

D. P. Abhushan Limited

NSE : DPABHUSHAN | BSE: 544161 | ISIN: INE266Y01019
www.dpjewellers.com | investor@dpjewellers.com



Date: September 24, 2026

To,
The Manager
BSE Limited
Department of Corporate Services
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001
Scrip Code - 544161

To,
The Manager, Listing Department,
National Stock Exchange of India Limited
Corporate Communication Department
Exchange Plaza, Bandra Kurla Complex
Bandra East, Mumbai – 400051
Scrip Symbol – DPABHUSHAN

Subject: Press Release titled, “D. P. Abhushan Expands into Gujarat with the Inauguration of its First Showroom in Dahod.”

Dear Sir/ Madam,

Please find enclosed the press release titled, “D. P. Abhushan Expands into Gujarat with the Inauguration of its First Showroom in Dahod.”

The above information will also be available on the website of the company at www.dpjewellers.com.

Kindly take the same on record and acknowledge.

Thanking You,

Your faithfully,

For: D. P. Abhushan Limited

Santosh Kataria
Chairman and Managing Director
DIN: 02855068



Encl: Press Release



D. P. Jewellers

A BOND OF TRUST SINCE 1940
A VENTURE OF D. P. ABHUSHAN LTD.

CIN : L74999MP2017PLC043234

Registered Office : 138, Chandni Chowk, Ratlam (M.P.) - 457001 | **T :** +91 7412 408900
Corporate Office : 2nd Floor, 1, Dwarkapuri, Gopal Gaushala Colony, Ratlam (M.P.)- 457001
T : +91 7412 408899 | **F :** +91 7412 247022

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PRESS RELEASE

D. P. Abhushan Expands into Gujarat with the Inauguration of Its First Showroom in Dahod

Madhya Pradesh, 24th September 2026: D. P. Abhushan Limited (NSE: DPABHUSHAN | BSE: 544161), one of India's leading jewellery retailers operating under the trusted "D. P. Jewellers" brand, is pleased to announce the inauguration of its first showroom in the state of Gujarat at Dahod on September 24, 2026, marking a significant milestone in the Company's growth journey and geographical expansion strategy. The inauguration of the Dahod showroom represents the Company's formal entry into Gujarat, a strategically important market with strong consumer demand and a rich cultural affinity for gold and jewellery.

The inauguration of the Dahod showroom is aligned with D. P. Abhushan's long-term vision of expanding its presence across high-potential markets while enhancing accessibility to its jewellery offerings. Strategically located near the **Madhya Pradesh-Gujarat border**, Dahod represents a natural extension of the Company's existing retail network and customer reach. Over the years, D. P. Jewellers has cultivated a **strong customer base and brand recall in the region**, attracting customers from adjoining areas through its nearby stores. Leveraging insights from customer engagement patterns, market potential, and brand recognition, the Company identified Dahod as an attractive location to strengthen its presence, improve customer convenience, and tap into the growing demand for organized jewellery retail in Gujarat.

The new showroom has been designed to offer customers a comprehensive and premium jewellery shopping experience, reflecting the brand's longstanding legacy of trust, craftsmanship, and customer-centric service. The showroom features an approximate retail area of **3,200 square feet**, housed within a building spread across 8,261 square feet, and has been developed with contemporary store aesthetics consistent with the Company's existing showroom network.

Speaking on the occasion, Mr. Santosh Kataria Managing Director said: *"The inauguration of our first showroom in Gujarat is a landmark achievement for D. P. Abhushan Limited and an important step in our expansion journey. We have consistently focused on building a strong retail presence through a customer-first approach, quality craftsmanship, and trust-driven relationships. The Dahod showroom allows us to extend the D. P. Jewellers experience to customers in Gujarat and reinforces our commitment to serving emerging growth markets. We remain confident about the long-term opportunities in the region and look forward to strengthening our presence further."*

About D. P. Abhushan Limited

D. P. Abhushan Limited, a renowned name in the jewellery sector, has been synonymous with trust and quality since its inception in 1940 under the brand "D. P. Jewellers." Listed in 2017, the Company carries forward an 86-year legacy in Central India, now managed by the 4th generation of the founding family. Renowned for its commitment to purity and transparency, D. P. Abhushan Limited has established itself as one of the most trustworthy and honest jewellery brands.



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With a rich history dating back to founders Late Shri Pannalalji Kataria and his sons, the Company has flourished into a prominent retail chain featuring now 13 Showrooms across Ratlam, Indore, Udaipur, Bhopal, Ujjain, Bhilwara, Kota, Banswara, Ajmer, Neemuch, Dhar, a second showroom in Ratlam, and most recently, Dahod, marking its entry into the Gujarat market. D. P. Abhushan Limited offers a diverse range of high-quality products in Gold, Silver, Diamond, and Platinum, catering to various occasions with collections including Wedding, Valentine, Traditional, Flower, Mewar, Dohra, Lightweight, and Trendy Jewellery, alongside an array of Chains, Armlets, Rings, Pendants, and Necklaces.

For details please contact:

Atika Jain Company Secretary & Compliance officer E: investor@dpjewellers.com	Siddesh Chawan Ernst & Young LLP, Investor Relations E: Siddesh.Chawan@in.ey.com	Ajit Mishra Ernst & Young LLP, Investor Relations E: Ajit.J.Mishra@in.ey.com
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Disclaimer:

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political, or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. DP Abhushan Ltd. 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.



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