Ref: SEC/SE/66/2026-27 **Date: 14th November, 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**

Dear Sir(s)/ Madam(s),

Sub: Press release on the financial performance of the Company for the quarter and half year ended 30th September, 2026.

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the Press Release being issued by the Company on the financial performance for the quarter and half year ended 30th September, 2026.

This update shall also be available on the website of the Company.

This is for your information and records.

Yours sincerely,

For SENCO GOLD LIMITED

Mukund Chandak
Digitally signed by Mukund Chandak
Date: 2026.11.14 12:19:17 +05'30'

Mukund Chandak
Company Secretary & Compliance Officer
Membership No. A20051

Encl: As above

PRESS RELEASE

India/Kolkata, November 14, 2026: Senco Gold Limited, one of India's leading jewellery retailers, announced a strong business performance for the second quarter and half year ended **September 30, 2026**, demonstrating sustained consumer demand, robust same-store growth and continued expansion of its retail footprint across India.

Consolidated Financial Snapshot:

(Rs in Cr)

Sl	Particulars	Q2 FY27	Q2 FY26	YoY%	Q1 FY27	QoQ%	H1 FY27	H1 FY26	YoY%
1	Revenue	2,058.7	1,536.1	34%	3,056.0	-33%	5,114.8	3,362.4	52%
2	EBITDA	90.2	106.5	-15%	213.1	-58%	391.2	290.1	35%
3	***EBITDA Margin %***	***4.4%***	***6.9%***	(260bps)	***7.0%***	(260bps)	***7.6%***	***8.6%***	(100bps)
4	EBIT	190.0	105.2	81%	206.9	-8%	396.9	288.8	37%
5	***EBIT Margin %***	***9.2%***	***6.9%***	240bps	***6.8%***	250bps	***7.8%***	***8.6%***	(80bps)
6	Profit after Tax (PAT)	83.5	48.8	71%	101.1	-17%	187.8	153.4	22%
7	***PAT %***	***4.1%***	***3.2%***	90bps	***3.3%***	70bps	***3.7%***	***4.6%***	(90bps)

Strong Revenue Growth Driven by Healthy Consumer Demand

- **Senco Gold Limited adds net 14 New Showrooms in H1, Takes Retail Network to 215 Showrooms;**
- **Senco Gold Limited delivers Q2 growth of 34%, H1 growth of 52% & Consolidated Revenue Growth in Q2 FY27;**
- **Senco Gold Limited achieves H1 FY27 Sales of Over ₹5114.8 Crore; TTM Sales Cross ₹10,000 Crore**
- **PAT growth of 78% YoY in Q2, & 22% in H1**

The Company recorded **40% year-on-year growth** in retail revenue during H1 FY27, supported by healthy consumer demand and robust same-store sales growth (SSSG) of 19% in Q2 and 30% in H1. The performance underscores the resilience of jewellery consumption in India, driven by festive and wedding-related purchases, evolving consumer preferences and increasing demand for lightweight jewellery.

The Company achieved its highest-ever topline of over **₹5,114.8 crore** during H1 FY27, while its trailing twelve-month (TTM) sales crossed the significant milestone of **₹10,000 crore**, reflecting the strength of its brand franchise and growing consumer preference for organised jewellery retail.

Accelerated Retail Expansion – 14 New Showrooms Added in H1 FY27

Senco Gold continued to strengthen its pan-India retail presence, opening 6 new showrooms during Q2 FY27 and **taking the total net showroom additions during H1 FY27 to 14 (7 Own Showrooms and 7 Franchise Showrooms)**. With these additions, the Company's retail network expanded to 215 showrooms across the country, comprising both franchisee-operated 92 showrooms and Company-owned 123 showrooms.

The Company continues to pursue a balanced retail expansion strategy through both Company-Owned Company-Operated (COCO) and franchisee-led showrooms. This approach enables it to deepen market penetration, strengthen its presence across existing markets and tap into new customer segments.

With a healthy pipeline of expansion opportunities, Senco Gold plans to launch **another 6-7 showrooms during H2 FY27**, further strengthening its presence across key markets, core & future.

Strong Consumer Demand Amid Elevated Gold Prices:

Consumer demand remained buoyant during the quarter despite elevated and volatile gold prices, which ranged between approximately ₹1,40,000 and ₹1,50,000 per 10 grams. The sustained demand reflects the resilience of jewellery consumption, supported by strong consumer sentiment and the continued importance of jewellery purchases during festive and wedding occasions. Old gold Exchanges rose to 51% in H1Fy27.

The quarter benefited from a favourable festive calendar, including Ratha Yatra, Raksha Bandhan, Janmashtami, Onam, Ganesh Chaturthi and Independence Day. Additionally, the shift in the timing of Pitru Paksha, with only four days falling in Q2 FY27 compared with 15 days in the corresponding quarter last year, also contributed to improved sales momentum.

The Company's continued focus on contemporary designs, product innovation, lightweight jewellery, customer-centric offerings and a diversified product portfolio continued to drive customer engagement and support purchasing momentum. New collections featuring lower-karatage and lightweight jewellery, developed to align with evolving consumer preferences and budget considerations, further strengthened the Company's product proposition.

As part of its innovation-led approach, Senco Gold & Diamonds introduced Ti22 by Aham, an innovative titanium jewellery collection under its men's jewellery brand Aham. The collection brings together titanium, gold and natural diamonds to create a differentiated proposition in contemporary men's fine jewellery, combining strength, durability and lightweight properties with the elegance of precious materials. This launch reinforces the Company's commitment to pioneering product innovation and expanding its presence in the evolving men's jewellery segment.

The Company also strengthened its offerings across everyday wear and bridal jewellery, catering to a wider spectrum of customer preferences, lifestyle requirements and jewellery-buying occasions.

