



Senco Gold Limited

COMPANY BACKGROUND

- Founded in 1968, Senco Gold Limited is a leading jewellery retailer with a legacy of 80+ years, headquartered in Kolkata.
- Operates under 'Senco Gold & Diamonds' and is known for trust, craftsmanship and affordability.
- Offers a wide range of jewellery in gold, diamond, silver, platinum and precious/semi-precious stones.
- Strong retail network of 186 showrooms (company-owned & franchisee) with leadership in Eastern India and expansion via asset-light franchise model.
- Provides an omnichannel experience through offline and online platforms.
- Backed by in-house manufacturing and 198+ skilled karigars, ensuring quality, innovation and superior craftsmanship.

BUSINESS MIX.....

- Gold Jewellery (86%)** – The portfolio includes traditional, bridal, religious and lightweight designs, offered in various purity levels like 22K and 18K.
- Diamond Jewellery (11%)** – This is a high-margin category comprising rings, earrings, pendants and necklaces for both daily wear and weddings.
- Others (3%)** – Includes mix of silver jewellery and accessories, platinum and other precious jewellery, lifestyle products and value-added services.

KEY STRENGTHS

- 186 stores with stronghold in Eastern India, expanding rapidly across states and towns.
- Diversified sub-brand portfolio catering to varied customer segments and preferences.
- Deep expertise in handcrafted jewellery through skilled Kolkata karigars.
- New monthly designs blending global trends with Indian tastes to match evolving consumer styles.
- Ranked India's 2nd Most Trusted jewellery brand (2024), reflecting quality and transparency.
- Strong omnichannel presence delivering a seamless customer experience across digital and physical touchpoints.

FINANCIAL PERFORMANCE (Consolidated).....

(INR Mn)	Operational Income	EBITDA	EBITDA%	PAT	PAT%	EPS
FY23	40,774	3,168	7.77%	1,585	3.89%	22.87
FY24	52,414	3,755	7.16%	1,810	3.45%	12.01
FY25	63,281	3,676	5.81%	1,593	2.52%	10.08
Q1-FY26	18,263	1,837	10.06%	1,047	5.73%	6.38

Key Data

BSE Code	543936
NSE Code	SENCO
Reuters	SENC.NS
Bloomberg	SENCO:IN

Market Data (INR) As on 30th June, 2025

Face Value	5.0
CMP	343.8
52 Week H/L	772.0/227.7
Market Cap. (Mn)	56,265.4
Shares O/S (Mn)	163.7
1 Yr Avg. Vol. (000's)	901.7

Performance As on 30th June, 2025

	3M	6M	12M
Senco	27.13%	(39.53)%	(38.94)%
SENSEX	8.75%	6.82%	5.77%
BSE SMALLCAP	17.29%	(1.21)%	4.36%

Shareholding Pattern As on 30th June, 2025

Promoters	64.38%
FII	6.75%
Public	28.87%

BRAND PORTFOLIO

- **Everlite** – Fine Jewellery for Modern Living
 - Lightweight gold & diamond jewellery for everyday wear
 - Appeals to millennials & Gen Z with trendy yet affordable designs
 - Expands customer base, repeat purchases and urban youth segment
- **Gossip** – Style in Silver & Fashion Jewellery
 - Wide range in silver, zircon, polki, oxidized, and American diamond
 - Youth-centric, fashion-forward positioning
 - Expands non-bridal, fast-fashion jewellery with high frequency demand
- **Aham** – Elegant Jewellery for Men
 - Gold, diamond and platinum jewellery designed for modern men
 - Focus on rings, bracelets, chains, pendants
 - Targets young professionals and grooms; blends daily wear with occasion wear
- **Perfect Love** – Solitaire & Bridal Jewellery
 - Premium diamond brand for engagement rings, wedding bands & solitaires
 - Targets aspirational couples & high-value customers
 - Positioned as luxury & emotion-driven brand
- **Sennes** – Lifestyle & Lab-Grown Diamond Brand
 - Portfolio includes lab-grown diamond jewellery, leather bags, fragrances
 - Expands Senco beyond jewellery into lifestyle space
 - Presence: 7 exclusive brand outlets, 47 SIS (leather), 72 SIS (fragrances)

