

Jewellery & Premium Segment Expected to Outperform Broader Retail Sector

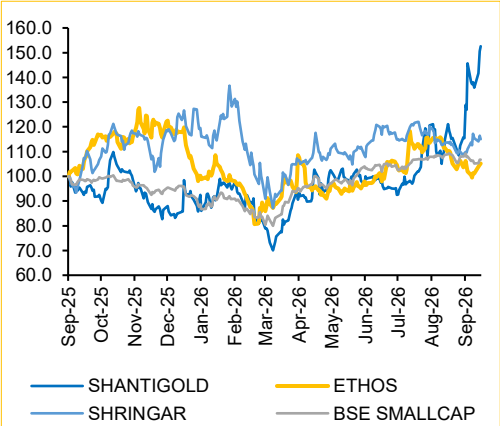
Sector View: Positive

Q2FY27 Quarterly Results Preview

Recommendation			
Company (Ticker)	CMP (INR)	TP (INR)	Rated
Shanti Gold	220	350	BUY
Shringar House of Mangalsutra	226	315	BUY
Ethos	2,596	3,050	ADD

*CMP as on Oct 08, 2026
#TP and Rating as per previous report

Relative Performance (%)			
YTD	12M	6M	3M
BSE SMALLCAP	8.4	19.0	4.8
SHANTI GOLD	65.0	86.9	55.5
SHRINGAR	7.2	14.3	(1.6)
ETHOS	(0.5)	5.7	7.5

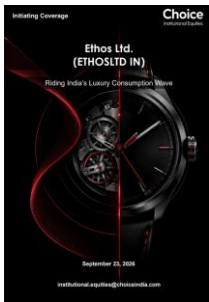


Source: Bloomberg, Choice Institutional Research

Preeyam Tolia
Email: preeyam.tolia@choiceindia.com
Ph: +91 22 6707 9987

Ashutosh Murarka
Email: ashutosh.murarka@choiceindia.com
Ph: +91 22 6707 9521

Links to our Previous Reports:



Ethos Ltd - Initiating Coverage

Jewellery & Premium Segment Expected to Outperform Broader Retail Sector

- Overall, discretionary demand remained mixed bag in Q2FY27. The Jewellery and premium categories remained resilient. QSR segment maintained its recovery, while apparel players (ex-Trent) are likely to see an impact, owing to the shift in the festive season to Q3FY27.
- In the jewellery sector, demand remained healthy in Q2FY27 despite elevated gold price (up 28% YoY) supported by a festive demand, premiumisation and continued market share gains by organised players. Titan reported ~21% YoY jewellery growth, with studded jewellery growing in the early thirties and plain gold jewellery growing ~20% YoY, while Kalyan delivered ~27% YoY growth in India, supported by ~20% SSSG. Towards the end of the quarter, demand witnessed some softening, owing to the shift in the festive calendar to Q3FY27. Consumers continued to adapt to higher gold price, with higher average ticket sizes supported value growth. Management commentary remains positive on demand momentum in the near term.
- In the luxury watch segment, demand continued to remain robust, supported by the broader structural growth and premiumisation trends in the luxury segment.

Sector View

- B2B Jewellery:** B2B jewellers are expected to continue delivering strong growth, broadly in line with the healthy B2C jewellery demand trend. Growth is likely to be driven by (1) ongoing capacity expansion, (2) expansion of the product portfolio beyond core categories, including bridal and studded jewellery, and (3) market expansion through new customer additions and deeper penetration across organised jewellery retailers. The benefit of low-cost gold inventory is largely over, and B2B jewellers are likely to report normalised margins going forward.
- Gold Price Trend:** Gold price remained elevated, up 28% YoY. Based on our interaction with B2B jewellers, gold price is expected to remain at elevated levels in FY27.

Our Coverage Universe

- SHANTIGOLD:** We expect revenue to grow 73% YoY, driven by 25–30% volume growth, supported by new customer additions, manufacturing capacity expansion, higher gold prices and sustained volume growth. EBITDA is expected to grow 42% YoY, while EBITDA margin is likely to decline by 155 bps to 7%, reflecting the waning benefit of low-cost gold inventory and a normalisation in margins. PAT is expected to grow 18% YoY to INR 325 Mn, lagging EBITDA growth due to higher working capital borrowings.
- SHRINGAR:** We expect revenue to grow 52% YoY as demand remains broadly resilient as B2C Jewellers continue to expand network, thus leading to market share gains. Adj. EBITDA is expected to grow 51% YoY while Adj. EBITDA margin to decline marginally by 6 bps YoY to 7%, while Adj. PAT is expected to grow 42% YoY to INR 374 Mn.
- Ethos:** Ethos has built a differentiated position in India's organised luxury watch market through scale, exclusive brand relationships and premiumisation. With 103 stores, 85+ brands and 64 exclusive brands, and management targeting ~200 stores over the next 3–4 years, the company has significant growth runway. Its CPO business and expansion into adjacent luxury categories, such as luggage and jewellery provide further growth optionality.
- We expect revenue to grow 25% YoY on the strength of store expansion, increase ASP and resilient luxury demand. We expect SSSG to be in the range of 11-12%. EBITDA margin to expand 49 Bps YoY on the back of stable CHF/INR and operating leverage. PAT is expected to grow 26% YoY to INR 300 Mn in Q2FY27E.

