

Date: 27th July, 2023

The Manager- Listing	The Manager – Listing	
The National Stock Exchange of India	BSE Limited	
Limited "Exchange Plaza", Bandra – Kurla Complex, Bandra (EAST), Mumbai – 400051	Corporate Relationship Department Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai -400001	
NSE SYMBOL: SENCO	BSE SCRIP CODE: 543936	

Sub: - Corporate Presentation for Investors/ Analysist.

Sirs/Madam,

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith the Corporate Presentation on Company's Performance update as at 31st March, 2023.

In compliance with Regulation 46 of Listing Regulations, the information is being hosted on the Company's website under Investors Relation section at : <u>https://sencogoldanddiamonds.com/investor-relations</u>

We request you to kindly take note of the above and arrange to bring the same to the notice of all concerned.

Yours sincerely,

For SENCO GOLD LIMITED

SUREND Digitally signed by SURENDRA GUPTA Date: 2023.07.27 16:15:15 +05'30'

Surendra Gupta Company Secretary & Compliance Officer Membership No. A20666

(Enclo. : As above)

Senco Gold Limited

CIN No. : U36911WB1994PLC064637 **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 Email : contactus@sencogold.co.in Website : www.sencogoldanddiamonds.com



SENCO GOLD LIMITED Corporate Presentation

24th July, 2023

Private and Confidential

SAFE HARBOUR



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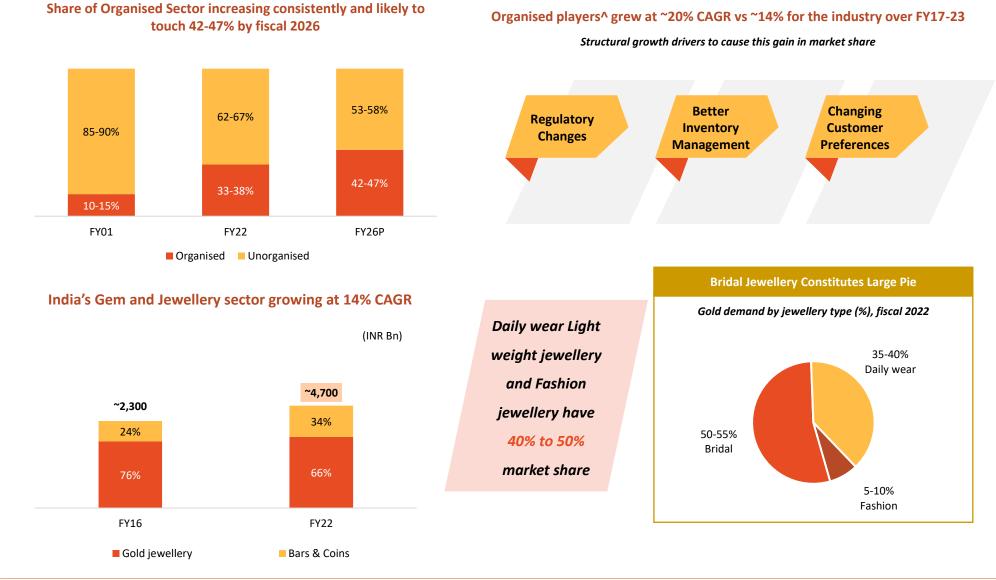
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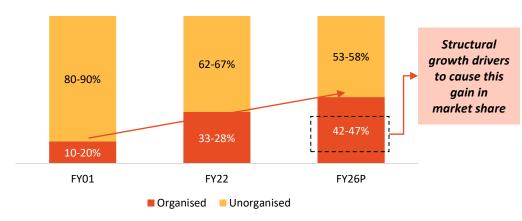
India's Gems and Jewellery market – TAM* of INR 4.7 Tn



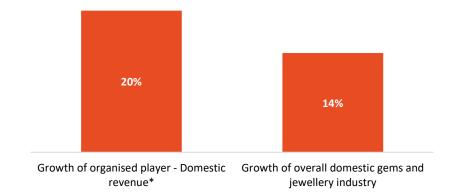
Organised players rapidly gaining market share and outperforming industry

Jewellery retailing industry has traditionally been dominated by family-owned small-size standalone stores





