

priority

J E W E L S

Date: October 31, 2026

To,
The Compliance Manager
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001
Scrip Code: 544899

To,
The Manager
Listing and Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G
Bandra-Kurla Complex, Bandra (East),
Mumbai - 400051
Scrip Symbol: PRIORITY

Subject: Investor Presentation - Q2 FY27 (6M FY27)

Dear Madam/Sir,

With reference to above captioned subject, please find attached herewith Investor Presentation - Q2 FY27 (6M FY27).

This intimation is also being made available on the website of the Company at www.priorityjewels.in.

Thanking you,
Yours Faithfully,

For Priority Jewels Limited

AAKRITI
BHUSHAN

Digitally signed by
AAKRITI BHUSHAN
Date: 2026.10.31
23:26:23 +05'30'

Aakriti Bhushan
Company Secretary and Compliance Officer
Membership No. A67952

Encl: A/a

priority

J E W E L S

Priority Jewels is a B2B, design-led fine jewellery business with end-to-end manufacturing capabilities, specialising in lightweight, affordable diamond-studded gold and platinum jewellery.

Q2FY27 & H1FY27 Investor Presentation



This presentation and the accompanying slides (“Presentation”), which have been prepared by Priority Jewels (“Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections

Q2FY27& H1FY27 Earning Highlights



**Mr. Shailesh Sangani,
Chairman and Managing Director**

We are pleased to report a strong performance in H1 FY27, reflecting the continued momentum in our design-led jewellery manufacturing business. Revenue from operations grew by 33.1% YoY to INR 3,302.56 million, while EBITDA increased by 34% to INR 214.58 million. Profit After Tax grew by 62.18% to INR 130.07 million, reflecting improving profitability and our focus on operational efficiency.

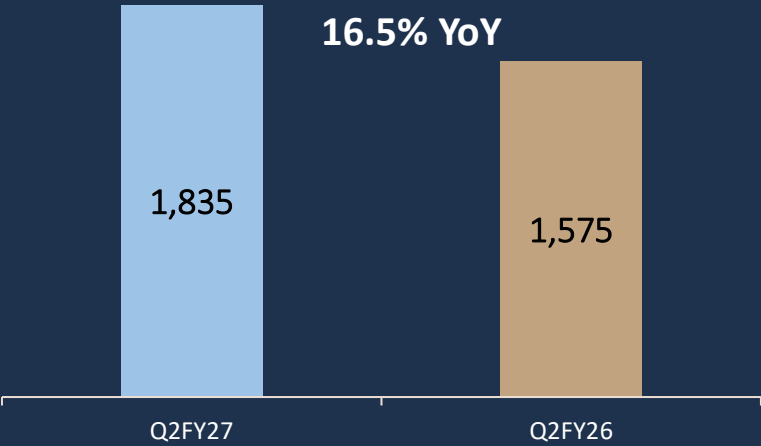
A significant milestone was the successful completion of our IPO and listing in September 2026. We sincerely thank our shareholders for their confidence in our business. **We have also made the repayment of INR 671 million approximately of working capital borrowings using IPO proceeds, marking an important step towards strengthening our balance sheet.**

Looking ahead, our focus remains on leveraging our design-led manufacturing capabilities to diversify into new jewellery categories, including different gold karatages and middle-to-high-end jewellery. Through our newly incorporated subsidiaries and associate, we aim to expand our presence across domestic markets and export markets

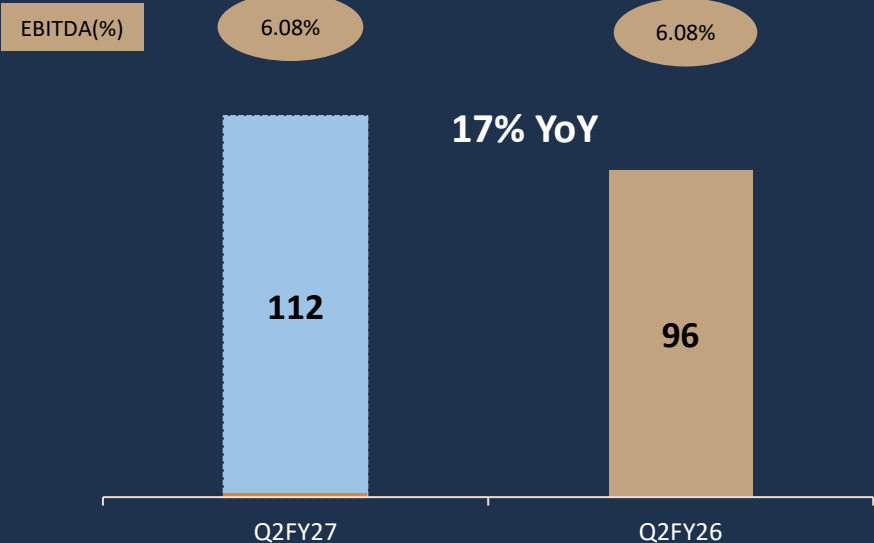
Alongside these initiatives, planned manufacturing capacity enhancements, technology upgrades and strategic collaborations will support our next phase of growth. We remain committed to disciplined execution, financial prudence and creating long-term value for our shareholders.

