

Retail Research	IPO Note
Sector: Gems and Jewellery	Price Band (Rs): 168 – 177
31st August 2026	Recommendation: SUBSCRIBE for Long Term

Deepa Jewellers Ltd.

Company Overview:

Incorporated in 2016, **Deepa Jewellers Ltd. (DJL)** is a Hyderabad-based B2B jewellery company specializing in the design and wholesale supply of traditional and machine-crafted gold jewellery to regional retailers and prominent jewellery chains. The company manages the core value chain including, trend forecasting, in-house product design (15 designers), raw material procurement, quality assurance (16 QC personnel), and distribution. It operates an asset-light model, leveraging a network of 41 karigars who manufacture jewellery based on DJL's designs and specifications using raw materials supplied by the company. Its product portfolio is anchored by bridal and traditional regional ornaments, with vaddanam (waist belts) and CNC machine-cut bangles contributing 41.9% and 30.9% of FY26 revenue, respectively. The company caters to 373 B2B clients, with a dominant geographic presence in South India, which accounted for 94.4% of FY26 revenue. As of 31st Jul'26, the company offers a product portfolio of 16 products and 110 SKUs across product categories.

Key Highlights:

1. Dominant regional foothold in high-growth South Indian market: DJL derives a dominant share of its business from Southern India, which accounted for 94.4% of total revenue from operations in FY26. The company's presence is spearheaded by Telangana (41.6%), Tamil Nadu (23.5%), and Andhra Pradesh (19.3%) positioning it strategically within a region that commands ~40% of India's total gems and jewellery consumption.

2. Focus on high-demand specialized bridal and machine-cut categories: The company's portfolio is anchored by specialized, high-volume product segments, notably vaddanam (traditional waistbelts) and CNC machine-cut bangles, which contributed 41.9% and 30.9% to FY26 revenue, respectively. This design capability is supported by an in-house team of 15 designers continuously developing differentiated regional collections.

3. Established and expanding network of B2B retail clients: As of Jul'26, the company caters to 373 B2B clients, comprising leading corporate jewellery retail chains and regional standalone stores. Its customer base includes prominent jewellery retailers such as Kalyan Jewellers, Joyalukas, Lalithaa Jewellery, Tribhovandas Bhimji Zaveri (TBZ), Chandana Brothers and Vaibhav Jewellers. DJL exhibits strong client stickiness, with 122 customers associated for over 5 years (including 36 clients for over 7 years). In FY26, its top 10 customers contributed 64.7% of revenues.

4. Flexible sourcing and robust multi-tier quality control ecosystem: The company operates an efficient, asset-light manufacturing model utilizing a pool of 41 skilled third-party karigars (29 under formal agreements). Strict quality assurance is maintained by an internal 16-member tagging and QC team through multi-stage BIS hallmarking, fire assaying, and XRF skin testing.

5. Prudent risk management and disciplined hedging framework: To mitigate gold price fluctuations and protect operating margins, the company maintains a structured hedging mechanism using Gold Metal Loans (GML), commodity exchange futures, and simultaneous supplier-customer back-to-back pricing. Its gold inventory hedging ratio improved significantly from 52.9% in FY24 to 84.1% in FY26.

Valuation: Deepa Jewellers Ltd. (DJL) is a Hyderabad-based B2B jewellery company specializing in the design and wholesale supply of traditional and machine-crafted gold jewellery to regional retailers and prominent jewellery chains. Historically, the company has recorded Revenue/EBITDA/PAT CAGR of 37.1%/102.3%/107.5% respectively over the FY24-FY26 period. To support future growth, the company is setting up an in-house manufacturing facility spanning across 6,696 sq. ft. in Hyderabad, which is expected to expand EBITDA margin, reduce lead times, and optimize gold recovery efficiency. The company also employs a structured hedging framework to mitigate gold price volatility and protect margin. At the upper price band of Rs 177, the issue is valued at FY26 P/E multiple of 16.2x based on post-issue capital. We recommend investors to SUBSCRIBE to the issue for long-term investment horizon.