Organised players grew at ~20% CAGR vs ~14% for the industry

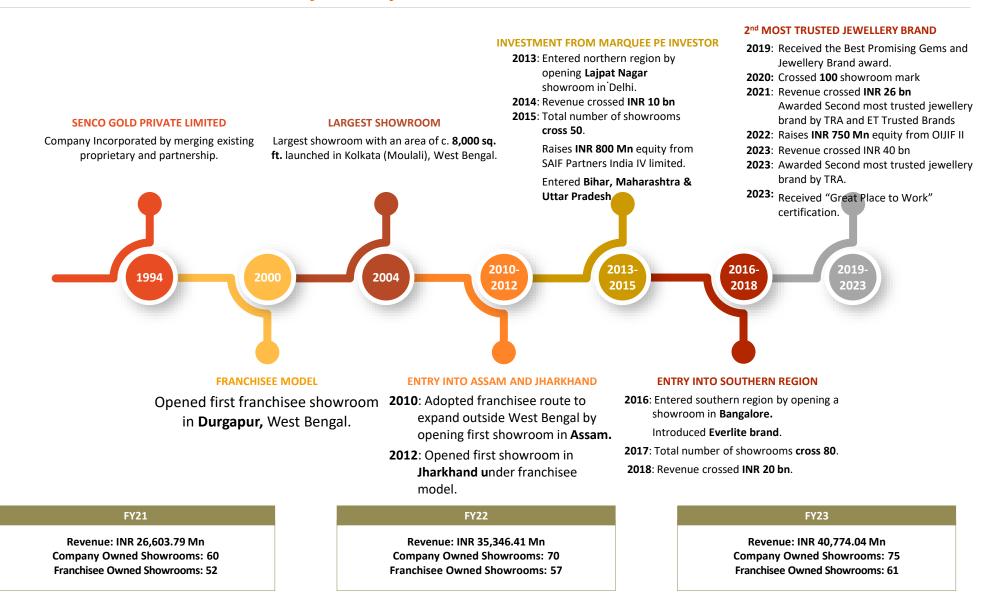


Note: *Organised listed players considered (in both charts) Titan (jewellery division), TBZ and Thangamayil; domestic demand includes gold jewellery and coins

Key drivers include:

Changing Consumer Preference	Superior Organisation Capabilities	Regulatory Changes
 Increasing demand for diamond-studded and light weight jewellery Better customer service and policies 	 Widespread presence with own stores as well as franchisee stores Adopting online formats as a sales channel Focus on quality and trust Launch of new collections and brands Investments in brand building creating brand recall value 	 Implementation of GST Compulsory hallmarking of gold jewellery

