



Ref: SEC/SE/05/2025-26

Date: 24th April 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(s)/ Madam(s),

Sub: - Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”) – Strategic & Marketing tie- up with August Jewellery Private Limited

Pursuant to Regulation 30 of the SEBI Listing Regulations, we would like to inform that the Company has entered into a Strategic & Marketing tie-up with August Jewellery Private Limited (“AJPL”) having omnichannel brand “Melorra”.

The details required to be disclosed as per Regulation 30(6) and Schedule III of the SEBI Listing Regulations read SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 and SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 is enclosed as Annexure-1 to this intimation.

This intimation shall also be uploaded on the website of the Company at www.sencogoldanddiamonds.com.

This is for your information and records.

Yours sincerely,

For SENC0 GOLD LIMITED

Mukund Chandak

Company Secretary & Compliance Officer
Membership No. A20051



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



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Brand 2024
by TRA report.





Annexure 1

Arrangements for strategic, technical, manufacturing, or marketing tie-up: Agreement/ joint venture (JV) with companies

Sr. No.	Particulars	Disclosure
i.	Name of the entity(ies) with whom agreement/ JV is signed	August Jewellery Private Limited (“AJPL”) having its business operation under the brand name “Melorra”.
ii.	Area of agreement/JV	Senco Gold Limited (“Senco”) has entered into a Master Franchise Agreement with AJPL, whereby all existing Company owned & Company operated (COCO) stores will be operated by Senco as Franchisee of AJPL, while the Franchisee owned & Franchisee operated (FOFO) and Franchisee owned Company operated (FOCO) stores of AJPL will become Senco’s sub franchisee. All the terms of conditions of existing Franchise agreement will remain same and Senco as Master Franchisee will be responsible for all commercial implication of such existing franchise agreements.
iii.	Domestic/international	Domestic
iv.	Share exchange ratio / JV ratio	Not Applicable
v.	Scope of business operation of agreement / JV	<ol style="list-style-type: none"> 1. Senco becomes Master Franchisee of Melorra. 2. All existing COCO stores will be operated by Senco as Franchisee of Melorra. 3. All Existing Franchisee stores (FOCO and FOFO) will become sub franchisee of Senco. 4. Right to open new Franchisee will vest with Senco as Master Franchisee.
vi.	Details of consideration paid / received in agreement / JV	Not Applicable
vii.	Significant terms and conditions of agreement / JV in brief	Vide the agreement, Senco becomes exclusive Master Franchisee of Melorra to run and operate the stores of Melorra. The stores shall exclusively sell the products of Melorra. The tenure of the agreement is till 30 th September 2025.
viii.	Whether the acquisition would fall within related party transactions and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”	There is no acquisition involved. Further the transaction is not a related party transaction.
ix.	Size of the entity(ies)	Not applicable, as no new entity is being formed.
x.	Rationale and benefit expected	<ol style="list-style-type: none"> 1. Access to Youth and GenZ with high brand recall. 2. Incremental sales of high margin Diamond Jewellery 3. Access to over 20 stores of AJPL

Senco Gold Limited

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