

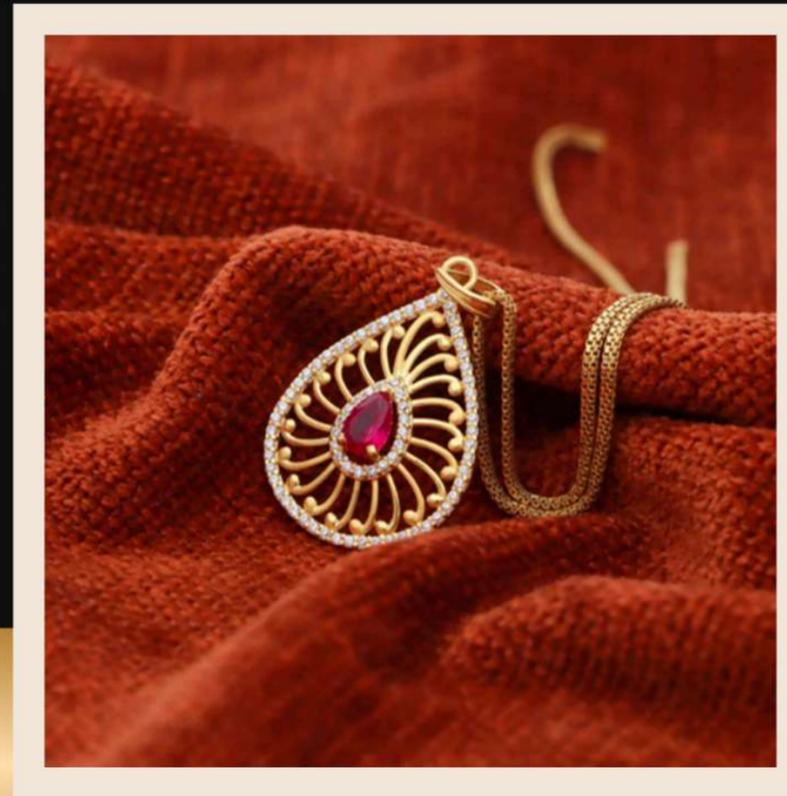
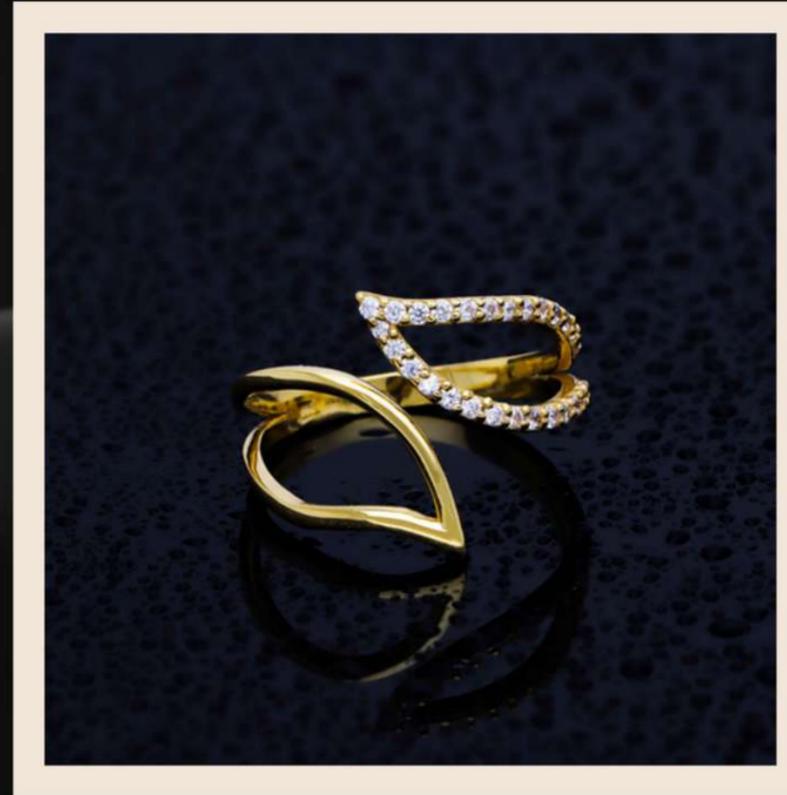
AJC

Jewel Manufacturers Ltd

AJC JEWEL MANUFACTURERS LTD

Crafting trust, forging the future.

