



Date: December 29, 2025

To,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400001
Scrip Code: 544256

To,
National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block-G, BKC,
Bandra (East), Mumbai – 400051
Symbol: PNGJL

Subject: Intimation of Press Release

Dear Sir/ Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the Press Release titled “PNG Jewellers Sharpens Its Next Phase of Growth with Lifestyle by PNG, Appoints Sara Tendulkar as Brand Ambassador.”

The intimation shall also be made available on the website of the Company at www.pngjewellers.com.

Kindly take the same into your records.

Thanking You,
Yours Sincerely,
For **P N Gadgil Jewellers Limited**

Prakhar Gupta
Company Secretary & Compliance Officer

P N Gadgil Jewellers Limited

(Formerly known as P N Gadgil Jewellers Pvt. Ltd.)

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INDIA | USA



PNG Jewellers Sharpens Its Next Phase of Growth with Lifestyle by PNG, Appoints Sara Tendulkar as Brand Ambassador

Pune: Lifestyle by PNG, the contemporary lightweight fine jewellery brand from PNG Jewellers, has announced Sara Tendulkar as its brand ambassador, marking a key step in strengthening the brand's connection with India's future jewellery consumers.

The association reinforces Lifestyle's role as a strategic bridge between PNG Jewellers' legacy customers and its future customers. While PNG has been a trusted name across generations for nearly two centuries, Lifestyle has been consciously created to remain relevant to the next generation through a modern retail format, contemporary design language, and an omni-channel experience.

Speaking on the larger vision behind Lifestyle, Dr. Saurabh Gadgil, Chairman and Managing Director, PNG Jewellers, said, *"Lifestyle by PNG is a conscious and long-term effort to bridge our existing customers with future customers. While PNG has earned trust across generations, it is equally important for us to stay relevant to the way younger consumers think, shop and express themselves today. Lifestyle has been created as a modern retail format with a strong omnichannel presence, designed around everyday moments rather than only traditional occasions. This is not a short-term style initiative, but a serious business vertical under the PNG umbrella, with dedicated focus on merchandising, planning, marketing and digital platforms. The encouraging response to our pilot stores has given us confidence to scale the brand in a structured manner across key markets."*

Sara Tendulkar's natural elegance, modern outlook, and strong digital connect make her a strong fit for the brand's philosophy. With over 8.9 million followers on Instagram, she is widely recognised for her understated style, authenticity and balanced presence. Her preference for clean silhouettes, minimal embellishment and comfort led fashion aligns seamlessly with Lifestyle's design ethos.

Commenting on the association, Sara Tendulkar said, *"Lifestyle reflects a sense of ease and individuality that feels very natural to me. The jewellery is light, thoughtful and designed for everyday life, which makes this partnership genuinely exciting."*

Adding to this, Hemant Chaavan, Head Marketing and E-commerce, Lifestyle by PNG, said, *"Sara represents the mindset of the young woman Lifestyle is created for, confident, modern and expressive in her own way. Her ability to connect organically with younger audiences strengthens Lifestyle's ambition to become a preferred jewellery destination for future consumers who value design, ease and authenticity."*

As brand ambassador, Sara will feature in brand and collection campaigns, participate in digital initiatives, media interactions and attend key store launches. She will also serve as a style muse for select collections. The two-year partnership begins in December 2025, with collections featuring Sara planned for launch from March 2026 onwards.

Lifestyle by PNG operates as a distinct business vertical under the PNG umbrella, catering to women who buy jewellery beyond traditional or festive occasions whether for self-purchase, gifting or everyday moments. The brand follows a strong omnichannel approach that integrates physical stores, digital platforms and content-led engagement.



Following encouraging response from pilot stores in Pune and Goa, Lifestyle is now set for structured expansion. The brand plans to scale to around 50 stores by FY 2028, comprising a mix of company-owned and franchise-owned formats, supported by a robust online store and app. The initial phase of expansion will focus on Maharashtra, followed by expansion into other parts of India.

About Lifestyle by PNG

Lifestyle by PNG is a contemporary sub-brand of PNG Jewellers, crafted for the modern Indian woman who seeks jewellery that complements her everyday life. Designed in real 14K, 18K and 22K gold, Lifestyle offers lightweight, minimalist pieces that are high on style, comfort, and versatility, from boardroom to brunch. With a focus on self-expression, digital integration, and design authenticity, Lifestyle redefines what everyday fine jewellery can be. Backed by PNG's legacy of purity and trust, the brand aspires to make daily adornment more personal, more stylish, and more relevant than ever

About PNG Jewellers

PNG Jewellers is one of the most reputed jewellers in the country, with over 193 years of excellence in creativity and trusted service for customers all over the world. Under the leadership of Dr. Saurabh Gadgil, a visionary entrepreneur, PNG Jewellers continues to evolve as a globally relevant brand while staying rooted in its heritage of purity, trust, and craftsmanship.