

KABRA JEWELS LIMITED
(Formerly Known as KABRA JEWELS PRIVATE LIMITED)

CIN: L52393GJ2010PLC061692

REGISTERED OFFICE: Shop No. 6, Ground Floor, Iscon Center, Besides Tanishq, Shivranjani
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Date: 05th June 2025

To,
The Manager,
The Listing Compliance Department
National Stock Exchange of India Limited,
Exchange Plaza, Plot no. C/l, G Block,
Bandra-Kurla Complex Bandra (E)
Mumbai - 400051.

Symbol: KKJEWELS

Dear Sir/Madam,

Sub: Investors Presentation

In compliance with the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith Investors Presentation.

The information will be available on the Company's website.

You are requested to take on record the above information.

Thanking you,

For, Kabra Jewels Limited
(Formerly known as KABRA JEWELS PRIVATE LIMITED)

KAILASH SATYANARAYAN KABRA
MANAGING DIRECTOR
DIN: 03135234



Kabra Jewels Limited

Investor Presentation

H2 FY25 & FY25



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About Us

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About Us

Who We Are

KK Jewels is a retail jewellery company offering a wide range of gold, diamond, and silver ornaments. We also provide gold and silver coins, utensils, and handcrafted artifacts. Our brand is built on craftsmanship, innovation, and an in-depth understanding of customer preferences.

Our Presence

We operate 7 specialized showrooms, 3 corporate offices and 1 exhibition centre in Ahmedabad:

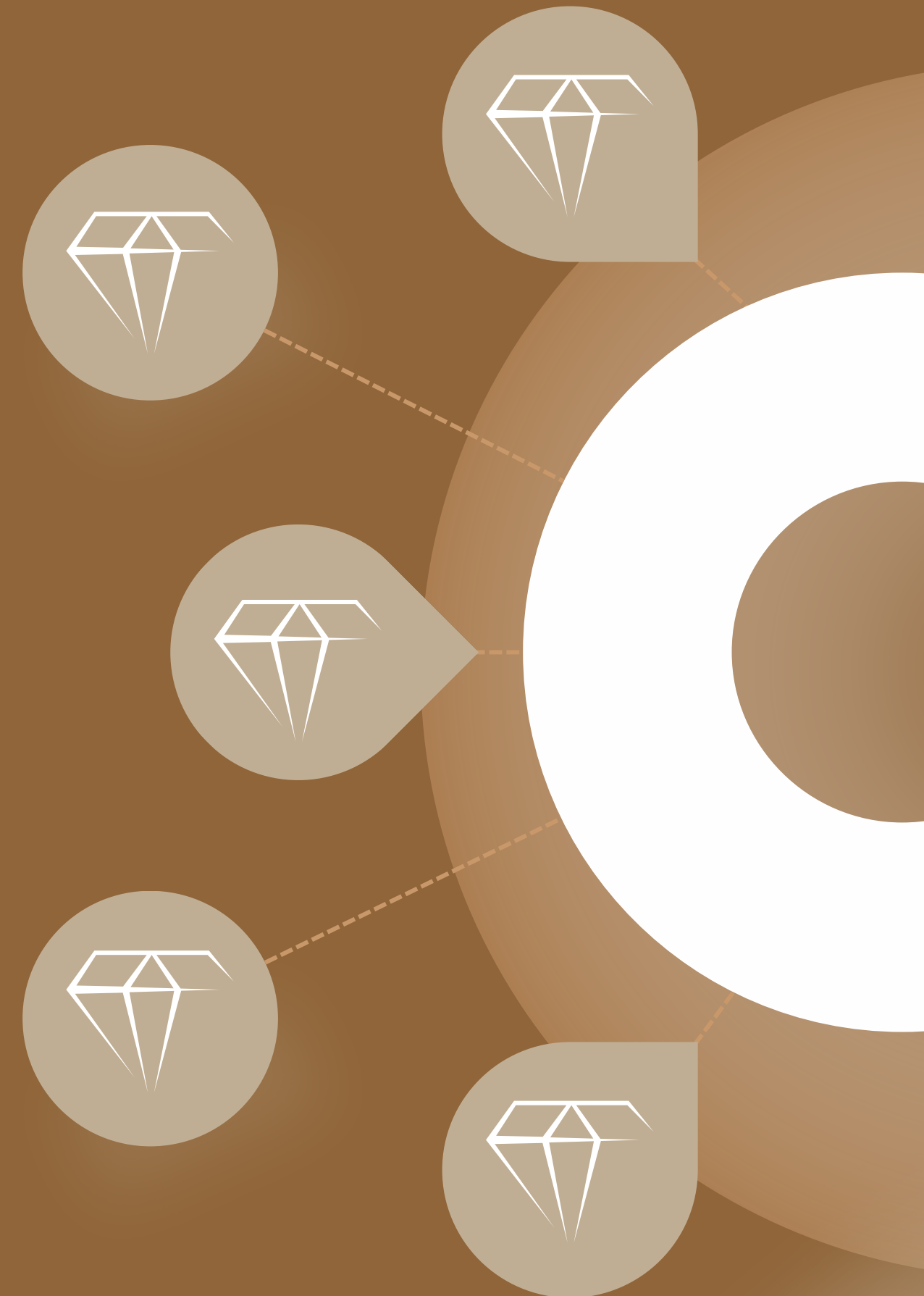
- KK Jewels Bridal
- KK Jewels Diamond
- KK Jewels Silver
- KK Jewels Gold
- KK Jewels – Atarashi
- KK Jewels – Silver Studio
- KK Jewels - Gold Silver