Issue Details	
Date of Opening	1st September 2026
Date of Closing	3rd September 2026
Price Band (Rs)	168 – 177
Issue Size (Rs cr)	460 @ upper price band
No. of shares	2,59,72,634
Fresh Issue (Rs cr)	250
Face Value (Rs)	2
Post Issue Market Cap (Rs cr)	1,628 – 1,701
BRLMs	Emkay Global Financial Services Ltd and Valmiki Leela Capital Pvt Ltd
Registrar	Bigshare Services Pvt Ltd
Bid Lot	84 shares and in multiples thereof
QIB shares	50%
Retail shares	35%
NII shares	15%

Objects of Issue	
Particulars (Rs cr)	Estimated utilization from net proceeds
Funding long-term working capital requirements towards procurement, maintenance and scaling up of inventory	215.0
General corporate purposes*	-
Net proceeds from fresh issue*	-

*The amount utilized for general corporate purposes shall not exceed 25% of the Gross Proceeds.

Shareholding Pattern		
Pre-Issue	No. of Shares	%
Promoter & Promoter Group	8,19,99,800	100.0
Public & Others	200	0.0
Total	8,20,00,000	100.0

Post Issue @ Upper Price Band	No. of Shares	%
Promoter & Promoter Group	7,01,51,460	73.0
Public & Others	2,59,72,834	27.0
Total	9,61,24,294	100.0

Selling shareholders (OFS)	Classification	No. of shares
Ashish Agarwal	Promoter	59,24,170
Seema Agarwal	Promoter	59,24,170
Total	-	1,18,48,340

Source: RHP, SBICAP Securities Research

Key Financials

Particulars (Rs cr)	FY24	FY25	FY26
Revenue from operations	1,025	1,397	1,927
EBITDA	36	56	146
EBITDA Margin (%)	3.5	4.0	7.6
PAT	24.3	40.6	104.8
PAT Margin (%)	2.4	2.9	5.4
EPS	3.0	4.9	12.8
P/E (x)*	59.6	35.8	13.9
EV/EBITDA*	42.4	27.4	10.7
EV/Sales*	1.5	1.1	0.8

**Note: Pre-issue P/E, EV/EBITDA and EV/Sales based on upper price band*

Source: RHP, SBICAP Securities Research

Risk Factors

- **Customer concentration risk:** Deepa Jewellers relies significantly on a small base of buyers with its top 10 customers accounting for 64.7% of revenue in FY26. The company operates without long-term purchase agreements, making revenue vulnerable to customer-specific reductions or order cancellations.
- **Product concentration risk:** A substantial portion of operational revenue is tied to two core product lines - vaddanam (41.9% in FY26) and CNC machine-cut bangles (30.9% in FY26). Any rapid change in regional consumer taste or cancellation of bulk orders in these categories could materially impact financial performance.
- **High regional concentration in South India:** The business is heavily concentrated in Southern India, contributing 94.4% of revenue in FY26, led by Telangana (41.6%), Tamil Nadu (23.5%), and Andhra Pradesh (19.3%). This exposes the company to localized economic, cultural, and political developments.
- **Dependence on third-party karigars & design leakage risks:** The company currently relies entirely on an outsourced manufacturing pool of 41 *karigars* (with only 29 under formal agreements), exposing it to potential operational disruptions, craft shortages, quality inconsistencies, and unauthorized design leakage.
- **Supplier concentration & gold price volatility:** Sourcing is concentrated with the top 10 bullion suppliers accounting for 91.8% of purchases in FY26. Sharp movements in gold prices without complete hedging coverage (hedging ratio was 84.1% in FY26) could adversely affect inventory valuation and margins.

Growth Strategies

- Setting up an in-house manufacturing facility spanning across 6,696 sq. ft. in Hyderabad to scale direct production, reduce lead times, and optimize gold recovery efficiency.
- Further strengthening market presence across Southern India by expanding through new regional sales offices in Vijayawada and Bangalore.
- Expanding product portfolio by introducing new lightweight designs, diamond-studded jewellery, and contemporary daily-wear SKUs.
- Investing in brand-building and marketing initiatives by participating in major B2B jewellery exhibitions and industry trade shows.