Q2FY27 & H1FY27 Earnings Highlights

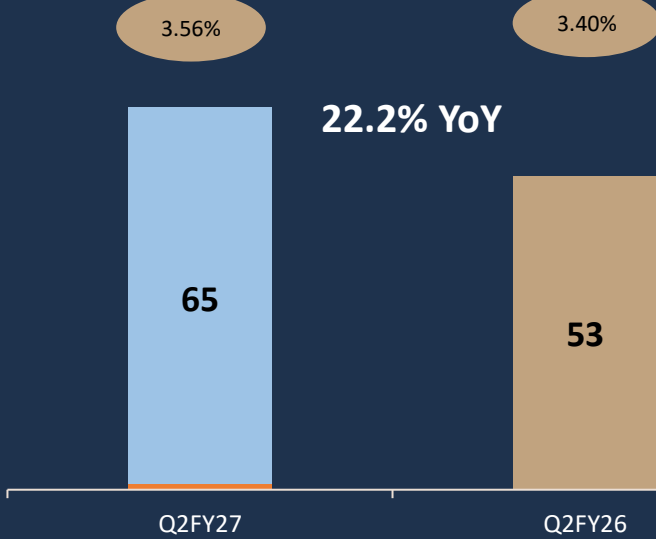
Revenue from Operations (₹ Million)



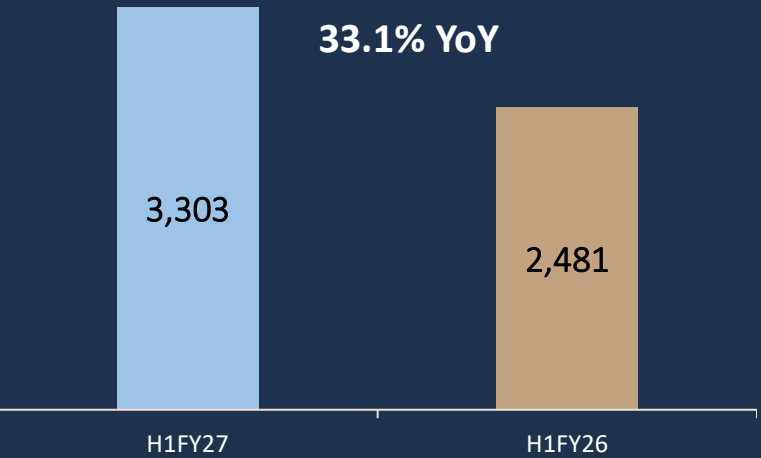
EBITDA and EBITDA Margins ↑



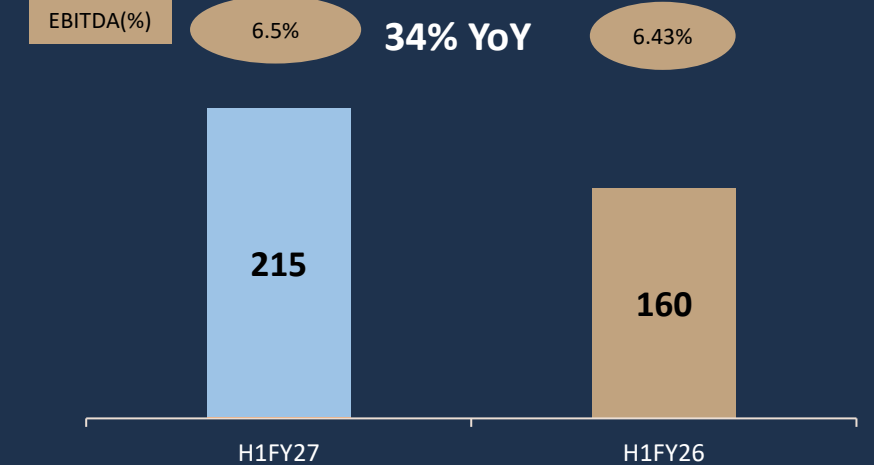
PAT and PAT Margins ↑



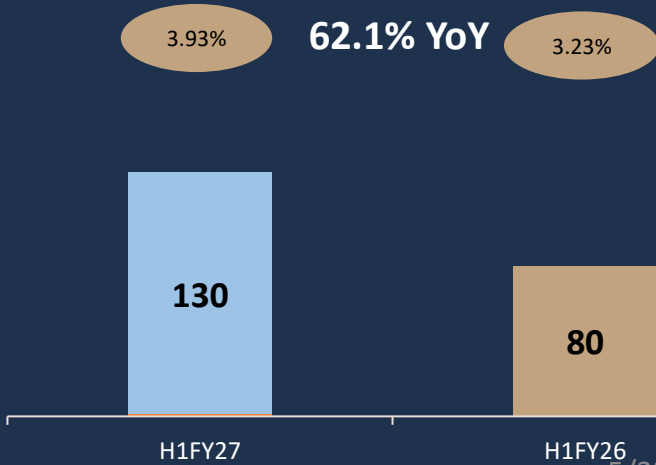
Revenue from Operations (₹ Million)



