



Ref: SEC/SE/27/2026-27

Date: 3rd July 2026

The Manager- Listing The National Stock Exchange of India Limited “Exchange Plaza”, Bandra – Kurla Complex, Bandra (EAST), Mumbai – 400051 NSE SYMBOL: SENCO	The Manager – Listing BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400001 BSE SCRIP CODE: 543936
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Dear Sir(s)/ Madam(s),

Sub: Business Update – Q1 FY27

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, please find enclosed the Business Update of the Company for the quarter ended 30th June 2026.

This update shall also be uploaded on the website of the company.

This is for your information and records.

Yours sincerely,

For SENC GOLD LIMITED

Mukund Chandak

Company Secretary & Compliance Officer
Membership No. A20051

Encl: As above

Senco Gold Limited
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Senco Gold Limited: Business Update: Q1 FY 27

Q1 FY27 delivered another quarter of robust growth across our business, building on the momentum established over FY26. The table below sets out our key operating metrics for the quarter. The commentary that follows details the key factors behind our Q1 FY27 performance this quarter.

1. Performance Snapshot (Standalone Basis):

Sl	Particulars	Q1 FY 27	
		~ YoY	~ QoQ
1	Gold Price Rise	62%	1%
2	Total Revenue Growth	60%	53%
3	Retail Revenue Growth	48%	51%
4	SSSG (Same-Store Sales Growth)	38%	34%
5	Diamond Jewellery Growth (Value)	40%	47%
6	Diamond Volume Growth	15%	56%
	YTD		
7	Stud Ratio	11%	
8	Old Gold Exchange (% of total sales qty)	43%	
9	New Showrooms Opened	8	

2. Performance Commentary:

- **Gold Price:** Gold prices remained elevated YoY while falling QoQ due to geopolitical situations. Indian gold prices are post-custom duty increase impact of 9%. The benefit of the custom duty rise is likely to accrue over Q1 and Q2, net of the impact of price fall due to the present hedging level of 50%. However, considering the heavy discounting of gold prices during the quarter, the full benefit of the custom duty rise will put pressure on the Q1 margin, complemented by the impact of the custom duty rise.
- **Revenue & Same Store Sales Growth (SSSG):** Q1 FY27 delivered robust revenue and SSSG growth, supported by a favourable festive calendar spanning Akshaya Tritiya, Poila Baisakh, Baishaki, Bihu and the onset of the summer wedding season. Performance held firm despite Adhik Maas and the customs duty increase from 6% to 15%. TTM sales reached ~Rs 9,660 Cr level.
- **Diamond Jewellery & Mix Shift:** This was driven by volume expansion, mix enrichment, lower-priced products below the Rs 50,000 range in the everlite segment and new design launches.
- **Old Gold Exchange:** Old gold exchange contributed to ~43% of total sales in Q1 FY27. We launched an attractive “0% deduction” campaign to align with the appeal of the Honourable Prime Minister.
- **New Showrooms Opened:** We have launched 8 new showrooms in Q1 FY27 (3 COCO, 4 Franchise, and 1 Sennes), taking our total network to 208 showrooms (Net of closure of 1 store) and are on track to open 12-15 showrooms over the next 3 quarters with a focus on opening more franchise stores.

3. Future Outlook:

Q2 FY27 is expected to be seasonally softer, while consumer demand will be driven by monsoon and festivals like gold booking for Q3. Our focus will remain on inventory optimisation, lightweight and 9K collections, and margin protection.

Sanjay Banka
Group CFO and Head IR

Friday, 3rd July 2026

The numbers (figures, KPIs, metrics, etc.) and other details stated in this Business Update are subject to Quarterly Limited Review and Annual Statutory Audit. A detailed Investor Presentation is issued every quarter, post publication of quarterly results, incorporating these numbers.