

Best-in-class SSG; expects gradual margin gains

Retail ▶ Result Update ▶ August 13, 2026

CMP (Rs): 346 | TP (Rs): 575

We reiterate **BUY** on Senco with unchanged TP of Rs575 (21x Jun-28E EPS), buoyed by better SSG performance in 1Q (39% vs 33%/28% for Tanishq/Kalyan), growing franchisee interest in non-core territories, and inexpensive valuations. Senco continued its strong topline momentum with ~67% yoy growth (~50% retail growth) and is targeting Rs200bn topline by FY30 (~24% CAGR over FY26-30). While reported EBITDA growth was slow at ~16%, like-for-like EBITDA growth remained healthy at ~30%, adjusting for 100-120bps of inventory gain called out in the base quarter. Senco expects margins to improve gradually, targeting 7.5-7.8% EBITDA margin in FY27 and +8% by FY30 (vs 7.0% in 1Q). Senco added 7 net stores in 1Q, of which 4 were franchise stores, and we see the emerging franchisee traction in non-core regions as a step toward strengthening its position as a pan-India jewelry brand. This is likely to help accelerate Senco's asset-light expansion, as it plans to add 12-15 stores in 9MFY27, with emphasis on franchisee stores. Senco currently trades at an inexpensive 1-YF valuation of ~15x EPS.

Robust topline growth; reiterates its full-year EBITDA margin guidance

Senco delivered another robust quarter of strong revenue growth of ~67% yoy in 1Q (50% retail sales growth), led by 39% SSG and the rest through store adds. April witnessed strong traction, contributing ~55% of 1Q topline, while growth moderated in May. However, consumer sentiment improved in July, with sales growth at ~25% yoy. Senco expanded its network with 7 new stores in 1Q (excluding Sennes), of which 4 were opened via franchisees, taking the total store-count to 196 (89 franchisee stores). It expects to add 12-15 stores in the rest of FY27, with continued strategic emphasis on the franchisee model. Gross/EBITDA margin at ~16%/7%, was down ~300bps yoy, largely due to one-off hedging gains of ~100-120bps called out in the base quarter, higher competitive intensity, and exchange sales (~43% of sales). The management remains conservative and reiterated its annual guidance of 20-25% topline growth and EBITDA margin of 7.5-7.8%, and targets Rs200bn topline and +8% EBITDA margin by FY30.

Healthy traction in lightweight jewelry drives strong growth in diamond jewelry

Diamond jewelry saw strong growth of ~43% yoy in 1Q (18% volume growth), led by healthy traction in the light weight (sub-50k) category. Senco is expanding its lightweight jewellery portfolio beyond women-focused offerings with the launch of 'Aham', a new men's jewellery collection featuring titanium combined with gold and diamonds. The company is among the early players in India to launch titanium jewelry and is offering the portfolio in the affordable price range of Rs20-Rs100k while retaining diamond content, which could support margins. Senco intends to continue prioritizing lightweight jewelry collections in FY27, supported by ongoing design innovation and affordability.

Target Price – 12M	Jun-27
Change in TP (%)	-
Current Reco.	BUY
Previous Reco.	BUY
Upside/(Downside) (%)	66.2

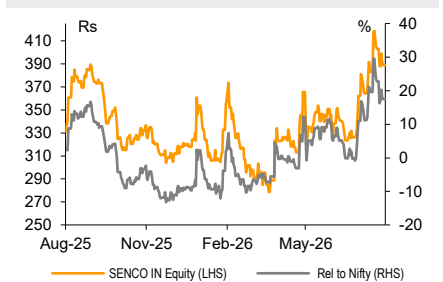
Stock Data	SENCO IN
52-week High (Rs)	430
52-week Low (Rs)	276
Shares outstanding (mn)	163.9
Market-cap (Rs bn)	57
Market-cap (USD mn)	594
Net-debt, FY27E (Rs mn)	21,073.7
ADTV-3M (mn shares)	1.8
ADTV-3M (Rs mn)	678.4
ADTV-3M (USD mn)	7.1
Free float (%)	36.0
Nifty-50	24,435.9
INR/USD	95.3