EBITDA and EBITDA Margins ↑



PAT and PAT Margins ↑



Q2FY27 & H1FY27 Performance Scorecard

Q2 FY27



Revenue from operations

₹ 1,835.29 Mn

+ 16.5% Y-o-Y



EBITDA

₹ 111.67 Mn

+ 17% Y-o-Y



PAT

₹ 65.36 Mn

+ 22.2 Y-o-Y

H1 FY27



Revenue from operations

₹ 3,302.56 Mn

+ 33.1% Y-o-Y



EBITDA

₹ 214.58 Mn

+ 34% Y-o-Y



PAT

₹ 130.07 Mn

+ 62.18% Y-o-Y



RoE

16.02%*



RoCE

24.02%*

1

Company at a Glance

2

People Behind The Story

3

Growing Indian Jewellery Industry

4

Core Strengths and Strategies

5

Key Financial Ratios, Metrics

6

Appendix



Priority Jewels – Operational and Financial Highlights*



19 Years
Since Inception



2
Integrated
manufacturing facilities
~25,800 sq. ft.



200+
Customers



50.87% India
Global Presence:
18.41% UAE;
7.73% Belgium



8000+
New designs
developed



400+
Permanent &
Contractual
Employees



700 kg/pa
Installed Capacity



65%
Capacity Utilisation



INR 1,386.06 Mn
Net-Worth



INR 5,389.49 Mn
Revenue from
Operations



INR 336.23 Mn
EBITDA



INR 176.48 Mn
Profit After Tax

Product Portfolio



Expertise in designing, manufacturing, and marketing a wide range of **lightweight, diamond-studded gold and platinum fine jewellery**.

Market Positioning



Focus on **lightweight, affordable, daily-wear jewellery segment**, to capitalize on evolving consumer preferences and industry growth trends.

Blend of Craftsmanship & Long-standing Relationships



Strong capability to **integrate craftsmanship with modern design innovation**, fostering long-term relationships with Indian retail jewellery players.

End-to-End Manufacturing Capabilities



Integrated operations covering the full value chain from **design conceptualization to customized jewellery production**, ensuring efficiency, quality, and scalability.

Robust Infrastructure



Two integrated manufacturing facilities in India spanning **~ 25,800 sq. ft. incorporating latest technologies**. Ensuring efficiency, scalability and consistent product quality across the value chain.

Customised Lab-Grown Diamond Jewellery



Capability to manufacture **customized lab-grown diamond jewellery** based on specific client requirements, enabling us to cater to evolving consumer preferences.



End-to-End Business Framework

1. PRODUCT DESIGN & CONCEPTUALIZATION

DATA DRIVEN RESEARCH



MARKET
RESEARCH



SALES ANALYSIS



TREND FORECASTING

IDEATION



INSPIRATION



MOOD BOARDS



DESIGN BRIEFS

DESIGN PROCESS



CONCEPT
DESIGN



DETAIL
SKETCHING



TECHNICAL
DRAWING

PRODUCT MOCK_UP



CAD
MODELLING



3D CAM PRINTING



DIRECT
CASTING

2. MANUFACTURING & ORDER PROCESSING

ORDER PROCESSING



PURCHASE ORDER
FROM CUSTOMER



SYSTEM PROCESSING
& WORK ORDER CREATION

RAW MATERIAL SOURCING



SOURCING OF GOLD &
FINDINGS



SOURCING OF DIAMONDS OR
SUPPLIED BY THE CUSTOMER

FACTORY PROCESS



WAX PIECE REMOVAL FROM
MOULD OR 3D PRINTING



*WAX SETTING
OF DIAMONDS



WAX TREE MAKING



CASTING



SPRUE GRINDING,
FILING & SOLDERING



*TUMBLING & PRE POLISH



FILING



REWORK / FINISHING



*HAND OR MICROSETTING



FINAL POLISHING



QUALITY
CHECKING



HALLMARKING &
CERTIFICATION

3. DISPATCH & COLLECTIONS

FINAL DISPATCH & ACCOUNTS



TAGGING & SECURE PACKING



BILLING & INVOICING



DISPATCHED THROUGH
TRUSTED PARTNERS



COLLECTION AS PER
AGREED TERMS

* Used based on product requirements

Some of the marquee names we serve – from over 200 customers



1

Company at a Glance

2

People Behind The Story

3

Growing Indian Jewellery Industry

4

Core Strengths and Strategies

5

Key Financial Ratios, Metrics

6

Appendix

Blend of Seasoned Board Coupled with Fresh Perspectives of Next-gen



Shailesh Sangani

Chairman & Managing Director

- Associated with our Company since 2007
- Bachelor's Degree of Commerce, University of Mumbai
- 30+ years of exp. in the gems & jewellery industry
- Recipient of Hall of Fame Award (GJEPC, 2024) for contribution to the sector



Tushar Mehta

Whole-Time Director & CFO

- Associated with our Company since 2007
- Bachelor's Degree of Commerce, University of Mumbai
- 28+ years of exp. in the gems & jewellery industry, specializing in financial management



Aditi Karan Motla

Whole-Time Director

- Associated with our Company since 2010
- BMS, University of Mumbai; Diploma in Applied Jewellery Arts (Gemological Institute of America)
- 15+ years of exp. in this industry

