



SMC Ranking

★ ★ ☆ ☆ ☆ (1.5/5)

Issue Highlights

Industry	Jewellery
Fresh Issue (Shares)	11,968,000
Net Offer to the Public	11,968,000
Issue Size (Rs. Cr.)	155-165
Price Band (Rs.)	130-138
Offer Date	23-Jun-26
Close Date	25-Jun-26
Face Value	10
Lot Size	100

Issue Composition

Issue Composition	In shares
Total Issue for Sale	11,968,000
QIB	5,984,000
NIB	1,795,200
Retail	4,188,800

Shareholding Pattern (%)

Particulars	Pre-issue	Post-issue
Promoters & promoters group	94.56%	69.86%
QIB	5.41%	17.06%
NIB	0.00%	3.92%
Retail	0.03%	9.17%
Total	100.00%	100.00%

*calculated on the upper price band

Objects of the Issue

The Company proposes to utilise the Net Proceeds from the Issue towards the following objects:

1. Funding incremental working capital requirements of the company
2. Repayment/pre-payment, in full or in part, of certain outstanding borrowings availed by the Company from scheduled commercial bank
3. General corporate purposes

Book Running Lead Manager

- Holani Consultants Private Limited

Name of the registrar

- Bigshare Services Private Limited

About the company

Incorporated in 2019, Advit Jewels is a Jaipur-based manufacturer of handcrafted fine jewellery marketed under the “Rambhajo” brand. The company specializes in Kundan, Polki, Diamond, and Studded jewellery, combining traditional craftsmanship with contemporary designs. Its product portfolio includes necklaces, earrings, rings, bangles, and customized jewellery crafted in 14K and 18K gold with diamonds and coloured gemstones. Advit Jewels primarily operates through a B2B model, contributing 81.63% of FY2025 revenue, while the B2C segment accounted for 18.37%. Its 6,450 sq. ft. Jaipur facility integrates advanced technology and in-house production capabilities. With a workforce of 111 employees as of April 30, 2026, the company serves customers across multiple states in India.

Strength

Organized Manufacturing Under One Roof: Merging Tradition with Technology Advit Jewels Limited operates a 6,450 sq. ft. manufacturing facility in Jaipur, where traditional craftsmanship is integrated with modern technology to produce handcrafted Kundan and Polki jewellery. Equipped with advanced machinery such as laser cutting and engraving systems, casting units, hydraulic presses, and 3D printers, the facility manages the entire production process in-house. This centralized model enhances operational efficiency, quality control, security, and cost optimization. Supported by skilled artisans and designers, the company successfully combines large-scale production capabilities with the elegance of handcrafted luxury jewellery.

Design and Innovation: Diversified Product Offering Across Customer SegmentS Advit Jewels Limited follows a design philosophy that blends cultural heritage with contemporary innovation. Its portfolio includes Antique, Bridal, Traditional, Contemporary, and Fusion jewellery catering to diverse customer preferences, occasions, and price segments. As of March 31, 2025, the company maintained over 2,000 jewellery designs that serve as base concepts for customization. Supported by market research, experienced designers, and artisan partnerships, the company develops products aligned with customer demand. Its strong inventory management and in-house manufacturing capabilities support repeat orders and strengthen long-term relationships with wholesale and retail customers.

Robust Operational Systems and Risk Mitigation Framework : Advit Jewels Limited has established robust operational systems designed to ensure consistency, compliance, and effective risk management across its business operations. The company procures gold exclusively from authorized bullion suppliers to maintain purity and reliability. Its facilities are protected through comprehensive security measures, including 24-hour CCTV surveillance, burglar alarms, fire safety systems, secure storage

infrastructure, and trained security personnel. Additionally, the company maintains comprehensive insurance coverage against theft, terrorism, and natural disasters, safeguarding its assets, inventory, and business continuity while reinforcing stakeholder confidence.

Experienced Leadership with Proven Execution Capability : Advit Jewels Limited benefits from the extensive industry experience of its promoters, whose market knowledge and strategic vision have contributed significantly to the company's growth and reputation. The promoters are supported by an experienced management team with expertise across design, operations, marketing, procurement, and finance. A dedicated gemstone procurement team ensures access to quality raw materials, while an active and diverse board promotes strong governance and long-term planning. This combination of leadership, operational excellence, and financial discipline enables the company to execute its growth strategy effectively and maintain a competitive market position.