Product Profile

GOLD JEWELLERY

Studded Gold Jewellery

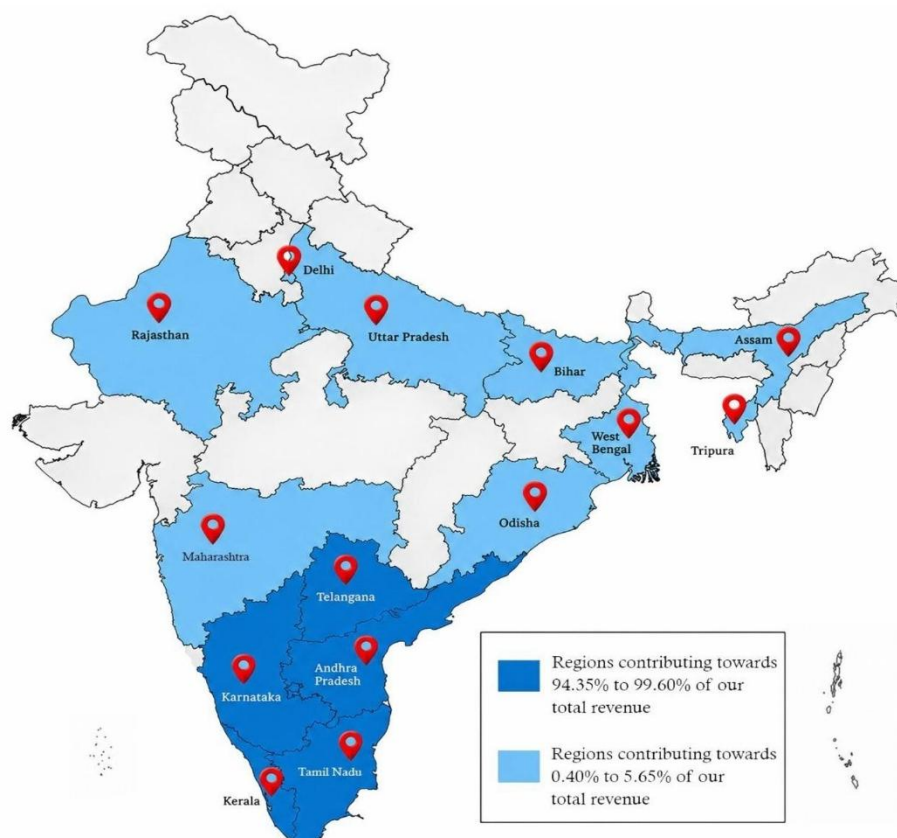
	Products	SKUs
01	Vaddanam	- 13 SKUs
02	Vanky	- 10 SKUs
03	Dandpatti	- 8 SKUs
04	Kangan	- 11 SKUs
05	Earring	- 9 SKUs
06	Gundlamala Haaram	- 6 SKUs
07	Gundlamala Necklace	- 6 SKUs
08	Maatil	- 2 SKUs
09	Jada	- 1 SKUs
10	Mangtika	- 2 SKUs
11	Champasaralu	- 2 SKUs
12	Bracelet	- 5 SKUs
13	Precious Rings	- 3 SKUs

Plain Gold Jewellery

SKUs	Products
18 SKUs	- CNC Machine Cut Bangles 14
12 SKUs	- Gents Kada 15
2 SKUs	- Rings 16

Source: RHP, SBICAP Securities Research

Geographic Presence



Source: RHP, SBICAP Securities Research

Key Products

Vaddanam (Waist Belts)



CNC machine cut bangles



Gents kada



Vanky (armlet)



Dandpatti (bajuband)



Gundlamala haaram



Earring



Kangan



Source: RHP, SBICAP Securities Research

Revenue Split – Service Wise

Particulars	FY24		FY25		FY26	
	Rs cr	% of TR	Rs cr	% of TR	Rs cr	% of TR
Sale of products - Processing	1,010	98.6%	1,295	92.7%	1,907	99.0%
Sale of services - Job work	14	1.4%	15	1.1%	17	0.9%
Sale of products - Trade	0	0.0%	87	6.2%	2	0.1%
Total Revenue (TR)	1,025	100.0%	1,397	100.0%	1,927	100.0%

Source: RHP, SBICAP Securities Research

Revenue Split – Product Wise

Product Category	FY24		FY25		FY26	
	Rs cr	% of TR	Rs cr	% of TR	Rs cr	% of TR
Revenue from vaddanam	376	36.7%	483	34.6%	806	41.9%
Revenue from CNC machine-cut bangles	408	39.8%	584	41.8%	595	30.9%
Revenue from other products*	241	23.6%	330	23.6%	526	27.3%
Total Revenue (TR)	1,025	100.0%	1,397	100.0%	1,927	100.0%

*Other products include - gents kada, vanky (armlet), dandpatti (bajuband), gundlamala haaram (traditional neck piece), gundlamala necklace, kangana, earring, mangtika (forehead pendant), maatil (ear chain), champasaralu (ear to hair chain), jada (braid ornament), rings, precious stones, pearls, flat diamonds, cubic zirconia, gold bullion and precious beads.