Shareholding, Jun-26

Promoters (%)	64.5
FPIs/MFs (%)	6.9/13.5

Price Performance

(%)	1M	3M	12M
Absolute	(4.6)	10.5	2.3
Rel. to Nifty	(5.5)	5.7	2.5

1-Year share price trend (Rs)**Senco Gold: Financial Snapshot (Consolidated)**

Y/E (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Revenue	63,281	84,300	104,890	125,897	151,047
EBITDA	3,676	9,690	7,469	9,079	10,984
Adj. PAT	1,593	5,743	3,510	4,291	5,376
Adj. EPS (Rs)	10.1	35.1	21.4	26.2	32.8
EBITDA margin (%)	5.8	11.5	7.1	7.2	7.3
EBITDA growth (%)	(2.1)	163.6	(22.9)	21.6	21.0
Adj. EPS growth (%)	(13.5)	248.0	(38.9)	22.2	25.3
RoE (%)	9.6	25.6	13.1	14.1	15.3
RoIC (%)	9.8	20.4	11.0	11.6	12.7
P/E (x)	34.3	9.9	16.1	13.2	10.5
EV/EBITDA (x)	16.4	7.4	10.4	8.6	7.1
P/B (x)	2.8	2.3	2.0	1.7	1.5
FCFF yield (%)	(5.1)	(10.8)	(4.1)	2.1	2.0

Source: Company, Emkay Research

Devanshu Bansaldevanshu.bansal@emkayglobal.com
+91-22-66121385**Sunny Bhadra**sunny.bhadra@emkayglobal.com
+91-22-66121376**Yuvraj Kunwar**yuvraj.kunwar@emkayglobal.com
+91-22-66121302

Earnings call KTAs

Sales and demand trends

- The company registered record quarterly sales crossing Rs30bn. SSG came in at 39%, implying existing stores continued to perform well.
- April month was strong (~55% of quarterly revenue), aided by Poila Baisakh/Akshaya Tritiya planning, while May-June softened (~45%) due to elections, heatwave, and weak footfalls, partly offset by summer wedding demand.
- July-August have shown a recovery and are trending 8-10% higher than May/June, with July running at ~25% yoy growth.
- 2Q is seasonally the weakest quarter but is used for inventory build-up ahead of the festive season.
- Growth in 1Q was broad-based across zones, including the new central region and Delhi-NCR.

Guidance and profitability

- The management reiterated its full-year guidance of 20-25% revenue growth and sustainable EBITDA margin of 7.5-7.8%.
- Custom duty benefit is estimated at ~Rs120-150mn for 1Q, with further gains expected over the remainder of FY27.
- Elevated other expenses were driven by marketing, store renovation, and customer schemes. The management expects this run-rate to subside in coming quarters.

Hedging and gold procurement

- Hedging ratio was maintained at ~50%.
- GML (Gold Metal Loan) availability was constrained in March-April due to banking/duty-change uncertainty tied to geopolitical factors, and the company relied more on local bullion procurement during this period. Availability has since eased, and the company will rebuild the GML book.
- Old gold exchange remained a key driver at ~43% of total sales quantity (>55% for own stores).

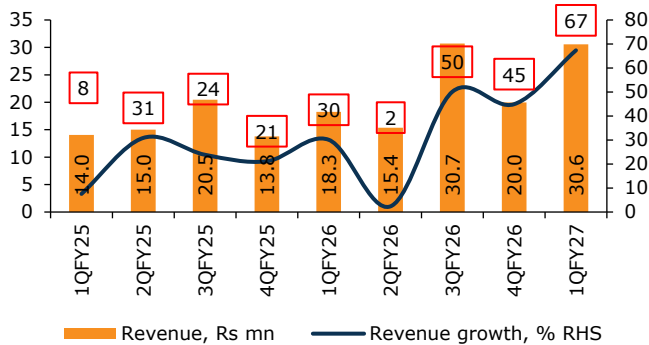
Inventory

- Inventory days improved to ~152 (from higher levels), aided by a new gold-rate-based store performance software used to right-size inventory in stores.
- Store-level inventory can range from ~15-18 kg to 35-40 kg depending on market potential/competition.