HEDGING STRATEGY

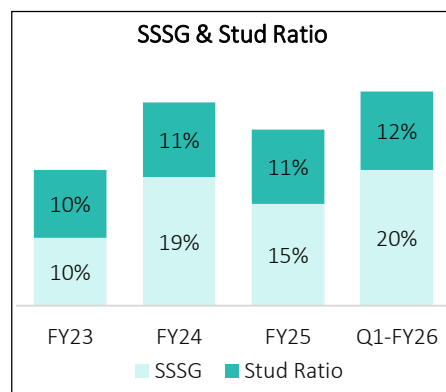
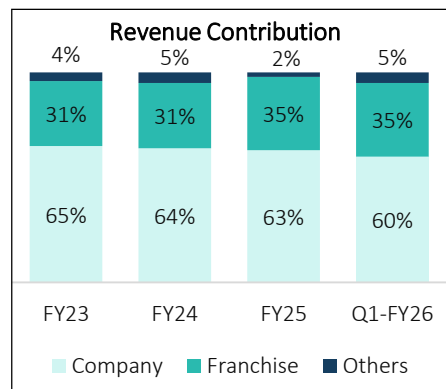
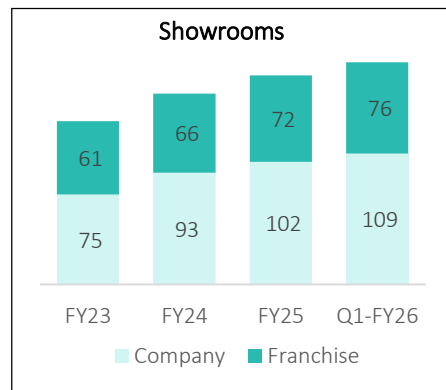
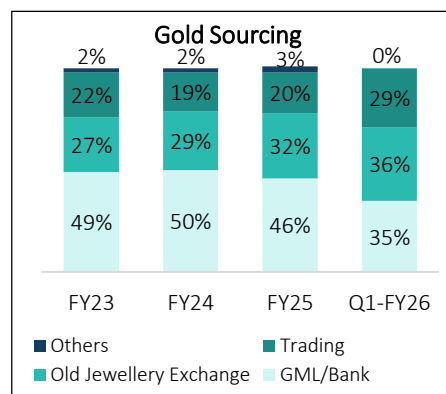
- Daily hedging: 100% of gold sold is hedged daily.
- Inventory-level hedging: 50–80% of gold inventory covered.
- Tools used in Inventory level hedging:
 - Gold Metal Loans (50–60% of inventory, avg. interest ~3.1% p.a.)
 - MCX Futures & Options (40–50% of inventory).
- The approach ensures protection against volatility, stable margins, balanced liquidity and predictable cash flows.

GROWTH DRIVERS.....

- Expanding geographic reach and scaling the business through an asset-light franchise model
- Leveraging Bengal's craftsmanship to continually innovate designs and strengthen the hyperlocal strategy
- Promote lightweight jewellery for millennials and Gen Z through brands like Sennes, Everlite and Gossip using an omnichannel strategy
- Elevate diamond jewellery share to increase stud ratio and drive margins
- Driving growth through digital transformation and AI-enabled innovation

PEER COMPARISON (TRAILING 12 MONTHS) INR Mn

Company (INR Mn)	Operating Income	Operating EBITDA	Operating EBITDA %	PAT	PAT %	Market Cap
Senco Gold	67,505	4,425	6.55%	2,127	3.15%	56,265
Titan Company	6,37,130	62,770	9.85%	37,130	5.83%	32,75,221
PC Jewellers	25,684	4,561	17.76%	1,385	5.39%	81,009
TBZ	26,482	1,847	6.98%	738	2.79%	12,465
Kalyan Jewellers	2,67,858	16,568	6.19%	8,007	2.99%	5,73,476
P N Gadgil Jewellers	77,398	3,815	4.93%	2,523	3.26%	78,806



INCOME STATEMENT (CONSOLIDATED)

Particulars (INR Mn)	FY23	FY24	FY25	Q1-FY26
Revenue from Operations	40,774	52,414	63,281	18,263
Total Expenses	37,606	48,659	59,605	16,426
EBIDTA	3,168	3,755	3,676	1,837
EBIDTA Margins (%)	7.77%	7.16%	5.81%	10.06%
Depreciation and amortisation expenses	456	601	681	187
Finance costs	861	1,081	1,362	430
Other Income	311	422	546	186
PBT	2,162	2,495	2,179	1,406
Tax	577	685	586	359
PAT	1,585	1,810	1,593	1,047
PAT Margins (%)	3.89%	3.45%	2.52%	5.73%
Diluted EPS	22.87	12.01	10.08	6.38

