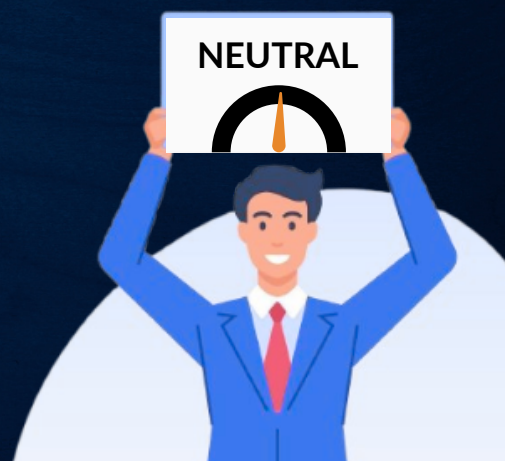


priority
JEWELS

IPO NOTE

PRIORITY JEWELS LIMITED



Rating:

NEUTRAL



ISSUE OFFER

Issue Opens on	AUG 28, 2026
Issue Close on	SEP 01, 2026
Total IPO size (cr)	₹92 CR
Fresh issue (cr)	₹92 CR
Offer For Sale (cr)	-
Price Band (INR)	₹190-200
Market Lot	75 SHARES
Face Value (INR)	₹10
Listing At	BSE, NSE
Market Cap (Pre IPO)	₹360.00 CR.

MINIMUM INVESTMENT DETAILS

Number of Shares	45,75,000
Minimum Investment Amount	₹15,000
Small-HNI (Min)/ 1,050 Shares	₹2,10,000
Big-HNI (Min)/ 5,025 Shares	₹10,05,000

INDICATIVE TIMETABLE

Basis of Allotment	02-09-2026
Refunds/Unblocking ASBA Fund	03-09-2026
Credit of Share to Demat A/c	03-09-2026
Listing Date	04-09-2026

ISSUE BREAK-UP (%)

QIB Portion	50%
NII Portion	15%
Retail Portion	35%

Priority Jewels designs, manufactures, and sells diamond-studded gold and platinum fine jewellery. It offers a variety of daily wear jewellery products, like rings, earrings, pendants, neckware, bracelets, and occasion couture jewellery.

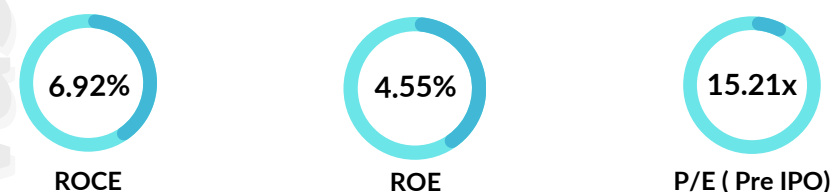
OBJECTS OF THE ISSUE

- Repayment / pre-payment, in full or in part, of certain borrowings availed by Company
- General Corporate Purposes

FINANCIALS (RESTATED CONSOLIDATED)

PARTICULARS (IN CRORE)	FY 2026	FY 2025	FY 2024
Equity Share Capital	13.42	12.60	3.15
Net Worth	138.61	104.89	94.78
Revenue from operations	538.94	435.49	410.50
EBITDA Margin%	6.24	5.58	4.71
Net Profit/Loss of the year	17.65	10.51	7.15

FINANCIAL RATIOS OF FY26



OUTLOOK & VALUATION

- Revenue grew ~24% YoY in FY26 with meaningful margin expansion, and leverage roughly halved.
- However, Utilisation declined further to 58% annualised in Q1 FY27, despite higher revenue.
- This suggests growth is being driven by a higher-value product mix rather than volume growth, which needs monitoring.
- Improving profitability and deleveraging balance sheet are positives, but valuation is fair rather than cheap.
- Margins remain thin for a jewellery manufacturer, and proceeds aren't funding growth capex.
- With a Neutral view, we see limited scope for a compelling long-term value story unless RoNW improves toward peer levels and customer concentration declines post-listing.



COMPANY PROFILE

- Priority Jewels is engaged in the design, manufacture, and sale of light-weight, affordable diamond-studded gold and platinum fine jewellery.
- The company primarily operates on a business-to-business (B2B) model, supplying its products directly to independent jewellers and major retail chains across India and in select international markets, including the USA, UAE, and Hong Kong.
- The company's revenue is generated from the direct sale of its finished jewellery products.
- Its product portfolio is centered on daily wear pieces such as rings, earrings, pendants, and bracelets, and also includes an occasion-based couture line.
- With two manufacturing facilities in Mumbai, the business leverages modern design and production technologies like CAD/CAM and 3D printing to create a diverse range of customized and ready-to-sell products for its customers.



COMPETITIVE STRATEGIES

- Expansion of manufacturing facilities
- Enhance product portfolio to broaden customer base and improve margins
- Focus on growth through strategic partnerships and joint ventures
- Capitalise on India's economic growth and evolving consumer demand
- Optimise debt structure to improve financial health



KEY CONCERNS

- Significant revenue concentration, with over 53% of revenue from the top ten customers.
- High dependence on the availability and cost of raw materials like gold and diamonds without long-term supply agreements.
- Business is concentrated in the single segment of designing, manufacturing, and selling jewellery.
- A significant portion of revenue is dependent on customers located in the state of Maharashtra.
- Failure to register jewellery designs exposes the company to risks of duplication and copyright infringement litigation



KEY STRENGTHS

- Diversified product portfolio supported by design capabilities and a customer-centric approach.
- Integrated manufacturing facilities and established operational systems.
- Experienced promoters and an established leadership team.
- Longstanding relationships with a diverse base of customers.
- Strong presence across both domestic and international markets.

COMPARISON WITH LISTED INDUSTRY PEERS

Name of the Company	EPS (₹ Basic)	P/E	NAV	Revenue (cr.)	RoNW%
Priority Jewels Limited	14.03	15.21	103.30	538.49	12.73
Peer Group					
Khazanchi Jewellers Ltd	36.10	22.24	129.13	2,049.21	27.98
RBZ Jewellers Ltd.	13.70	10.08	74.96	636.48	18.28
Ashapuri Gold Ornament Ltd.	0.56	7.02	5.00	317.20	11.13



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