This report is intended for Team White Marque Solutions (team.emkay@whitemarquesolutions)

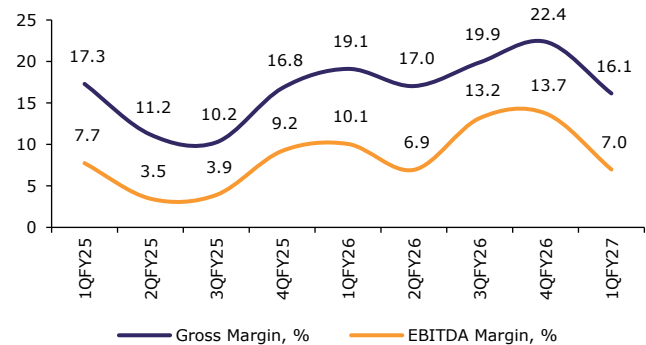
Story in charts

Exhibit 1: Reported revenue was up ~67% yoy, led by 39% SSG



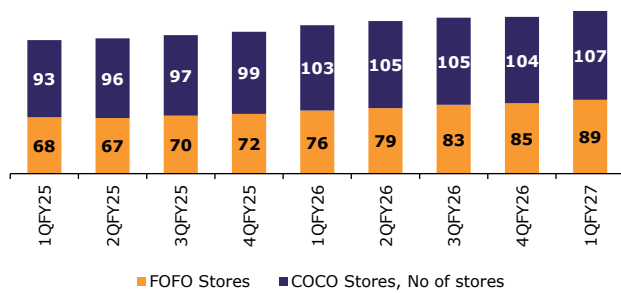
Source: Company, Emkay Research

Exhibit 2: EBITDA margin at 7% in 1QFY26 was down ~310bps on account of lower gross margin (down by ~300bps yoy)



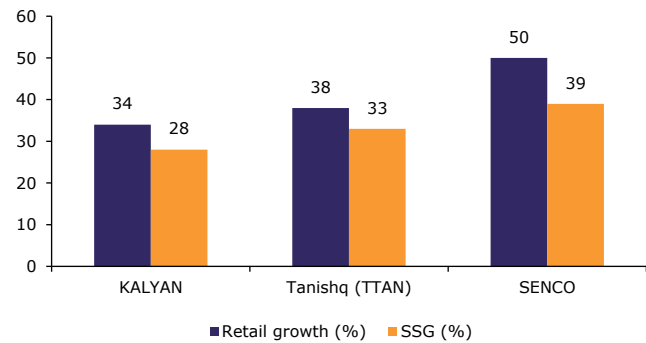
Source: Company, Emkay Research

Exhibit 3: Senco has seen healthy store-count addition



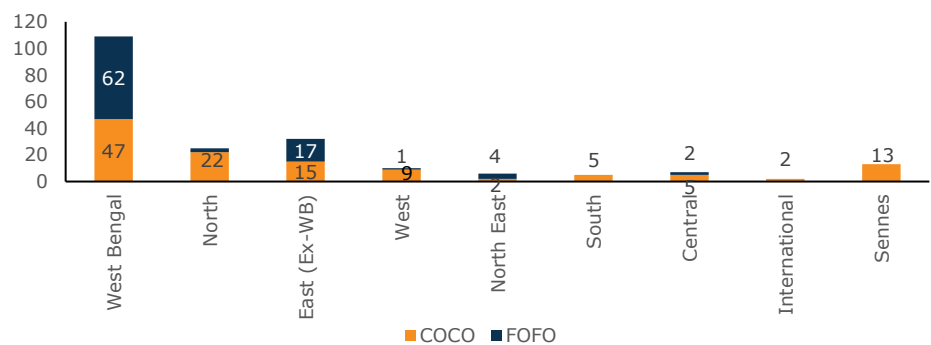
Source: Company, Emkay Research

Exhibit 4: Senco's 1Q SSG at 39% was strong and better than Kalyan/TTAN's



Source: Company, Emkay Research

Exhibit 5: Senco is seeing healthy initial traction for franchisees in the non-East regions



Source: Company, Emkay Research

This report is intended for Team White Marque Solutions (team.emkay@whitemarquesolutions)

Exhibit 6: Actual vs estimates (1QFY27)

