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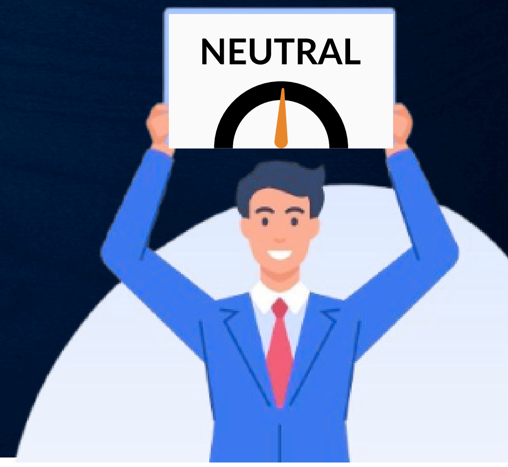


priority JEWELS

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

ROCE	ROE	P/E (Pre IPO)
6.92%	4.55%	15.21x

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

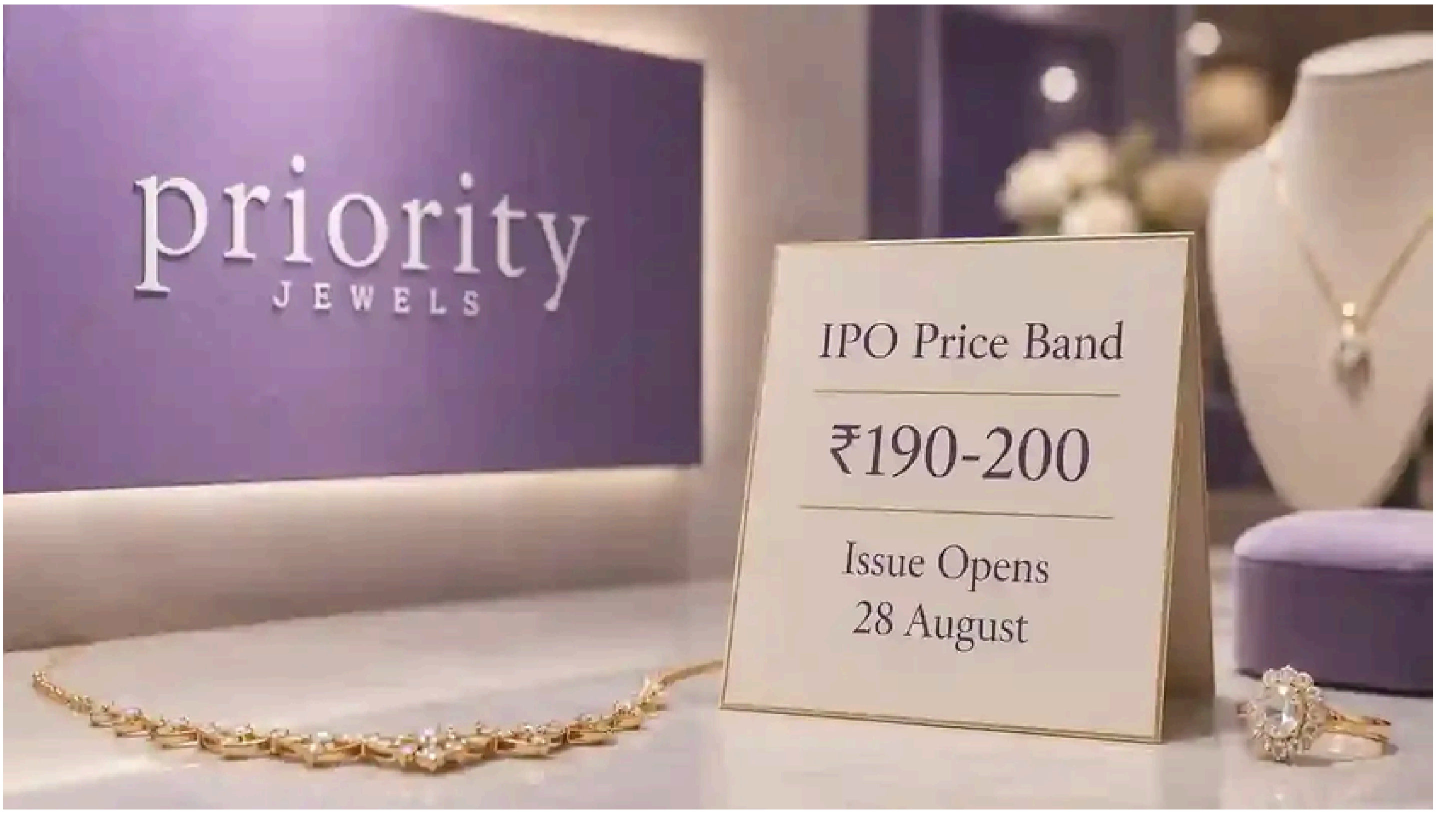
- Significant revenue concentration, with over 53% of revenue from the top ten customers.
- High dependence on the availability and cost of raw materials like gold and diamonds without long-term supply agreements.
- Business is concentrated in the single segment of designing, manufacturing, and selling 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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