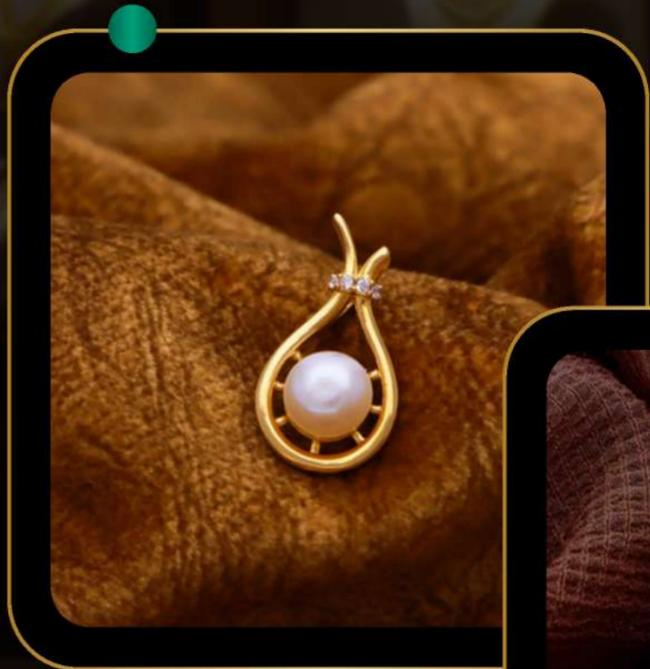
Investor Presentation



AJC at a glance

A leading Kerala-based gold jewellery manufacturer specializing in high-quality, design-led products for the B2B market.

- 
Deep Legacy: Evolved from a family-run retail business started in 1999, with a manufacturing heritage since 2014.
- 
Integrated Operations: A large-scale manufacturing facility in Malappuram, equipped with modern casting, moulding, and design technology.
- 
Proven B2B Model: A digital-first platform serving renowned jewellery retailers, corporates, and a large network of independent jewellers.
- 
Design Excellence: A strong in-house design team focused on innovation and high-quality, customized products.



Investment Thesis



1. Defensible & Underserved Market Niche

- Successfully serves two distinct markets: marquee national chains and a long-tail of independent jewellers.
- Access to a vast design library of 5000+ designs and low minimum quantity (MOQ) custom orders.



2. Scalable, Technology-Enabled Platform

- A proprietary B2B digital portal that streamlines the entire order-to-delivery process.
- Operations are backed by a modern, scalable manufacturing facility, enabling high precision and an exceptionally lean working capital cycle.



3. Clear, Capital-Efficient Growth Roadmap

- Recent IPO has funded a multi-pronged growth strategy.
- Capital is being deployed to de-leverage the balance sheet, expand manufacturing with new CNC technology, and execute a phased domestic & international expansion.

Our Journey: From Retail to Regional Leader



The Beginning

Our founder, Mr. Kunhimohamed Perinkadakkat, establishes a small retail jewellery store, laying the foundation of trust and industry knowledge.

Entering Manufacturing

Under the name 'Vismaya Gold', the family ventures into gold jewellery manufacturing to meet growing demand for quality products.

Incorporation & Expansion

The business is formally incorporated and expands into a modern, large-scale factory at Inkel Industrial Park, significantly boosting production capacity.

Global Footprint

Successfully initiated exports to the UAE, establishing an international presence and a new revenue stream.

Manufacturing in UAE

Established a dedicated manufacturing facility in the UAE to better serve the international market.

Public Listing

Successfully listed on the BSE SME platform, marking a new chapter of growth and public trust.

The Leadership Team

**Mr. Kunhimohamed
Perinkadakkat**

Founder

A visionary with 20+ years of experience in the jewellery retail sector. His deep understanding of customer preferences and market dynamics continues to guide the company's philosophy.