High-conviction investment ideas:

We maintain a positive stance on **Shanti Gold** and **Ethos**

SHANTI GOLD						
INR Mn	Q2FY27E	Q2FY26	YoY %	Q1FY27	QoQ %	Comments
Revenue	7,440	4,301	73.0	7,164	3.9	▪ We expect revenue to grow 73% YoY, driven by 25–30% volume growth, supported by new customer additions, manufacturing capacity expansion, higher gold prices and sustained volume growth. EBITDA is expected to grow 42% YoY, while EBITDA margin is likely to decline by 155 bps to 7%, reflecting the waning benefit of low-cost gold inventory and a normalisation in margins. PAT is expected to grow 18% YoY to INR 306 Mn, lagging EBITDA growth due to higher working capital borrowings. ▪ To watch out for: Gold price trend, demand outlook, and the commissioning and capacity utilisation of the new plants in Marol and Jaipur
EBITDA	521	368	41.6	715	(27.1)	
EBITDAM (%)	7.0%	8.6%	(155)bps	10.0%	(297)bps	
PAT	306	260	17.9	505	(39.3)	

SHRINGAR						
INR Mn	Q2FY27E	Q2FY26	YoY %	Q1FY27	QoQ %	Comments
Revenue	8,038	5,288	52.0	5,485	46.5	▪ We expect revenue to grow 52% YoY as demand remain broadly resilient as B2C Jewellers continue to expand network, thus leading to market share gains. Adj. EBITDA is expected to grow 51% YoY while Adj. EBITDA margin to decline marginally by 6 bps YoY to 7%, while Adj. PAT is expected to grow 42% YoY to INR 374 Mn, lagging EBITDA growth due to higher working capital borrowings. ▪ To watch out for: Gold price trend, demand outlook, capacity utilisation of the new 4,000 kg facility, and progress in scaling up the bridal jewellery segment
EBITDA	560	372	50.6	489	14.4	
EBITDAM (%)	7.0%	7.0%	(6)bps	8.9%	(196)bps	
PAT	374	263	41.9	340	9.9	

ETHOS						
INR Mn	Q2FY27E	Q2FY26	YoY %	Q1FY27	QoQ %	Comments
Revenue	4,792	3,834	25.0%	4,617	3.8%	▪ We expect revenue to grow 25% YoY on the back of store expansion, increase ASP and resilient luxury demand. We expect SSSG to be in the range of 11-12%. EBITDA margin to expand 49 Bps YoY on the strength of stable CHF/INR and operating leverage. PAT is expected to grow 26% YoY to INR 300 Mn. ▪ To watch out for: Store expansion guidance, CHF INR outlook, EBITDA margin trajectory.
EBITDA	635	489	29.8%	615	3.2%	
EBITDAM (%)	13.2%	12.8%	49 bps	13.3%	(8)bps	
PAT	300	238	26.2%	287	4.8%	

