



Company Overview

M. K. Sons Fine Jewels Limited is a retail-focused jewellery company engaged in the marketing and sale of gold, diamond and Cubic Zirconia (CZ) jewellery through its own chain of showrooms under the "MK Jewels" brand. Incorporated in 2012, the company builds on the jewellery business established by its promoter, Ramchand Murlidhar Raimalani, in 1999 through the proprietorship firm M. K. Sons Jewellers. In March 2025, the company acquired the running business of the proprietorship to consolidate operations under a single corporate entity. As of June 30, 2026, the company operated five showrooms, comprising three in Mumbai and two in Ahmedabad, with a total operational area of 6,513 sq. ft. All showrooms operate under the Company Owned Company Operated (COCO) model, with revenue recognised directly in the company's books. The company follows a cluster-based expansion strategy to improve supply chain and inventory management, strengthen local brand visibility and optimise marketing and human resource utilisation. Its retail network caters to diverse customer segments, ranging from premium buyers seeking high-value jewellery and personalised service to value-conscious customers across multiple price points. The company also offers an exclusive, appointment-based experience through its "Ra Ra Ru" lounge, which houses a curated private luxury collection and provides personalised bridal styling and consultation. Its product portfolio comprised over 19,442 stock keeping units (SKUs) as of June 30, 2026, including more than 14,582 gold jewellery designs and over 4,860 designs featuring diamonds and other precious stones. The company's established presence in key jewellery markets of Western India, differentiated showroom positioning and planned retail expansion provide opportunities for growth, while its concentrated geographic footprint and exposure to jewellery demand and gold price movements remain key monitorables. Going forward, the company's ability to scale its showroom network while maintaining inventory efficiency, brand positioning and profitability will be critical to sustaining growth.

Objects of the issue

The IPO consists of a fresh issue of Rs. 220 crores and an Offer for Sale of Rs. 55 crores. The company proposes to utilize the proceeds from the issue towards the following objects:

- ⇒ Funding of inventory costs towards setting up of 1 new showroom in Maharashtra ("New Showroom") and expansion of existing showroom in Gujarat ("Expansion");
- ⇒ Repayment and/or pre-payment, in full or part, of certain borrowings availed by the company; and
- ⇒ General corporate purposes.

Investment Rationale

Diversified jewellery portfolio catering to multiple customer segments and occasions

M. K. Sons Fine Jewels offers a diversified jewellery portfolio across eleven distinct collections, catering to varied customer segments, occasions and price points. Its offerings span gold, diamond and Cubic Zirconia (CZ) jewellery, covering traditional bridal designs, contemporary lightweight daily wear, premium diamond-led pieces, festive jewellery and customised offerings. This diversified portfolio enables the company to address a broad range of consumer preferences, from everyday purchases to high-value wedding and occasion-led jewellery, while refreshing designs in line with evolving preferences, seasonal trends and regional demand. The company's revenue is entirely generated through its offline showroom network, with physical showrooms contributing 100% of revenue from operations in FY26. Revenue from operations increased from Rs. 2173 million in FY24 to Rs. 3513 million in FY25 and Rs. 5387 million in FY26, indicating strong business growth. Average order value also increased from Rs. 1.4 lakh in FY24 to Rs. 1.9 lakh in FY26, reflecting an increase in the average transaction value. Gold jewellery remained the dominant product category, contributing 87.4% of FY26 revenue, while diamond and colour-stone jewellery contributed 5.8% and 6.7%, respectively. The combination of multiple collections, varied price points and a rising average order value supports the company's ability to serve diverse customer needs and grow its presence in the jewellery retail market. The company's broad product portfolio and rising average order value provide a foundation for increasing revenue from its existing customer base. Sustaining this growth will depend on its ability to continuously introduce relevant designs, maintain product appeal across customer segments and strengthen showroom-level sales productivity.

Targeted marketing and promotional activities supporting brand recall

M. K. Sons Fine Jewels has adopted a multi-channel marketing strategy combining traditional advertising, digital campaigns and physical customer engagement to strengthen brand visibility and customer recall. The company began actively showcasing its jewellery designs on Instagram in 2016, enabling it to build an early digital presence and engage directly with customers. Its marketing initiatives span social media platforms such as Instagram, Facebook, Pinterest and YouTube, alongside print advertisements, outdoor hoardings, promotional schemes and in-store events. The company

Issue Details

Offer Period	28th Oct. 2026-30th Oct. 2026
Price Band	Rs.153 to Rs.162
Bid Lot	91
Listing	BSE & NSE
Issue Size (no. of shares in Mn.)	17
Issue Size (Rs. in Mn.)	2750
Face Value (Rs.)	10

Issue Structure

QIB	50%
NIB	15%
Retail	35%

BRLM	Aryaman Financial Services Ltd.
------	---------------------------------

Registrar	Bigshare Services Private Ltd.
-----------	--------------------------------

Particulars	Pre Issue %	Post Issue %
Promoter & Promoter Group	100.0	69.8
Public	0.0	30.2
Total	100.0%	100.0%

(Assuming issue subscribed at higher band)