(Rs mn)	Actual	Estimates		Variation		Comments
		Emkay	Consensus	Emkay	Consensus	
Net sales	30,560	29,220	28,445	4.6%	7.4%	Topline was ahead of our estimate.
EBITDA	2,131	1,158	2,202	84.0%	-3.2%	EBITDA beat was led by revenue flow through and better gross margin.
EBITDA margin	7.0%	4.0%	7.7%	301	-77	
PAT	1,011	389	1,129	160.3%	-10.4%	PAT beat was led by EBITDA flow-through and slightly lower depreciation

Source: Company, Emkay Research

Exhibit 7: Changes in estimates

(Rs mn)	FY27E			FY28E			FY29E		
	Old	New	Change (%)	Old	New	Change (%)	Old	New	Change (%)
Revenue	94,849	104,890	10.6	111,733	125,897	12.7	NA	151,047	NA
EBITDA*	6,911	7,469	8.1	8,305	9,079	9.3	NA	10,984	NA
EBITDA margin (%)	7.3	7.1	-20 bps	7.4	7.2	-20 bps	NA	7.3	NA
Net profit	3,471	3,517	1.1	4,297	4,312	-0.2	NA	5,412	NA
EPS (Rs)	21.2	21.4	1.1	26.2	26.2	-0.2	NA	32.8	NA

Source: Company, Emkay Research

This report is intended for Team White Marque Solutions (team.emkay@whitemarquesolutions)

Exhibit 8: Summary of quarterly results

Y/E, Mar (Rs mn)	1QFY26	2QFY26	3QFY26	4QFY26	1QFY27	yoy (%)	qoq (%)	FY26TD	FY27TD	yoy (%)
Revenue	18,263	15,361	30,710	19,967	30,560	67.3	53.1	18,263	30,560	67.3
Expenditure	16,427	14,296	26,664	17,223	28,429	73.1	65.1	16,427	28,429	73.1
Consumption of RM	14,774	12,745	24,603	15,499	25,627	73.5	65.3	14,774	25,627	73.5
as a % of sales	80.9%	83.0%	80.1%	77.6%	83.9%			80.9%	83.9%	
Employee cost	418	419	534	488	509	21.7	4.2	418	509	21.7
as a % of sales	2.3%	2.7%	1.7%	2.4%	1.7%			2.3%	1.7%	
Advertising and SP	426	408	468	278	347	-18.5	24.8	426	347	-18.5
as a % of sales	2.3%	2.7%	1.5%	1.4%	1.1%			2.3%	1.1%	
Other expenditure	809	724	1,059	958	1,946	140.6	103.2	809	1,946	140.6
as a % of sales	4.4%	4.7%	3.4%	4.8%	6.4%			4.4%	6.4%	
EBITDA	1,836	1,065	4,046	2,744	2,131	16.1	-22.3	1,836	2,131	16.1
Depreciation	187	190	211	232	215	15.2	-7.1	187	215	15.2
EBIT	1,649	875	3,835	2,512	1,916	16.2	-23.7	1,649	1,916	16.2
Other income	186	178	301	134	153	-18.2	14.2	186	153	-18.2
Interest	430	462	590	561	679	58.1	21.2	430	679	58.1
PBT	1,406	591	3,546	2,085	1,389	-1.2	-33.4	1,406	1,389	-1.2
Total tax	359	103	906	516	378	5.2	-26.7	359	378	5.2
PAT	1,047	488	2,640	1,569	1,011	-3.4	-35.5	1,047	1,011	-3.4
Extraordinary items	0	0	0	0	0			0	0	
Reported PAT	1,047	488	2,640	1,569	1,011	-3.4	-35.5	1,047	1,011	-3.4
Minority interest	0	0	0	0	0			0	0	
Reported EPS (Rs)	6.4	3.0	16.1	9.6	6.2	-3.4	-35.5	6.4	6.2	-3.4
(%)	1QFY26	2QFY26	3QFY26	4QFY26	1QFY27	(bps)	(bps)	FY26TD	FY27TD	(bps)
EBITDA margin	10.1	6.9	13.2	13.7	7.0	-310	-680	10.1	7.0	-310
EBIT margin	9.0	5.7	12.5	12.6	6.3	-280	-630	9.0	6.3	-280
EBT margin	7.7	3.8	11.5	10.4	4.5	-320	-590	7.7	4.5	-320
PAT margin	5.7	3.2	8.6	7.9	3.3	-240	-450	5.7	3.3	-240
Effective tax rate	25.6	17.4	25.6	24.7	27.2	160	250	25.6	27.2	160