Unwavering Commitment to Quality : Advit Jewels Limited's commitment to quality is rooted in a jewellery-making legacy spanning more than 100 years across generations. Quality assurance remains central to every stage of the production process, from design and sourcing to manufacturing and final inspection. Each jewellery piece undergoes multiple quality checks to ensure adherence to design specifications, purity standards, craftsmanship, and finishing requirements. The company's consistent focus on delivering high-quality products within committed timelines strengthens customer trust, enhances brand reputation, and supports long-term business growth in the competitive jewellery market.

Strategies

Enhancing Financial Capabilities to Support Business Expansion : Advit Jewels Limited operates in a working capital-intensive business where inventory availability directly influences revenue growth. The procurement of gold, its key raw material, requires immediate cash payments, while customers are generally offered credit terms of 40–45 days, resulting in substantial capital being tied up in receivables. To strengthen liquidity and improve cash flow generation, the company is establishing a flagship retail store in Jaipur, which is expected to increase cash-based sales. Additionally, Advit Jewels Limited plans to raise financial resources to support inventory procurement, business expansion, product diversification, and long-term growth opportunities.

Continued Focus on Creative Designs : Advit Jewels Limited believes innovative design remains a key differentiator in the highly competitive jewellery industry. Supported by an in-house design team, the company continuously develops new concepts that blend traditional craftsmanship with evolving consumer preferences. Participation in leading industry exhibitions and trade fairs provides valuable insights into emerging trends while enhancing brand visibility. During FY2025, the company participated in Couture India 2025 and JAS 2025. Going forward, Advit Jewels Limited intends to expand its design portfolio through continuous innovation, trend analysis, and active engagement with industry platforms to strengthen market positioning.

Geographic Expansion: Scaling Across India Advit Jewels Limited aims to strengthen its national presence by expanding into high-potential markets across India. The company plans to implement a franchise-led growth model to accelerate retail expansion in Tier I and Tier II cities while maintaining an asset-light approach. Complementing this strategy, the proposed flagship store in Jaipur will serve as a benchmark for brand presentation and customer experience across franchise locations. The company is also enhancing its digital presence through social media and online channels while participating in domestic and international trade exhibitions to improve brand visibility and attract new customers.

Risk Factors

- Dependence on gold, diamonds, and precious stones exposes the company to raw material price volatility and supply availability risks.
- Rising inventory levels increase exposure to valuation, carrying cost, demand forecasting, liquidity, and working capital management risks.
- Concentration of manufacturing operations and supplier base in Jaipur exposes the company to significant regional disruption risks.
- High employee attrition and a relatively small workforce may impact operational continuity, productivity, and long-term business performance.
- Heavy reliance on a limited number of suppliers increases vulnerability to supply disruptions and procurement-related challenges.

Peer Comparison

Company	Total Income	PAT	EPS	P/E	P/BV	BV	FV	Price	Mcap
Bluestone Jewellery and Lifestyle Limited	2436.43	14.84	0.97	0.00	4.43	118.16	1	523.30	7975.19
Radhika Jeweltech Limited	639.15	74.79	6.34	8.92	1.68	33.72	2	56.58	667.64
RBZ Jewellers Limited	636.47	54.79	13.70	9.72	1.78	74.96	10	133.10	532.40
Advit Jewels Limited	123.79	25.44	10.02	18.64	2.81	49.17	10	138.00	632.33

*Peer companies financials are TTM based

**Advit Jewels Limited financials are based on an Annualised 9M FY26

Valuation:

Considering the P/E valuation, on the upper end of the price band of Rs.138, the stock is priced at pre issue P/E of 13.77 x on an annualised 9MFY26 EPS of Rs.10.02. Post issue, the stock is priced at a P/E of 18.64x on its EPS of Rs. 7.40. Looking at the P/B ratio at Rs. 138 pre issue, book value of Rs. 17.76 of P/Bvx 7.77x. Post issue, book value of Rs.49.17 of P/Bvx 2.81x.

Considering the P/E valuation, on the lower end of the price band of Rs.130, the stock is priced at pre issue P/E of 12.97x on an annualised 9MFY26 EPS of Rs. 10.02. Post issue, the stock is priced at a P/E of 17.56x on its EPS of Rs. 7.40. Looking at the P/B ratio at Rs. 130 pre issue, book value of Rs. 17.76 of P/Bvx 7.32x. Post issue, book value of Rs.49.17 of P/Bvx 2.64x.