Our Product Portfolio

We offer a diverse portfolio including rings, earrings, pendants, bracelets, chains, necklaces, bangles, and complete wedding jewellery sets. Our offerings cater to a broad spectrum of customers, celebrating every occasion and milestone.

Our Brand & Expertise

Our creations are marketed under the brand name “KK Jewels”, with a strong focus on exclusive and bespoke jewellery design. Led by our Promoters and their experienced team, we specialize in creating unique pieces that blend tradition with modern aesthetics.

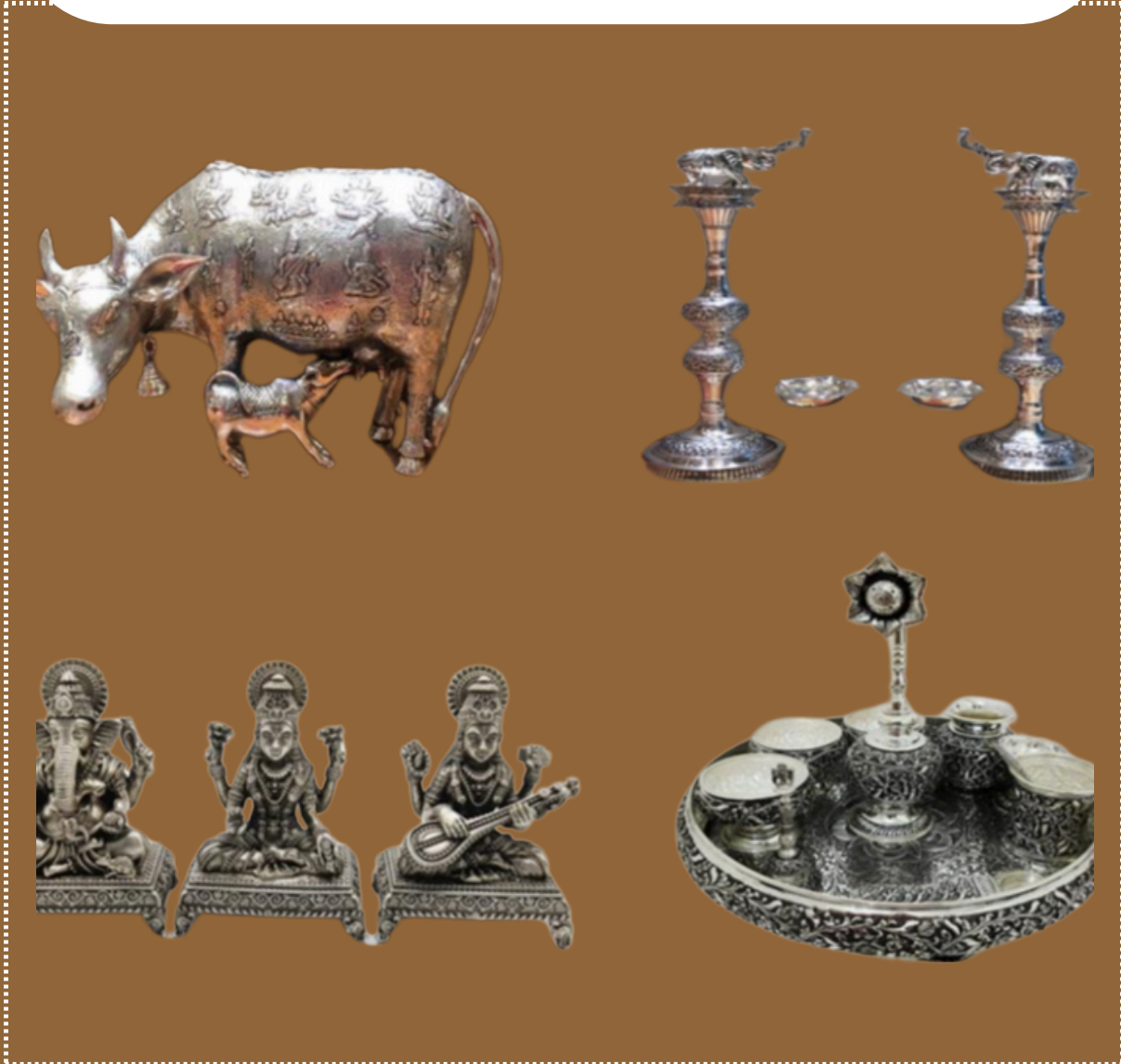


Our Offerings

Gold



Silver



Diamond



Business Model

Dual Manufacturing Model

Model 1: Direct Procurement (General Designs)

- Process: Procurement of ready-to-sell jewellery directly from trusted vendors based on market-trending and evergreen designs.
- Purpose: To ensure quick inventory turnaround and availability of fast-moving designs across showrooms.
- Application: Used primarily for high-demand, standard products and festive stock.

Model 2: Customized Manufacturing (Specialized Designs / Orders)

- **Process:**
 - Jewellery is handcrafted by local artisans (karigars) based on in-house designs or customer-specific customizations.
 - Artisans are selected based on their specialization and skill match for the design requirements.
- **Purpose:**
 - To offer exclusive, designer, and bridal jewellery, maintaining high craftsmanship quality and design uniqueness.

Design & Product Development

- **In-House Design Team:**
 - A dedicated team of designers develops unique, culturally relevant jewellery designs tailored to customer preferences and regional tastes.
- **Customization Capabilities:**
 - We offer bespoke jewellery solutions, catering to individual customer requirements through personalized design services.

Business Model

Artisan Collaboration & Outsourcing

- **Artisan Network:**
 - We collaborate with a trusted network of local artisans, enabling us to maintain design integrity while supporting regional craftsmanship.
- **Outsourcing Model:**
 - Manufacturing is outsourced to these artisans under strict quality guidelines and supervision, ensuring consistency and scalability.

Product Offering & Customer Experience

- **Wide Range:**
 - Includes gold, silver, and diamond jewellery, coins, utensils, and artifacts.
- **Showroom Experience:**
 - Each showroom curates a regionally tailored product mix, enhancing the customer experience and maximizing relevance in local markets.
- **Customization & After-Sales:**
 - Customization services, care guidance, and customer engagement enhance long-term relationships.