Research Team - 022-61596138

M. K. Sons Fine Jewels Ltd.

also offers periodic discounts, concessions on making charges and promotional sales to attract customers, encourage repeat purchases and support inventory turnover. The company's digital reach is supported by advertising campaigns targeting customers across more than 18 states in India. As of the RHP date, its social media presence included over 591,000 Instagram followers, 76,800 YouTube subscribers and 43,000 Pinterest followers. Marketing activities are managed with support from a third-party agency, while the promoters also participate in brand communication through social media, helping establish a more direct connection with customers. In FY26, the company participated in 16 exhibitions, supplementing its digital outreach with in-person customer engagement and product showcases. Advertising and promotion expenses declined from Rs. 26.4 million in FY24 to Rs. 18.4 million in FY26. The combination of digital outreach, promoter-led engagement and offline promotional activities provide the company with multiple channels to reach prospective customers. Its established social media following offers a platform to showcase new collections and communicate promotional offers to a wider audience. The integration of digital campaigns with exhibitions and in-store events also enables the company to complement online discovery with direct product interaction. Its ability to convert this brand visibility into sustained customer acquisition and repeat purchases will be important in supporting future revenue growth.

Valuation

M. K. Sons Fine Jewels operates in India's organised jewellery retail market, offering a range of gold, diamond and precious stone jewellery across traditional and contemporary designs. Established in 2012, the company has developed its presence through a network of company-owned and company-operated showrooms, catering to customers across different occasions and price points. Its focus on curated collections, premium customer experiences and targeted promotional activities supports its brand positioning in a competitive market. On the financial front, the company has delivered strong revenue and earnings growth, supported by its diversified jewellery portfolio, improving profitability and rising average order value. Revenue from operations increased from Rs. 2173 million in FY24 to Rs. 5387 million in FY26, translating into a CAGR of 57.4%, while profit after tax grew from Rs. 82 million to Rs. 518 million, representing a CAGR of 151.8% over the same period. In FY26, the company reported an EBITDA margin of 15.4% and a PAT margin of 9.6%, while ROE and ROCE stood at 36.5% and 47%, respectively, reflecting strong profitability and healthy returns. The company's FY26 Net Debt/EBITDA ratio of 0.76x indicates a moderate debt burden relative to its operating earnings. Its planned showroom expansion provides an opportunity to strengthen its presence and support further growth. The company's strong revenue growth, substantial improvement in profitability and healthy return ratios reflect its improving financial performance and provide a solid foundation for future expansion. **At the upper price band of Rs. 162 per share, the IPO is valued at a P/E of ~13.4x, based on FY26 EPS of Rs. 12.13. Considering its growth trajectory, profitability and valuation, we recommend a "SUBSCRIBE" rating for the issue.**

Key Risks:

- ⇒ A significant portion of M. K. Sons Fine Jewels' revenue is concentrated in Ahmedabad, Gujarat. Ahmedabad showrooms contributed 68.49% of revenue from operations in the three-month period ended June 30, 2026, and 68%, 77.2% and 74.8% in FY26, FY25 and FY24, respectively. This geographical concentration exposes the company to adverse developments in the region, which could negatively affect its business performance, growth prospects and profitability.
- ⇒ The company generates 100% of its revenue from direct sales through physical showrooms. Consequently, its business remains dependent on the performance and continued operation of its showroom network. Any disruption to showroom operations or adverse developments affecting customer footfall and retail sales could have a material adverse effect on its revenue and results of operations.
- ⇒ The objects of the offer for which funds are being raised have not been appraised by any bank or financial institution. Any variation in the utilisation of the net proceeds would be subject to applicable compliance requirements, including prior shareholders' approval.

M. K. Sons Fine Jewels Ltd.

Income Statement (Rs. in Millions)

Particulars	FY24	FY25	FY26	Q1 FY27
Revenue:				
Revenue from operations	2,173	3,513	5,387	1,014
Total revenue	2,173	3,513	5,387	1,014
Expenses:				
Purchases of Stock in Trade	2,400	3,389	4,881	914
Changes in inventories of finished goods	-427	-386	-507	-188
Employee benefit expenses	30	58	99	25
Other expenses	41	66	85	30
Total expenses	2,045	3,127	4,558	780
EBITDA	129	386	829	234
Depreciation & amortization	7	12	42	12
EBIT	122	374	787	222
Finance costs	14	54	73	19
Other Income	1	0	1	0
Profit before exceptional items and tax	108	320	715	203
Exceptional items	0	0	0	0
PBT	108	320	715	203
Current Tax				
For current year / period	28	86	195	53
Short/(excess) tax for earlier years	0	0	6	0
Deferred tax expense/ (income)	-1	2	-4	0
Total tax	27	88	197	53
Net profit	82	233	518	150
Diluted EPS	3.6	10.3	12.1	3.5

Source: RHP, BP Equities Research

Cash Flow Statement (Rs. in Millions)