Mr. Ashraf P

Chairman & MD

With 14 years of industry experience, Mr. Ashraf has been instrumental in scaling the manufacturing operations. He spearheads the company's strategic vision, operational excellence, and international expansion.

**Ms. Fathima Jasna
Kottekkattu**

Promoter

A key promoter of the company, involved in guiding its strategic direction and corporate governance.



Business Model & Value Proposition

We solve critical pain points for the entire jewellery retail spectrum through a hybrid B2B model.

Core Business Model

-  **B2B Manufacturing:** We design and manufacture a wide range of 22K and 18K casting jewellery (plain, studded, rose gold).
-  **Targeted Wholesale:** We also serve corporates and distributors through direct, high-touch relationships.
-  **Digital-First Sales:** Our B2B portal provides a seamless ordering platform for our partners.

Our Unique Value Proposition

-  **For Large Corporates:** We are a trusted manufacturing partner with high-volume capability and quality control.
-  **For Independent Jewellers:** An indispensable partner providing:
 - **Product Range:** Anklet, Bangle, Bracelet, Earring, Necklace, Nose Ring, Pendant, Custom Name Jewellery
 - **Customization & Flexibility:** The ability to accept and process single or low-quantity custom orders.
 - **Speed & Efficiency:** A rapid production cycle that enables retailers to manage inventory effectively.



Our Product & Design Spectrum

From timeless traditional casting to high-precision modern designs



1. Traditional Casting (Core Business)

- High-volume, intricate plain gold jewellery.
- Represents the foundation of our B2B portal's volume.



2. Studded Jewellery

- Designs incorporating high-quality stones.
- A key category for our corporate and retail partners.



3. Bespoke & Custom Orders

- Leveraging our 15-member design team to create unique pieces from scratch.
- Our key differentiator for the 300+ independent jewellers.



4. CNC Machined Jewellery (New Category)

- A new, high-growth, high-margin category.
- Offers high-precision, sharp, and modern aesthetics that casting cannot replicate.



CNC Machined Jewellery



Capability

- **Precision Geometry:** Capable of creating sharp, geometric angles and intricate interlocking patterns that are impossible to achieve with traditional casting.
- **Machine-Finished :** Delivers a mirror-finish and razor-sharp cuts (Diamond Cut) that appeal to the modern consumer preference for lightweight, high-sheen jewellery.
- **Consistency at Scale:** Automated production ensures 100% uniformity across large batches, significantly reducing manual error and gold loss.



Strategic Impact

- **Higher Margins:** CNC products command higher making charges (value addition) due to their superior finish and quality.
- **New Customer Segments:** Opens doors to the "Daily Wear" and "Office Wear" segments where lightweight, durable, and modern designs are preferred.
- **Production Efficiency:** Reduces the working capital cycle by speeding up the finishing process.

International Gateway: Sharjah Operations

Strategic Rationale

- **Manufacturing Hub:** Base to serve the Middle East market directly, reducing lead times for international clients
- **Supply Chain Optimization:** Direct access to global bullion markets reduces lead times and mitigates domestic regulatory volatility.

Fiscal & Competitive Advantages (Sharjah Airport Free Zone)

- **Tax Efficiency:** Benefits from 0% Corporate Tax and 0% Personal Income Tax, maximizing net profitability.
- **Cost Leadership:** Operates with zero import/export duties and significantly lower operating costs compared to other UAE free zones.

Operational Capacity

- **Current Status:** Fully operational facility.
- **Capacity:** Installed capacity of 1 kg per month, with current utilization standing at 400g per month.

Silver & Fashion Jewellery

Product Definition: Affordable Luxury

- Dual Portfolio: Offering **925 Sterling Silver** (Rhodium plated for finish) and **Gold-Plated Silver** (92.5% Silver base).
- Quality Assurance: Utilizing 2.5 Micron Gold Plating to ensure durability and long-lasting finish.
- Market Fit: Targeted at **Gen-Z** for daily wear and party wear, offering a stylish, affordable alternative.