Source: RHP, SBICAP Securities Research

Hallmarked Jewellery Revenue Mix

Particulars	FY24 (Rs cr)	FY25 (Rs cr)	FY26 (Rs cr)
Revenue from sale of Hallmark Jewellery	1,009	1,295	1,763
Total Revenue from Operations	1,025	1,397	1,927
Contribution (%)	98.5%	92.7%	91.5%

Source: RHP, SBICAP Securities Research

Key KPIs

Particulars	FY24	FY25	FY26
Total quantity sold (in kg)	1,739	1,889	1,644
Total quantity processed through job work process (in kg)	387	485	757
No. of customers	195	206	214
Total employee base (i)	34	31	92
Geographic Sales Coverage (Number of State/Union Territory)	9	9	10
Revenue per Customer (Rs cr) (ii)	5	7	9
No. of products (SKUs)	61	70	76
No. of products (Category)	11	13	14

(i) Number of employees = Number of employees has arrived at by dividing opening number of employees + Closing number of employees by 2.

(ii) Revenue per Customer has been calculated by dividing total revenue from operations by number of customers.

Source: RHP, SBICAP Securities Research

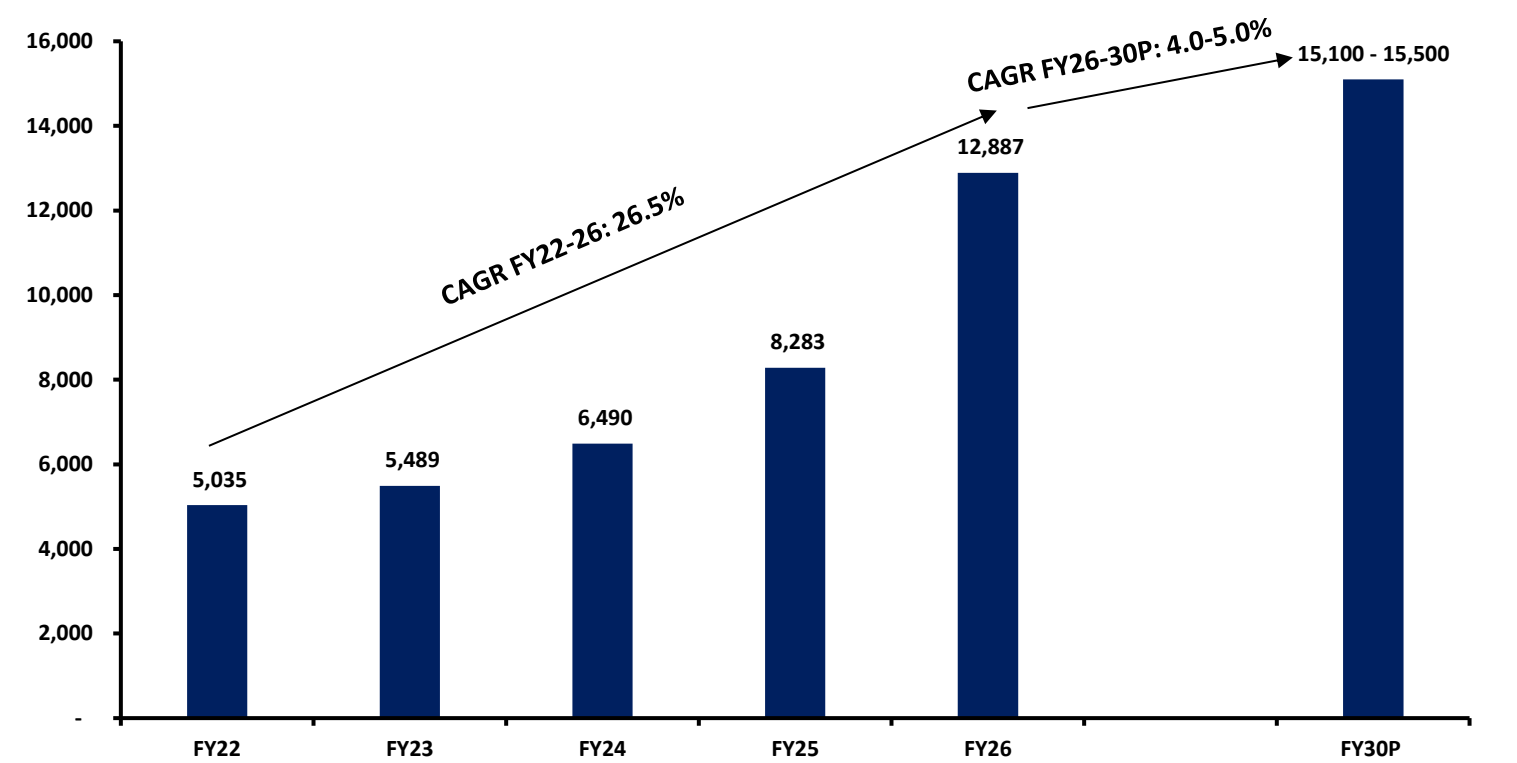
Yearly SKU & Category Addition

Particulars	FY24	FY25	FY26
SKUs	3	9	6
Product category	1	2	1

Source: RHP, SBICAP Securities Research

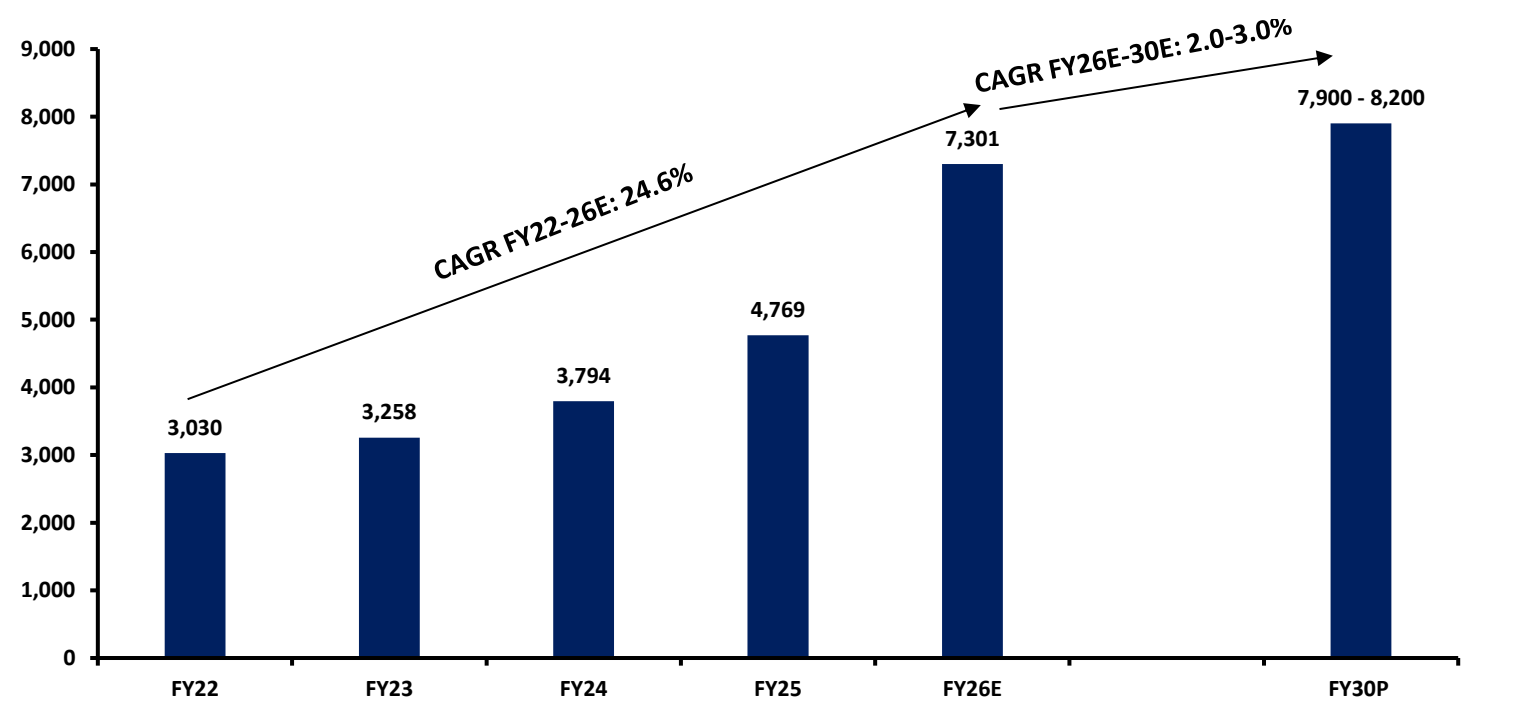
Industry Overview

Indian Gems and Jewellery Retail Industry (Rs Bn)



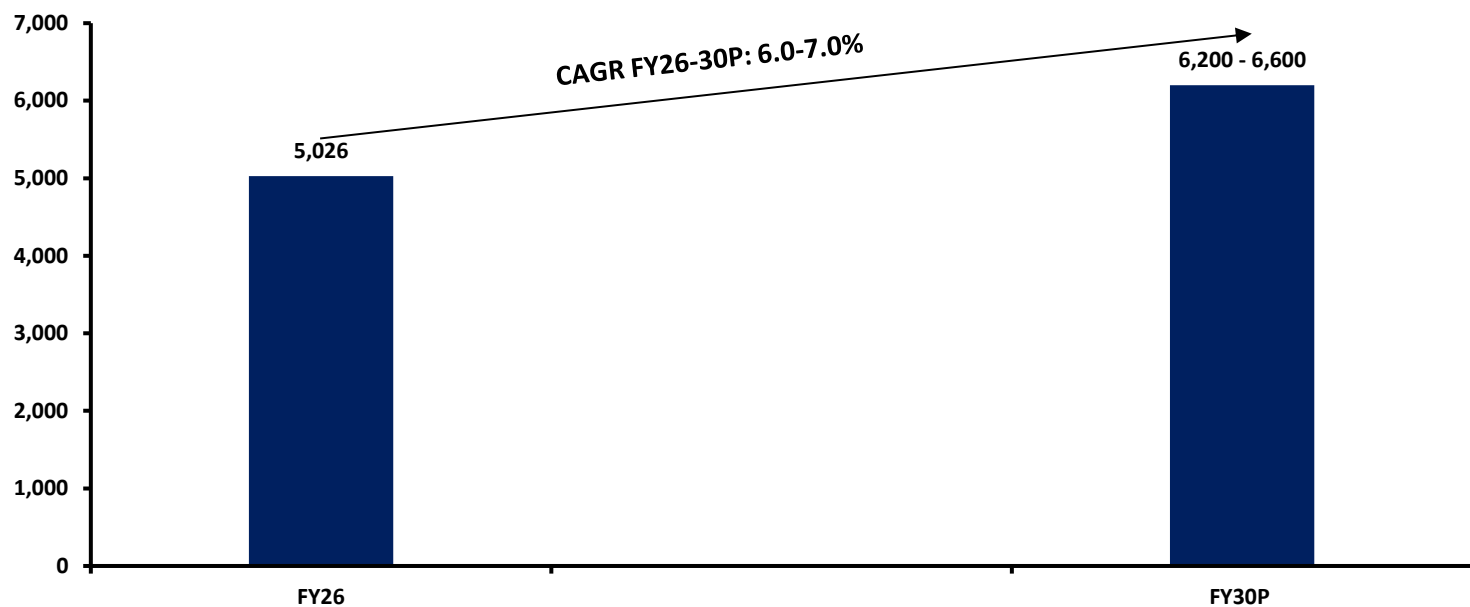
Source: RHP, SBICAP Securities Research

Indian B2B Gems and Jewellery Industry (Rs Bn)