Strategic Foundation

Experience & Leadership

Over 15 years of operational experience, guided by Promoters with deep domain knowledge in the jewellery industry.

Value Chain Control

We manage the entire value chain from design to retail, ensuring quality, brand consistency, and cost control.



Demand Side – Direct-to- Consumer Retail

Retail Showroom Network

Seven exclusive showrooms under the “KK Jewels” brand in Ahmedabad.

Consumer Focus

Direct customer engagement allows real-time understanding of preferences and trends in Gujarat’s urban markets.

Specialized Store Formats

Each showroom (e.g., Bridal, Diamond, Silver) is tailored to a target customer segment.

Management's Desk



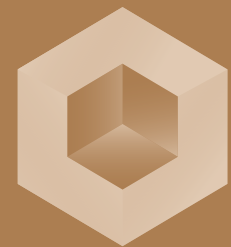
Kailash Kabra - Managing Director

FY25 marked a significant leap forward for the company, with broad-based growth in revenue, profits, and EPS. The strategic deployment of IPO funds, operational expansion including new showrooms, and a diversified product portfolio have created a strong foundation for sustained growth. With continued focus on customer experience, efficient inventory management, and brand enhancement, the company is well-poised for further expansion and improved shareholder value in the coming years.

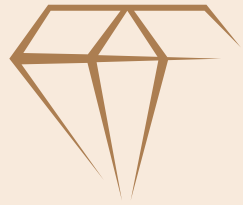
Despite a notable increase in gold prices, the net profit margins saw a marginal decline as the increase in gold purchase costs is often not entirely proportionate to the increase in selling prices. Additionally, while overall revenue rises with gold prices, the labour charges also rise. As a result, the percentage of profit in relation to sales volume naturally adjusts, impacting margins. However, the overall scale and turnover of the business continue to grow robustly. All retail locations are currently operated on a lease model. This approach allows the company to remain asset-light, flexible, and strategically positioned to expand in high-potential markets without the capital burden of real estate ownership.

Looking ahead, the company is well-positioned for continued growth. The opening of a new showroom in May 2025 is a key milestone in expanding its market presence. The efficient deployment of IPO funds, increased inventory velocity, and operational enhancements are all set to drive higher turnover and improved profitability. Backed by a strong track record over the past five years and a proactive growth strategy, the company remains confident in its trajectory and its ability to deliver sustained value to its stakeholders.

Growth Drivers

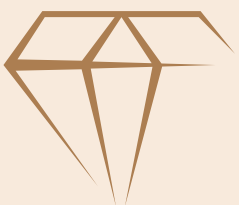


The “Pagla Ceremony”



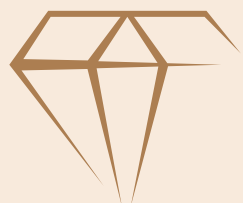
Our Emotional & Cultural Edge

This intimate and meaningful experience has made KK Jewels a household name in Ahmedabad. The “Pagla Ceremony” is not just a service—it's our signature tradition that strengthens customer relationships, adds emotional value, and gives us a strong competitive advantage in the bridal jewellery market.



A Unique Tradition

At KK Jewels Bridal Jewellery Store, we offer more than just jewellery — we create cherished memories. As a special gesture for our bridal clients, we host an auspicious “Pagla Ceremony”, deeply rooted in Indian traditions and sentiments.

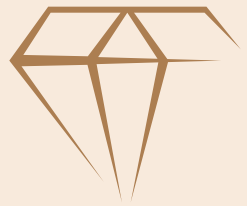


Heartfelt Experience

We host a one-hour in-store celebration with the bride, groom, and their families, offering warm hospitality with snacks and refreshments. The bride’s footprint is taken on a wooden pagla plate, later gifted as a symbol of good luck and prosperity.