Our Independent Directors

Nirupa Kiran Bhatt

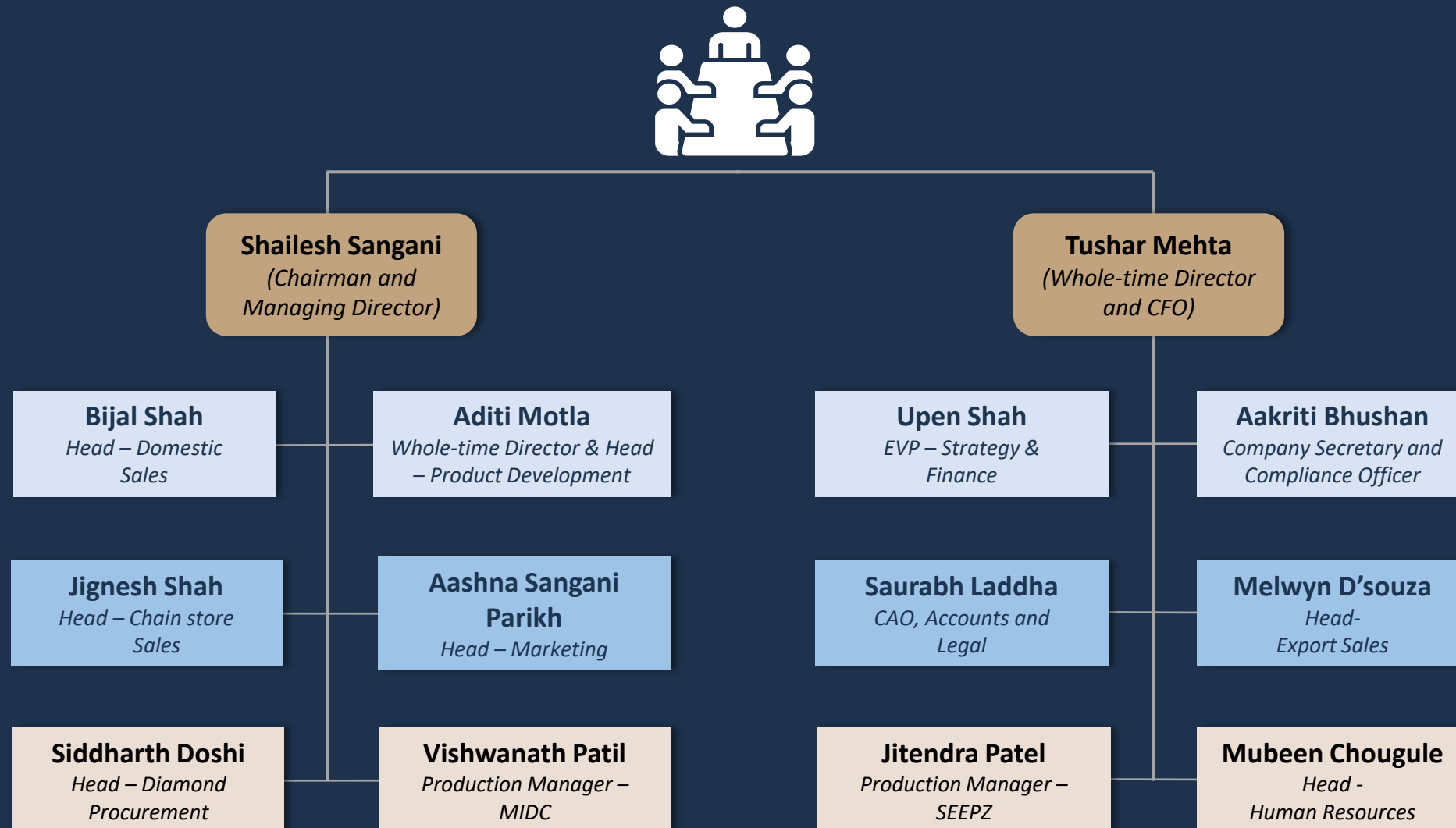
- B.Sc., University of Mumbai
- 18 years with GIA India Laboratory Pvt Ltd and Rio Tinto Diamonds
- On boards of Apar Industries Ltd, Alta Laboratories Ltd

Nagarajan Subramanian

- B.E., University of Madras; PGDM, IIM Ahmedabad
- Formerly with Titan Industries Ltd and Walt Disney Company (India) Pvt Ltd
- Recipient of certificates of appreciation from Franchise India Holdings

Kamal Ratilal Bhansali

- 26 years with Core Jewellery Pvt Ltd
- Former Director, Goldiam International Ltd
- On boards of Seepz Gems & Jewellery Manufacturers Association, Noesis Knowledge Solutions and Core Jewellery Pvt Ltd