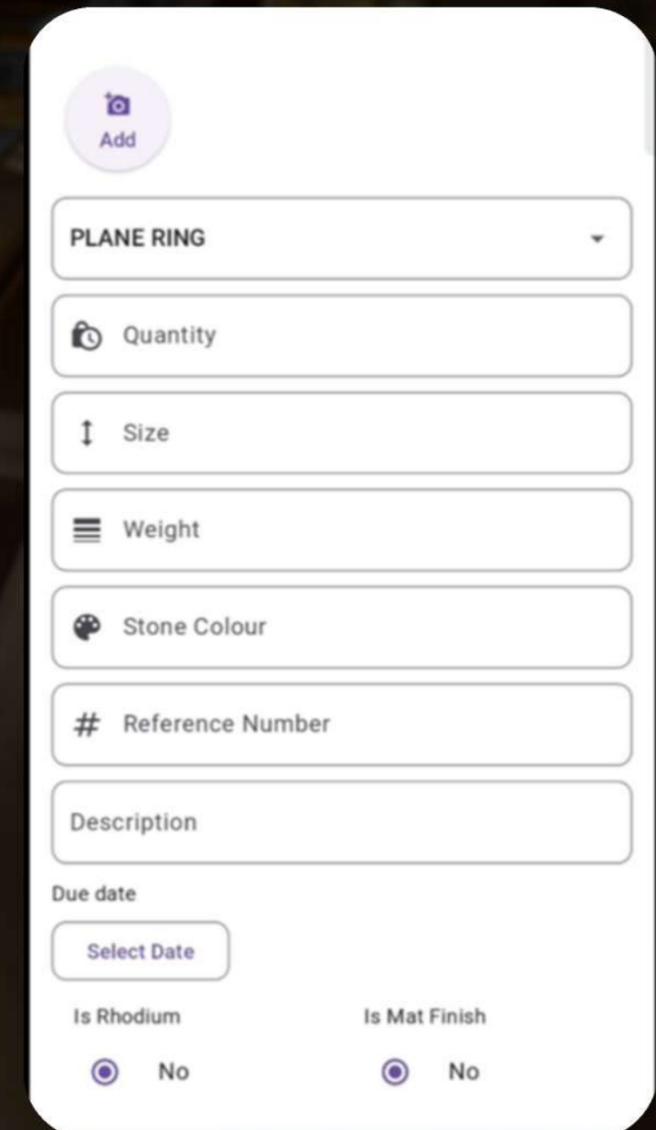
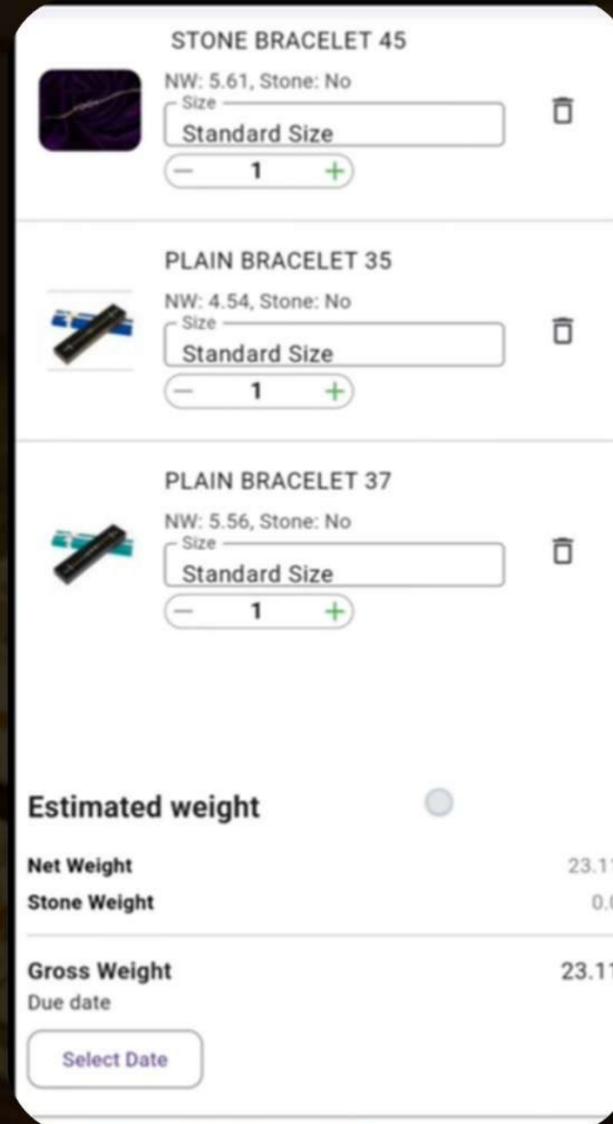
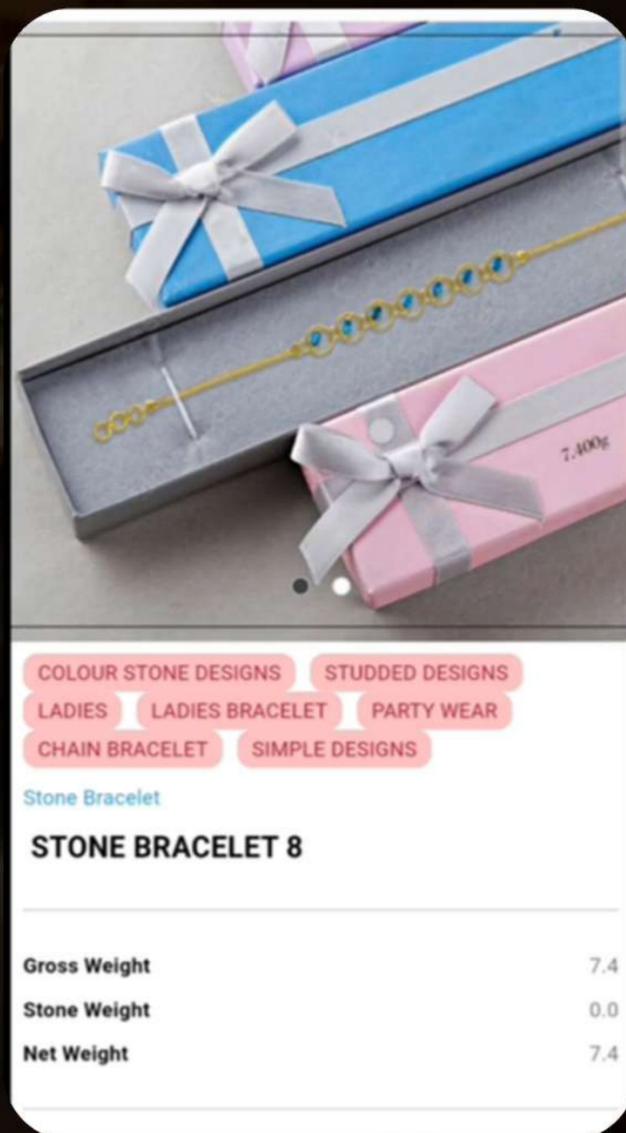
Strategic Business Model (D2C)

