

1 Senco Gold Ltd

Founded on a legacy of over eight decades of family business and incorporated in 1994, Senco Gold Limited is a leading jewellery retailer and India's 2nd most trusted jewellery brand. The company offers a wide range of gold, diamond, silver, platinum, and precious and semi-precious stone jewellery. Its flagship brand "Senco Gold & Diamonds", along with sub-brands such as Everlite, Gossip, Aham, Perfect Love, and Sennes, caters to diverse consumer segments. The company operates 196 showrooms across India and Dubai, supported by omnichannel sales model. It also has in-house manufacturing facilities backed by 210+ skilled master karigars, ensuring consistent craftsmanship and quality.

2 Brand Portfolio

- Senco Gold & Diamonds:** Flagship brand offering gold, diamond, platinum, and silver jewellery, known for bridal collections and designs reflecting traditional Bengali craftsmanship.
- Everlite:** Lightweight, everyday fine jewellery brand designed for modern consumers seeking elegant yet affordable designs.
- Gossip:** Fashion-forward jewellery brand offering silver and trendy pieces across categories such as American diamond, zircon, antique, and oxidized designs.
- Aham:** Dedicated men's jewellery brand offering a wide range of products reflecting refined and contemporary masculine style.
- Perfect Love:** Premium solitaire diamond jewellery brand focused on timeless elegance and sophisticated designs.
- Sennes:** Lifestyle-focused premium brand offering lab-grown diamonds, leather bags, fragrances, and accessories, targeting younger urban consumers. Presence through 12 exclusive brand outlets, along with 73 leather SIS outlets and 117 fragrance SIS outlets within Senco showrooms across India.

3 Key Strengths

- 201 stores with stronghold in Eastern India, expanding rapidly across states and towns.
- Diversified sub-brand portfolio catering to varied customer segments and preferences.
- Leveraging Bengal's craftsmanship and skilled Kolkata karigars to drive design innovation and strengthen hyperlocal positioning.
- New monthly designs blending global trends with Indian tastes to match evolving consumer styles.
- Ranked India's 2nd Most Trusted jewellery brand, reflecting quality and transparency.
- Strong omnichannel presence delivering a seamless customer experience across digital and physical touchpoints.

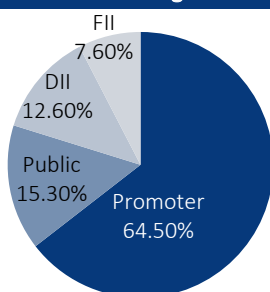
4 Key Growth Drivers

- Expanding geographic reach and scaling the business through an asset-light franchise model.
- Promotion of lightweight jewellery for millennials and Gen Z through brands like Sennes, Everlite and Gossip using an omnichannel strategy.
- Elevating diamond jewellery share to increase stud ratio and drive margins.
- Driving growth through digital transformation and AI-enabled innovation.
- Optimized Inventory Turnover to enhance Store and Space productivity by Hub and-Spoke Model.
- Increased proportion of gold metal loans to reduce borrowing costs and strengthen hedging mechanisms.

Key Financials	FY23	FY24	FY25	FY26
Revenue from Operations (INR Mn)	40,774	52,414	63,281	84,300.3
Sales Growth (Y-O-Y)	15.36%	28.55%	20.73%	33.22%
EBITDA (INR Mn)	3,166	3,755	3,676	9,690
EBITDA Margins (%)	7.76%	7.16%	5.81%	11.5%
Net Profit (INR Mn)	1,585	1,810	1,593	5,743
Net Profit Margins (%)	3.89%	3.45%	2.52%	6.81%
Diluted EPS (INR)	22.87	12.01	10.08	35.06
Diluted EPS Growth (Y-O-Y)	18.07%	(47.49)%	(16.07)%	247.82%

Key Financial Ratios	FY26
Stud Ratio	11%
Same Store Sales Growth	24%
Net Debt to Equity	0.70x
Return on Equity	25.6%
Return on Capital Employed	22.5%
Debtor Days	7
Inventory Days	183
Cash Conversion Cycle Days	170

Shareholding Pattern



Capital Structure

Share Price as on 31st March, 2026	278.75
Number of Shares o/s (Mn)	163.80
Market Capitalisation (INR Mn)	45,661
Add: Debt (INR Mn)	15,698
Less: Cash & Equivalents (INR Mn)	5,166
Enterprise Value (INR Mn)	56,192
Networth (INR Mn)	25,137

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