

# D. P. Abhushan Limited

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



**Date:** October 30, 2026

To,  
**National Stock Exchange of India Limited**  
Exchange Plaza,  
Bandra Kurla Complex  
Bandra East, Mumbai – 400051  
**Symbol: “DPABHUSHAN”**

To,  
**BSE Limited,**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001  
**BSE SCRIP Code – “544161”**

**Subject: Press Release titled, “D. P. Abhushan Limited Inaugurates its First FOCO Showroom in Jabalpur, Madhya Pradesh.”**

Dear Sir/ Madam,

Please find enclosed the press release titled, “D. P. Abhushan Limited Inaugurates its First FOCO Showroom in Jabalpur, Madhya Pradesh.”

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

Yours faithfully,

For **D. P. Abhushan Limited**

**SANTOSH** Digitally signed by  
**KATARIA** SANTOSH KATARIA  
Date: 2026.10.30  
14:33:13 +05'30'

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



**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 :** 2<sup>nd</sup> Floor, 1, Dwarkapuri, Gopal Gaushala Colony, Ratlam (M.P.)- 457001  
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## PRESS RELEASE

### D. P. Abhushan Limited Inaugurates its First FOCO Showroom in Jabalpur, Madhya Pradesh

**Madhya Pradesh, 30<sup>th</sup> October 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 the inauguration of its new showroom in Jabalpur, Madhya Pradesh. The showroom marks the Company's **first operational outlet under the Franchisee Owned Company Operated (FOCO) model**, representing an important milestone in its retail expansion strategy & this will be the 14<sup>th</sup> Showroom under the brand **D.P. Jewellers**.

Located at **Plot Nos. 104, 110 & 111, House No. 896-1/2, Niwarganj Extension, Jabalpur, Madhya Pradesh - 482001**, the showroom has an approximate retail area of **3,750 square feet**. The new showroom expands D. P. Abhushan's presence in Madhya Pradesh and provides the Company with an opportunity to cater to customers across Jabalpur and surrounding catchment markets. The Company intends to leverage its established brand and retail operating capabilities, together with the franchise partner's local presence, to progressively strengthen customer outreach and brand visibility in the region.

Under the FOCO arrangement, the franchise partner has funded the inventory and showroom capital expenditure, while D. P. Abhushan will manage the day-to-day operations of the outlet. The Jabalpur showroom will operate as an exclusive D. P. Abhushan outlet, with its product offering and retail operations aligned with the Company's established framework. The arrangement follows a pre-agreed revenue-sharing structure, under which the franchise partner's participation is linked to the sales generated by the showroom.

Importantly, the Jabalpur showroom is being introduced on a pilot basis. The Company intends to closely monitor its operational performance, customer response and overall effectiveness. The learnings from this pilot will form the basis for evaluating the scalability of the FOCO model and determining its potential adoption across other markets.

**Speaking on the occasion, Mr. Santosh Kataria Managing Director said:** *"The inauguration of our Jabalpur showroom marks an important milestone for D. P. Abhushan as we commence operations under the FOCO model for the first time. We are approaching this format on a pilot basis, with a clear focus on understanding its operating dynamics, customer response and overall effectiveness before considering a wider rollout."*

*The FOCO model provides us with an opportunity to expand into new markets with lower upfront capital deployment, while retaining control over showroom operations and customer experience. At the same time, we intend to remain measured in our approach. We will closely monitor the performance of the Jabalpur showroom, assess the learnings from this pilot and refine the model wherever required. Any future scaling of the FOCO*



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format will be undertaken progressively based on our evaluation of this pilot and its alignment with our broader retail expansion strategy.

Jabalpur is an attractive addition to our retail network, and with the support of our franchise partner's established local presence, we look forward to strengthening D. P. Abhushan's brand visibility and customer reach in the region"

## 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 13 Showrooms across Ratlam, Indore, Udaipur, Bhopal, Ujjain, Bhilwara, Kota, Banswara, Ajmer, Neemuch, Dhar, a second showroom in Ratlam, and most recently, Dahod, marking its entry into the Gujarat market & the above New Store at Jabalpur takes the total to 14 Showroom. 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                                                                | Siddesh Chawan                                                            | Ajit Mishra                                                             |
|---------------------------------------------------------------------------|---------------------------------------------------------------------------|-------------------------------------------------------------------------|
| Company Secretary & Compliance Officer                                    | Ernst & Young LLP, Investor Relations                                     | Ernst & Young LLP, Investor Relations                                   |
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## 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.



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