



SEC/51/2021

November 03, 2021

National Stock Exchange of India Ltd
Exchange plaza, 5th floor
Bandra-kurla Complex
Bandra (E), Mumbai 400051.
Symbol: KALYANKJIL

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai 400001.
Scrip code: 543278

Dear Sir/Madam,

Sub: Dhanteras Business Update

We would like to give the following business update for the information of the investors.

Kalyan Jewellers has been witnessing a strong momentum in footfalls and revenue for the past three quarters, starting from the same period during the last financial year (Q3 FY 2020-21). The traction has continued during this festive season, with October registering good sales momentum.

On Dhanteras, we registered higher footfalls both from existing as well as new customers, resulting in robust revenue growth. While the sales momentum in the plain gold segment continued, we also witnessed a significant increase in the studded jewellery category.

This season, we introduced new collections in both gold as well as studded jewellery categories. The all-new Sankalp line of designs introduced earlier this quarter, featured region specific traditional plain gold jewellery. We also launched Vedha, a precious-stone studded heritage jewellery collection, further bolstering our studded product portfolio.

The Middle East markets have also been vibrant from the start of this festive season and on Dhanteras. We are expecting this trend to continue, thanks to various events like the World Cup and Expo-2020 which are being held in the region.



Kalyan Jewellers India Limited

Corporate Office -TC-32/204/2, Sitaram Mill Road, Punnamm, Thrissur, Kerala – 680 002

CIN - L36911KL2009PLC024641

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WWW.KALYANJEWELLERS.NET



Candere has also performed exceptionally well and delivered robust growth, recording a multifold jump in revenue on Dhanteras.

The season so far has been upbeat and revenue growth across categories has been on target.

Thanking You,
Yours truly

For Kalyan Jewellers India Limited



Jishnu RG
Company Secretary & Compliance Officer
Membership No - ACS 32820

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