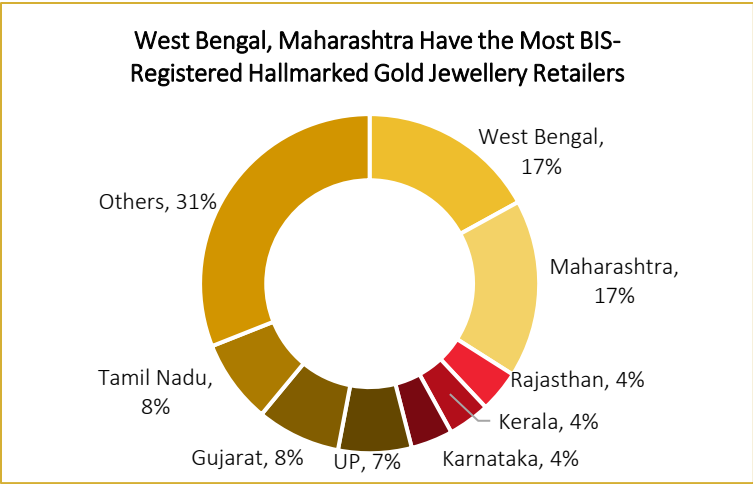
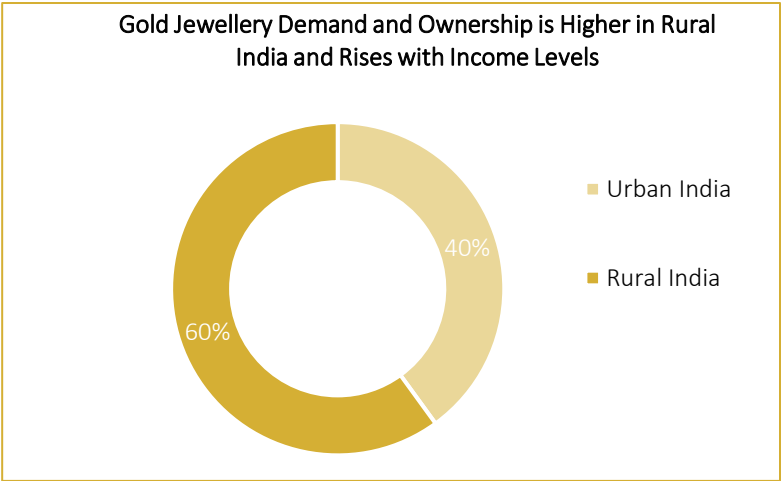


Source: IMARC Report, CRISIL, Technopak Report, Secondary Research, ET Retail Note      \*TAM – Total Addressable Market

# India's Gems and Jewellery Market: Rural Bharat Leads Demand



- India is the **2<sup>nd</sup>** largest gold market in the world
- 3<sup>rd</sup>** Highest component of retail consumption
- Inventory Obsolescence Risk **NIL**
- 70%** Share of gold jewellery out of the total gold demand



Source: Company Annual Reports; WGC; Industry; CRISIL, MI&A Research, Technopak



# Consistent Shift from Unorganized to Organized Jewellers



## Changing Consumer Trends

### Evolution of Consumer Preferences:

Market Transparency, Product Purity, and quality benchmark

### Brand Awareness:

Growing momentum driven by marketing strategies of organized retailers

### Service Excellence:

Extended service focus: Vital for long-term jewellery investment

## Regulatory Developments

### Demonetization:

Transparency Enhanced Through Cashless Transactions

### GST:

Implemented Tax Compliance Measures

### Mandatory PAN:

For transactions over ₹2,00,000: Buyer PAN card required

### Rural Policy:

Given rural India's deep connection to gold culture

### Hallmarking of Gold Jewellery with HUID Marking:

Mandatory, starting from the year 2021

Mandatory HUID from 2023

Mandatory Hallmarking for 9 Carat Gold from July 2025

### Anti Money Laundering (AML) Applicability:

CBIC designated as a regulator for the jewellery industry



### BIS Hallmarking

More Quality Consciousness



### Transparent Pricing

Enhancing Customer Trust



### Product Certification

Purity assurance, lifetime maintenance and guarantee of life-time buy back and exchange specially for Diamond & Polki

Certifications – SGL, IGI, GIA, Gemex



### After-sales Service

Employee Training for Enhanced Customer Satisfaction and Loyalty Point, lifetime free maintenance, buyback and Exchange, Diamond Jewellery in EMI



### Transparency in Gold purity

Valuation and Purity Verification in Customer's Presence by Gold testing machine





---

ESG & CSR

# Beyond the Shine: Senco’s ESG Value System



## Environment

### Sustainable Sourcing & Inclusive Growth

Commitment to sourcing ethically and environmentally responsible materials, including ~35% recycled gold and partnering with MSMEs and small producers

### Resource Efficiency & Renewable Energy

Initiatives to improve energy and water efficiency in operations; generated 8,470 kWh through renewable energy in FY25, reuse of wastewater from purifiers