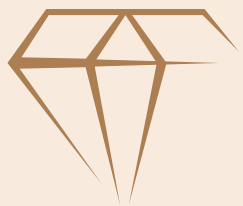


Excellence in Every piece



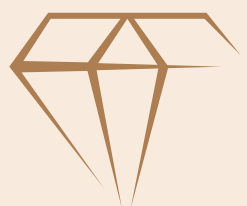
Trusted & Established Brand

With over a decade of proven performance, KK Jewels has emerged as a trusted name in Ahmedabad's jewellery market. Our consistent growth, reputation for integrity, and strong customer relationships have helped us build a recognizable and respected brand. Our strength lies in exclusive designs crafted to suit the evolving tastes and preferences of our customers.



Commitment to Quality & Transparency

We uphold the highest standards by hallmarking all gold jewellery in line with BIS norms, ensuring quality and purity. Every piece sold at our showrooms undergoes transparent purity checks, and customers are provided with detailed price tags—clearly showing metal weight, stone weight, stone price, and making charges—to promote complete pricing transparency.



Rigorous Quality Control

Although our jewellery is produced by third-party karigars (job workers), we follow a strict two-stage quality control process. Each product is inspected for physical integrity, polish, and finish. Purity is verified through gold testing machines, and all items are hallmarkd by certified third-party agencies, ensuring consistent product excellence.



Hallmarking and Certification

We strictly follow the hallmarking process for all our gold jewellery by sending each piece to government-approved hallmarking centers.

These centers test and certify the jewellery in line with BIS (Bureau of Indian Standards) norms. Additionally, our diamond jewellery and loose diamonds are certified by recognized third-party agencies.

Our unwavering focus on stringent quality control has been a key factor in our success across Gujarat. This commitment has helped establish KK Jewels as a trusted and transparent brand, earning deep customer loyalty and industry respect.



Strong Relationships

Relationships with Artisans

We maintain long-standing, trust-based relationships with our artisans (karigars) and manufacturers. These partnerships enable timely delivery and superior craftsmanship, ensuring consistent product quality and smooth order execution.