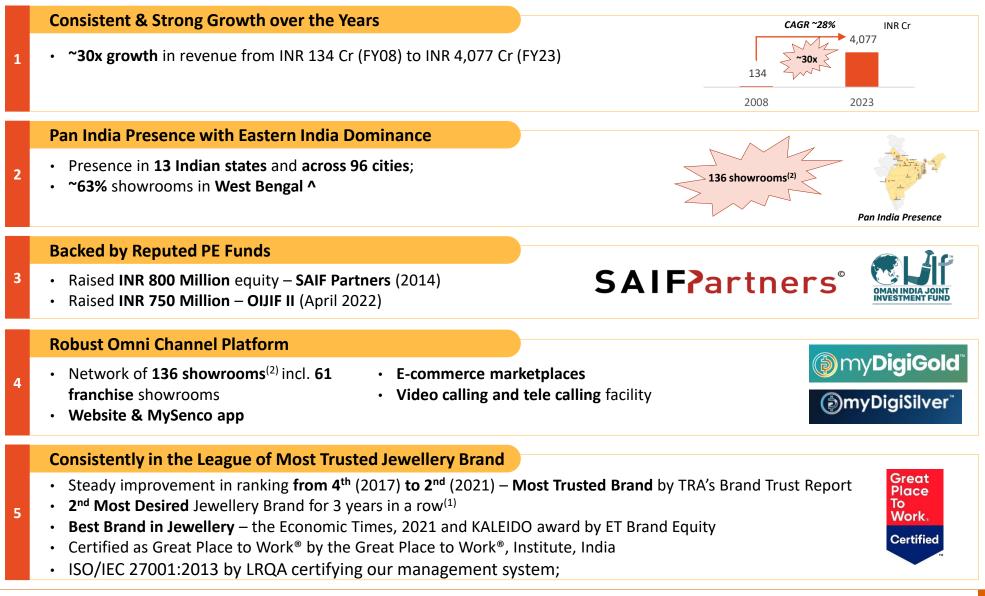




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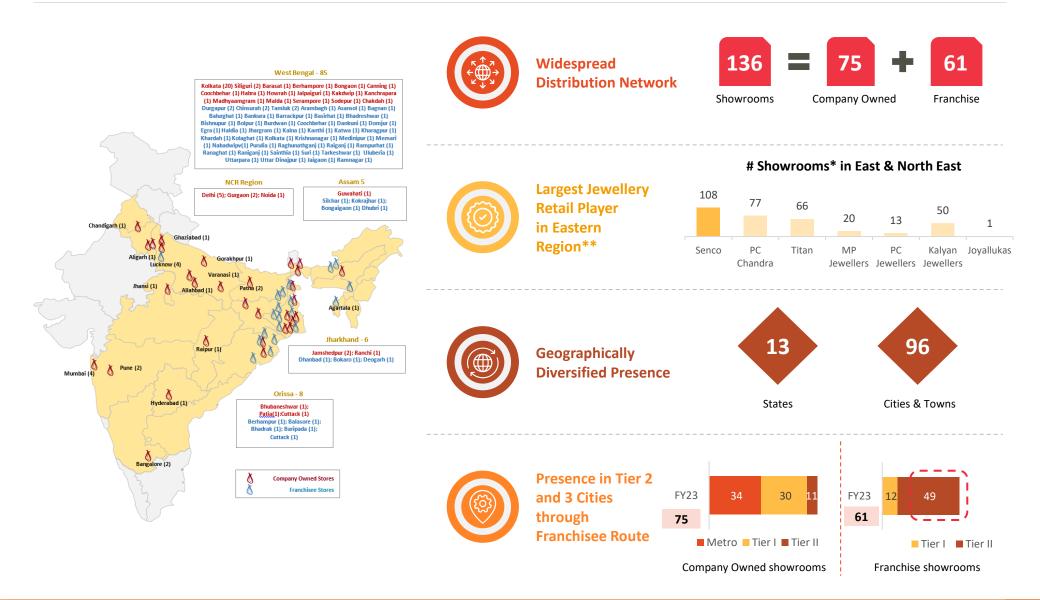


5 Decades of Trust with pan India presence across regions



Note: (1) TRA Brand Trust Report, 2021-23; (2) As on Mar 31, 2023; ^ Number of stores in West Bengal are 85 out of 136 stores in total

Pan-India presence; Largest Retail Player in Eastern Region





Established asset-light 'franchise' model

Strong distribution network leveraging asset light franchisee model – evaluating both 'franchisee owned, franchisee operated' models

Operational leverage of franchisee model

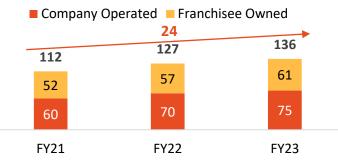
- Upfront sale of inventory to Franchisee
- Negligible capital payout
- Leverage Hub and spoke model to penetrate into tier-II and tier-III cities

Company Operated Franchisee Showrooms INR Mn 5,054.73 2,645.44 Showroom additions (net)
Capex required for showrooms added Numbers for the period FY21 to FY23

Nil investment in capex and inventory ensures Franchisee model continues to promote asset-light growth

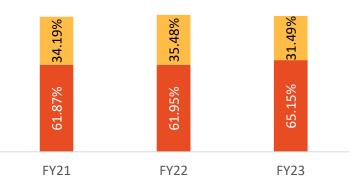
Senco has added (net) 24 showroom from FY21

of Showrooms



Revenue from company owned showrooms dominates

Company Operated Franchisee Owned



Proportion to revenue from operations (without including franchisee fees and discount allowed)