Source: Company, Emkay Research

Exhibit 9: Valuation comparison across our coverage companies

Company	CMP (Rs)	Mcap (Rs bn)	Reco	Target price (Rs)	EPS (Rs)			P/E (x)			EV/EBITDA (x)*		
					FY27E	FY28E	FY29E	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E
Titan Company	5,106	4,534	ADD	5,600	74.4	88.2	105.7	68.6	57.9	48.3	42.3	36.4	30.9
Varun Beverages	438	1,483	BUY	525	9.7	11.4	13.8	45.2	38.5	31.7	25.5	22.6	19.8
Ethos	2,797	75	BUY	3,200	49.7	66.9	85.6	56.3	41.8	32.7	24.0	17.9	13.9
Page Industries	38,101	425	ADD	46,800	776.7	894.3	1,025.1	49.1	42.6	37.2	33.1	29.0	25.4
ABFRL	57	70	ADD	80	-5.2	-3.8	-2.7	-11.0	-15.1	-20.9	7.3	5.1	4.0
Jubilant FoodWorks	485	320	BUY	550	6.0	7.9	10.2	80.7	61.1	47.3	16.3	13.9	12.0
Devyani International	140	173	BUY	160	0.2	1.0	1.6	649.5	138.8	85.3	17.6	14.7	12.8
Westlife Foodworld	594	93	ADD	550	1.8	5.3	8.7	337.2	113.0	68.2	24.0	17.7	14.5
Sapphire Foods	232	75	BUY	300	1.6	2.3	2.9	145.5	99.6	80.1	12.9	10.4	9.1
Senco Gold	345	57	BUY	575	21.4	26.2	32.8	16.1	13.1	10.5	10.4	8.6	7.1
Metro Brands	938	256	BUY	1,250	17.7	21.0	25.2	53.1	44.6	37.2	24.9	21.1	18.1
ABLBL	90	110	BUY	140	2.3	3.1	4.0	39.5	29.0	22.3	7.8	6.7	5.9
Vishal Mega Mart	108	505	BUY	170	2.3	2.9	3.6	47.5	36.8	29.9	21.4	17.7	15.0
Lenskart	586	1,019	BUY	725	5.0	7.0	9.9	116.4	82.7	59.1	39.9	30.9	24.3
DMART	4,034	2,632	SELL	3,700	56.3	63.0	70.4	71.7	64.0	57.3	43.0	37.3	32.7

Source: Company, Emkay Research; Note: *Post-IndAS-116 EBITDA; **FY27 is CY26 and likewise for Varun Beverages

Senco Gold: Consolidated Financials and Valuations

Profit & Loss					
Y/E (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Revenue	63,281	84,300	104,890	125,897	151,047
Revenue growth (%)	20.7	33.2	24.4	20.0	20.0
EBITDA	3,676	9,690	7,469	9,079	10,984
EBITDA growth (%)	(2.1)	163.6	(22.9)	21.6	21.0
Depreciation & Amortization	681	820	885	976	1,078
EBIT	2,995	8,870	6,584	8,104	9,906
EBIT growth (%)	(5.0)	196.2	(25.8)	23.1	22.2
Other operating income	-	-	-	-	-
Other income	546	799	603	550	500
Financial expense	1,362	2,042	2,495	2,918	3,219
PBT	2,179	7,627	4,692	5,736	7,187
Extraordinary items	0	0	0	0	0
Taxes	586	1,884	1,182	1,446	1,811
Minority interest	0	0	0	0	0
Income from JV/Associates	-	-	-	-	-
Reported PAT	1,593	5,743	3,510	4,291	5,376
PAT growth (%)	(12.0)	260.5	(38.9)	22.2	25.3
Adjusted PAT	1,593	5,743	3,510	4,291	5,376
Diluted EPS (Rs)	10.1	35.1	21.4	26.2	32.8
Diluted EPS growth (%)	(13.5)	248.0	(38.9)	22.2	25.3
DPS (Rs)	0.4	1.8	1.1	1.3	1.7
Dividend payout (%)	4.4	5.1	5.1	5.1	5.1
EBITDA margin (%)	5.8	11.5	7.1	7.2	7.3
EBIT margin (%)	4.7	10.5	6.3	6.4	6.6
Effective tax rate (%)	26.9	24.7	25.2	25.2	25.2
NOPLAT (pre-IndAS)	2,190	6,679	4,925	6,062	7,409
Shares outstanding (mn)	158	164	164	164	164

