



October 22, 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 - Press Release

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”), please find enclosed a copy of the Press Release in connection with the aforesaid Unaudited Financial Results for the quarter ended September 30, 2026, 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: 2026.10.22
18:29:52 +05'30'

Mandar Godbole
Company Secretary and Compliance Officer
ACS: 30240

Encl: As above

BLUESTONE

BlueStone Jewellery and Lifestyle Limited

[Formerly Known as BlueStone Jewellery and Lifestyle Private Limited]

Reg. off: Site No. 89/2 Lava Kusha Arcade, Munnekolal Village, Outer Ring Road, Marathahalli, Bangalore - 560037

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BlueStone's Q2FY27 EBITDA of INR 97.1 crores; profitable for the fourth consecutive quarter

Crosses 1 million customers | Q2FY27 revenue up 43.9% YoY, category leading | Q2FY27 EBITDA up 127% YoY to INR 97 crores

- **EBITDA more than doubles:** Q2FY27 EBITDA of INR 97.1 crores, up 127% YoY
- **Fourth consecutive quarter of profit,** following FY26, BlueStone's first full year of profit
- **1 million customers:** 10,24,220 customers at September-end, up 19.3% YoY; repeat customers contributed 56.3% of Q2FY27 revenue, up from 51.4% YoY
- **Category leading growth:** Q2FY27 revenue up 43.9% YoY; 1HFY27 revenue up 46.3% to INR 1,471 crores, with SSSG of 32.9%
- **379 stores across 146 cities,** up 68 stores and 19 cities YoY; all seven cities entered in Q2FY27 are Tier 2 and Tier 3 markets

October 22, 2026, Bengaluru: BlueStone Jewellery and Lifestyle Limited, a leading digital-first, direct-to-consumer jewellery brand, today announced its results for the quarter and half year ended September 30, 2026. **EBITDA for Q2FY27 surged to INR 97.1 crores, up 127% YoY, and BlueStone reported a profit for the fourth consecutive quarter.** Revenue grew 46.3% YoY to INR 1,471 crores in 1HFY27, led by same-store sales growth (SSSG) of 32.9%. In Q2FY27, revenue grew 43.9% YoY to INR 738 crores, outpacing the category even as gold prices stayed volatile and the festive calendar moved into Q3. During the quarter, BlueStone crossed one million customers, a milestone in a category where customers decide whom to trust before they decide what to buy.

Profitable for the fourth consecutive quarter

BlueStone has now reported a profit in each of the last four quarters, building on FY26, its first full year of profit. EBITDA more than doubled to INR 207.3 crores in 1HFY27, and the EBITDA margin expanded by 422 bps YoY to 14.1%. In Q2FY27, EBITDA rose 127% YoY to INR 97.1 crores, with the margin up 483 bps to 13.2%.

Growing faster than the category

BlueStone's revenue grew 43.9% YoY in Q2FY27, well ahead of the category. Two choices set it apart. The first is omnichannel: more than 80% of its sales originate online, so its stores convert intent that customers have already built. The second is everyday wear: almost all of its business is in non-wedding jewellery, the faster-growing part of the market, as consumers move from heavy pieces kept in lockers to lighter jewellery worn every day. Its reach is widening too, with 379 stores across 146 cities, 68 more than a year ago, and a new flagship on Park Street, Kolkata.

One million customers, in a category built on trust

Fine jewellery is bought on trust, and trust has traditionally taken generations to build. BlueStone has built it in 15 years. Its customer base crossed one million during the quarter and stood at 10,24,220 at the end of September, up 19.3% YoY. BlueStone counts a customer only once they have bought, and kept, a piece of its jewellery.



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

"Crossing one million customers is the milestone I am proudest of this quarter. Most of those customers first met us on a screen, and still chose us for something as precious as jewellery. More than half of what we sold this quarter went to customers coming back to us. That is why our growth keeps running ahead of the category even as our marketing spend falls as a share of revenue."

"We earn that trust one promise at a time: a money-back policy we have honoured since our first sale, every piece designed and made by us, and a store close enough to see a piece before buying it, now in 146 cities. This quarter we entered seven new cities, all beyond the metros, and opened our Park Street flagship with a handcrafted and antique range. Modern jewellery does not have to leave tradition behind. It has to make tradition wearable."

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. More than one million customers have chosen BlueStone since its launch.



[Website](#)

[App Store](#)

[Play Store](#)

For further information please contact:

**BlueStone Jewellery & Lifestyle
Limited**

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Note: 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, 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.