- **Direct-to-Consumer:** Unlike the core B2B gold business, this vertical is sold exclusively through Company-Owned Stores and E-Commerce channels.
- **Superior Margins:** By operating as both manufacturer and retailer (eliminating wholesalers/distributors), this segment commands an aggregate margin of **~80%**.



B2B Digital Portal

 **Interactive Portal with a library of 5000+ designs across several product categories**





The Indian Jewellery Market



Rapid formalization and rising demand create a tailwind for organized manufacturers.

Market Size & Trajectory

- **Market Value:** By FY 2028, the Indian jewellery retail market is set to touch USD 145 billion, driven by macroeconomic tailwinds and a rise in disposable incomes.
- **Growth Forecast:** Organized jewellery retailers are projected to record 13–15% revenue growth in FY25, outpacing the unorganized sector (Source: ICRA, Motilal Oswal).
- **Export Potential:** India's gems and jewellery exports stood at USD 28.5 Billion (FY24–25). Source: Gem & Jewellery Export Promotion Council (GJEPC)

Demand Drivers

- **Shift to Organized:** The share of the organized market has risen from 22% in FY19 to 36–38% in FY24.
- **Regulatory Catalysts:** Mandatory Hallmarking and GST compliance are shrinking the unorganized market, driving retailers to compliant B2B partners like AJC.
- **Daily Wear Evolution:** Daily wear jewellery now accounts for 30–35% of the market, driven by working women and changing fashion norms—a perfect fit for our new CNC and Silver plated jewellery.