Industry Overview

India's Gems and Jewellery (G&J) industry is a globally recognized sector that combines rich cultural heritage, skilled craftsmanship, and strong export capabilities. Contributing around 7% to India's GDP and supporting over 4.5 million jobs, the

industry plays a significant role in economic development. India processes nearly 75% of the world's polished diamonds and exports a wide range of products, including diamonds, gold and silver jewellery, and coloured gemstones. While the sector faces challenges from volatile commodity prices, import dependence, and regulatory requirements, government support, infrastructure development, and growing demand continue to strengthen its long-term growth prospects.

Outlook

Advit Jewels Limited's outlook remains positive, supported by its integrated manufacturing capabilities, strong design expertise, experienced leadership, and longstanding commitment to quality. Planned expansion through a flagship retail store, franchise-led growth, and enhanced financial resources could strengthen revenue growth and brand visibility. However, performance will remain sensitive to gold price volatility, high inventory requirements, supplier concentration, employee attrition, and geographic dependence on Jaipur, necessitating prudent risk and working capital management.

An Indicative timetable in respect of the Issue is set out below:

EVENT	INDICATIVE DATE (On or about)
IPO Open Date	Fri, Jun 19, 2026
IPO Close Date	Tue, Jun 23, 2026
Tentative Allotment	Wed, Jun 24, 2026
Initiation of Refunds	Thu, Jun 25, 2026
Credit of Shares to Demat	Thu, Jun 25, 2026
Tentative Listing Date	Mon, Jun 29, 2026

Annexure

Consolidated Financials

Profit & Loss

Rs. in Cr.

Particulars	Period ended 31-Dec-25 (9 Months)	Period ended 31-Mar-25 (12 Months)	Period ended 31-Mar-24 (12 Months)
Revenue from Operations	123.79	124.94	69.44
Operating Expenses	86.11	87.89	50.49
Operating Profit	37.68	37.05	18.95
OPM%	30.44	29.65	27.29
Other Income	0.01	0.01	0.01
Total Net Income	37.68	37.05	18.96
Finance Costs	6.04	5.83	0.80
PBDT	31.65	31.23	18.16
Depreciation and Amortization Expenses	0.90	0.53	0.37
PBT	30.75	30.70	17.79
Tax Expenses	5.31	5.33	3.08
PAT	25.44	25.37	14.71

Balance sheet is on next page

Balance Sheet

Rs. in Cr.

Particulars	As on 31-Dec-25	As on 31-Mar-25	As on 31-Mar-24
ASSETS			
Non -Current Assets			
Property, Plant and Equipment	14.35	13.96	1.06
Right of use of Assets	1.85	0.60	0.87
Intangible Assets	1.85	0.00	0.00
Capital Work in Progress	1.62	0.00	0.00
Other Financial Assets	0.09	0.08	0.07
Deferred Tax Assets (Net)	0.27	0.14	0.10
Total non current assets	20.03	14.79	2.10
Current Assets			
Inventories	99.02	107.24	44.92
Trade Receivables	41.68	14.77	7.58
Cash and cash equivalents	0.85	2.63	3.85
Loans	0.01	0.01	0.00
Other Financial Assets	0.02	0.00	0.00
Current Tax Assets	0.00	0.00	0.25
Other Current Assets (Net)	2.59	1.41	8.51
Total current assets	144.17	126.06	65.11
Total Assets	164.20	140.85	67.21
Non Current Liabilities			
Long Term Borrowings	9.90	10.60	0.00
Long Term Lease Liabilities	1.32	0.41	0.63
Provisions (Non-current)	0.06	0.10	0.03
Total non current liabilities	11.28	11.11	0.66
Current Liabilities			
Financial Liabilities			
Short Term Borrowings	55.01	64.20	19.70
Short Term Lease Liabilities	0.70	0.30	0.33
Trade Payables			
Total outstanding dues of micro enterprises and small enterprises	0.18	0.11	0.10
Total outstanding dues of creditors other than micro enterprises and small enterprises	8.30	2.46	8.86
Micro Enterprise & Small enterprise	0.64	1.16	0.28
Other Financial Liabilities	0.16	0.21	0.07
Provisions (Current)	3.62	1.45	4.41
Other Current Liabilities	0.66	1.72	0.00
Total current liabilities	69.27	71.61	33.75
TOTAL	80.55	82.72	34.41
EQUITY AND LIABILITIES			
EQUITY			
(a) Equity Share Capital	32.01	0.01	0.01
(b) Other Equity	51.64	58.12	32.79
TOTAL	83.65	58.13	32.80

RANKING METHODOLOGY

WEAK	★
NEUTRAL	★★
FAIR	★★★
GOOD	★★★★
EXCELLENT	★★★★★

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