Date: November 11, 2026

To,
The Manager
BSE Limited
Department of Corporate Services
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001
Scrip Code - 544161

To,
The Manager, Listing Department,
National Stock Exchange of India Limited
Corporate Communication Department
Exchange Plaza, Bandra Kurla Complex
Bandra East, Mumbai – 400051
Scrip Symbol – DPABHUSHAN

Subject: Intimation regarding **D.P. Abhushan Reports Strong Festive Season Performance.**

Dear Sir/ Madam,

Please find enclosed Intimation titled **"D.P. Abhushan Reports Strong Festive Season Performance".**

The above information will also be available on the website of the company at www.dpjewellers.com
Kindly take the same on record and acknowledge.

Thanking You,

Your faithfully,

For **D. P. Abhushan Limited**

SANTOSH KATARIA
Digitally signed by SANTOSH KATARIA
Date: 2026.11.11 12:21:14 +05'30'

D.P. Abhushan Limited DP

Santosh Kataria
Chairman and Managing Director
DIN: 02855068

D. P. Abhushan Limited

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

PRESS RELEASE

D.P. Abhushan Reports Strong Festive Season Performance

Navratri-to-Diwali sales reach ₹815 crore, registering 13.81% YoY growth, led by growth across key jewellery categories

Ratlam, 11th November 2026: D.P. Abhushan Limited (NSE: DPABHUSHAN | BSE: 544161), one of India's leading jewellery retailers operating under the trusted **"D.P. Jewellers"** brand, is pleased to announce its sales performance for the 2026 festive season covering the **29-day period from Navratri to Diwali**.

During the comparable 29-day festive period from **11 October 2026 to 8 November 2026**, the Company recorded total sales of **₹815.05 crore**, representing a growth of **13.81%** compared with sales of **₹716.14 crore** during the corresponding 29-day period from **22 September 2025 to 20 October 2025**.

Festive-Season Sales Performance

Particulars	2026 festive period (11-10-2026 to 08-11-2026)	2025 festive period (22-09-2025 to 20-10-2025)	Growth
Gold	₹723.61 crore	₹661.78 crore	9.34%
Diamonds	₹38.33 crore	₹13.56 crore	182.73%
Silver	₹50.74 crore	₹39.31 crore	29.09%
Others	₹2.37 crore	₹1.50 crore	58.13%
Total	**₹815.05 crore**	**₹716.14 crore**	**13.81%**

Business Highlights and Updates

- **During Dhanteras**, from 6 November to 7 November 2026, the Company recorded historic sales of **₹143.86 cr.**
- Sales during **Pushya Nakshatra,** from 1 November to 2 November 2026, **stood at ₹60.18 crore**
- The Company has further progressed its retail expansion strategy by **finalising two new COCO showrooms in Madhya Pradesh**, with Approx. **~3,500 sq. ft. of retail area in Mandsaur** and ~ Approx. **5,800 sq. ft. in Sagar**, further strengthening its retail footprint across key regional markets. Both the showrooms become operational before the end of this financial year.

Speaking on the occasion, Mr. Santosh Kataria Managing Director said: *We are pleased with our performance during the festive season, with sales growing **13.81% YoY to ₹815.05** crore during the comparable **29-day Navratri-to-Diwali period**. The performance was supported by healthy customer traction across key festive occasions, including Dhanteras and Pushya Nakshatra, along with growth across our major jewellery categories.*

D.P. Jewellers
A BOND OF TRUST SINCE 1940
A VENTURE OF D. P. ABHUSHAN LTD.

CIN : L74999MP2017PLC043234

Registered Office : 138, Chandni Chowk, Ratlam (M.P.) - 457001 | **T :** +91 7412 408900
Corporate Office : 2nd Floor, 1, Dwarkapuri, Gopal Gaushala Colony, Ratlam (M.P.)- 457001
T : +91 7412 408899 | **F :** +91 7412 247022

Gold continued to remain the cornerstone of our business and delivered healthy growth, while we witnessed particularly strong momentum in diamonds and silver. At the same time, we continue to make steady progress on our retail expansion strategy. We have ***finalised two new showrooms in Mandsaur and Sagar under the Company Owned Company Operated (COCO) format****, which will further strengthen our presence in Madhya Pradesh. Both markets offer meaningful long-term potential, and we look forward to deepening our customer reach across these regions.*

As we expand our network, our focus remains on disciplined growth, selecting markets with attractive long-term potential while maintaining the customer experience, product quality, purity and transparency that have been central to the D.P. Jewellers brand."

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 86-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 14 Showrooms across Ratlam, Indore, Udaipur, Bhopal, Ujjain, Bhilwara, Kota, Banswara, Ajmer, Neemuch, Ratlam II, Dahod and Jabalpur. After this expansion the Total Tally of Stores will reach to **17**. D. P. Abhushan Limited 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:

Atika Jain Company Secretary & Compliance officer E: investor@dpjewellers.com	**Ajit Mishra** Ernst & Young LLP, Investor Relations E: Ajit.J.Mishra@in.ey.com	**Siddesh Chawan** Ernst & Young LLP, Investor Relations E: Siddesh.Chawan@in.ey.com

Disclaimer:

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.