The Engine of Growth: Integrated Operations



End-to-End Control Over the Value Chain, from Design to Delivery.



In-House Design

A 15-member in-house design team works with a Product Development Committee to drive innovation.



Technological Advancement

Introducing a new CNC jewellery product category to expand capabilities beyond traditional casting.



State-of-the-Art Facility

A modern, 21,780 sq. ft. integrated manufacturing facility in Kerala houses the entire production process



Lean Working Capital Cycle

8 days for production, 2-3 days for delivery, and a 0-25 day credit period.



Strategic Sourcing

Gold is procured from DGFT-nominated agencies like Axis Bank and HDFC Bank, ensuring a stable and pure supply chain.



Our Esteemed Clientele



We are a trusted manufacturing partner to some of the most respected names in the jewellery industry, as well as a large network of independent retailers.

Key Corporate Clients



Malabar Gold & Diamonds



Kalyan Jewellers



Chemmanur Jewellers



Regal Jewellers



Joyalukkas

Independent Retail Network

We also serve as the manufacturing backbone for approximately 300 smaller jewellery retailers across the region.



Financial Highlights

Particulars (INR Crores)	FY 2022	FY 2023	FY 2024	FY 2025
Revenue from Operations	127.39	194.18	245.89	220.46
Profit After Tax (PAT)	1.26	2.04	3.32	2.86
PAT Margin (%)	0.99%	1.05%	1.35%	1.30%
Return on Equity (RoE) (%)	24.22%	28.23%	34.64%	-21.50%

H1 FY26 Performance: Delivered a robust PAT of **₹2.61 Cr** (up 111.83% YoY) on Revenue of ₹119.31 Cr, with margins expanding to **2.19%**.

Projections

- FY26: Revenue ₹400 Cr | PAT ₹8.0 Cr (Margin ~2.0%)
- FY27: Revenue ₹760 Cr | PAT ₹19.0 Cr (Margin ~2.5%)
- FY28: Revenue ₹1,200 CR | PAT ₹32.4 Cr (Margin ~2.7%)

Peer Comparison

All financial data is for the fiscal year ending March 31, 2024. Market Cap is based on the latest available data.

Company	Market Cap (₹ Cr)	Revenue (FY24) (₹ Cr)	PAT (FY24) (₹ Cr)	PAT Margin (FY24)	RoE (FY24)
AJC Jewellers	~54	245.89	3.32	1.35%	34.64%
Patdiam Jewellery	~113	106.51	6.17	5.79%	10.33%
Divine Hira Jew.	~140	183.26	1.48	0.81%	16.36%
Utssav CZ Gold	~477	340.2	12.85	3.78%	44.63%
Khazanchi Jewell	~1,550	820.78	27.32	3.33%	24.41%
Sky Gold Ltd.	~5,613	1,745.50	40.48	2.32%	23.66%



Future Outlook

Geographic Expansion:

- **Pan-India:** Targeted expansion into multiple regions in North India & Tamil Nadu and Karnataka.
- **Global:** Establish a presence in Middle East and nations with favorable trade agreements.

Entering B2C (Through a Subsidiary):

- Building a strong public-facing brand.
- Launching a **B2C e-commerce platform** and opening small, strategically located retail outlets.



Guidance:

Revenue Growth: Consolidated Revenue CAGR of **30-40%** over the next 3 years.

Capacity Expansion: Implementing a capital investment program to increase total production capacity by **~120%**.

Product Diversification:

Establishing new line of **CNC-machined jewellery** to cater to a different aesthetic and market segment.



Thank You.



Jewel Manufacturers Ltd

38/227-Z, Inkel Greens Educity, Karathode-
Konamppara Road, Panakkad Village, Malappuram
(Dt.), Kerala, India-676519.