

Date: 01st January, 2026

**To,
The Manager,
BSE SME Platform
Corporate Relationship Department
25th Floor, Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400001**

BSE Scrip Code: 544400

Subject: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), 2015, It is great pleasure to inform that **Manoj Jewellers has Launched Revolutionary Thanga Kovil Collection: Making Temple Jewellery Affordable with 80% Weight Reduction Through Innovative Paper-Casting Technology.**

Kindly take the above information on your record.

Thanking You,
Yours Faithfully,

For MANOJ JEWELLERS LIMITED

**MANOJ KUMAR
MANAGING DIRECTOR
(DIN: 01730747)**



Manoj Jewellers Launches Revolutionary Thanga Kovil Collection: Making Temple Jewellery Affordable with 80% Weight Reduction Through Innovative Paper-Casting Technology

Chennai, January 01, 2026: Manoj Jewellers Limited, a BSE-listed Chennai-based jewellery manufacturer, today announced the launch of its groundbreaking **Thanga Kovil Collection** – a revolutionary line of lightweight temple jewellery designed to address the growing affordability crisis caused by soaring gold prices.

The Thanga Kovil Collection represents a paradigm shift in temple jewellery manufacturing, delivering pieces that weigh **80% less than traditional temple jewellery** while maintaining the same visual grandeur and cultural authenticity.

Solving the Affordability Challenge

Traditional temple jewellery pieces typically weigh between **120-140 grams**, making them increasingly inaccessible to middle-class consumers as gold prices continue rising. The Thanga Kovil Collection addresses this challenge through advanced paper-casting manufacturing technology. **Short necklaces weigh just 6 grams and long haars only 20 grams** – a revolutionary reduction from the 120-140 grams typical of traditional temple jewellery.

Key Features:

- **Weight:** 20 grams vs traditional 120-140 grams (~80% lighter)
- **Cost Advantage:** 80% more affordable than conventional temple jewellery
- **Design Authenticity:** Traditional South Indian temple architecture and intricate detailing
- **Technology:** Advanced paper-casting process enabling complex designs at reduced weight
- **Quality:** BIS hallmarked gold meeting purity standards
- **Range:** Comprehensive collection including necklaces, chains, earrings, bangles, and waist belts

Intellectual Property Protection

The Company has applied for trademark registration of "Thanga Kovil" to protect its brand identity as it expands its B2B wholesale network across South India.

Strategic B2B Focus

While available through Manoj Jewellers' retail showrooms in Sowcarpet, the primary focus is on **B2B wholesale expansion**. The Company is targeting regional jewellers across South India seeking affordable yet authentic temple jewellery solutions.

For wholesale partners, the Thanga Kovil Collection offers:

- Expanded customer base without compromising design quality
- Faster inventory turnover due to lower price points
- Competitive market differentiation
- Protected margins with attractive wholesale pricing

Market Opportunity

Industry estimates suggest that a 80% price reduction at equivalent design quality could expand the addressable temple jewellery market by 2-3x, bringing these designs within reach of millions of additional consumers across income segments.



Management Commentary

Mr. Manoj Jain, Managing Director, stated: "The launch of the Thanga Kovil Collection represents a pivotal moment for Manoj Jewellers and the broader temple jewellery industry. Rising gold prices have steadily eroded affordability, forcing consumers to either compromise on design or postpone purchases altogether.

Through innovative paper-casting technology, we've created temple jewellery that delivers the same visual impact and cultural authenticity as traditional pieces – at 80% lower cost. This is not about creating 'budget' jewellery or compromising quality. This is about democratizing access to heritage designs through manufacturing innovation.

We see massive opportunity in the B2B segment. Regional jewellers across South India are actively seeking solutions to serve price-conscious customers without diluting their brand positioning. The Thanga Kovil Collection gives them exactly that – an affordable yet premium temple jewellery line that expands their customer base while protecting margins.

As a Chennai-based company rooted in Sowcarpet's rich jewellery heritage, we take pride in preserving the cultural significance of temple jewellery while making it accessible to the next generation. This launch marks the beginning of an exciting chapter as we establish ourselves as innovation leaders solving real market challenges."

Production and Availability

The Thanga Kovil Collection is currently in commercial production with initial product lines including temple necklace sets, long chains, earrings, bangles, and waist belts. The collection is immediately available for wholesale orders and will be available through retail showrooms from mid-January 2026.

Future Expansion

Building on this success, Manoj Jewellers is exploring expansion of the lightweight, affordable jewellery concept to bridal sets, daily-wear collections, and diamond-studded temple jewellery.

About Manoj Jewellers Limited

Manoj Jewellers Limited (MJL) is a Chennai-based jewellery company engaged in the design, manufacturing, and sale of hallmarked gold, diamond, and silver ornaments across retail, wholesale, and e-commerce channels. Rooted in Sowcarpet's vibrant jewellery heritage, MJL carries forward a family legacy of trust and craftsmanship built over a decade.

The Company operates a flagship 2,000 sq. ft. showroom on NSC Bose Road, Sowcarpet, in the heart of Chennai's traditional jewellery hub, and a 1,500 sq. ft. boutique outlet in Kilpauk, offering customers a refined and personalised retail experience. Both showrooms showcase curated collections spanning bridal, festive, and daily-wear jewellery in 22K/18K gold, diamonds, and silver.


MJL's core strength lies in its wholesale-led model, which supplies hallmarked gold ornaments and designer collections to regional jewellers and bulk buyers across South India, ensuring stable volumes and strong supplier relationships. Its retail vertical complements this foundation by enhancing brand visibility and margins through direct consumer engagement.

The Company blends traditional artistry with modern retail practices, combining heritage design sensibilities with hallmark authenticity and customer trust. With a clear focus on purity, design excellence, and disciplined growth, Manoj Jewellers is steadily expanding its footprint in India's evolving jewellery landscape.

Disclaimer

This document contains forward-looking statements, which are not historical facts and are subject to risks and uncertainties such as government actions, local developments, and technological risks. The Company is not responsible for any actions taken based on these statements and does not commit to publicly updating them to reflect future events or circumstances.

For Further Information Please Contact

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