Particulars	FY24	FY25	FY26	Q1 FY27
Cash Flow from operating activities	-236	-95	154	-28
Cash flow from investing activities	-9	-23	-29	-1
Cash flow from financing activities	248	134	-98	-6
Net increase/(decrease) in cash and cash equivalents	4	15	27	-35
Cash and cash equivalents at the beginning of the period	3	7	28	55
Cash and cash equivalent received in business sucession	0	6	0	0
Cash and cash equivalents at the end of the period	7	28	55	20

Source: RHP, BP Equities Research

M. K. Sons Fine Jewels Ltd.

Balance Sheet (Rs. in Millions)

Particulars	FY24	FY25	FY26	Q1 FY27
Assets				
Non-Current Assets				
Property, Plant and Equipment	12	42	54	50
Right-of-use assets	9	5	57	75
Other intangible assets	0	1	0	1
Financial assets				
(i) Other financial assets	4	5	5	6
Deferred tax assets (net)	3	1	5	5
Total Non Current assets	28	54	121	137
Current Assets				
Inventories	875	2,057	2,564	2,752
Financial Assets				
(i) Cash and cash equivalents	7	28	55	20
(ii) Trade receivables	6	12	10	32
(iii) Other financial assets	9	10	10	11
Other current assets	27	36	72	105
Total current assets	924	2,142	2,711	2,920
Total Assets	952	2,196	2,832	3,057
Equity and Liabilities				
Equity Share Capital	45	85	427	427
Other Equity	178	1,077	1,253	1,403
Total Equity	223	1,162	1,680	1,830
Non-Current Liabilities				
Financial Liabilities				
(i) Borrowings	71	201	254	279
(ii) Lease Liability	6	5	36	43
Provisions	2	6	7	9
Total Non-Current Liabilities	78	212	297	331
Current Liabilities				
Financial Liabilities				
(i) Borrowings	316	489	430	426
(ii) Trade payables	261	216	151	128
(iii) Lease Liability	4	0	25	35
(iv) Other financial liabilities	13	30	25	10
Provisions	1	3	4	11
Other current liabilities	35	34	47	52
Current tax liabilities (net)	23	51	174	233
Total Current Liabilities	651	822	855	896
Total Liabilities	729	1,034	1,152	1,226
Total Equity and Liabilities	952	2,196	2,832	3,057

Source: RHP, BP Equities Research

Disclaimer Appendix

Analyst (s) holding in the Stock : Nil**Analyst (s) Certification:**

We analysts and the authors of this report, hereby certify that all of the views expressed in this research report accurately reflect our personal views about any and all of the subject issuer (s) or securities. We also certify that no part of our compensation was, is, or will be directly or indirectly related to the specific recommendation (s) or view (s) in this report. Analysts aren't registered as research analysts by FINRA and might not be an associated person of the BP Equities Pvt. Ltd. (Institutional Equities).

General Disclaimer

This report has been prepared by the research department of BP EQUITIES Pvt. Ltd, is for information purposes only. This report is not construed as an offer to sell or the solicitation of an offer to buy or sell any security in any jurisdiction where such an offer or solicitation would be illegal.

BP EQUITIES Pvt. Ltd have exercised due diligence in checking the correctness and authenticity of the information contained herein, so far as it relates to current and historical information, but do not guarantee its accuracy or completeness. The opinions expressed are our current opinions as of the date appearing in the material and may be subject to change from time to time. Prospective investors are cautioned that any forward looking statement are not predictions and are subject to change without prior notice.

Recipients of this material should rely on their own investigations and take their own professional advice. BP EQUITIES Pvt. Ltd or any of its affiliates or employees shall not be in any way responsible for any loss or damage that may arise to any person from any inadvertent error in the information contained in this report. BP EQUITIES Pvt. Ltd. or any of its affiliates or employees do not provide, at any time, any express or implied warranty of any kind, regarding any matter pertaining to this report, including without limitation the implied warranties of merchantability, fitness for a particular purpose, and non-infringement. The recipients of this report should rely on their own investigations.

BP EQUITIES Pvt. Ltd and/or its affiliates and/or employees may have interests/ positions, financial or otherwise in the securities mentioned in this report. Opinions expressed are our current opinions as of the date appearing on this material only. While we endeavor to update on a reasonable basis the information discussed in this material, there may be regulatory, compliance, or other reasons that prevent us from doing so.

This report is not directed to or intended for display, downloading, printing, reproducing or for distribution to or use by any person in any locality, state and country or other jurisdiction where such distribution, publication or use would be contrary to the law or regulation or would subject to BP EQUITIES Pvt. Ltd or any of its affiliates to any registration or licensing requirement within such jurisdiction.

Corporate Office:

4th floor,
Rustom Bldg,
29, Veer Nariman Road, Fort,
Mumbai-400001
Phone- +91 22 6159 6464
Fax-+91 22 6159 6160
Website- www.bpwealth.com

Registered Office:

24/26, 1st Floor, Cama Building,
Dalal street, Fort,
Mumbai-400001

BP Wealth Management Pvt. Ltd.
CIN No: U67190MH2005PTC154591

BP Equities Pvt. Ltd.
CIN No: U67120MH1997PTC107392