BALANCE SHEET (CONSOLIDATED)

Equity and Liabilities (INR Mn)	FY23	FY24	FY25	Assets (INR Mn)	FY23	FY24	FY25
Shareholders Fund				Non Current Assets			
Equity Share Capital	559	777	818	Property, Plant and Equipment	847	1,158	1,376
Other Equity	8,897	12,878	18,885	Capital WIP	131	15	20
Total Equity	9,456	13,655	19,703	Right-of-use Assets	1,927	2,434	2,644
Non Current Liabilities				Intangible Assets	23	28	27
Financial Liabilities				Finanial Assets			
Borrowings	14	11	11	Investments	1	1	2
Lease Liabilities	1,884	2,355	2,549	Other Financial Assets	559	304	428
Other Financial Liabilities	6	44	51	Deferred Tax Assets (net)	179	228	265
Provisions	6	28	30	Income Tax Assets (net)	185	166	153
Other Non Current Liabilities	245	19	10	Other Non Current Assets	191	59	57
Total Non-Current Liabilities	2,155	2,457	2,651	Total Non-Current Assets	4,043	4,393	4,972
Current Liabilities				Current Assets			
Financial Liabilities				Inventories	18,855	24,570	32,993
Borrowings	5,418	5,891	5,861	Financial Assets			
Gold Metal Loans	6,360	9,082	11,818	Trade Receivable	454	529	810
Lease Liabilities	214	273	356	Cash and Cash Equivalents	95	185	333
Trade Payables	1,617	2,069	1,516	Other Bank Balances	4,281	5,328	5,576
Other Financial Liabilities	509	687	864	Other Financial Assets	713	1,546	1,688
Other Current Tax Liabilities	3,149	2,921	4,629	Other Current Assets	612	676	1,092
Provisions	20	38	49	Total Current Assets	25,010	32,834	42,492
Current Tax Liabilities (net)	155	154	17	Total Assets	29,053	37,227	47,464
Total Current Liabilities	17,442	21,115	25,110				
Total Liabilities	19,597	23,572	27,761				
Total Equity & Liabilities	29,053	37,227	47,464				

Name	Designation	Email	Phone
Anuj Sonpal	CEO	anuj@valoremadvisors.com	+91-22-4903-9500
Purvangi Jain	AVP	purvangi@valoremadvisors.com	+91-22-4903-9536
Nupur Jainkunia	AVP	nupurj@valoremadvisors.com	+91-22-4903-9536

Valorem Advisors Disclaimer:

Valorem Advisors is an Independent Investor Relations Management Service company. This factsheet has been prepared by Valorem Advisors based on information and data which the Company considers reliable, but Valorem Advisors and the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded. Valorem Advisors also hereby certifies that the directors or employees of Valorem Advisors do not own any stock in personal or company capacity of the Company under review.

Senco Gold Limited Disclaimer:

No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. Certain statements made in this presentation may not be based on historical information or facts and may be “forward looking statements” based on the currently held beliefs and assumptions of the management of Senco Gold Ltd. which are expressed in good faith and in their opinion reasonable, including those relating to the Company’s general business plans and strategy, its future financial condition and growth prospects and future developments in its industry and its competitive and regulatory environment.

Forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, financial condition, performance or achievements of the Company or industry results to differ materially from the results, financial condition, performance or achievements expressed or implied by such forward-looking statements, including future changes or developments in the Company’s business, its competitive environment and political, economic, legal and social conditions. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements. The Company disclaims any obligation to update these forward-looking statements to reflect future events or developments.

This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. This presentation does not constitute an offer or invitation to purchase or subscribe for any securities in any jurisdiction, including the United States. No part of it should form the basis of or be relied upon in connection with any investment decision or any contract or commitment to purchase or subscribe for any securities. None of our securities may be offered or sold in the United States, without registration under the U.S. Securities Act of 1933, as amended, or pursuant to an exemption from registration there from.

This document is confidential and may not be copied or disseminated, in whole or in part, and in any manner.