



Date: 07th April, 2026

To, Listing/Compliance Department National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1, G-Block, Bandra Kurla Complex, Bandra (E), Mumbai -400051 NSE Symbol: SHRINGARMS	To, Listing/Compliance Department BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400001 BSE Scrip Code: 544512
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Dear Sir/ Madam,

Subject: Submission of Press Release

We hereby submit the Press Release for Launch of New Product Category “Bridal Jewelry” (Bridal Set)

This intimation is also being uploaded on the Company’s website at www.shringar.ms

We request you to kindly take the above information on record.

Thanking you

Your Faithfully,

For **Shringar House of Mangalsutra Limited**

Rachit S Sinha
Company Secretary and Compliance Officer
Membership No A64256
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Jewel World (Cotton Exch Bldg),
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Mumbai – 400 002, Maharashtra, India

**SHRINGAR HOUSE OF MANGALSUTRA
LIMITED**
CIN No. : L36911MH2009PLC189306
(Previously Known As
Shringar House of Mangalsutra Pvt. Ltd.)

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Shringar House of Mangalsutra Limited Marks Strategic Entry into Gold Bridal Jewellery

Shringar House of Mangalsutra Limited marks a significant milestone in its growth journey with its entry into the **gold bridal jewellery segment**. Building on its strong legacy in mangalsutra design and craftsmanship, the Company has successfully generated its **first invoice in this new category for one of its valued clients**, underscoring a confident and strategic expansion of its product portfolio.



Commenting on the milestone, Mr. Chetan Thadeshwar, the Managing Director of SHOML, said, “We are proud to announce the Company’s entry into the gold bridal jewellery segment, leveraging Shringar’s strong foundational strengths. Our long standing relationships with organised retail partners enabled this expansion, while our robust in-house design capabilities will ensure excellence in innovation and craftsmanship. Supported by a well-established pan-India presence and decades of unmatched expertise in the mangalsutra category, the Company is well positioned to confidently scale into adjacent high-value jewellery segments.

About Shringar House of Mangalsutra Limited

Shringar House of Mangalsutra Ltd. specializes in the design, production, and distribution of a wide array of Mangalsutras across India. The company boasts a portfolio of over 15 distinct collections and more than 10,000 active SKUs, tailored to meet the preferences of a broad customer base. Its clientele spans corporate buyers, wholesale distributors, and retail partners operating pan-India in 24 states and 4 union territories.

Among its prominent corporate customers are industry leaders such as Malabar Gold, Titan, Reliance Retail, Novel Jewel, Joyalukkas, PN Gadgil Jewellers, and Damas Jewellery (UAE). As of FY25, the company served 34 corporate clients, 1,089 wholesalers, and 81 retailers. Its operations are supported by a dedicated in-house design team comprising 22 designers and 179 skilled karigars, enabling seamless execution from concept to final product.

Investor Relations:	
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Safe Harbor

Any forward-looking statements about expected future events, financial and operating results of the Company are based on certain assumptions which the Company does not guarantee the fulfilment of. Past performance also should not be simply extrapolated into the future. These statements are subject to risks and uncertainties. Actual results might differ substantially or materially from those expressed or implied. Important developments that could affect the Company’s operations include a downtrend in the industry, global or domestic or both, significant changes in political and economic environment in India or key markets abroad, tax laws, litigation, labour relations, exchange rate fluctuations, technological changes, investment and business income, cash flow projections, interest, and other costs. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.