Comparison between Company operated showrooms and Franchisee showroom

Leveraging Our Strong Bengal Karigari





Strong brand name with heritage





Product Range Catering to Diverse Customer Group



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Calibrated focus on light, affordable jewellery with the intention to cater to the upwardly mobile and younger generation



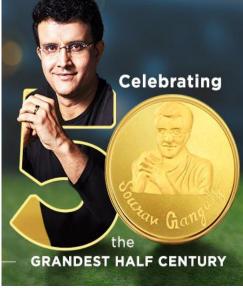
Diverse	jewellery collection with acro	oss various price points star	ting from INR 2,000 to n	naximise customer ba	ase	
Active Catalogue	~1,20,000 designs for gold jewellery		~69,000 designs for diamond jewellery			
	e in selling light weight jewellery ha rider customer base across age grou		Initiatives that	has enabled us to have s	trong foothold	
Current portfolio of light weight, affordable jewellery brands	everlite	GO SIP	Online presence via websites, mobile ap ecommerce tie u	p and sche	Offering jewellery purchase schemes with monthly installments	
Minimum Ticket Size Starting from INR 2,000		Key drivers for light weight, affordable jewellery				
Target customers	Upwardly mobile (G	ienZ / Millennial)	Increasing number of	Exposure to global	Rising number of younger generation	
Product offerings	Gold and diamond jewellery	Silver and costume jewellery	working women	designs		
# showrooms	2 exclusive showrooms plus in-showroom dedicated counters	In showroom dedicated counters	Jewellery preferred as adornment rather than investments	Preferences shifting from bulky jewellery to light weight contemporary designs	Suitable for daily use	

Reinforcing the Hyperlocal Touch, Playing as a Jewellery Retail Pan-India Brand





KIARA ADVANI – Actress



SOURAV GANGULY – Ex-Captain Indian Cricket Team



VIDYA BALAN - Actress

Regional Brand Ambassadors in Eastern India Market



ISHA SAHA



SUNITA DEVI



MADHUMITA CHAKRABORTY

INR 1,578.05 Mn – Cumulative advertisement and sales promotion expenses (from FY21 to FY23)

Avg. 1.5% of Rev. is the Sales Prom. Exp. (YoY FY21 to FY23)

FY22 ~9.38 mn ~640% ~1.27 mn FY19 Increase in customer traffic to our websites due to shift in channels of sale and digital customer outreach

(Numbers in mn and rounded off upto 2 decimals)



Unique Customer Centric and Hyperlocal Marketing Strategies

- Capitalise on 'Dhanteras', 'Akshay Tritiya' or 'new years' of various states such as West Bengal, Orissa and Maharashtra to promote sales
- Loyalty programs
- One year free insurance on purchase of diamond jewellery above a certain value
- Sponsorships for sporting teams and events
- DG Gold (<u>www.mydigigold.com</u>) A digital platform for the purchase, redemption and sale of the gold^

- Offers and discounts on our jewellery during local and regional festivals such as 'Akshay Tritiya', 'Rath Yatra', 'Ganesh Chaturthi', 'Poila Baisakh', 'Teej', among others
- During festival offers schemes take care of gold rates
- Jewellery purchase schemes
- Buy jewellery through periodic installments of 6-18 months under various schemes*
- Offer bespoke design, customization, and exchange of old gold jewellery by computer testing
- Attractive exchange policy