Management Commentary:

Commenting on the performance, **Mr. Suvankar Sen, (Managing Director & CEO, Senco Gold Limited)**, said: "We are pleased to report a strong performance in Q2 FY27, with 52% growth at the ground level, 29% growth in retail revenue and 19% same-store sales growth (SSSG). Our H1 performance, with sales exceeding ₹5,000 crore and trailing twelve-month (TTM) sales surpassing ₹10,000 crore, reflects the continued strength of our brand, the trust reposed in us by our customers, the resilience of India's jewellery consumption market and the growing contribution of diamond jewellery.

Retail expansion continues to be a key pillar of our growth strategy. With 14 new showrooms added during the first half of the financial year, taking our network to 215 showrooms, we have further strengthened our presence across existing and emerging markets. We are targeting the launch of another 10–12 showrooms in the second half of the financial year.

As we enter the festive and wedding season, we remain optimistic about the demand environment. Our focus will continue to be on offering differentiated designs, strengthening customer relationships, expanding our retail footprint and delivering sustainable and profitable growth.

The performance of our subsidiaries has also remained satisfactory. At the standalone level, EBITDA margins in Q2 remained muted, primarily due to gold price volatility, elevated old gold exchange volumes, intense market competition and the prevailing hedging ratio. At the consolidated level, EBIT registered a robust growth of 81% year-on-year to ₹190 crore though H1 FY 27 EBITDA stood at 7.6%. Consolidated PAT for Q2 FY27 stood at ₹86.7 crore, translating into a margin of 4.2%, while H1 FY27 PAT stood at ₹187.8 crore, with a margin of 3.7%.

Commenting on the same, Mr. Sanjay Banka (CFO, Senco Gold Limited) said, "To support our future growth plans and diversify our funding sources, we have been among the early players in the jewellery industry to successfully raise short-term funds through the Commercial Paper route, reflecting the confidence and trust placed in the Company. Our strategy remains focused on deepening our presence in existing markets, acquiring new customers and enhancing customer convenience through a wider variety of designs, particularly in the current environment of significant gold price volatility.

On the balance sheet front, inventory increased to ₹5,487.8 crore, primarily driven by the addition of new showrooms and strategic stocking in preparation for the Dhanteras and Diwali festive season. Borrowings increased from ₹2,346.0 crore to ₹2,612.7 crore to support higher inventory levels and working capital requirements ahead of the peak jewellery buying season.

Looking ahead, we remain committed to achieving value growth of over 25% in H2 FY27 and an EBITDA margin of 7.5%, while working towards a sustainable PAT margin in the range of 4.0%–4.5%, with a continued focus on improving Return on Capital Employed (RoCE). Our key priorities will remain margin stabilisation, improving inventory days, optimising finance costs through an appropriate mix of Gold Metal Loans (GML) and strengthening the performance of our subsidiaries. These initiatives will support our endeavour to deliver sustainable, profitable growth while maintaining a disciplined approach to capital allocation. Senco Gold Limited have been nominated as one of the top trusted jewellery brands by TRA and 2nd most desired brand by TRA (2026) due to constant effort in building trust & prominent brand".

Outlook:

Looking ahead, Senco Gold expects demand momentum to remain encouraging in H2 FY27, supported by the upcoming festive and wedding seasons, improving rural sentiment and the underlying affinity for gold in India. The Dhanteras festive season had a sale of Rs 1800cr and growth of above 30%.

The Company expects the festive occasions of Dhanteras, Diwali, Durga Puja, Karwa Chauth, Chhath Puja and Christmas, along with the upcoming wedding calendar, to support jewellery consumption. We expected minimum min 25% growth for the whole year based on the existing trend of sales.

While elevated gold prices continue to present affordability and working-capital challenges, the Company believes that its established brand presence, sourcing capabilities, customer exchange programmes, product innovation and disciplined inventory management position it well to capitalise on the long-term opportunity in India's organised jewellery market.

Senco Gold remains committed to expanding its national footprint, enhancing customer experience and creating sustainable long-term value for all stakeholders.

About Senco Gold Limited:

Senco Gold & Diamonds (Senco) is a leading pan-India jewellery retailer with a rich legacy of over 87+ years, and the largest in Eastern India by number of showrooms. Senco has been featured in the Global Top 100 Luxury Brands list by Deloitte in its February 2024 report. Senco is also certified as a Great Place to Work. Senco Gold Limited has been nominated as 3rd most trusted brand and 2nd most desired brand by TRA in 2026.

Senco Gold & Diamonds launched **'The Shape of You'**, a pioneering, technology-led jewellery styling initiative that uses AI-powered face-shape analysis to help customers discover jewellery designs that complement their individual facial features and contours.

The initiative combines design expertise with technology to offer a personalised jewellery discovery experience. Available through select Senco showrooms and the Senco mobile application, the feature analysis's facial structure and recommends suitable jewellery styles, particularly earrings and necklaces, based on individual face shapes.

Senco offers an extensive range of jewellery, including gold, diamond, silver, and platinum, along with precious and semi-precious stones. Its vast catalogue features over 156,000 designs in gold jewellery and more than 86,000 designs in diamond jewellery, showcasing a diverse portfolio of handcrafted pieces. Most designs are developed in-house by Senco's designers, in close collaboration with skilled local karigars in Kolkata and across India.

The company's brand portfolio includes *Everlite*, focused on lightweight jewellery; *Gossip*, its silver and costume jewellery line; and *Aham*, catering to men. It also offers premium wedding collections such as *Vivaha* and *Rajwada*, designed to celebrate timeless elegance and grandeur.

For Details, please contact:

Abhisek Banerjee | 98316 53254/ 98305 08129 | corpcomm@sencogold.co.in

Corporate Communications – Senco Gold Limited