



Ref: SEC/SE/64/2025-26

Date: 5th November 2025

The Manager- Listing The National Stock Exchange of India Limited “Exchange Plaza”, Bandra – Kurla Complex, Bandra (EAST), Mumbai – 400051 NSE SYMBOL: SENC0	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/Madam,

Sub: Diwali and Dhanteras Sales Highlights – October 2025

Please find enclosed the Diwali and Dhanteras Sales Highlights in October 2025.

Yours sincerely,

For SENC0 GOLD LIMITED

Mukund Chandak
Company Secretary & Compliance Officer
Membership No. A20051

Encl.: As above

Senco Gold Limited
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Senco Gold Limited

Dhanteras & Diwali Sales Highlights (October 2025)

We are pleased to report robust Dhanteras and Diwali performance in Oct 25, despite the lifetime highest ever gold prices and muted demand of Q2. We achieved both volume and value growth in sales driven by new design launches, positive customer sentiment, and attractive festive offers, resulting in high customer footfall and invoicing.

- **October 25 Sales:** We achieved a **highest-ever retail sale of Rs ~1700 Cr+**, registering a robust **56% YoY** growth over Oct 24, consisting of 60% YoY value growth in Gold and 32% YoY value growth in Diamond. In terms of volume growth, we achieved approx 4% volume growth in Gold, while around 5% and 8% in diamond and silver, respectively.
- **YTD 7 months (Apr 25 to Oct 25) sales:** We have thus **achieved YoY 25% retail value growth**, which includes 19% Same Stores Sales Growth (SSSG).

With the launch of 3 more showrooms in October, our retail footprint has increased to 185 Senco showrooms in India and 2 in Dubai. In our Lifestyle accessory segment, Sennes showroom portfolio is 8 showrooms, thus crossing the 195-showroom mark.

Outlook:

Due to likely gold price fluctuations in near term amidst continued global uncertainty, our growth outlook for rest of FY 26 remains at 18% to 20%, and the launch of another 7-9 showrooms.

Commenting on the achievement, Mr Suvankar Sen, Managing Director & CEO, said:

Record performance in Oct 25 sales despite the highest ever gold prices indicates a very positive customer sentiment, and we are fully prepared to meet this strong demand for the upcoming wedding season, Q3 and Q4. Our teams are committed to constantly launching exciting new designs as per customer preference across India, blending our timeless craftsmanship with modern as well as traditional wedding jewellery. We are rigorously working on ensuring operating leverage, enhanced EBITDA, and improvement in Inventory Management to enhance Return on Capital Employed (ROCE) and Return on Equity (ROE).

Sanjay Banka

Group CFO & Head IR