

Investment Memorandum – Chennai-Based Premium Brand

Overview

Chennai-based premium fashion jewelry brand, founded in 2004. With three flagship stores and a loyal clientele including HNIs, NRIs, and celebrities, the brand is known for:

- 10-year warranty
- Customization expertise
- Strong repeat customer base

The business blends traditional craftsmanship with contemporary elegance and operates debt-free with clean financials.

Product Categories

- Necklaces & Pendant Sets: Antique, Kundan, Polki, Oxidised Silver, Temple Jewellery, and Pendant Sets
- Earrings: Antique Earrings, Kundan Earrings, Oxidised Silver Earrings, Polki Earrings, and Temple Jewellery Earrings
- Bangles & Bracelets: Antique Bangles, Kundan Bangles, Polki Bangles, Oxidised Silver Bangles, Temple Jewellery Bangles, Designer Bracelets
- Special Designer Collections: Designer Addigai's, Pearl Haarams, Diamond Crush Bracelets, Floral Necklaces, and other limited-edition styles
- Silver Collection: 92.5 Silver Earrings, Pendant Sets with Earrings, and curated silver jewelry pieces

Key Assets & Revenue Growth

- ₹10.74 Cr in salable inventory
- ₹2 Cr in infrastructure (interiors, systems, ACs, CCTV, etc.)
- ₹30 Lakhs in store advances across premium retail locations
- In-house artisans and a trusted vendor ecosystem
- Debt-free business with clean handover potential

Revenue Performance (INR Crores):

- FY 2021–22: ₹4.48 Cr
- FY 2022–23: ₹7.36 Cr
- FY 2023–24: ₹7.59 Cr
- FY 2024–25 (Projected): ₹7.60 Cr
- FY 2025–26 (Projected): ₹10.00 Cr

Net Profit Margin: Approx. 47%

Growth Outlook: Positioned for franchise expansion, exports, and digital scale-up

Note:

- ₹3.87 Cr in tangible assets
- ₹25 Cr valuation based on profitability
- ₹6 Cr+ in brand equity, digital infrastructure, and time premium
- Founded by a recognized industry leader (Entrepreneur Award, 2020)
- 20 years of goodwill and brand recognition
- Differentiated through design customization and skin-friendly products
- High growth potential through franchising, exports, and digital channels