Seamless Operations

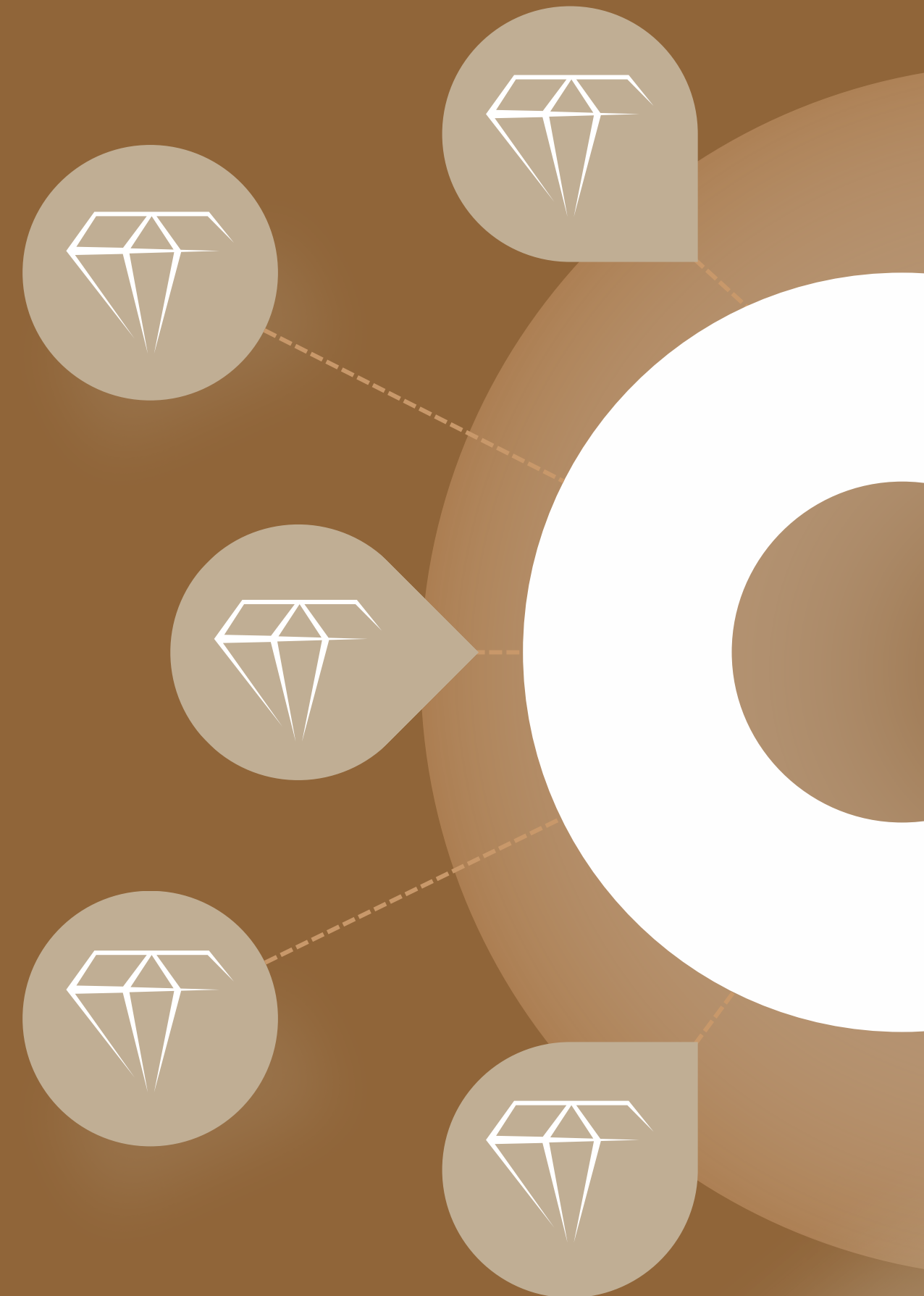
There is no conflict of interest between our artisans, third-party vendors, and key stakeholders of the company, including the Promoters and Directors. This clear alignment is crucial for efficient operations and long-term growth.

Customer-Centric Approach

Our customers are central to our business. We emphasize building strong, lasting relationships through continuous engagement, understanding their preferences, and incorporating feedback into our designs and offerings.

Commitment to Satisfaction

We are dedicated to providing timely delivery of high-quality jewellery and an exceptional shopping experience. By focusing on customer satisfaction and personalized service, we aim to deepen trust and drive repeat business.



Inventory Management

1. Strategic Inventory Management

Effective inventory management is crucial to our business success. We maintain the right mix and quantity of products at our showrooms to maximize sales and profitability. Our inventory is regularly reviewed and refreshed to ensure customers always find new and attractive designs, avoiding any sense of repetition.

2. Market-Driven Replenishment

We closely monitor market trends and customer preferences through active research. This allows us to introduce innovative and unique designs ahead of our competitors, keeping our inventory fresh and aligned with customer demand—boosting engagement and conversion.



Enhancing Product Range

Diversify Design Range

We aim to expand our jewellery collection by introducing a wider variety of designs tailored to different weight segments, as well as regional and cultural preferences, to better connect with a broader customer base.

Collaboration with Artisans

Our in-house design team will continue to collaborate closely with artisans to increase output while maintaining the quality, uniqueness, and variety of our jewellery offerings.

Design Innovation & R&D

We plan to strengthen our product portfolio through in-depth research and development focused on design uniqueness and aesthetic appeal, enabling us to meet rising customer demand and maintain a competitive edge.

Marketing & Distribution

1.

Marketing & Brand Building

We actively participate in national and local jewellery exhibitions to showcase new designs and generate brand visibility. We will continue investing in marketing efforts across traditional and digital platforms to enhance our brand image and attract more enquiries and orders.

2.

Digital Outreach

We plan to target millennial customers through social media platforms like Instagram by sharing visually appealing content. This cost-effective strategy will help boost our digital presence, increase brand awareness, and drive online customer engagement and sales.