Source: Company, Emkay Research

Cash flows					
Y/E (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
PBT (ex-other income)	1,633	6,829	4,089	5,186	6,687
Others (non-cash items)	0	0	0	0	0
Taxes paid	(623)	(2,114)	(1,282)	(1,564)	(1,954)
Change in NWC	(5,679)	(14,904)	(8,937)	(5,331)	(6,823)
Operating cash flow	(2,625)	(7,328)	(2,749)	2,184	2,208
Capital expenditure	(462)	(420)	(465)	(557)	(657)
Acquisition of business	-	(1)	0	0	0
Interest & dividend income	546	799	603	550	500
Investing cash flow	83	378	138	(7)	(157)
Equity raised/(repaid)	4,484	1	-	-	-
Debt raised/(repaid)	(29)	9,825	5,750	1,500	2,200
Payment of lease liabilities	(666)	(871)	(870)	(998)	(1,154)
Interest paid	(1,030)	(1,668)	(2,091)	(2,482)	(2,748)
Dividend paid (incl tax)	(70)	(294)	(180)	(220)	(275)
Others	0	0	0	0	0
Financing cash flow	2,689	6,993	2,609	(2,199)	(1,977)
Net chg in Cash	147	43	(2)	(22)	74
OCF	(2,625)	(7,328)	(2,749)	2,184	2,208
Adj. OCF (w/o NWC chg.)	3,054	7,576	6,187	7,515	9,030
FCFF	(3,087)	(7,748)	(3,214)	1,627	1,551
FCFE	(3,571)	(8,617)	(4,702)	(305)	(697)
OCF/EBITDA (%)	(71.4)	(75.6)	(36.8)	24.1	20.1
FCFE/PAT (%)	(224.2)	(150.0)	(134.0)	(7.1)	(13.0)
FCFF/NOPLAT (%)	(141.0)	(116.0)	(65.3)	26.8	20.9

Source: Company, Emkay Research

Balance Sheet					
Y/E (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Share capital	818	819	819	819	819
Reserves & Surplus	18,885	24,318	27,648	31,719	36,820
Net worth	19,703	25,137	28,467	32,538	37,639
Minority interests	0	0	0	0	0
Non current liab. & prov.	2,639	3,036	3,471	3,990	4,665
Total debt	5,872	15,697	21,447	22,947	25,147
Total liabilities & equity	28,214	43,870	53,385	59,476	67,451
Net tangible fixed assets	1,152	1,137	1,200	1,289	1,389
Net intangible assets	251	414	525	658	828
Net ROU assets	2,644	3,203	3,609	4,169	4,977
Capital WIP	20	21	21	21	21
Goodwill	0	0	0	0	0
Investments [JV/Associates]	2	2	2	2	2
Cash & equivalents	333	376	374	352	426
Current assets (ex-cash)	42,797	64,967	80,756	92,230	106,430
Current Liab. & Prov.	18,984	26,249	33,102	39,246	46,623
NWC (ex-cash)	23,813	38,717	47,654	52,985	59,807
Total assets	28,214	43,870	53,385	59,476	67,451
Net debt	5,540	15,322	21,074	22,596	24,722
Capital employed	28,214	43,870	53,385	59,476	67,451
Invested capital	25,216	40,269	49,379	54,932	62,025
BVPS (Rs)	124.6	153.5	173.8	198.6	229.8
Net Debt/Equity (x)	0.3	0.6	0.7	0.7	0.7
Net Debt/EBITDA (x)	1.5	1.6	2.8	2.5	2.3
Interest coverage (x)	2.4	4.6	2.7	2.8	3.1
RoCE (%)	15.7	29.1	15.8	16.4	17.6

