



Ref: SEC/SE/81/2025-26

Date: 6th January 2026

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

Dear Sir(s)/ Madam(s),

Sub: - Business Update – Q3 & 9M FY26

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 and nine months ended 31st December 2025. This update shall also be uploaded on the website of the company.

This is for your information and records.

Yours sincerely,

For SENCO GOLD LIMITED

Mukund Chandak
Company Secretary & Compliance Officer
Membership No. A20051

Encl: As above

Senco Gold Limited

CIN NO. : L36911WB1994PLC064637

Registered & Corporate Office : “Diamond Prestige”,
41A, A.J.C. Bose Road, 10th Floor, Kolkata - 700 017

Phone : 033 4021 5000 / 5004, Fax No. : 033-4021 5025

Email : contactus@sencogold.co.in

Website : www.sencogoldanddiamonds.com/
www.sencogold.com



India's 2nd Most
Trusted Jewellery
Brand 2024
by TRA report.





Senco Gold Limited: Business Update: Q3 & 9M FY26

1. Key Highlights (Standalone Basis):

- Sales and Revenue Growth:** Senco achieved an encouraging growth of 51% YoY in the backdrop of 6.5% growth in Q2 and 28% in Q1, thus achieving ~31% growth during the first 9 months. Our TTM revenue has already reached ~₹8000 crore, reflecting consistent YoY growth, loyal customer base and brand positioning. The Q3 YoY growth includes retail business growth of ~49% and SSSG of ~39% growth. **The 9-month topline growth of 31% includes SSSG of ~21% growth.** This uplift was led by targeted festive campaigns, new design launches and intensive customer engagement during Dhanteras & Diwali, wedding buying and shift of demand of Q2 to the festive season. Diamond jewellery sales continued to maintain strong growth momentum in Q3 to ~36% YoY growth and 9-month growth of ~34%.
- Showroom Expansion:** We launched 4 new franchise showrooms, taking the total showroom network to 196 (inclusive of 8 Sennes and 2 international showrooms). During the 9-month period, we have launched 11 franchises and 5 company-owned stores. The newly opened franchise showrooms of Q3 are located across Hazaribagh (JH), Etawah (UP), Burdwan (WB) and Bikaner (RJ). Launch of Bikaner in Q3 and Nagpur in Q1 demonstrates the popularity of our franchise model to newer markets beyond the East.
- Gold Price Volatility:** Gold prices continued to rise even in Q3 FY26 with ~23% QoQ growth and ~65% YoY (on average), leading to major demand from global central banks, investment-led demand for ETFs, but muted volume rise. The gold price range in Q3 FY26 peaked at the highest ever level of ₹1,40,000/10gm, as against ₹ 1,17,000 in Q2 FY26 and ₹79,800 in Q3 FY25.

2. Q4 and FY26 Outlook

- We have successfully navigated the peak festive demand of Q3 and continue to optimise our inventory more towards a Lightweight and budget-friendly product range due to rising gold prices. We are prepared for the upcoming **Q4 wedding season, Valentine's Day and International Women's Day**, and other local festivals and targeting growth in the studded category through curated collections with 18%~20% growth.
- We are firmly on course to achieve our annual target of 20 new showroom openings for FY26. We expect to launch another 3 to 4 showrooms under the COCO and FOCO models to achieve the milestone of 200 showrooms and have a robust pipeline for H1 next year. **We are thus confident of achieving 25%+ YoY growth** for FY26, riding on 31% YoY in 9 months so far.

Sanjay Banka
Group CFO and Head IR

Tuesday, 6th January 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 Investors Presentation is issued every quarter, post publication of quarterly results, incorporating these numbers.