### Carbon Footprint & Emissions Management

Measured Scope 1 & Scope 2 GHG emissions for the first time in FY25, efforts to reduce GHG emissions across the value chain and align with net-zero goals



## Social

### Diversity, Equity & Inclusion (DEI)

Promote a diverse, equitable and inclusive workplace for all employees and partners

### Fair Practices & Safe Work Environment

Ensure fair compensation, safe working conditions, and compliance with labor laws for artisans, including marginalized communities

### Community Engagement & Empowerment

Support local communities via skill-building, livelihood programs, and social development initiatives



## Governance

### Ethical Business Conduct

Maintain strict business ethics, anti-corruption practices and transparent communication of ESG performance

### Board Oversight & Accountability

Strong ESG oversight at the board level with integration into corporate strategy; stakeholder engagement through regular ESG disclosures aligned with industry standards

### Governance Framework

Over 20 years of strong corporate governance with reputed independent directors, top auditors and ERP-driven controls



# Corporate Social Responsibility (CSR)



Growing up Mangroves-Project Swarna Sundari - Hingalgunj Sundarban (WB)



Growing up Mangroves-Project Swarna Sundari - Hingalgunj Sundarban (WB)



Retail Orientation by SHIVSWAY at New Alipore College, Kolkata



Students of New Alipore College attending the session



SHIVSWAY Orientation session i NEP Internship Programme at Behala College, Kolkata



Independence Day Celebration -students of DISHARI Welfare Society, Hingalgunj, Sundarban



New beneficiary under KISHALAY Project - Amratata Childrens Academy, under Amratatal Welfare Society, South 24 Parganas



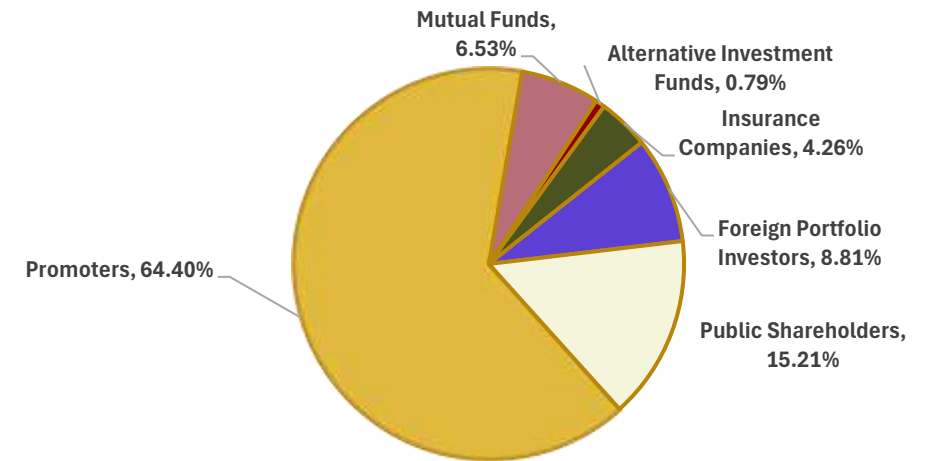


# Shareholding Pattern



| Top Shareholders as on 30th September 2025         | Holding % |
|--|-----------|
| WHITEOAK   | 3.15%     |
| TATA AIA LIFE INSURANCE CO LTD UNIT LINKED INDIA C | 2.07%     |
| BANDHAN SMALL CAP FUND                             | 1.90%     |
| BANK OF INDIA SMALL CAP FUND                       | 1.78%     |
| SUNDARAM   | 1.46%     |
| ICICI PRUDENTIAL LIFE INSURANCE COMPANY LIMITED    | 1.37%     |
| INEVSCO INDIA SMALLCAP FUND                        | 1.06%     |
| MATTHEWS EMERGING MARKETS SMALL COMPANIES FUND     | 0.88%     |
| ZAABA PAN ASIA MASTER AND LONG FUND                | 0.85%     |
| MIRABILIS INVESTMENT TRUST                         | 0.75%     |
| ICICI LOMBARD GENERAL INSURANCE COMPANY LTD        | 0.72%     |
| FRANKLIN INDIA MULTI CAP FUND                      | 0.71%     |
| ABU DHABI INVESTMENT AUTHORITY - WAY(ADIA)         | 0.65%     |
| CANARA HSBC LIFE INSURANCE CO LTD                  | 0.44%     |

**Shareholding Pattern as on 30th September, 2025**





# THANK YOU

Mr. Anuj Sonpal  
Valorem Advisors  
Tel: +91-22-4903 9500  
Email:

[senco@valoremadvisors.com](mailto:senco@valoremadvisors.com)

Investor Kit Link:

<https://www.valoremadvisors.com/senco>

CIN: L36911WB1994PLC064637

Telephone: +91 33 4021 5000

Email: [IR@sencogold.co.in](mailto:IR@sencogold.co.in)

Website: <https://www.sencogold.com/>

***For further information, please contact***

Sanjay Banka

Group CFO & Head IR

[sanjay.banka@sencogold.co.in](mailto:sanjay.banka@sencogold.co.in)



VALOREM ADVISORS

"Your Partners in Value Creation"