

Ref: SEC/SE/60/2026-27

Date: 25th October 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
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Dear Sir(s)/ Madam(s),

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Updates on Acquisition

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI LODR Regulations”), we had informed vide our letter dated 21st January 2026 that the Board of Directors of the Company had approved an investment in the equity share capital of August Jewellery Private Limited (“AJPL”), having brand name “Melorra”, thereby acquiring 68% of the equity share capital of AJPL.

In continuation of the aforesaid intimation and subsequent disclosures made in this regard, we wish to inform you that the Company has, today, i.e., 25th October 2026, executed the Share Subscription Agreement (“SSA”), Shareholders’ Agreement (“SHA”) and other transaction-related documents with AJPL and its existing shareholders for the acquisition of 68% of the equity share capital of AJPL for an aggregate consideration of INR 68 crore, to be invested in multiple tranches. The completion of the aforesaid acquisition is subject to the fulfilment of certain conditions precedent as specified in the aforementioned transaction documents.

The relevant details as required under Regulation 30 of the SEBI LODR Regulations, read with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated 30th January 2026, are enclosed herewith as ‘Annexure A’.

This intimation shall also be available on the website of the Company.

We request you to take the above on record.

Yours sincerely,

For Senco Gold Limited

Mukund
Chandak

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Mukund Chandak

Company Secretary & Compliance Officer

Membership No: A20051

Encl: a/a

Senco Gold Limited
CIN NO. : L36911WB1994PLC064637
Registered & Corporate Office : “Diamond Prestige”,
41A, A.J.C. Bose Road, 10th Floor, Kolkata - 700 017
Phone : 033 4021 5000 / 5004, Fax No. : 033-4021 5025
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Annexure A

The relevant details as required under Regulation 30 of the SEBI LODR Regulations, read with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated 30th January 2026

Sr. No.	Particulars	Disclosure
i.	Name of the target entity, details in brief such as size, turnover etc	The name of the entity is August Jewellery Private Limited (“AJPL”). AJPL is engaged in the business of manufacturing, producing, designing, marketing, selling and other related activities of various kinds of gold, silver, precious stones, semi-precious stones, jewellery items, including fast fashion light weight brand of jewellery under the brand name of ‘MELORRA’. The turnover of the Company for the financial year ended 31st March 2026 is Rs. 9792.91 lakhs.
ii.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”	The proposed acquisition(s) does not fall within Related Party Transaction(s). Further, none of the promoter/ promoter group/ group companies of the Company have any interest in the entity proposed to be acquired, except as creditor of AJPL. It will be a primary investment wherein fresh equity shares will be issued. The funds will be used for growth/expansion and discharge of old liabilities. Post-acquisition, AJPL shall become a subsidiary company of Senco Gold Limited.
iii.	Industry to which the entity being acquired belongs	Gems & Jewellery.
iv.	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	The proposed investment in AJPL marks a strategic step towards reinforcing the Company’s digital and omnichannel strategy to cater to the fast-growing young consumer segment. The proposed investment is also a part of the Company’s long term growth strategy. AJPL’s robust design and e-commerce capabilities complement the Company’s core competencies. The proposed integration is expected to create significant synergies, drive operational efficiencies, and enhance innovation and customer experience across platforms.
v.	Brief details of any governmental or regulatory approvals required for the acquisition	No governmental or regulatory approvals are required for the acquisition.
vi.	Indicative time period for completion of the acquisition	The investment shall be made in tranches. The indicative time period for completion of the acquisition is February 2027, subject to any change

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		basis the mutual agreement between the parties.								
vii.	Consideration – whether cash consideration or share swap or any other form and details of the same	The consideration is in the form of cash.								
viii.	Cost of acquisition and/or the price at which the shares are acquired	The acquisition of 68% equity share capital of AJPL shall be for an amount aggregating to INR 68 crores.								
ix.	Percentage of shareholding / control acquired and / or number of shares acquired	The Company shall acquire 68% of the AJPL’s equity share capital and the overall acquisition shall be 79% of the AJPL’s equity share capital including the acquisition by promoter group entity.								
x.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	AJPL was incorporated under the Companies Act 2013 on 16-01-2015 having its registered office at Bangalore, Karnataka, India. AJPL has been engaged in the business of manufacturing, producing, designing, marketing, selling and other related activities of various kinds of gold, silver, precious stones, semi-precious stones, jewellery items, including fast fashion light weight brand of jewellery under the brand name of ‘MELORRA’. With a presence in 20 stores across India, AJPL creates trend-forward jewellery inspired by global runways. By using advanced technology, the brand continuously develops and launches fresh designs every week. Presently, the Company is managing the stores of AJPL as its Master Franchisee. The turnover of AJPL for the last 3 years is given below: <table><tr><th>Year</th><th>Turnover (Rs in lakhs)</th></tr><tr><td>2025-26</td><td>9792.91</td></tr><tr><td>2024-25</td><td>3324.87</td></tr><tr><td>2023-24</td><td>17362.71</td></tr></table>	Year	Turnover (Rs in lakhs)	2025-26	9792.91	2024-25	3324.87	2023-24	17362.71
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2025-26	9792.91									
2024-25	3324.87									
2023-24	17362.71									

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