



Senco Gold Limited IPO

July 04 to July 06

Senco Gold Limited is coming out with a fresh public issue to raise ₹ 405 crores from the market.

Key details of the issue:

- **Issue opens – July 04 (Tuesday)**
- **Issue closes – July 06 (Thursday)**
- Issue size – ₹ 405 crores
- Price band – ₹ 301 – 317 per equity share
- Bid lot – 47 shares and in multiples thereof

And here are some details of the company and further details on the **Senco Gold Limited** IPO issue.

Company details:

- **Senco Gold Limited** (“Senco”) was incorporated on August 22, 1994. Senco is a pan-India jewellery retail player with a history of more than 5 decades. Senco is the largest organized jewellery retail player in the eastern region of India based on number of stores and among eastern India based jewellery retailers, they have the widest geographical footprint in non-eastern states. Their products are sold under the “Senco Gold & Diamonds” tradename, through multiple channels, including their 70 Company Operated Showrooms and 57 Franchisee Showrooms (including 4 franchisees owned and company operated Showrooms) currently, and various online platforms.

- With a catalogue offering more than 108,000 designs for gold jewellery and more than 46,000 designs for diamond jewellery, they offer a large variety of designs of handcrafted jewellery, most of which are designed and manufactured in-house by their designers in close collaboration with skilled local craftsmen (Karigars) in Kolkata and across the country.

- Senco has a dedicated design team, comprising 20 designers as on March 31, 2023 focused on developing new products and designs that meet customers’ expectations. The manufacturing of their jewellery is carried out mainly by over 170 experienced Karigars.

- As on March 31, 2023, they have 136 showrooms, which have a total area of approximately 409,882 sq. ft., in 96 cities and towns over 13 states across India.

- The company consistently work towards providing an omni channel experience both in-showroom as well as through their websites www.sencogoldanddiamonds.com; www.mygossip.in; www.everlite.in; www.mydigigold.com and www.mysenco.in and MySenco App complementing their ability to reach customers.

- Currently, Senco has a manufacturing facility located at the Gems and Jewellery Park, Ankurhati in Howrah, West Bengal. They undertake wholesale exports of their jewellery primarily to Dubai, Malaysia and Singapore. As at March 31, 2023, they had 2,138 employees.

- The company is benefited from the experience and support of SAIF Partners India IV Ltd. who have been invested in the company since 2014.

Issue size: ₹ 405 crores

Issue break-up:

- QIB – 50% of the offer – ₹ 202.50 crores
- NIB – 15% of the offer – ₹ 60.75 crores
- RET – 35% of the offer – ₹ 141.75 crores

Listing: NSE and BSE

Registrar: KFin Technologies Limited

UPI: All retail applications through brokers are compulsorily in UPI mode.

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(* T&C apply)