July 20, 2026

To,

BSE Ltd. Listing Department, P. J. Towers, Dalal Street, Mumbai – 400 001. **(Scrip Code: Equity - 544484),**	**National Stock Exchange of India Ltd.** Exchange Plaza, Bandra-Kurla Complex, Bandra (E), Mumbai – 400 051. **(Symbol: BLUESTONE, Series EQ)**

Dear Sirs/ Madam,

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press Release

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), please find enclosed a copy of the Press Release in connection with the aforesaid Unaudited Financial Results for the quarter ended June 30, 2026, the same is also available on the website of the Company i.e. https://www.bluestone.com/investor-relations.html.

You are requested to take the above information on record.

Thanking You,

Yours Faithfully,

For BlueStone Jewellery and Lifestyle Limited
(Formerly known as Bluestone Jewellery and Lifestyle Private Limited)

Gaurav Singh Kushwaha
Digitally signed by Gaurav Singh Kushwaha
Date: 2026.07.20 19:33:22 +05'30'

Gaurav Singh Kushwaha
Managing Director
DIN: 01674879

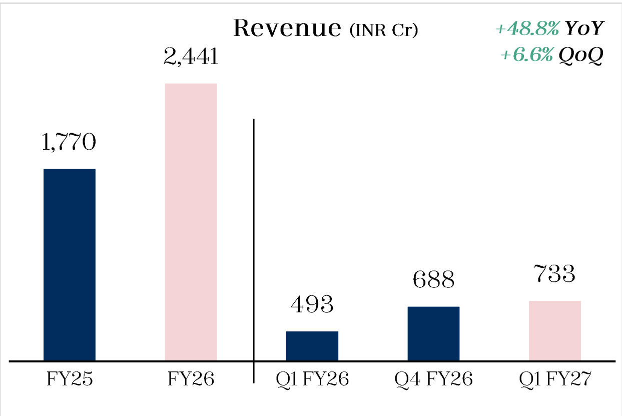
Encl: As above

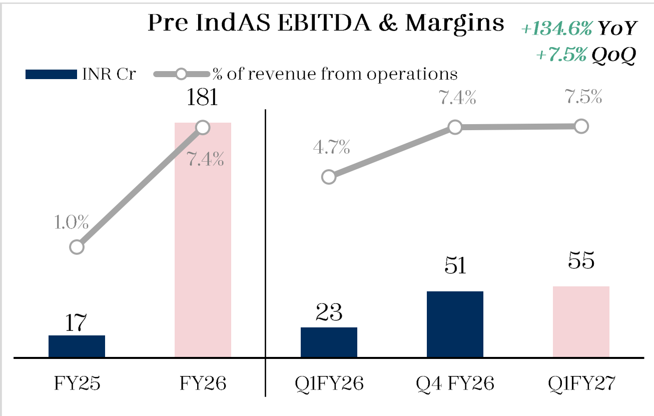
<u>BlueStone reports robust 49% YoY revenue growth in Q1FY27 with SSSG of 39%</u>

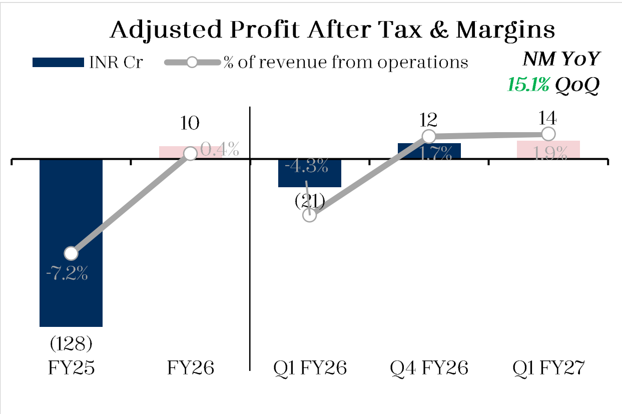
- Q1FY27 Standalone Revenue at INR 733 crores, up 48.8% YoY
- Strong Same Stores Sales Growth (SSSG) of 39% YoY for the quarter
- Q1FY27 Standalone Pre IndAS EBITDA at INR 55 crores, up 134.6% YoY
- Added 12 stores in Q1FY27 taking store count to 352 across 139 cities

