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MK SONS FINE JEWELS LIMITED

LONG TERM SUBSCRIBE

IPO Report

29th Oct 26

Snapshot

Company is a retail-focused jewellery company engaged in the marketing and sale of a wide range of gold, diamond and Cubic Zirconia (CZ) jewellery through its own chain of retail showrooms since 2012. One of company's Promoters, namely Ramchand Murlidhar Raimalani has been in the business of jewellery since 1999 vide proprietorship firm namely, M. K. Sons Jewellers. Subsequently, on March 29, 2025, Company acquired the proprietorship business of one of company's Promoters, Ramchand Murlidhar Raimalani, to consolidate operations under a single corporate entity through a Business Succession Agreement and to eliminate potential related party or partiality concerns, and align the business structure with the interests of a broader set of stakeholders.

VALUATION

Company is bringing the issue at price band of Rs 153-162 per share at p/e multiple of 15x on post issue annualized Q1FY27 basis.

Company's multi-collection jewellery portfolio enables it to address varied consumer segments . Company's targeted marketing and promotion activities enabling increasing brand recall.along with founder led company supported by professional management and leadership team . Also, company has shown strong financial results

. Hence, we recommend "Long term Subscribe" to issue.

Price Band (Rs./Share)	**153-162**
Opening date of the issue	**28th Oct '2026**
Closing Date of the issue	**30th Oct '2026**
No of shares pre issue	4,26,90,760 Eq Shares
Issue Size	Rs 275 Cr
Offer For Sale	Rs 55 Cr
Fresh issue	Rs 220 Cr
Face Value (Rs/ share)	Rs 10/share
Bid Lot	91
BIDDING DETAILS	
QIBs (Including Anchor)	50% of the offer
Non-Institutional	15% of the offer
Retail	35% of the offer
Lead managers	Aryaman Financial Services Limited
Registrar to the issue	Bigshare Services Private Limited

WHAT WE LIKE

Company's multi-collection jewellery portfolio enables company to address varied consumer segments

Company offer a diversified portfolio of jewellery through eleven distinct collections, each designed to cater to specific customer segments, occasions and price points. Company's collections span across gold, diamond and CZ jewellery categories and are structured to address varying aesthetic preferences, usage occasions and budget considerations.

Targeted marketing and promotion activities enabling increasing brand recall

Company believe its deep understanding of local markets enables company to effectively implement its marketing strategy. Company's marketing approach focuses on promotion of its products, encouraging interactive engagement with larger audience, creating awareness about company' products and visibility within the target community.

MK Jewels has always believed in staying ahead of the curve when it comes to marketing and customer engagement. In 2016, MK Jewels began actively posting jewellery designs on Instagram. This early adoption helped company build a strong digital presence and connect directly with customers who wanted to explore jewellery in a more transparent and accessible way.

Strong Financial Results

Over the last 3 Fiscals, Company has grown its operations and has demonstrated an increase in revenues and profitability. Company's revenue from operations has grown from ₹ 2,173.23 million in Fiscal 2024 to ₹ 3,512.80 million in Fiscal 2025 and further to ₹ 5,387.36 million in Fiscal 2026. Company's EBITDA has increased, from ₹ 128.71 million in Fiscal 2024 to ₹ 385.68 million in Fiscal 2025 and further to ₹ 829.35 million in Fiscal 2026. Company's profit after tax has increased from ₹ 81.65 million in Fiscal 2024 to ₹ 232.62 million in Fiscal 2025 and further to ₹ 517.99 million in Fiscal 2026.

COMPANY BACKGROUND

Company offers a diverse portfolio of contemporary and bridal designs with a focus on craftsmanship, design quality and customer-centric jewellery collections. Company have established its presence in the retail jewellery markets of Maharashtra and Gujarat by expanding company's retail footprint across Mumbai and Ahmedabad, two key commercial centres in Western India. Company currently operates three showrooms in Mumbai and two showrooms in Ahmedabad and has developed recognition as a regional jewellery brand in these markets. Company is committed to serving the Western India market with jewellery certified by the Bureau of Indian Standards (BIS) Hallmark through its five showrooms located across Mumbai and Ahmedabad, with a total operational area of 6,513 square feet as on June 30, 2026.

Over the years, Company has built a strong reputation and fostered customer trust in the region by offering high-quality, culturally resonant jewellery while adhering to ethical business practices. Company cater to a broad and diverse customer base that places significant importance on quality, authenticity and craftsmanship. Company's inventory sourcing is guided by a data-driven approach, enabling company to effectively respond to evolving customer preferences and changing market trends. Company procure its inventory from a network of suppliers located across the western region of India, primarily in Maharashtra and Gujarat, which provides flexibility in company's supply chain and ensures the timely availability of products across company's retail outlets. While company do not generally enter into long-term definitive agreements with company's suppliers, its procurement strategy allows company to maintain a steady and consistent flow of inventory aligned with customer demand.

OBJECTS OF OFFER

The Offer comprises a Fresh Issue of up to 13,600,000 Equity Shares, by Company (the "Fresh Issue") and an Offer for Sale of up to 3,400,000 Equity Shares, by the Promoter Selling Shareholder (the "Offer for Sale").

Net Fresh Issue Proceeds ("Net Proceeds")

Company proposes to utilise the Net Proceeds towards funding of the following objects:

1. Funding of inventory costs towards setting up of 1 new showroom in Maharashtra ("New Showroom") and expansion of existing showroom in Gujarat ("Expansion");
2. Repayment and/or pre-payment, in full or part, of certain borrowings availed by Company; and
3. General Corporate Purposes

RISKS

A significant portion of company's revenue comes from its showrooms in Gujarat, where company's operations are heavily focused. In three-month period ended June 30, 2026 and Fiscal 2026, 2025 and 2024, company's revenue from company's Ahmedabad showrooms stood at ₹ 694.79 million, ₹ 3,661.58 million, ₹ 2,710.97 million and ₹ 1,625.36 million contributing to 68.49%, 67.97%, 77.17% and 74.79% of company's total revenue from operations of the Company. If this region or the showrooms in Gujarat face any negative developments, it could harm company's business performance, growth potential, financial health, and overall profitability.

Source:RHP

Consolidated Financials

(Rs in Mn)

Financials	FY24	FY25	FY26	Q1FY27
Total Revenue (A)	2173.23	3512.80	5387.36	1014.39
Total Expenditure (B)	2044.51	3127.11	4558.01	780.21
EBIDTA	128.73	385.69	829.35	234.18
EBIDTA Margin	5.92	10.98	15.39	23.09
Other Income	0.72	0.36	1.24	0.1
Depreciation	7.06	11.76	41.97	12.48
EBIT	122.39	374.29	788.62	221.80
Interest	14.05	54.02	73.31	18.94
PBT	108.34	320.27	715.31	202.86
Share of profit in Asso	0.00	0.00	0.00	0.00
PBIT	108.34	320.27	715.31	202.86
Exceptional	0.00	0.00	0.00	0.00
PBT	108.34	320.27	715.31	202.86
Tax	26.67	87.64	197.32	52.70
PAT	81.66	232.63	517.99	150.16
NPM	3.76	6.62	9.61	14.80
ROE%	36.56	19.98	30.83	8.20
EPS	3.63	10.26	12.13	3.52
Eq Cap	45.00	85.38	426.91	426.91
Net Worth	222.90	1,162.35	1,680.14	1,830.40

(Source: RHP)

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