Schemes and

Key

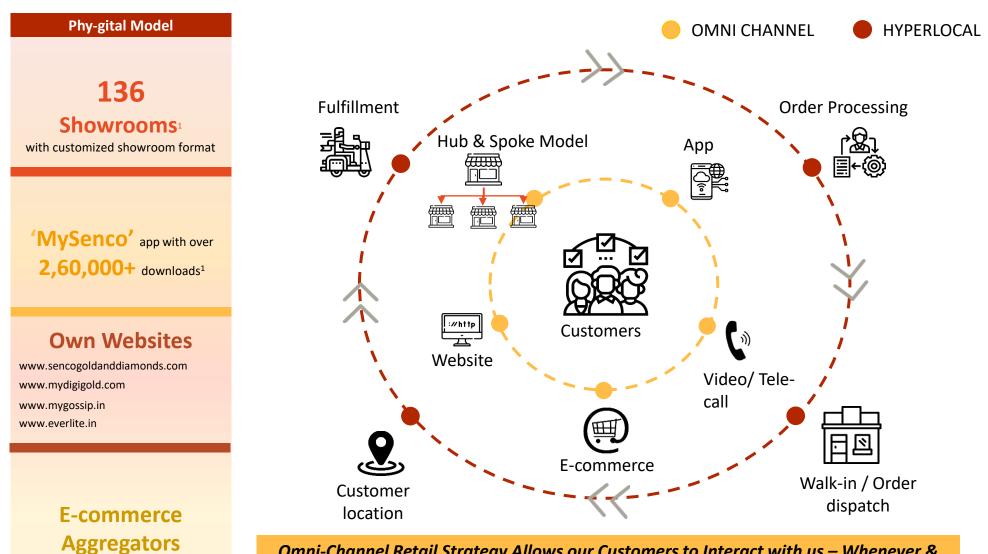
Marketing

Strategies

Offerings

Omni-channel Retail Network

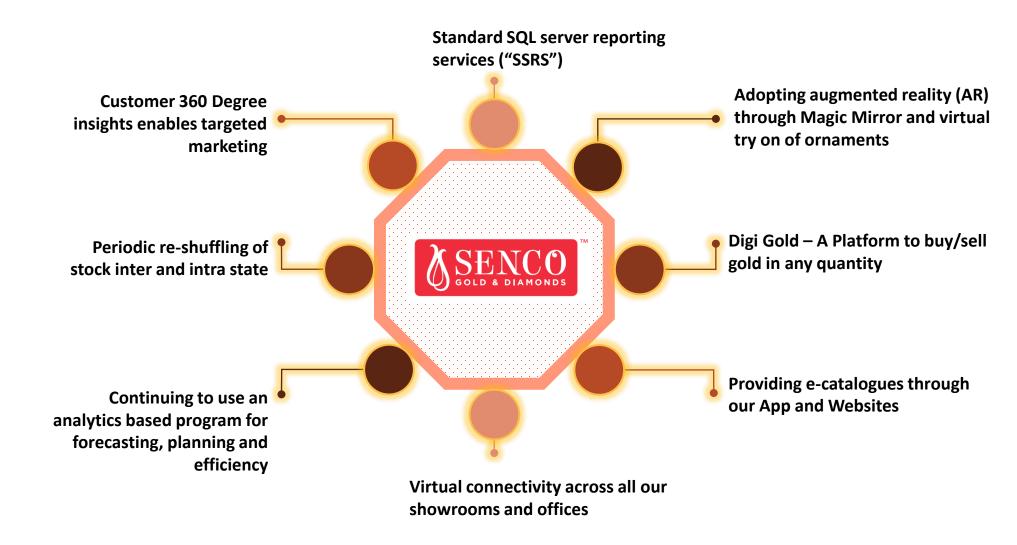




Omni-Channel Retail Strategy Allows our Customers to Interact with us – Whenever & However they Find Most Convenient

