

Company Overview

Nityas Gems and Jewellery is engaged in the design, manufacturing and sale of lab-grown diamond ("LGD") studded gold jewellery, operating through an integrated B2B and D2C business model spanning product design, raw material procurement, manufacturing, quality control, distribution and retail. Its product portfolio comprises rings, earrings, pendants, bracelets, mangalsutras, nose pins, necklaces, cufflinks and bangles across daily-wear, occasion-based, men's and customised segments. Nityas commenced operations in July 2022 as a B2B manufacturer and supplier and caters to organised jewellery retailers including GIVA, Palmonas, ONYA and Ladia Diamonds, besides standalone retailers and wholesalers. Its B2B network spans 18 states and 2 union territories in India, with overseas customers across the UAE, Australia, Canada, Taiwan and Kenya. The company operates a manufacturing facility in Surat, Gujarat, with an installed capacity of 360 kg p.a., supported by in-house designing, prototyping and production capabilities. In July 2025, Nityas acquired Ayaani Diamonds and Jewellery, adding an omnichannel D2C platform comprising an online storefront and 10 physical stores across eight Indian cities. In FY26, B2B operations contributed 95.6% of revenue from operations, led by standalone retailers at 42.8%, wholesalers at 28.3% and retail chains at 24.6%, while D2C contributed 4.3%; geographically, domestic sales accounted for 97.4% and overseas sales for 2.6%.

Objects of the issue

The IPO consists of a fresh issue of Rs. 108 crores. The company proposes to utilize the proceeds from the issue towards the following objects:

- ⇒ Funding working capital requirements of the company; and
- ⇒ General corporate purposes

Investment Rationale

Integrated B2B-D2C model supports customer diversification and scalable growth

Nityas' integrated B2B and D2C model provides multiple avenues to expand its customer base, diversify revenue, and strengthen market reach. Its B2B customer base increased from 74 in FY24 to 108 in FY25 and further to 323 in FY26, with revenue from B2B operations rising 109.5% YoY to Rs. 2,029 million in FY26. The company's B2B network spans organized retailers, standalone retailers, and wholesalers across 18 states and 2 union territories, while its overseas presence across the UAE, Australia, Canada, Taiwan, and Kenya provides additional geographic diversification. The acquisition of Ayaani has further added a D2C omnichannel platform comprising 10 stores across eight cities alongside digital channels, enabling direct consumer engagement and greater visibility into evolving preferences. Going forward, Nityas intends to broaden its B2B customer base by onboarding new retailers and wholesalers, including established jewellery players yet to meaningfully enter the LGD segment, while expanding into daily wear, self-purchase, bridal, and engagement categories. Its focus on Gen Z and Millennials, supported by the affordability and design-led proposition of LGD jewellery, together with personalised marketing and customer retention initiatives across B2B and D2C channels, could support wider adoption and repeat purchases. The combination of a growing and diversified customer base, multi-channel distribution, and expansion across customer and occasion-based segments provides a platform for scaling revenues while reducing dependence on individual customers or channels.

Integrated manufacturing and technology-led design capabilities drive scalability and omnichannel retail expansion

Nityas operates an integrated manufacturing facility in Surat, Gujarat, covering approximately 7,000 sq. ft. with an aggregate installed capacity of 360 kg p.a., equipped across key end-to-end processes including waxing, casting, filling, setting, polishing, and rhodium. Benefiting from Surat's established diamond processing ecosystem and skilled labour base, the company supports both its B2B supply and D2C retail operations while maintaining stringent quality control and turnaround schedules. Production is complemented by an in-house design team and CAD/CAM technology integration, which has expanded its design repository from 3,000 designs in FY23 to over 32,000 designs as of August 2026 across rings, earrings, pendants, and bangles. Looking forward, Nityas plans to leverage cross-

Issue Details

Offer Period	30th Sept. 2026 – 05th Oct. 2026
Price Band	Rs. 70 to Rs. 75
Bid Lot	200
Listing	BSE & NSE
Issue Size (no. of shares in Mn.)	14.4
Issue Size (Rs. in Bn.)	1.1
Face Value (Rs.)	5

Issue Structure

QIB	50%
NIB	15%
Retail	35%

BRLM	Choice Capital Advisors Private Limited
------	---

Registrar	Bigshare Services Private Limited
-----------	-----------------------------------

Particulars	Pre Issue %	Post Issue %
Promoter & Promoter Group	58.1	43.5
Public	41.9	56.5
Total	100.0	100.0

(Assuming issue subscribed at higher band)

Research Team - 022-61596138

Nityas Gems and Jewellery Limited

channel consumer insights to deepen its product portfolio into lightweight bridal wear, daily wear, and higher-value occasion collections, improving product mix and realization. Concurrently, the company is scaling its D2C footprint under Ayaani through a capital-efficient, franchise-led model in Tier-2 and Tier-3 markets, backed by company-operated experience stores, shop-in-shop formats, and an integrated digital presence across social platforms with over 45,000 followers. The convergence of captive manufacturing, rapid design iteration, and omnichannel distribution positions Nityas to capture retail margins, enhance customer lifetime value, and support scalable volume growth.