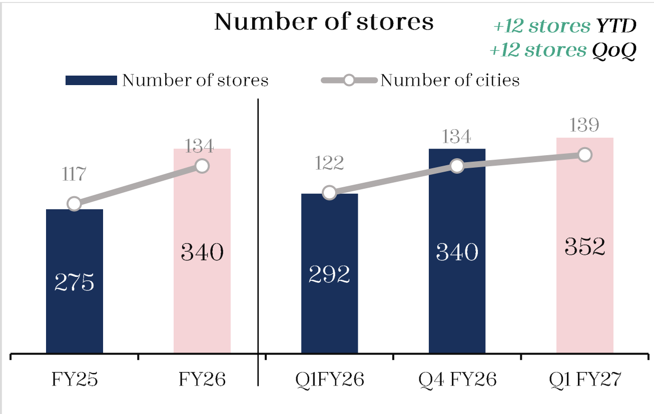
July 20, 2026, Bengaluru: BlueStone Jewellery and Lifestyle Limited ('BlueStone'), a leading digital first, direct-to-consumer jewellery brand, announced its Q1FY27 financial results today. The company delivered 49% revenue growth for the quarter driven by strong SSSG momentum of 39% YoY amid continued gold price volatility - underscoring the resilience of consumer demand and the relevance of the portfolio across price points. The operating leverage in the business continued, with EBITDA margin improvement over last year by 273bps. Having delivered its first full year of positive reported PAT in FY26, the company extended its profitability trajectory into FY27.

Particulars (INR crores) (Standalone)	Q1 FY27	Q1 FY26	YoY
Revenue from Operations	**733**	**493**	**48.8%**
Pre IndAS EBITDA	55	23	134.6%
Pre IndAS EBITDA Margin	7.5%	4.7%	273bps
Adjusted PAT	**14**	**(21)**	**NM**









Commenting on the results, **BlueStone's CEO Gaurav Singh Kushwaha** said,

"We have opened FY27 on a strong footing, with 49% YoY revenue growth and SSSG of 39% for the quarter, with older cohorts demonstrating similar to better SSSG trends. This performance is particularly satisfying as it came despite the rise in custom duty on gold from 6% to 15%, reflecting the structural drivers we have consistently spoken about – a portfolio that stays relevant across price points through design and technique innovation.

The quarter's operating performance continues to reflect the embedded leverage in the business. Pre-IndAS EBITDA of INR 55 crores grew at close to three times the rate of revenue, taking our margin up 273bps year-on-year. Our cash flow generation remains strong – we delivered a standalone cash profit of INR 57 crores for the quarter, reinforcing the self-funding nature of our growth.

We scaled our distribution to 352 stores across 139 cities – with all 5 new cities entered being Tier 2 and Tier 3 regions, consistent with our conviction in these markets. We remain deeply focused on execution to expand consumer wallet share and bring new consumers into our fold."

About BlueStone Jewellery and Lifestyle Limited:

BlueStone is a contemporary lifestyle jewellery brand offering diamond, gold, platinum and studded jewellery with a strong design-led approach. Launched in 2011 as a digital-first, direct-to-consumer brand, BlueStone has evolved into one of India's leading omnichannel jewellery retailers with a wide presence across the country. The brand retails through its website, mobile app and a growing network of stores, providing customers with a seamless online-to-offline experience. With a diverse portfolio spanning rings, earrings, necklaces, bangles, solitaires and more, BlueStone caters to modern consumers who value unique designs, craftsmanship and innovation across occasions. The Company also operates advanced manufacturing facilities to support its expanding scale and product range.

Website
App Store
Play Store

For further information please contact:

BlueStone Jewellery & Lifestyle Limited
investor.relations@bluestone.com

EY LLP Investor Relations
Diwakar Pingle: diwakar.pingle@in.ey.com
Rhea Dharia: Rhea.Dharia@in.ey.com
Avantika Mishra: Avantika.Mishra@in.ey.com

Note: Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.