1

Company at a Glance

2

People Behind The Story

3

Growing Indian Jewellery Industry

4

Core Strengths and Strategies

5

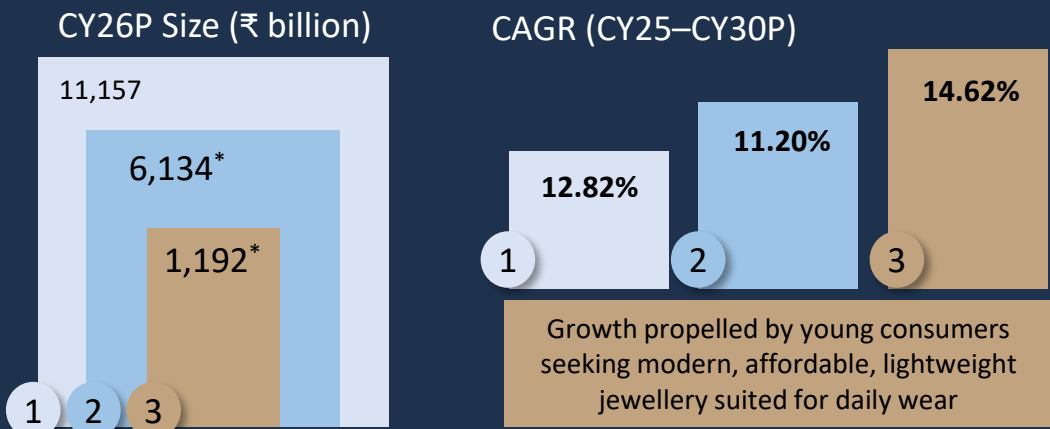
Key Financial Ratios, Metrics

6

Appendix

Indian Gems & Jewellery Industry – Growth Outlook

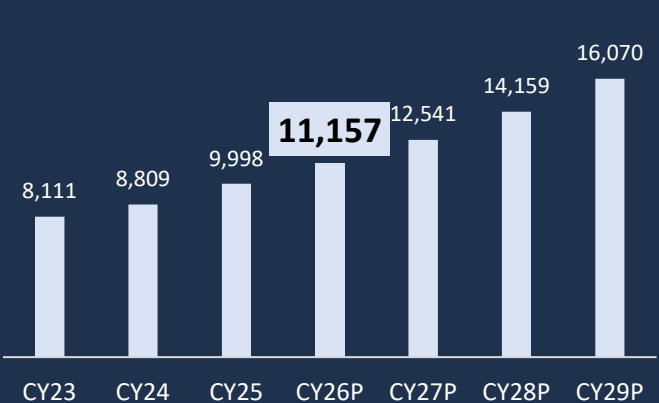
Broad Industry Landscape – Domestic



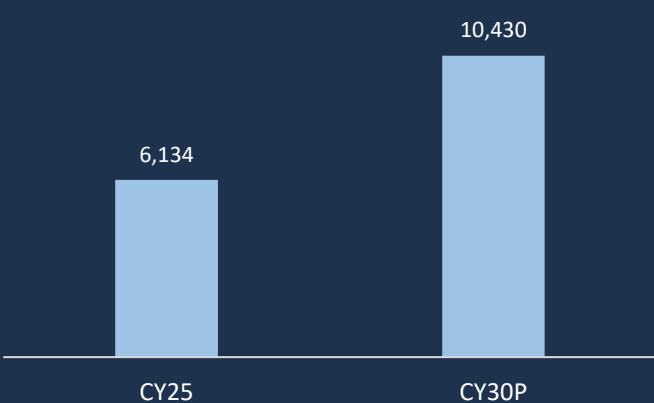
Priority Jewels is uniquely positioned to Leverage Industry Tailwinds

Strategic focus on the lightweight and affordable diamond-studded, daily-wear jewellery segment, aligned with rising consumer demand of current generation and favourable market dynamics in India.

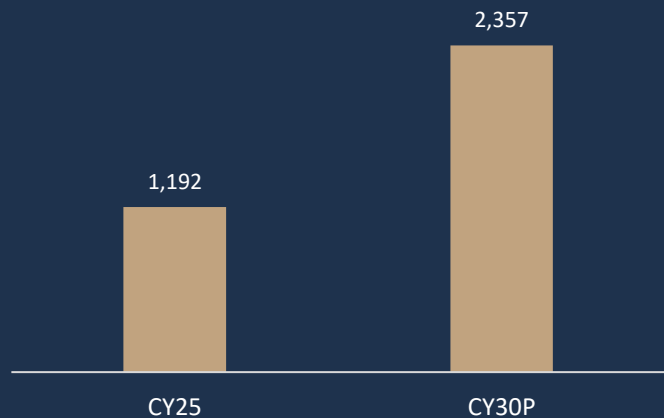
1 Indian Gems & Jewellery Industry Market Size (₹ billion)



2 Indian Gold & Diamond Jewellery Industry Market Size (₹ billion)



3 Indian Gems & Jewellery Market size by Daily Wear (₹ billion)





1

Company at a Glance

2

People Behind The Story

3

Growing Indian Jewellery Industry

4

Core Strengths and Strategies

5

Key Financial Ratios, Metrics

6

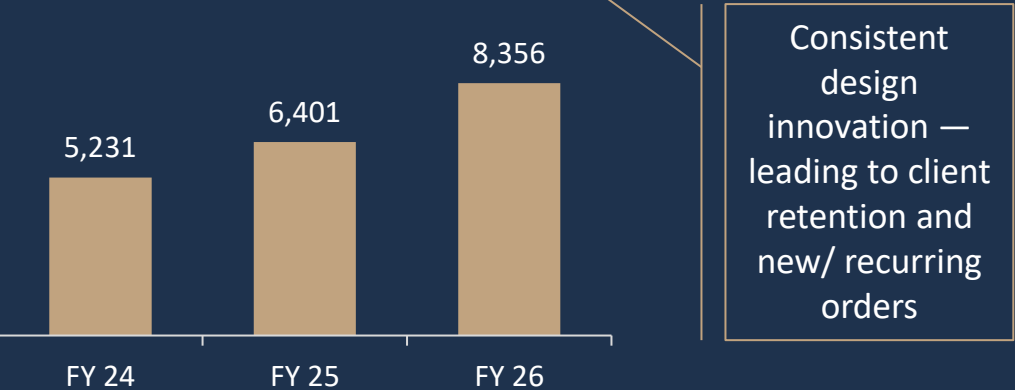
Appendix

Affordable, trend-aligned collections catering to India’s growing daily-wear segment