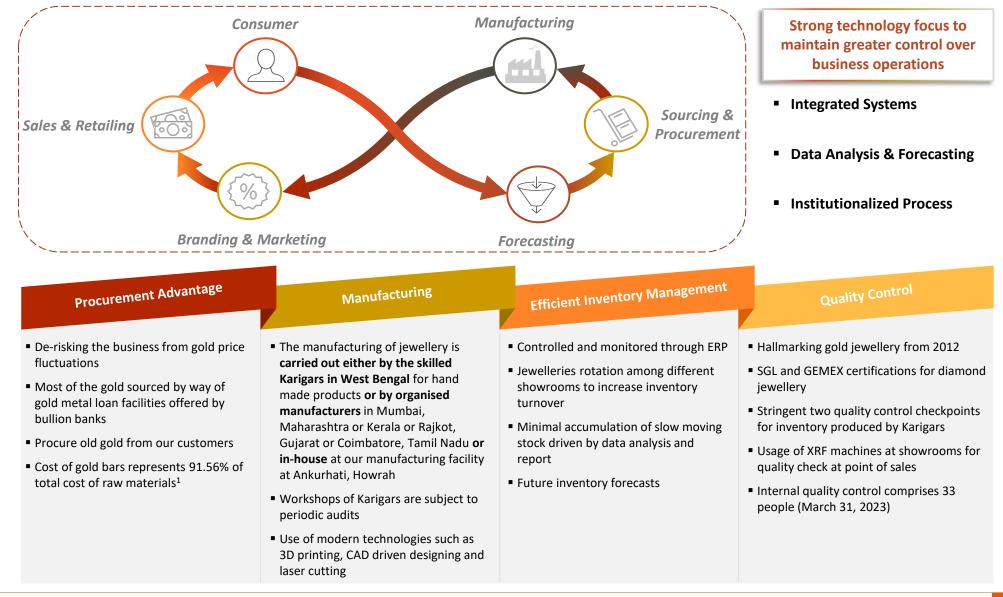
Innovation and Digital Focus





Established systems and procedures to mitigate risk and improve efficiencies





Experienced Board and management team backed by institutional investor support



RANJANA SEN

Chairperson and Whole Time Director

- Over 29 years of experience in the jewellery industry
- Associated with our Company since the incorporation of the Company
- Holds a bachelors degree in arts from the University of Calcutta

SUVANKAR SEN

Managing Director and CEO

- 17+ years of experience in the jewellery industry
- Awarded CEO of the year for Phygital Technology Impact at the Retail Jewellery MD & CEO Awards, 2022
- Holds PGDM degree from Institute of Management Technology, Ghaziabad

JOITA SEN

Whole Time Director

- Over 10 years of experience in the designing and marketing
- Associated with the Company since 2009
- Holds degree in master's in arts from Presidency College, University of Calcutta

VIVEK KUMAR MATHUR

Non-Executive Nominee Director

- Nominee of SAIF Partners
- Previously served as the executive director for customer service at Dell International Services Private Limited and is currently a partner at Light Ray Advisors LLP
- Holds master's degree in business administration from the Graduate College of the University of Iowa

Equity infusion from



BHASKAR SEN

Independent Director

- Experience of more than four decades in the banking sector
- Previously associated with Bandhan Bank Limited as an independent director, United Bank of India as the Chairman and Managing Director, and at Dena Bank as an executive director

SHANKAR PRASAD HALDER

Independent Director

- Over 30 years of experience in both wire line as well as wireless mobile and telecommunication service providers
- Presently the founder and CEO of Pinnacle Digital Analytics Private Limited
- Previously worked with Escotel Mobile and Bharti Airtel

KUMAR SHANKAR DATTA

Independent Director

- Over 30 years of experience in finance, functional and project management in different corporate organisations
- Chartered Accountant and Cost and Works Accountant

SUMAN VARMA

Independent Director

- An advertising and marketing professional
- Earlier associated with J Walter Thompson (India), Rediffusion Y & R (India) and Hamdard Laboratories (India)
- Holds a master's degree in comparative literature from the Jadavpur University















SAIF?artners°





CSR Initiatives

- Our vision for CSR is as follows:
 - Empowerment of women;
 - Education in rural areas for the younger generations and economically backward
- **P.C. Sen Charitable Trust**, one of our Group Entities, has been set up to undertake CSR activities on behalf of our Company. The focus of the PC Sen Trust is health and education
- The objective of SHIVSWAY Shankar Sen institute of Vocational training for women and youth institute by providing them training through short term courses on jewellery designing, beauty care, retail sales, home care and health care services
- The **P.C. Sen Charitable Trust** is also in the process of implementing a nursing training college and a diagnostic centre

Trends in expenses towards Corporate Social Responsibility (INR Mn) Cumulative expense of INR 71 Mn – FY21 to FY23







