November 9, 2026

To,

BSE Ltd. Listing Department, P. J. Towers, Dalal Street, Mumbai – 400 001. **(Scrip Code: Equity - 544484),**	**National Stock Exchange of India Ltd.** Exchange Plaza, Bandra-Kurla Complex, Bandra (E), Mumbai – 400 051. **(Symbol: BLUESTONE, Series EQ)**

Dear Sirs/ Madam,

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Business Update for the Festive Season

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), please find enclosed the provisional business update of the Company for the festive season, covering the period from October 1, 2026 to November 8, 2026 (Q3 FY27 quarter-to-date). The same is also available on the website of the Company i.e. https://www.bluestone.com/investor-relations.html.

You are requested to take the above information on record.

Thanking You,

Yours Faithfully,

For BlueStone Jewellery and Lifestyle Limited
(Formerly known as BlueStone Jewellery and Lifestyle Private Limited)

Mandar S Godbole
Digitally signed by Mandar S Godbole
Date: 2026.11.09 07:14:34 +05'30'

Mandar Godbole
Company Secretary and Compliance Officer
ACS: 30240

Encl: As above

BlueStone records solid 45% YoY growth in Q3 FY27 (QTD)

November 9, 2026, Bengaluru: BlueStone Jewellery and Lifestyle Limited ('BlueStone'), a leading digital first, direct-to-consumer jewellery brand, is pleased to report provisional business update on its performance for quarter till date (QTD: 1-Oct to 8-Nov) of Q3 FY27 over same period last year.

The growth momentum continued into the quarter as the Company recorded a 45% YoY business growth for the said period which includes the festive period particularly Dhanteras and Diwali. This growth was largely buyer transaction driven with average realisations being the same as last year (comparable period). The secular trends towards jewellery for the wardrobe remains intact and this festive our product range across entry level price points also saw improved momentum.

Commenting on the performance, **BlueStone's Founder & CEO Gaurav Singh Kushwaha** said,

"We continued to build on our strong growth momentum, with robust festive season performance reflecting sustained consumer demand and the strength of our business model. Our business grew by 45% over the corresponding period last year. It's exciting to see that growth was fundamentally buyer transaction led. More consumers are choosing BlueStone this festive season, reflecting the strength of our design-led proposition and our ability to offer differentiated jewellery across a wide range of price points."

Note: All figures are business numbers, interim for the on-going quarter (Q3FY27 QTD), unaudited, and subject to audit review.

About BlueStone Jewellery and Lifestyle Limited:

BlueStone is a contemporary lifestyle jewellery brand offering diamond, gold, platinum and studded jewellery with a strong design-led approach. Launched in 2011 as a digital-first, direct-to-consumer brand, BlueStone has evolved into one of India's leading omnichannel jewellery retailers with a wide presence across the country. The brand retails through its website, mobile app and a growing network of stores, providing customers with a seamless online-to-offline experience. With a diverse portfolio spanning rings, earrings, necklaces, bangles, solitaires and more, BlueStone caters to modern consumers who value unique designs, craftsmanship and innovation across occasions. The Company also operates advanced manufacturing facilities to support its expanding scale and product range.

Website
App Store
Play Store

For further information please contact:

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Disclaimer

Note: All figures for the period are provisional business numbers, unaudited and subject to audit review. Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, demand and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.