Source: Company, Choice Institutional Research

Institutional Research Team			
Utsav Verma, CFA	Head of Institutional Research, India Equity Strategy and SMIDs	utsav.verma@choiceindia.com	+91 22 6707 9440
Purvi Mundhra	Economist	purvi.mundhra@choiceindia.com	+91 22 6707 9241
Ambrish Shah	Analyst - Power	ambrish.shah@choiceindia.com	+91 22 6707 9251
Ashutosh Murarka	Analyst – Building Materials	ashutosh.murarka@choiceindia.com	+91 22 6707 9521
Bhavik Shah, CFA	Analyst – Metals & Mining	bhavik.shah@choiceindia.com	+91 22 6707 9521
Deepika Murarka	Analyst – Healthcare	deepika.murarka@choiceindia.com	+91 22 6707 9513
Dhaval Popat	Analyst – Energy	dhaval.popat@choiceindia.com	+91 22 6707 9949
Ishank Gupta	Analyst – NBFCs	ishank.gupta@choiceindia.com	+91 22 6707 9827
Karan Kamdar	Analyst – Consumer Discretionary, SMIDs	karan.kamdar@choiceindia.com	+91 22 6707 9451
Kunal Bajaj	Analyst – Technology	kunal.bajaj@choiceindia.com	+91 22 6707 9901
Maitri Sheth	Analyst – Pharmaceuticals	maitri.sheth@choiceindia.com	+91 22 6707 9511
Putta Ravi Kumar	Analyst – Defence	ravi.putta@choiceindia.com	+91 22 6707 9908
Preeyam Tolia	Analyst – FMCG & Retail	preeyam.tolia@choiceindia.com	+91 22 6707 9987
Subhash Gate	Analyst – Autos	subhash.gate@choiceindia.com	+91 22 6707 9233
Vijiya Rao	Analyst – AMC & Insurance	vijiya.rao@choiceindia.com	+91 22 6707 9531
Avi Jhaveri	Sr. Associate – Technology	avi.jhaveri@choiceindia.com	+91 22 6707 9901
Bharat Kumar Kudikyala	Sr. Associate – Building Materials	bharat.kudikyala@choiceindia.com	+91 22 6707 9930
Samarth Goel	Sr. Associate– Small and Midcaps	samarth.goel@choiceindia.com	+91 22 6707 9451
Heer Gogri	Associate – Small and Midcaps	heer.gogri@choiceindia.com	+91 22 6707 9433
Heet Chheda	Associate – Autos	heet.chheda@choiceindia.com	+91 22 6707 9233
Pankti Karania	Associate – Energy	pankti.karania@choiceindia.com	+91 22 6707 9251
Prakhar Tibrewala	Associate – SMIDs	prakhar.tibrewala@choiceindia.com	+91 22 6707 9433
Rushil Katiyar	Associate – Technology	rushil.katiyar@choiceindia.com	+91 22 6707 9535
Shreya Mehra	Associate – Technology	shreya.mehra@choiceindia.com	+91 22 6707 9535
Stuti Bagadia	Associate – Pharmaceuticals	stuti.bagadia@choiceindia.com	+91 22 6707 9511
Vinay Rawal	Associate – Small and Midcaps	vinay.rawal@choiceindia.com	+91 22 6707 9433

Choice Rating Distribution & Methodology	
Large Cap*	
BUY	The security is expected to generate upside of 15% or more over the next 12 months
ADD	The security is expected to show upside returns from 5% to less than 15% over the next 12 months
REDUCE	The security is expected to show upside or downside returns by 5% to -5% over the next 12 months
SELL	The security is expected to show downside of 5% or more over the next 12 months
Mid & Small Cap*	
BUY	The security is expected to generate upside of 20% or more over the next 12 months
ADD	The security is expected to show upside returns from 5% to less than 20% over the next 12 months
REDUCE	The security is expected to show upside or downside returns by 5% to -10% over the next 12 months
SELL	The security is expected to show downside of 10% or more over the next 12 months
Other Ratings	
NOT RATED (NR)	The stock has no recommendation from the Analyst
UNDER REVIEW (UR)	The stock is under review by the Analyst and rating may change
Sector View	
POSITIVE (P)	Fundamentals of the sector look attractive over the next 12 months
NEUTRAL (N)	Fundamentals of the sector are expected to be in stasis over the next 12 months
CAUTIOUS (C)	Fundamentals of the sector are expected to be challenging over the next 12 months

*Large Cap: More Than INR 20,000 Cr Market Cap
*Mid & Small Cap: Less Than INR 20,000 Cr Market Cap

Disclaimer & Disclosure

Research Disclaimer and Disclosure inter-alia as required under Securities and Exchange Board of India (Research Analysts) Regulations, 2014

Choice Equity Broking Private Limited is a registered Research Analyst Entity (Reg. No. INH000000222) CIN. NO.: U65999MH2010PTC198714. Reg. Add.: Sunil Patodia Tower, J B Nagar, Andheri (East), Mumbai 400099. Tel. No. 022-6707 9999 . Compliance Officer-Prashant Salian. Tel. 022-6707 9999-Ext. 896. Email- Compliance@choiceindia.com. Grievance officer-Deepika Singhvi Tel.022-67079999- Ext-834.

Email- ig@choiceindia.com

The Company uses artificial intelligence tools as part of its research process, including data analysis and content generation. Notwithstanding the foregoing, all analysis, views, and recommendations are independently formulated and duly reviewed by qualified research analysts prior to issuance.

General Disclaimer:

Investment in securities market are subject to market risks. Read all the related documents carefully before investing. Registration granted by SEBI, and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors

This report ("Report") is prepared by Choice Equity Broking Private Limited as a Research Entity (hereinafter referred as "CEBPL") in its capacity as a SEBI-registered Research Analyst and is intended solely for informational and educational purposes. This Report is meant exclusively for the recipient and shall not be circulated, reproduced, or distributed, in whole or in part.