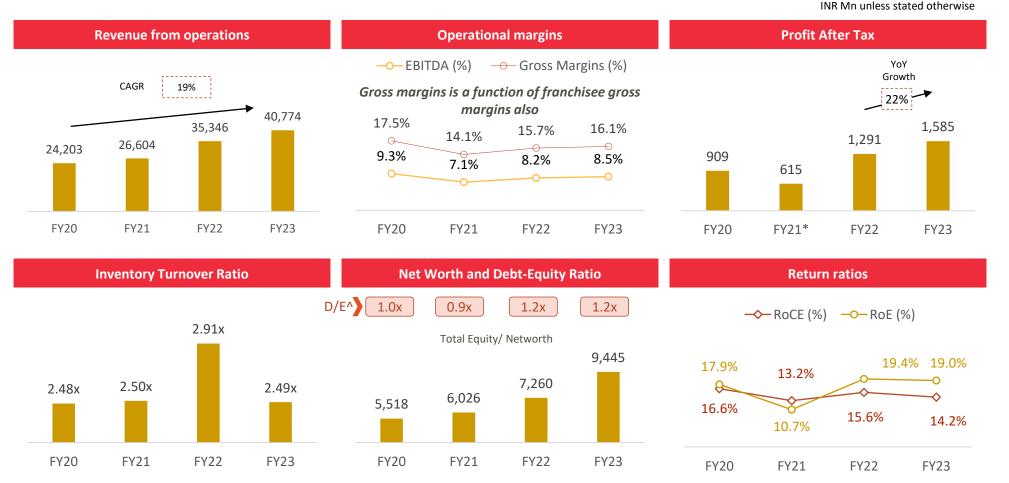


Senco Gold Limited – Competitive Strengths

01	Strong brand name with heritage and a legacy of over five decades	06 Cater to the upwardly mobile and younger generation.
02	Largest organised jewellery retail player in the eastern region of India based on number of stores	07 In-house modern and tech enabled agile manufacturing
03	Calibrated focus on light weight, affordable jewellery	08 Consistent profitability and margins
04	Established asset light 'franchise' model	09 Established systems and procedures to mitigate risk and improve efficiencies
05	Leveraging our strong Bengal Karigar	10 Experienced management team and institutional investor support

Consistent Revenue Growth, Profitability and Return on Equity





Notes:

- i. Gross margins = Gross profit divided by revenue from operations for the period; Gross profit is difference between summation of cost of materials consumer, purchase of stock-in-trade and Changes in inventories of finished goods and stock-in-trade and revenue from operations for the period
- ii. EBITDA Margin = Earnings before interest, tax, depreciation and amortisation divided by total income
- iii. Inventory turnover ratio = Sales divided by Average Inventory; Average Inventory is calculated as the average of opening balance and closing balance for the period / year
- iv. Return on Capital Employed = Earnings before interest and taxes for the period/year divided by capital employed, where capital employed is computed as sum of total equity and borrowings (including accrued interest and Gold Metal Loan) as at the end of the period/year.
- v. Return on Equity=Profit after tax for the period / year divided by average total equity. Average total equity is calculated as average of opening and closing balance of total equity for the period / year.



Balance Sheet (Ind-AS)- Restated

Particulars (INR Mn)	FY21	FY22	FY23
	(Consolidated)	(Consolidated)	(Consolidated)
ASSETS			
Non-current assets			
Property, plant and equipment	673.84	691.00	847.02
Capital work-in-progress	24.38	65.14	130.64
Right of use assets	1,417.26	1,516.20	1,926.70
Other intangible assets	27.35	24.59	22.95
Other financial assets	268.57	166.78	560.69
Other non-current assets	500.29	524.42	555.17
Total non-current assets	2,911.69	2,988.13	4,043.17
Current Assets			
Inventories	10,394.73	13,912.45	18,854.57
Trade Receivables	275.59	393.98	454.22
Cash and Cash Equivalents	85.13	95.44	94.83
Bank Balances Other than Cash and Cash Equivalents	1,196.03	2,692.69	4,280.90
Other Current Assets	729.80	919.16	1,325.50
Total Current Assets	12,681.28	18,013.72	25,010.02
Total Assets	15,592.97	21,001.85	29,053.19
EQUITY AND LIABILITIES			
Equity			
Total Equity	6,026.20	7,259.67	9,455.20
Non-current Liabilities			
Borrowings	4.06	3.95	14.26
Lease Liabilities	1,327.63	1,451.03	1,884.02
Provisions	8.26	0.73	6.32
Other non-current liabilities	8.24	8.50	251.38
Total non-current liabilities	1,348.19	1,464.21	2,155.98
Current liabilities			
Borrowings	5,320.38	8,625.72	11,757.48
Lease Liabilities	146.03	178.61	213.51
Trade Payables	609.35	1,174.23	1,444.59
Other Financial Liabilities	256.63	335.69	702.31
Current tax liabilities (net)	31.15	138.51	155.05
Other Current Liabilities	1,855.04	1,825.21	3,169.07
Total Current Liabilities	8,218.58	12,277.97	17,442.01
Total Equity and Liabilities	15,592.97	21,001.85	29,053.19