Source: Company, Emkay Research

Valuations and key Ratios					
Y/E	FY25	FY26	FY27E	FY28E	FY29E
P/E (x)	34.3	9.9	16.1	13.2	10.5
P/CE(x)	29.8	9.4	14.9	12.2	9.8
P/B (x)	2.8	2.3	2.0	1.7	1.5
EV/Sales (x)	1.0	0.9	0.7	0.6	0.5
EV/EBITDA (x)	16.4	7.4	10.4	8.6	7.1
EV/EBIT(x)	20.1	8.1	11.8	9.6	7.8
EV/IC (x)	2.4	1.8	1.6	1.4	1.3
FCFF yield (%)	(5.1)	(10.8)	(4.1)	2.1	2.0
FCFE yield (%)	(6.3)	(15.2)	(8.3)	(0.5)	(1.2)
Dividend yield (%)	0.1	0.5	0.3	0.4	0.5
DuPont-RoE split					
Net profit margin (%)	2.5	6.8	3.3	3.4	3.6
Total asset turnover (x)	2.8	2.5	2.3	2.4	2.6
Assets/Equity (x)	1.4	1.5	1.7	1.7	1.7
RoE (%)	9.6	25.6	13.1	14.1	15.3
DuPont-RoIC					
NOPLAT margin (%)	3.5	7.9	4.7	4.8	4.9
IC turnover (x)	2.8	2.6	2.3	2.4	2.6
RoIC (%)	9.8	20.4	11.0	11.6	12.7
Operating metrics					
Core NWC days	137.4	167.6	165.8	153.6	144.5
Total NWC days	137.4	167.6	165.8	153.6	144.5
Fixed asset turnover	22.0	26.8	30.6	32.0	33.2
Opex-to-revenue (%)	6.2	6.7	7.3	7.2	7.2

Source: Company, Emkay Research

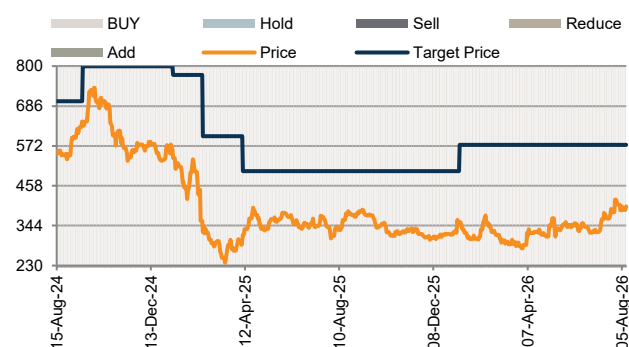
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RECOMMENDATION HISTORY - DETAILS

Date	Closing Price (Rs)	TP (Rs)	Rating	Analyst
07-Jul-26	327	575	Buy	Devanshu Bansal
28-May-26	340	575	Buy	Devanshu Bansal
14-Apr-26	323	575	Buy	Devanshu Bansal
13-Feb-26	352	575	Buy	Devanshu Bansal
10-Jan-26	354	575	Buy	Devanshu Bansal
23-Nov-25	321	500	Buy	Devanshu Bansal
13-Nov-25	330	500	Buy	Devanshu Bansal
07-Oct-25	348	500	Buy	Devanshu Bansal
13-Aug-25	339	500	Buy	Devanshu Bansal
01-Aug-25	314	500	Buy	Devanshu Bansal
02-Jun-25	379	500	Buy	Devanshu Bansal
09-Apr-25	318	500	Buy	Devanshu Bansal
17-Feb-25	325	600	Buy	Devanshu Bansal
10-Jan-25	538	775	Buy	Devanshu Bansal
17-Sep-24	641	800	Buy	Devanshu Bansal
15-Aug-24	550	700	Buy	Devanshu Bansal

Source: Company, Emkay Research

RECOMMENDATION HISTORY - TREND



Source: Company, Bloomberg, Emkay Research

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BUY	>15% upside
ADD	5-15% upside
REDUCE	5% upside to 15% downside
SELL	>15% downside

Emkay Global Financial Services Ltd.

CIN - L67120MH1995PLC084899

7th Floor, The Ruby, Senapati Bapat Marg, Dadar - West, Mumbai - 400028. India

Tel: +91 22 66121212 Fax: +91 22 66121299 Web: www.emkayglobal.com

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