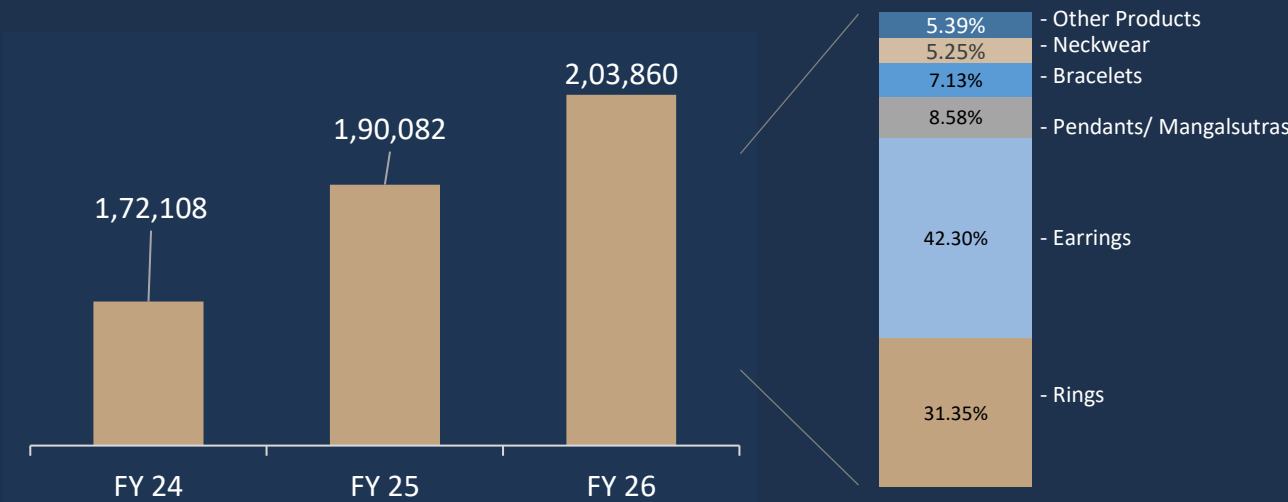
Design Philosophy & Process

- 39-member in-house design team integrating consumer insights and sales feedback.
- Focus on lightweight, affordable jewellery tailored to daily-wear.
- Understanding of customer preferences is based on ongoing market research and insights into evolving lifestyle trends.

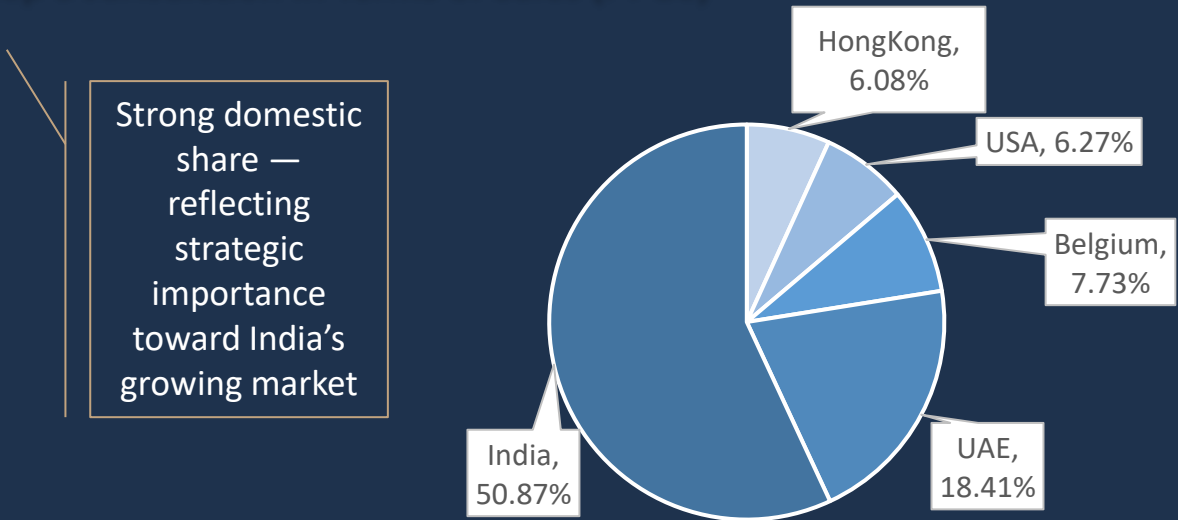
Continuous Product Innovation (New Designs)



Total Pieces Sold (Nos.) and Product Mix (%)



Top 5 Jurisdiction In Terms of Sales (FY 26)