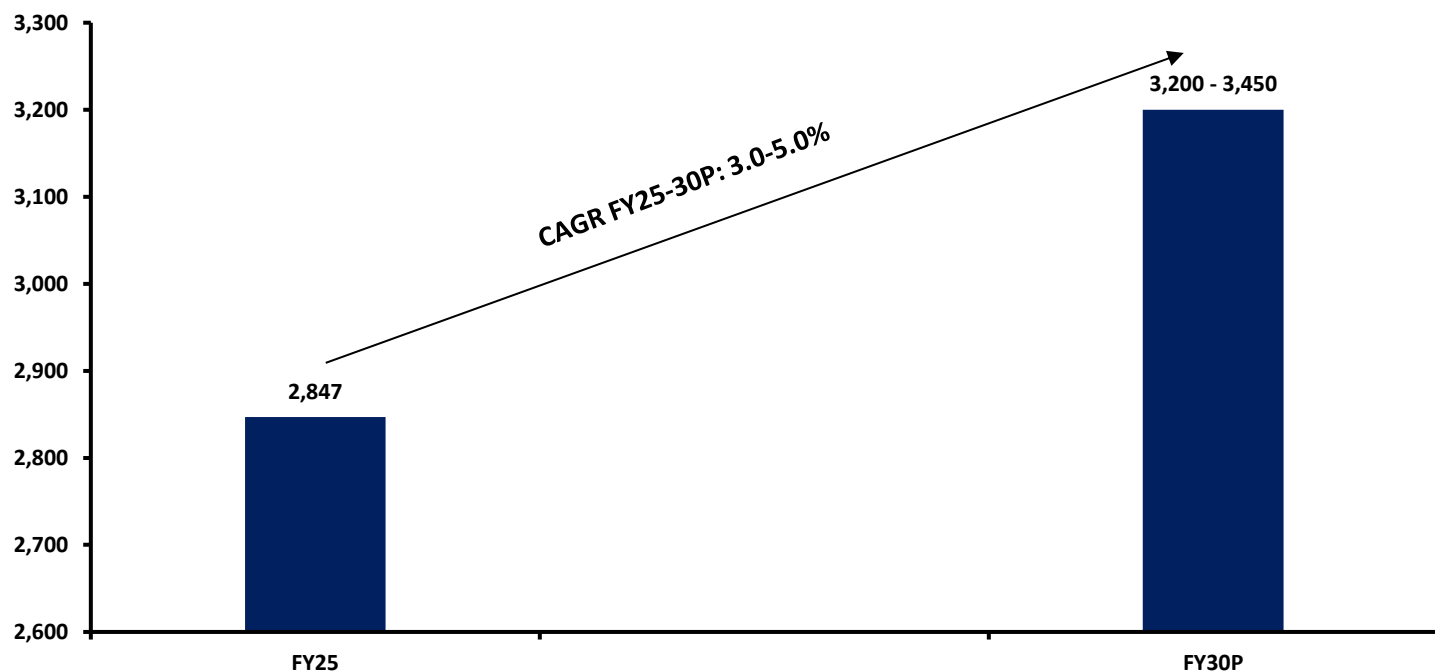
Source: RHP, SBICAP Securities Research

South India Retail Gems and Jewellery Industry (Rs Bn)



Source: RHP, SBICAP Securities Research

South India B2B Gems and Jewellery Industry (Rs Bn)



Source: RHP, SBICAP Securities Research

Peer Comparison – FY26

Particulars (Rs cr)	Deepa Jewellers	Sky Gold and Diamonds	Shanti Gold International	Shringar House of Mangalsutra	RBZ Jewellers	Khazanchi Jewellers (SME)
CMP (Rs)	177	811	242	220	146	792
Mkt Cap.	1,701	12,566	1,859	2,123	585	1,960
Enterprise Value	1,562	13,179	2,015	2,175	723	2,066
Revenue from Operations	1,927	6,295	2,019	2,246	636	2,049
EBITDA	146	434	199	159	92	125
EBITDA Margin (%)	7.6	6.9	9.9	7.1	14.5	6.1
Net Profit	105	275	140	115	55	89
Net Profit Margin (%)	5.4	4.4	6.9	5.1	8.6	4.3
RoE (%)	21.5	22.9	23.4	17.0	18.3	27.8
RoCE (%)	24.5	22.3	25.3	18.7	20.0	29.3
P/E (x)	16.2	45.7	13.3	18.5	10.6	22.0
EV/EBITDA (x)	10.7	30.4	10.1	13.7	7.9	16.5
EV/Sales (x)	0.8	2.1	1.0	1.0	1.1	1.0

Source: Bloomberg, RHP, SSL Research
 For Deepa Jewellers Ltd., RoE, RoCE, Market Cap, P/E(x), EV/EBITDA (x), EV/Sales (x) are calculated on post-issue equity share capital based on the upper price band.
 CMP for peer companies is closing price as of 28th Aug, 2026.

