



Ref: SEC/SE/84/2025-26

Date: 21st January 2026

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

Sub: - Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Investment in the equity share capital of August Jewellery Private Limited

Pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“**SEBI LODR Regulations**”), we are pleased to inform that the Board of Directors of Senco Gold Limited (**the “Company”**) at its meeting held today, has approved investment in the equity share capital of August Jewellery Private Limited (“**AJPL**”), having brand name Melorra, thereby acquiring 68% of the equity share capital of AJPL.

In this regard, the Company will execute: (a) Share Subscription Agreement (“**SSA**”), (b) Shareholders’ Agreement (“**SHA**”) and any other related documents, as may be required during the course of the transaction with AJPL.

The relevant details as per the requirement of Regulation 30 of SEBI LODR Regulations, read with SEBI Circular dated November 11, 2024 is enclosed in ‘**Annexure - A**’.

This intimation shall also be available on the website of the Company.

This is for your information and records.

Yours sincerely,

For SENCO GOLD LIMITED

Mukund Chandak

Company Secretary & Compliance Officer
Membership No. A20051



Senco Gold Limited

CIN NO. : L36911WB1994PLC064637
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/
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Annexure A

Relevant details pertaining to Acquisition (“Investment”)

Sr. No.	Particulars	Disclosure
i.	Name of the target entity, details in brief such as size, turnover etc	<p>The name of the entity is August Jewellery Private Limited (“AJPL”). AJPL is engaged in the business of manufacturing, producing, designing, marketing, selling and other related activities of various kinds of gold, silver, precious stones, semi-precious stones, jewellery items, including fast fashion light weight brand of jewellery under the brand name of ‘MELORRA’.</p> <p>The turnover of the Company for the financial year ended 31st March 2025 is Rs. 3324.87 lakhs.</p>
ii.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”	<p>The proposed acquisition(s) does not fall within Related Party Transaction(s). Further, none of the promoter/ promoter group/ group companies of the Company have any interest in the entity proposed to be acquired, except as creditor of AJPL. It will be a primary investment wherein fresh equity shares will be issued. The funds will be used for growth/expansion and discharge of old liabilities.</p> <p>Post-acquisition, AJPL shall become a subsidiary company of Senco Gold Limited.</p>
iii.	Industry to which the entity being acquired belongs	Gems & Jewellery.
iv.	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	<p>The proposed investment in AJPL marks a strategic step towards reinforcing the Company’s digital and omnichannel strategy to cater to the fast-growing young consumer segment. The proposed investment is also a part of the Company’s long term growth strategy. AJPL’s robust design and e-commerce capabilities complement the Company’s core competencies. The proposed integration is expected to create significant synergies, drive operational efficiencies, and enhance innovation and customer experience across platforms.</p>

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Trusted Jewellery
Brand 2024
by TRA report.





v.	Brief details of any governmental or regulatory approvals required for the acquisition	No governmental or regulatory approvals are required for the acquisition.								
vi.	Indicative time period for completion of the acquisition	Expected to be completed by 30 th April, 2026.								
vii.	Consideration - whether cash consideration or share swap or any other form and details of the same	Cash Consideration								
viii.	Cost of acquisition and/or the price at which the shares are acquired	Acquisition of 68% equity share capital of AJPL for an amount aggregating to INR 68 crores.								
ix.	Percentage of shareholding / control acquired and / or number of shares acquired	The Company is proposing to acquire 68% of the AJPL’s equity share capital.								
x.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	<p>AJPL was incorporated under the Companies Act 2013 on 16-01-2015 having its registered office at Bangalore, Karnataka, India.</p> <p>AJPL has been engaged in the business of manufacturing, producing, designing, marketing, selling and other related activities of various kinds of gold, silver, precious stones, semi-precious stones, jewellery items, including fast fashion light weight brand of jewellery under the brand name of ‘MELORRA’.</p> <p>With a presence in 21 stores across India, AJPL creates trend-forward jewellery inspired by global runways. By using advanced technology, the brand continuously develops and launches fresh designs every week.</p> <p>Presently, the Company is managing the stores of AJPL as Master Franchisee.</p> <p>The turnover of AJPL for the last 3 years is given below:</p> <table><tr><th>Year</th><th>Turnover (Rs in lakhs)</th></tr><tr><td>2024-25</td><td>3324.87</td></tr><tr><td>2023-24</td><td>17362.71</td></tr><tr><td>2022-23</td><td>60547.18</td></tr></table>	Year	Turnover (Rs in lakhs)	2024-25	3324.87	2023-24	17362.71	2022-23	60547.18
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