Expansion of manufacturing facilities

- **Capacity Enhancement:** Adding tech upgrades & Increasing the number of floors at our MIDC manufacturing facility in relation to which we have received the CC.
- **Supply Chain Integration:** Strengthening supplier partnerships and logistics to ensure a steady flow of raw materials, thereby maintaining consistent product quality.
- **Operational Efficiency:** Implementing lean manufacturing principles & process improvements to reduce waste & minimise production lead times



Focus on growth through Strategic Joint Ventures

- By aligning with strategic partners through JVs, aim to enhance reach, operational agility & introduce market-relevant offerings.
- We have already started doing collaborations which are expected to facilitate more efficient market entry, including into Tier 2 and 3 cities, and deeper customer engagement.
- Through strategic collaborations, we seek to selectively diversify across the jewellery value chain, product categories and price points.



Enhance Product portfolio to broaden customer base

- We plan to broaden our product portfolio across price segments, including contemporary designs in 9, 14, 18 & 22 karat gold jewellery.
- Leveraging existing B2B customer relationships to drive growth in the lab-grown diamond jewellery segment.
- Focus on continuous innovation in design & product development to meet the evolving preferences of B2B segment.



1

Company at a Glance

2

People Behind The Story

3

Growing Indian Jewellery Industry

4

Core Strengths and Strategies

5

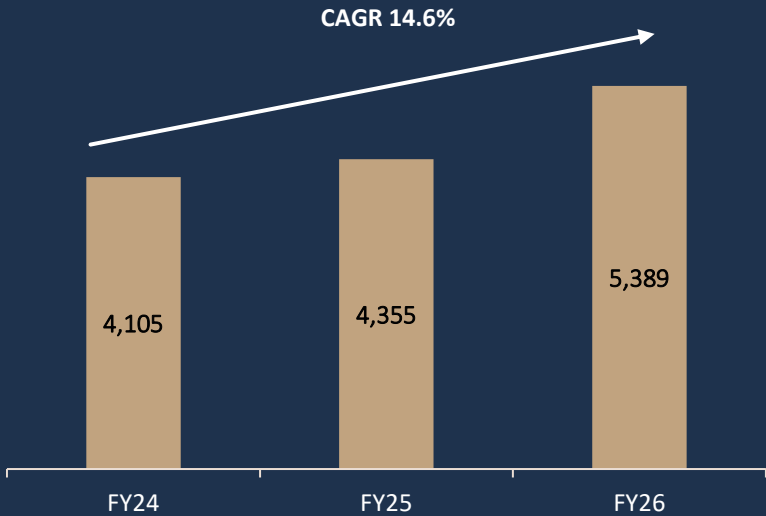
Key Financial Ratios, Metrics

6

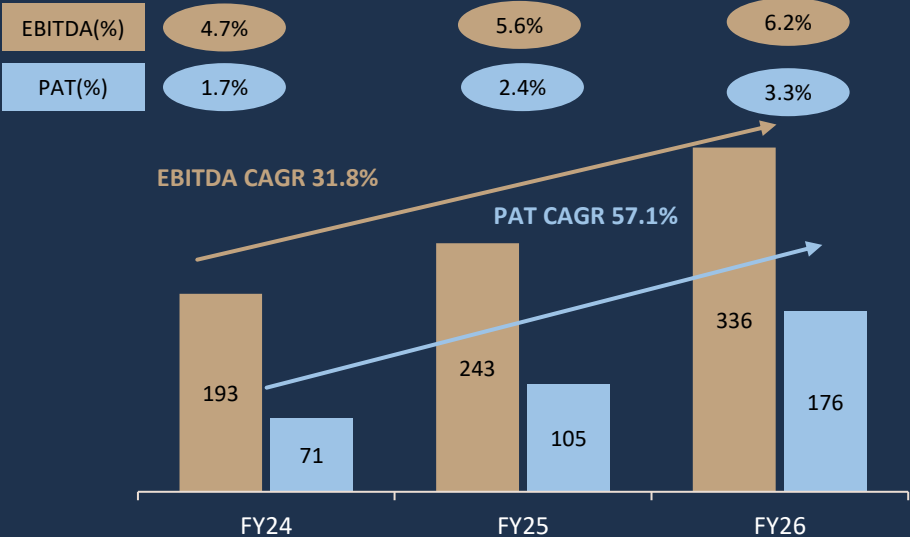
Appendix

Consistent Margin Expansion Driven by Operational Stability

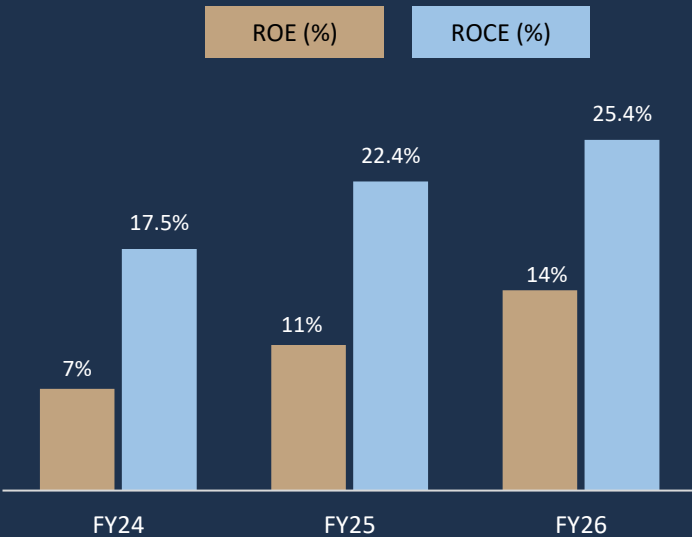
Revenue from Operations (₹ Million)