This Report does not take into account the specific investment objectives, financial situation, risk profile, or particular needs of any individual or class of investors and does not constitute a personal recommendation or investment advice. Any views, opinions, or recommendations expressed herein are based on publicly available information and internal analysis and are subject to change without notice.

Nothing contained in this Report shall be construed as an offer, solicitation, or inducement to buy, sell, or subscribe to any securities, derivatives, or other financial instruments, nor shall it be considered as investment, legal, accounting, or tax advice. Recipients are advised to conduct their own independent analysis and are encouraged to seek independent professional advice before making any investment or trading decisions.

The information contained in this Report has been compiled from sources believed to be reliable; however, CEBPL does not represent or warrant the accuracy, completeness, or reliability of such information. CEBPL, its directors, employees, or associates shall not be liable for any losses, damages, or expenses arising directly or indirectly from the use of or reliance upon this Report.

Investments in securities are subject to market risks. The price and value of investments and the income from them may fluctuate, and investors may incur losses. Past performance is not indicative of future results. Opinions expressed herein are as of the date of this Report and may differ from views expressed in other research reports due to differences in methodology, assumptions, or time horizons.

Disclaimers in respect of Jurisdiction:

This Report is not intended for distribution to, or use by, any person or entity who is a citizen or resident of, or located in, any jurisdiction where such distribution, publication, or use would be contrary to applicable laws or regulations, or would subject CEBPL to any registration or licensing requirements in such jurisdiction.

No action has been taken or will be taken by CEBPL in any jurisdiction outside India where such action would be required for distribution of this Report. Accordingly, this Report shall not be directly or indirectly distributed, published, or circulated in any such jurisdiction except in compliance with applicable laws and regulations.

Recipients of this Report are required to inform themselves of, and comply with, all applicable legal and regulatory restrictions at their own expense and without any liability to CEBPL. Any dispute arising out of or in connection with this Report shall be subject to the exclusive jurisdiction of the competent courts in Mumbai, India.

Disclosure on Ownership and Material Conflicts of Interest:

- "CEBPL", its Research Analyst(s), their associates and relatives may have any financial interest in the subject company covered in this Research Report.
- "CEBPL", its Research Analyst(s), their associates and relatives may have actual or beneficial ownership of one percent (1%) or more of the securities of the subject company, as on the last day of the month immediately preceding the date of publication of this Research Report.
- "CEBPL", its Research Analyst(s), their associates and relatives may have any other material conflict of interest at the time of publication of this Research Report.

Disclosure on Receipt of Compensation:

- "CEBPL" or its associates may have received compensation from the subject company during the past twelve months.
- "CEBPL" or its associates may have managed or co-managed public offerings of securities for the subject company during the past twelve months.
- "CEBPL" or its associates may have received compensation from the subject company during the past twelve months for investment banking, merchant banking or brokerage services.
- "CEBPL" or its associates may have received compensation from the subject company during the past twelve months for products or services other than investment banking, merchant banking or brokerage services.
- "CEBPL" or its associates have not received any compensation or other benefits from the subject company or any third party in connection with the preparation or publication of this Research Report.
- Research Analyst may have served as an officer, director or employee of the subject company covered in this Research Report.
- "CEBPL" and Research analyst may engage in market-making activity in the securities of the subject company.

Details of Associates of CEBPL and Brief History of Disciplinary action by regulatory authorities are available on our website i.e. www. <https://choiceindia.com/research-listing>

Copyright:

This research report is confidential and intended solely for the recipient. Unauthorized reproduction, distribution, or disclosure of this report, in whole or in part, in any form or by any means, without the prior written permission of the Company is strictly prohibited.

PREEYAM
HIMANSHU
TOLIA

Digitally signed by PREEYAM HIMANSHU TOLIA
DN: c=IN, st=Maharashtra,
2.5.4.20=e145f5d7742ee3757637cc3acce346d14c7c
01cbcf3b742939ddc66251335779,
postalCode=401303, street=SO Himanshu Tolia
Building No 3 Flat No 304 Shree Shashwat Avenue A4
Global City Near Agarwal Lifestyle Virar West Virar
West,
pseudonym=5729d6486ea04768b58ce5daf537661b,
title=9770,
serialNumber=2b2aab7cf3913e865a6708229de80ec
21ada0218c6e38e7fbb3ee7a17e6b41f1, o=Personal,
cn=PREEYAM HIMANSHU TOLIA
Date: 2026.10.09 15:27:50 +05'30'