

# D.P. Abhushan Limited

www.dpjewellers.com | NSE: DPABHUSHAN | BSE: 544161 | ISIN: INE266Y01019



April 6<sup>th</sup>, 2025

To, The Manager <b>BSE Limited</b> Department of Corporate Services Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 <b>Scrip Code - 544161</b>	To, The Manager, Listing Department, <b>National Stock Exchange of India Limited</b> Corporate Communication Department Exchange Plaza, Bandra Kurla Complex Bandra East, Mumbai – 400051 <b>Scrip Symbol – DPABHUSHAN</b>
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**Subject:** Press Release titled, “D.P. Abhushan Inaugurates a Second Showroom in Ratlam, Madhya Pradesh, Further Expanding Footprint in Central India”

Dear Sir/ Madam,

Please find enclosed the press release titled, “D.P. Abhushan Inaugurates a New Showroom in Ratlam, Madhya Pradesh, Further Expanding Footprint in Central India”

The above information will also be available on the website of the company at [www.dpjewellers.com](http://www.dpjewellers.com)

Kindly take the same on record and acknowledge.

Thanking You,

Your faithfully,



**Santosh Kataria**  
**Chairman and Managing Director**  
**DIN: 02855068**  
**Place: Ratlam**

Encl: Press Release



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## PRESS RELEASE

### **D.P. Abhushan Inaugurates a Second Showroom in Ratlam, Madhya Pradesh, Further Expanding Footprint in Central India**

**Madhya Pradesh, 6<sup>th</sup> April 2025:** D.P. Abhushan Ltd., a prominent name in India's jewellery industry, proudly announces the grand opening of its new showroom in Ratlam. This city is well-known for its vibrant gold and jewelry market, and the second showroom further cements D.P. Abhushan's presence in this historic hub of craftsmanship and luxury.

Ratlam, a city synonymous with gold, holds tremendous growth potential in the jewellery sector. The city's gold market has been witnessing consistent growth, and the company's existing store, with a retail space of just 2,100 sq.ft., was increasingly experiencing overcrowding due to the surge in footfall. To ensure a seamless and enhanced shopping experience, and to continue delivering the highest standards of quality and service, the management saw the need for a new, spacious, and modern showroom. This second showroom not only addresses the growing demand but also reinforces DP Abhushan's leadership in Central India's jewellery market. Recognizing this opportunity and the rising customer demand, **DP Abhushan has taken a strategic step by opening a second showroom in the heart of Ratlam.**

Strategically **located just one kilometer from the company's registered and administrative office, the new showroom spans approximately 15,000 sq.ft. of super built-up area and is built on a 3,150 sq.ft. plot with a contemporary Basement & Ground+4 floor design.** The retail area will be spread across the basement, ground, and first floors, while the upper floors are reserved for office and administrative functions. With both showrooms now operational in Ratlam, customers will have access to an even wider range of jewellery collections and the flexibility to visit either store as per their convenience. This expansion reflects DP Abhushan's unwavering commitment to purity, transparency, and customer-centric service.

The Ratlam Second showroom represents the third milestone in the company's ambitious FY2025 expansion journey. Earlier this year, D.P. Abhushan inaugurated a super built-up area of 7,700 sq.ft. with a modern G+3 layout in Neemuch Madhya Pradesh & a 6,000 sq.ft. showroom in Ajmer, Rajasthan, solidifying D.P. Abhushan's presence across Central India and setting the stage for continued growth.

**Speaking on the occasion, Mr. Santosh Kataria Managing Director said:** *"The inauguration of our new second showroom in Ratlam, Madhya Pradesh, is a moment of immense pride and joy for D.P. Abhushan. This milestone not only marks the expansion of our footprint in Central India but also symbolizes our deep-rooted connection to Ratlam, our birthplace and the city where our golden journey began 85 years ago in 1940. This new showroom, our second in Ratlam and the eleventh overall, is a testament to our commitment to giving back to our homeland. It is designed to be the largest and most modern showroom in the city, offering a world-class experience to our valued customers.*

*As we expand into promising markets across Central India, we remain committed to leveraging detailed market research, a robust logistics network, and our 85-year legacy of trust to drive sustainable growth. Looking ahead, we are optimistic about the growing demand for quality jewellery in emerging markets and dedicated to building on our legacy of excellence, innovation, and customer-centricity, marking a new chapter while staying true to our roots and vision for the future."*

## About D.P. Abhushan Limited

D.P. Abhushan Limited, a renowned name in the jewellery sector, has been synonymous with trust and quality since its inception in 1940 under the brand "D.P. Jewellers." Listed in 2017, the Company carries forward an 85-year legacy in Central India, now managed by the 4th generation of the founding family. Renowned for its commitment to purity and transparency, D.P. Abhushan Limited has established itself as one of the most trustworthy and honest jewellery brands.

With a rich history dating back to founders Late Shri Pannalalji Kataria and his sons, the Company has flourished into a prominent retail chain featuring branches across Ratlam, Indore, Udaipur, Bhopal, Ujjain, Bhilwara, Kota, Banswara and recently expanded in Ajmer & Neemuch. D.P. Abhushan offers a diverse range of high-quality products in Gold, Silver, Diamond, and Platinum, catering to various occasions with collections including Wedding, Valentine, Traditional, Flower, Mewar, Dohra, Lightweight, and Trendy Jewellery, alongside an array of Chains, Armlets, Rings, Pendants, and Necklaces.

For details please contact:

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*Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political, or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. DP Abhushan Ltd. 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.*