IPO FACT SHEET

IPO : Priority Jewels Limited — August 2026

Snapshot

Priority Jewels Limited is an India-based jewellery company engaged in designing, manufacturing and selling lightweight, affordable diamond-studded gold and platinum fine jewellery. The Company primarily caters to daily-wear and occasion-based segments, offering rings, earrings, pendants, neckwear, bracelets and couture jewellery. It supplies products directly to independent jewellers and leading jewellery chains in India and select international markets, including CaratLane, Kalyan Jewellers, Reliance Retail, Malabar Gold & Diamonds, Tribhovandas Bhimji Zaveri and Senco Gold.Its manufacturing process covers designing, prototyping, casting, polishing, stone setting and quality control. The Company also undertakes manufacturing of lab-grown diamond jewellery against specific customer orders.

Opening Date	Friday, August 28, 2026
Closing Date	Tuesday, September 1, 2026
Price Band	Rs. 190 to 200 per share
Bid Lot	75 Shares
Issue Size	45,75,000 shares (aggregating up to Rs. 92 Cr)
Fresh Issue	45,75,000 shares (aggregating up to Rs. 92 Cr)
Registrar	MUFG Intime India Pvt.Ltd.

Company Vision

Priority Jewels Limited's vision is centred on strengthening its position as a trusted supplier of affordable, lightweight and design-led jewellery by combining craftsmanship, innovation and modern manufacturing capabilities. The Company aims to broaden its product portfolio across multiple gold karats and premium categories while responding to evolving consumer preferences. It also seeks to expand its domestic presence, particularly across Tier 2 and Tier 3 cities, and selectively enter new markets through strategic partnerships and joint ventures. Investments in technology, manufacturing capacity and operational efficiency are intended to support scalable growth while maintaining product quality and responsiveness to changing market trends.

Key Financials

Amount in cr.	Sep-26	FY2026	FY2025	FY2024
Assets	311	292	309	269
Total Income	147	539	436	411
Profit After Tax	6	18	11	7
EBITDA	10	33.62	24.28	19.35
NET Worth	146	139	105	95
Reserves and Surplus	132	125	92	92
Total Borrowing	110	103	146	125

Growth Prospects

Priority Jewels Limited has growth opportunities from increasing demand for lightweight, affordable and diamond-studded jewellery, rising disposable incomes and the expansion of organised retail in India. The Company plans to increase manufacturing capacity, improve operational efficiency and strengthen its distribution network, particularly in Tier 2 and Tier 3 markets. Its strategy of expanding into additional product categories, including different gold karats, lab-grown and silver jewellery, can help address a wider customer base. Strategic partnerships and subsidiaries may also provide access to new domestic and international markets. Its existing presence across India and overseas markets provides geographical diversification and opportunities for further expansion.

Risk Assessment

Priority Jewels Limited operates in an industry exposed to fluctuations in gold and diamond prices, changing consumer preferences, seasonal demand and intense competition. High gold prices can increase inventory and working-capital requirements, while volatility may affect margins and financial performance. The industry also faces dependence on imported raw materials, with India importing a significant portion of its gold and precious stones. Rapid changes in jewellery designs can create inventory risks if products become less relevant to consumers. Additionally, shortage of skilled labour and competition from organised and global jewellery players may affect operational expansion and competitiveness. Increasing preference for customised and lab-grown jewellery may also require continuous investment in product innovation and design capabilities.