Financial Snapshot

INCOME STATEMENT			
Particulars (Rs cr)	FY24	FY25	FY26
Revenue from Operations	1,025	1,397	1,927
<i>YoY growth (%)</i>	-	36.4%	37.9%
COGS (incl Stock Adj)	985	1,336	1,773
Gross Profit	40	61	154
Gross margin (%)	3.9%	4.4%	8.0%
Employee Cost	2	2	4
Other Operating Expenses	2	3	4
EBITDA	35.8	56.0	146.3
EBITDA margins (%)	3.5%	4.0%	7.6%
Other Income	1	3	1
Interest Exp.	4	4	6
Depreciation	0	0	1
PBT	33	54	140
Exceptional item	-	-	-
Tax	8	14	36
Share of profit of associates and JVs	-	-	-
Minority Interest	-	-	-
Profit/(Loss) from discontinued operations	-	-	-
PAT	24	41	105
PAT margin (%)	2.4%	2.9%	5.4%
EPS (Rs)	3.0	4.9	12.8

BALANCE SHEET			
Particulars (Rs cr)	FY24	FY25	FY26
Assets			
Net Block	1	1	2
Right of use assets	-	-	6
Capital WIP	-	-	2
Intangible Assets	0	0	0
Current Assets			
Inventories	72	83	87
Trade receivables	88	132	252
Cash and Bank Balances	11	0	0
Short-term loans and advances	0	1	0
Other Current Assets	1	1	7
Total Current Assets	174	217	347
Current Liabilities & Provisions			
Trade payables	0	1	0
Other current liabilities	4	3	2
Short-term provisions	0	0	0
Total Current Liabilities	4	3	2
Net Current Assets	170	213	345
Assets Classified as held for sale	-	-	-
Total Assets	171	214	355
Liabilities			
Share Capital	4	4	16
Reserves and Surplus	88	129	222
Total Shareholders' Funds	93	133	238
Total Debt	78	81	111
Long Term Provisions	0	0	0
Lease Liabilities	-	-	6
Total Liabilities	171	214	355

Particulars (Rs cr)	FY24	FY25	FY26
Cash flow from Operating Activities	5	(10)	(15)
Cash flow from Investing Activities	6	10	(4)
Cash flow from Financing Activities	(9)	(1)	19
Capex	(0)	(0)	(4)
Free Cash Flow	5	(10)	(19)

RATIOS			
Particulars	FY24	FY25	FY26
Profitability			
Return on Capital Employed	21.5%	27.5%	42.0%
Return on Equity	26.3%	30.5%	44.0%
Margin Analysis			
Gross Margin	3.9%	4.4%	8.0%
EBITDA Margin	3.5%	4.0%	7.6%
Net Profit Margin	2.4%	2.9%	5.4%
Short-Term Liquidity			
Current Ratio (x)	4.3	4.7	5.0
Quick Ratio (x)	2.5	2.9	3.7
Avg. Days Sales Outstanding	32	34	48
Avg. Days Inventory Outstanding	26	22	17
Avg. Days Payables	0	0	0
Fixed asset turnover (x)	1,315.2	2,256.9	247.5
Debt-service coverage (x)	0.4	0.7	1.2
Long-Term Solvency			
Total Debt / Equity (x)	0.8	0.6	0.5
Interest Coverage Ratio (x)	9.2	13.5	23.2
Valuation Ratios*			
EV/EBITDA (x)	42.4	27.4	10.7
P/E (x)	59.6	35.8	13.9
P/B (x)	15.7	10.9	6.1
EV/Sales (x)	1.5	1.1	0.8
Market Cap/Sales (x)	1.4	1.0	0.8

a*Valuation ratios are based on pre-issue capital at the upper price band

Source: RHP, SBICAP Securities Research

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The Analysts engaged in preparation of this Report:-

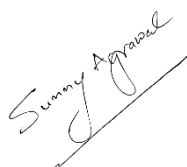
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<u>Name</u>	<u>Qualification</u>	<u>Designation</u>
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