Valuation

Nityas Gems and Jewellery is an integrated lab-grown diamond ("LGD") studded gold jewellery player with operations spanning in-house design, raw material procurement, manufacturing, B2B wholesale distribution, and omnichannel D2C retail through its subsidiary, Ayaani Diamonds and Jewellery. The company's growth prospects are supported by its integrated business model, captive manufacturing facility in Surat with an installed capacity of 360 kg p.a., an extensive design portfolio exceeding 32,000 designs, and rapid retail expansion across Tier-2 and Tier-3 cities via a capital-efficient franchise network. The company is also expanding into high-value occasion-wear and bridal segments while broadening its B2B partnerships with leading retail chains, which is expected to support volume scalability and enhance retail realization. Financial performance expanded significantly, with Revenue from Operations, EBITDA, and PAT growing at a CAGR of 94.4%, 135.5%, and 136.1%, respectively, during FY24-FY26. EBITDA margin expanded from 10.2% in FY24 to 15.1% in FY26, while PAT margin improved from 7.5% to 11.0% over the same period. The balance sheet remains comfortable with a debt-to-equity ratio of 0.3x in FY26, down from 0.7x in FY24, accompanied by a healthy RoCE of 27.2% and RoE of 28.1%. At the upper price band of Rs. 75, the stock is valued at a P/E of 13.6x and an EV/EBITDA of 14.9x based on FY26 diluted EPS of Rs. 5.5. **Considering the company's robust revenue momentum, expanding margin profile, sound return ratios, and growing consumer adoption of lab-grown diamonds, the current valuation multiples leave room for sustained earnings growth. Accordingly, we recommend "SUBSCRIBE" to the issue.**

Key Risks

- ⇒ The company's purchases are significantly concentrated among a limited number of suppliers, with its top 10 suppliers contributing 86.2%, 94.3%, and 87.1% of its total purchases during FY26, FY25, and FY24, respectively. Any disruption in supply or adverse changes in terms from such suppliers could materially and adversely affect its business, results of operations, financial condition, and cash flows.
- ⇒ Revenue from operations exhibits significant geographic concentration, with five key states, Gujarat, Karnataka, Maharashtra, Telangana, and Tamil Nadu, accounting for 85.0% of revenues in FY26 (Rs. 1,725 million), compared to 92.7% in FY25 and 94.4% in FY24. Any localized economic slowdown, regional shifts in consumer preferences, supply chain interruptions, or regulatory changes across these core states could materially affect sales and financial performance.
- ⇒ The company's manufacturing operations are concentrated at a single facility in Surat, Gujarat, and any disruption in operations, failure of machinery, inability to maintain quality standards, or underutilization of capacity could materially and adversely affect its business, financial condition, results of operations, and cash flows.

Nityas Gems and Jewellery Limited

Income Statement (Rs. in million)

Particulars	FY24	FY25	FY26
Revenue:			
Revenue from operations	537	968	2,029
Total revenue	537	968	2,029
Expenses:			
Cost of materials consumed	457	877	1,675
Purchases of stock-in-trade	0	0	65
Changes in inventories of Finished Goods and Stock-inTrade	-18	-94	-159
Manufacturing Expenses	31	45	78
Employee benefit expenses	9	6	32
Other expenses	4	7	32
Total expenses	482	839	1,724
EBITDA	55	129	305
Depreciation & amortization	4	5	26
EBIT	51	124	280
Finance costs	2	5	15
Other Income	0	0	4
Restated profit before exceptional items and tax	49	119	269
Exceptional items	0	0	0
PBT	49	119	269
Current Tax	9	21	51
Deferred Tax	0	0	-5
Total tax	9	21	46
Net profit	40	98	223
Diluted EPS	1.8	4.4	5.5

Source: RHP, BP Equities Research

Cash Flow Statement (Rs. in million)

Particulars	FY24	FY25	FY26
Cash Flow from operating activities	-11	-101	-147
Cash flow from investing activities	-8	-4	-20
Cash flow from financing activities	17	107	169
Net increase/(decrease) in cash and cash equivalents	-2	2	1
Cash and cash equivalents at the beginning of the period	2	1	3
Adj.: Addition on acquisition of subsidiary	0	0	1
Cash and cash equivalents at the end of the period	1	3	5

Source: RHP, BP Equities Research

Nityas Gems and Jewellery Limited

Balance Sheet (Rs. in million)

Particulars	FY24	FY25	FY26
Assets			
Non-Current Assets			
Property, plant and equipment	16	17	40
Right-of-Use assets	4	5	137
Goodwill	0	0	79
Other Intangible assets	0	0	3
Financial Assets			
(i) Other financial assets	0	0	8
Deferred tax asset (net)	0	0	8
Total Non Current assets	21	22	275
Current Assets			
Inventories	53	262	636
Financial Assets			
i)Trade receivables	41	106	215
ii)Cash and cash equivalents	1	3	5
iii) Other financial assets	1	0	0
Current Tax Assets (Net)	0	0	0
Other current assets	2	6	33
Total current assets	97	377	889
Total Assets	117	399	1,164
Equity and Liabilities			
Equity Share Capital	10	12	216
Other equity	43	201	409
Equity attributable to owners of the Parent Company	53	214	624
Non-Controlling Interests	0	12	170
Total Equity	53	226	794
Non-Current Liabilities			
Financial Liabilities			
(i) Borrowing	13	8	1
(ii) Lease Liabilities	3	3	126
Provisions	0	1	3
Total Non-Current Liabilities	17	12	130
Current Liabilities			
Financial Liabilities			
(i) Borrowing	19	63	90
(ii) Lease Liabilities	1	2	17
(iii) Trade Payables	18	28	84
(iv) Other financial liabilities	5	3	8
Other current liabilities	0	64	33
Provisions	0	0	0
Current tax liabilities (net)	4	2	7
Total Current Liabilities	47	161	240
Total Liabilities	64	173	370
Total Equity and Liabilities	117	399	1,164

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