3.

Retail Distribution Strategy

Our flagship stores in Ahmedabad serve as our key retail hubs, offering a full product range with a luxurious shopping atmosphere. We focus on providing a high-quality in-store experience through trained staff, elegant displays, and personalized customer service.



Financial Performance

In Lakhs

Particulars	H2FY25	H1FY25	HoH Growth %	FY25	FY24	YoY Growth %
Total Revenue (₹ in Lakhs)	13,302.18	7,786.07	70.85	21,088.25	16,379.00	28.75
EBITDA (₹ in Lakhs)	1,675.16	984.58	70.14	2,659.73	2,146.38	23.92
EBITDA Margin (%)	12.59%	12.65%	(0.41)	12.61%	13.10%	(3.76)
Profit Before Tax (₹ Lakh)	1,084.54	412.63	162.84	1,497.16	1,221.85	22.53
PAT (₹ in Lakhs)	852.58	288.81	195.20	1,141.38	899.54	26.89
PAT Margin (%)	6.41%	3.71%	72.79	5.41%	5.49%	(1.45)
Diluted EPS (₹)	10.72	3.92	173.47	14.36	12.22	17.46

In Lakhs

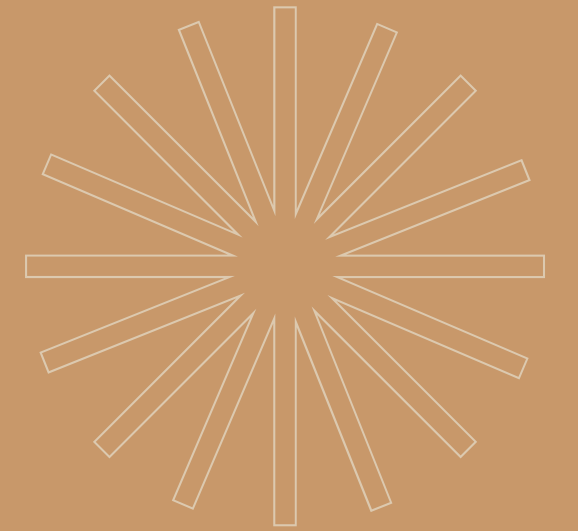
Segmental Revenue Contribution	FY25	FY24	YoY Growth %
Gold	14,162.06	10,606.66	33.52
Silver	2,588.89	2,401.74	7.79
Diamonds	3,970.02	3,190.02	24.45
Other Item (Incl. Platinum, Branded Pcs and Stones)	367.28	180.58	103.38

Balance Sheet

In Lakhs

EQUITY AND LIABILITIES			ASSETS		
Particulars	FY25	FY24	Particulars	FY25	FY24
	Audited	Audited		Audited	Audited
Shareholders' funds			Non-current assets		
(a) Share capital	1048.50	46.00	(a) Property, Plant & Equipment & Intangibles	1344.95	1205.73
(b) Reserves and Surplus	6975.49	3060.51	(b) Deferred Tax Assets	0.55	-
			(c) Other Non Current Assets	73.43	77.95
Non-current liabilities					
(a) Long term Borrowings	3137.18	4984.36			
(b) Deferred Tax Liability (net)	-	29.81			
(c) Long term Provisions	44.38	22.89			
			Current Assets		
Current liabilities			(a) Inventories	15024.46	11522.74
(a) Short Term Borrowings	6397.21	4012.48	(b) Trade receivables	218.25	628.77
(b) Trade payables	765.62	1032.93	(c) Cash and cash equivalents	1341.81	200.97
(c) Other current liabilities	145.65	549.92	(d) Short term loans and advances	923.31	419.05
(d) Short-term provisions	414.40	317.27	(e) Other current assets	1.68	0.97
TOTAL	18928.44	14056.17	TOTAL	18928.44	14056.17

THANK YOU!



Kabra Jewels Limited

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<https://kkjewels.org/>



Twenty Eighth Consulting

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