Statement of Profit and Loss (Ind-AS) - Restated

Darticulars (IND Mp)	FY21	FY22	FY23
Particulars (INR Mn)	(Consolidated)	(Consolidated)	(Consolidated)
Revenue from Operations	26,603.79	35,346.41	40,774.04
Other Income	145.45	127.69	311.36
Total Income	26,749.24	35,474.10	41,085.40
Expenses:			
Cost of Material Consumed	22,853.94	29,805.40	34,219.34
Employee Benefits Expense	521.81	747.67	933.80
Finance Cost	666.37	708.79	860.53
Depreciation and Amortization Expenses	395.71	421.15	455.53
Other Expenses	1,474.80	2,021.50	2,454.68
Total Expenses	25,912.63	33,704.51	38,923.88
Profit / (Loss) before Tax	836.61	1,769.59	2,161.52
Tax Expense:			
Current Tax	287.76	494.94	634.74
MAT Credit Availed / Reversed	-	0.57	(21.38)
Deferred Tax (Net)	(65.97)	(16.94)	(36.63)
Total Tax Expenses	221.79	478.57	576.73
Profit/(Loss) for the Period	614.82	1,291.02	1,584.79

Note: Figures have been rounded off | Cost of material consumed includes purchase of stock in trade and Changes in inventories of finished goods and stock-in-trade.



Cash Flow Statement (Ind-AS) - Restated

	FY21	FY22	FY23
Particulars (INR Mn)	(Consolidated)	(Consolidated)	(Consolidated)
Cash Flow from operating activities			
Profit/(loss) before Tax	836.61	1,769.59	2,161.52
Adjustments for:			
Depreciation and Amortisation Expense	395.71	421.15	455.53
Finance Costs	666.37	708.79	860.53
Interest income	(49.79)	(71.50)	(164.45)
Other Adjustments	(50.88)	(16.61)	(11.50)
Operating Profit before Working Capital Changes	1,798.02	2,811.42	3,301.63
Working Capital Adjustments			
(Increase) / Decrease in Inventories	476.40	(3,519.02)	(4,942.12)
(Increase) / Decrease in Trade Receivables	0.83	(115.03)	(60.98)
Increase) / Decrease in Financial Assets and other Current and Non-Current Assets	(244.70)	(194.79)	(599.57)
Increase (Decrease) in Financial Liabilities & Other Current and Non-Current Liabilities	199.95	706.19	2,131.75
Cash Generated from Operations	2,230.50	(311.23)	(169.29)
Income Taxes Paid (Net of Refund)	(421.35)	(387.63)	(591.74)
Net Cash Generated by Operating Activities	1,809.15	(698.86)	(761.03)
Cash Flow from Investing activities			
Net Cash used in Investing Activities	(536.56)	(1,570.94)	(1,980.30)
Cash Flow from Financing activities			
Proceeds from issue of equity shares	-	-	750.00
Dividends paid	-	(147.48)	(114.24)
Dividend distribution tax paid	-	-	-
Net Movement of Long-term Borrowings and other Borrowings (net)	(541.83)	3,132.05	2,937.75
Finance Cost	(681.88)	(704.46)	(832.79)
Net Cash (used in) / Generated by Financing Activities	(1,223.71)	2,280.11	2,740.72
Net Increase/(decrease) in cash and Cash Equivalents	48.88	10.31	(0.61)
Cash and Cash Equivalents at the Beginning of the Year	36.25	85.13	95.44
Cash and Cash Equivalents at the end of the Year	85.13	95.44	94.83

For further information, please contact Mr. Sanjay Banka Chief Financial Officer sanjay.banka@sencogold.co.in



THANK YOU

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