Ref: SEC/SE/68/2026-27 **Date: 16th 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: Dhanteras Business Update: FY 2026-27

Please find enclosed an update on the business done by the Company during the Dhanteras festive period of FY 2026-27.

The above information is also being made available on the website of the Company.

You are requested to take the above on record.

Yours sincerely,

For SENCO GOLD LIMITED

Mukund Chandak
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Date: 2026.11.16 17:31:39 +05'30'

Mukund Chandak
Company Secretary & Compliance Officer
Membership No. A20051

Encl: As above

DHANTERAS BUSINESS UPDATE- October 1, 2026 to November 11, 2026 (41 days)

Senco Gold Limited ("Senco" or "the Company") has delivered a record performance during the **41-day festive period from October 1, 2026 to November 11, 2026**, achieving its highest-ever Retail Net Sales Value (NSV) of over **₹2,426** crore during the Dhanteras and Diwali festive season. Despite significant volatility and elevated gold prices, the Company registered an impressive **26% growth over the corresponding period last year.**

The strong performance was driven by higher customer footfalls, increased transaction volumes, robust new customer acquisition and healthy growth across both Company-owned and franchise-operated showrooms.

The Company also achieved its highest-ever topline of over ₹5,000 crore in H1 FY27 and crossed the significant milestone of ₹10,000 crore in sales on a trailing twelve-month (TTM) basis, reflecting its sustained growth momentum and increasing scale of operations.

1. Performance Snapshot (Standalone Basis)

Particulars	Dhanteras Festive Period YoY – 01.10.26 to 11.11.26
Total Revenue Growth	26%
Retail Revenue Growth	25%
Same Store Sales Growth (SSSG)	17%
Diamond Jewellery Revenue Growth (Value)	26%
Diamond Jewellery Growth (Volume)	18%
Stud Ratio	9.6%
New Showrooms Launched	10 (Owned: 3; Franchise: 7)
Gold Price Rise (YoY)	17%

2. Business Performance and Management Commentary

Commenting on the Company's marketing initiatives and customer engagement during the 41-day Dhanteras festive period**, Mr. Suvankar Sen, (Managing Director & CEO, Senco Gold Limited), said:** "The Company adopted a focused and comprehensive marketing strategy during the 41-day festive period, aimed at attracting new customers, deepening existing customer relationships and driving higher store footfalls and conversions. The Dhanteras Shagun campaign, supported by the launch of several new jewellery collections, was designed to capture the festive buying sentiment, with a particular emphasis on affordable yet aspirational jewellery in the **₹50,000 – ₹2,00,000** price range, catering to the diverse preferences of festive shoppers.

Our marketing initiatives were strategically aligned with two key customer segments:

- **Wedding-led customers:** Strengthening our positioning as a preferred jewellery destination for wedding shoppers ahead of the upcoming wedding season through attractive collections, contemporary designs and a diverse range of offerings.
- **Young and aspirational customers:** Expanding our reach among younger consumers through a wider assortment of lightweight and everyday-wear jewellery across gold, diamond and platinum categories, in line with their evolving tastes and preferences.

These targeted initiatives, combined with our differentiated product offerings and customer-centric approach, translated into encouraging results, with the Company registering substantial double-digit growth in new customer acquisitions compared with the corresponding Dhanteras period last year. This reflects the continued strength of our customer engagement initiatives and our ability to connect with diverse consumer segments while creating sustained momentum for the business."

The ***Everlite*** **collection**, promoted by brand ambassador Wamiqa Gabbi, was launched during the festive season. The Durga Puja and Diwali campaigns also witnessed encouraging responses, helping attract repeat customers and strengthen relationships with existing and loyal customers.

Under its ***Aham*** **collection**, the Company also launched the **Ti22 Collection**, marking a pioneering initiative in titanium jewellery crafted with gold and diamonds by an Indian pan-India jewellery retailer.

Collectively, these initiatives strengthened brand engagement, expanded the customer base and enabled the Company to effectively convert latent demand, demonstrating the relative resilience of jewellery demand despite elevated gold prices.

Network Expansion and New Showroom Launches

The Company continued to strengthen its pan-India retail presence by opening 10 additional showrooms during the 41-day festive period, comprising of 3 COCO, 3 FOCO and 4 FOFO showrooms. In addition to these, the Company expects to open another 3–4 showrooms, taking the total number of new showroom additions during the year to approximately 27–28.

Diamond Jewellery Performance and Customer Acquisition

Diamond jewellery continued to be an important growth driver, with sales registering 26% growth during the Dhanteras festive period. Its contribution to the overall sales mix increased to 9.6%, compared with 9.4% in the corresponding period last year.

New customers accounted for 37.3% of total customers during the festive period, compared with 35% in the previous year, reflecting the success of the Company's focused customer acquisition initiatives and growing brand appeal.

Coin and bullion sales continued to remain in single digits and below 7% of overall sales, reflecting the sustained strength of the Company's jewellery-led business.

The performance reflects strong consumer demand, successful customer acquisition initiatives, healthy diamond growth and increasing contribution from the franchise network.

Sanjay Banka
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Date: 2026.11.16 17:22:44 +05'30'

Sanjay Banka
Group CFO and Head – Investor Relations
Senco Gold Limited

Date: November 16, 2026
Place: Kolkata