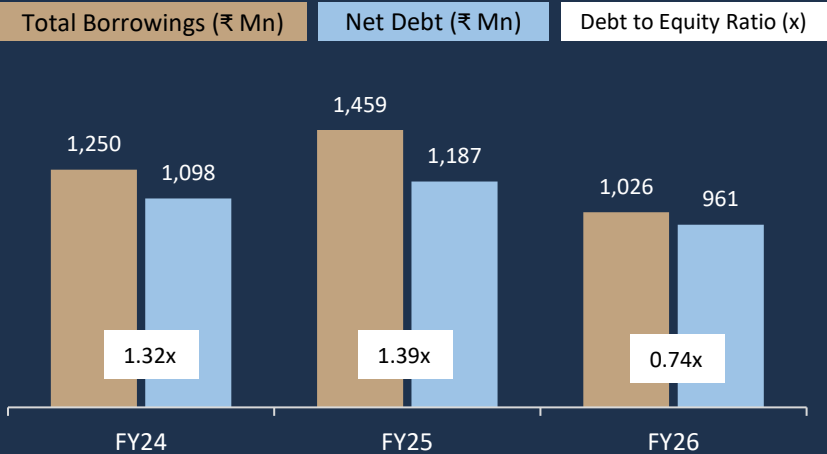
EBITDA and PAT Margins ↑



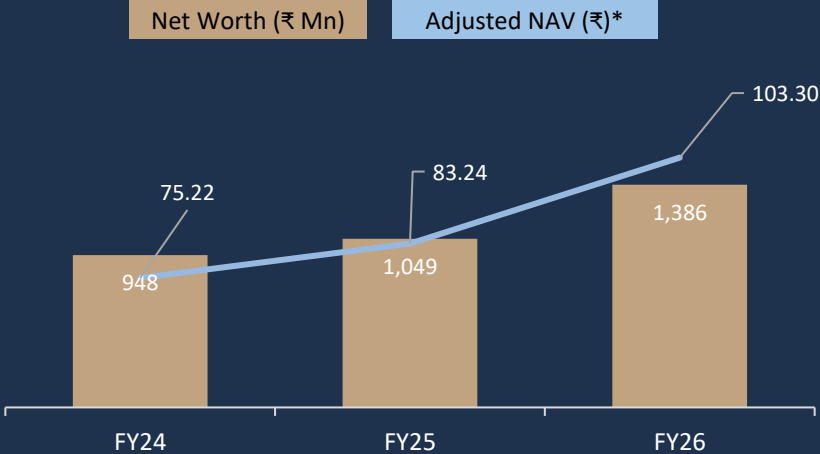
Return Ratios ↑



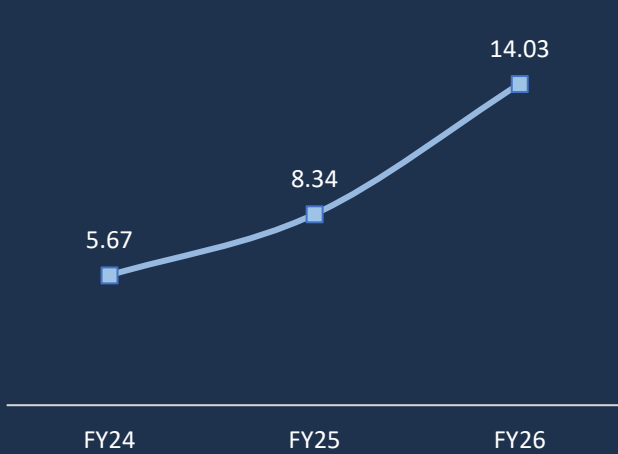
Stability in Leverage & Solvency Ratio



Intrinsic value ↑



Adj. EPS (₹)





1

Company at a Glance

2

People Behind The Story

3

Growing Indian Jewellery Industry

4

Core Strengths and Strategies

5

Key Financial Ratios, Metrics

6

Appendix

Strong ESG Foundation Driving Sustainable Business Practices

Sustainable Manufacturing Practices



Energy Efficiency:

25,800 sq. ft. integrated manufacturing facilities with advanced technology integration



Waste Reduction:

Precision CAD/CAM and 3D printing

Social Responsibility



Community

Engagement: Promoter in Gem and Jewellery Export Promotion Council (GJEPC)



Ethical Sourcing:

Transparent supply chain utilizing conflict-free diamond focus

Governance



Experienced Board:

50% Independent Directors (appointed 2025), diverse professional expertise



Financial Discipline:

CARE BBB (Stable) / A3+ credit rating; clean audits with statutory oversight



priority
JEWELS

THANK YOU!

For further information contact:
Cs@priorityindia.com

Investor Relations: Moonwalk Capital
investorrelations@moonwalkcapitaladvisors.com
+917014618970