



SKY
GOLD & DIAMONDS
— MAKE IN BHARAT , FOR THE WORLD —

Date: 19/09/2025

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
25th Floor, Dalal Street, Fort,
Mumbai 400001

To,
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1,
G Block, Bandra-Kurla Complex,
Bandra (East), Mumbai 400051

Scrip Code: 541967

Trading Symbol: SKYGOLD

Subject: Media Release - Sky Gold and Diamonds Collaborates with SENCO Gold and Diamonds to Launch 9kt Gold Jewellery.

Dear Sir/Madam,

Pursuant to the applicable provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a Press Release titled "Sky Gold and Diamonds Collaborates with SENCO Gold and Diamonds to Launch 9kt Gold Jewellery" dated 19th September 2025.

The same will also be available on the Company's website at: www.skygold.co.in

This is for your information and records.

Thanking you

Yours faithfully,

For Sky Gold and Diamonds Limited
(Formerly known as Sky Gold Limited)

MANGESH
RAMESH
CHAUHAN

Digitally signed by
MANGESH RAMESH
CHAUHAN

Mangesh Chauhan
Managing Director & CFO
DIN: 02138048
Place: Navi Mumbai
Encl.: As above.



PRESS RELEASE

Sky Gold and Diamonds Collaborates with SENCO Gold and Diamonds to Launch 9kt Gold Jewellery

Mumbai & Kolkata, September 19, 2025 —Sky Gold and Diamonds, one of India's leading Gold Jewellery Manufacturer jointly with **Senco Gold & Diamonds** a leading pan India jewellery retailer with a legacy of more than eighty five years and the largest jewellery retail player in eastern India based on the number of showrooms with a whopping count of 186+ today announced a significant step aimed at entering into collaboration for newly introduced 9kt gold jewellery segment.

Senco Gold & Diamonds, an esteemed existing customer of Sky Gold & Diamonds, has now collaborated with the company to design and supply 9kt gold jewellery collections. This collaboration marks a significant step in catering to India's growing demand for affordable and stylish jewellery, enabling both companies to capture a wider customer base through contemporary, lightweight, and cost-effective designs tailored to evolving consumer preferences.

Speaking on the occasion, **Mr. Darshan Chauhan, Director and Chief Growth Officer at Sky Gold & Diamonds**, said: *"9kt jewellery is trending with the Gen Z because of the stylish, contemporary designs it offers and its alignment with fast fashion trends. It allows us to reach a wider customer base while also serving as a stepping stone for first-time gold buyers and buyers who need a variety of options in their jewellery collection."*

*This development marks an important milestone in Sky Gold's journey of growth and innovation. By collaborating with **SENCO Gold & Diamonds** for the 9kt jewellery, we aim to get into a new product line, and this association reflects our vision to make Sky Gold a trusted global jewellery brand."*

Mr. Suvankar Sen, Managing Director and CEO, Senco Gold & Diamonds, said: *"At a time when gold prices are at elevated levels, the introduction of exclusive 9kt modern designs allows us to offer more accessible jewellery options. This collaboration enables **Senco Gold & Diamonds** to effectively cater to the younger generation and the growing affordable jewellery segment, while staying true to our commitment of delivering style, trust, and innovation to our customers."*

This development will allow both brands to leverage their strengths in design, craftsmanship, and market reach, catering to a wider base of value-conscious yet style-savvy consumers.



About Sky Gold and Diamonds Limited

Established in 2008 and headquartered in Mumbai, Sky Gold and Diamonds is one of India's fastest growing B2B jewellery manufacturers, specialising in lightweight, design-led and studded jewellery. With 150+ designers, 1,30,000 sq ft of manufacturing space, and a design library of 900,00+ SKU's the company serves India's leading jewellery retailers. For more details, visit: <https://skygold.co.in/>

About Senco Gold Ltd-

Senco Gold and Diamonds (Senco) is a leading pan-India jewellery retailer with a legacy of more than 85 years and largest in eastern India based on number of showrooms. Senco has over **186+ showrooms** (including 77 Franchisee showrooms) spread across 17 states, including 1 international showroom in Dubai UAE with a mix of own and franchisee model; and having various formats like Classic & Modern, D'Signia, Everlite, House of Senco and Sennes to cater to various customer segments.

Senco Gold and Diamonds. recently announced their entry in transit jewellery retail, opening a showroom in Andheri Metro Station (Mumbai) as a first of its kind, with their everyday wear diamond & gold jewellery brand Everlite. Everlite showroom at Andheri Metro Station, where customers can check modern designs of our jewellery collections on the go, thus making the shopping experience quick and smooth so even people in a rush can come in, look around and make a quick purchase.

Senco offers an extensive range of jewellery, including gold, diamond, silver, platinum, as well as precious and semi-precious stones. With a catalogue offering 156,000+ designs for gold jewellery and 86,000+ designs for diamond jewellery, Senco offers a large variety of designs of handcrafted jewellery, most of which are designed in-house by its designers in close collaboration with skilled local karigars in Kolkata and across the country.

For more information contact:

Corporate Communications: **Senco Gold Ltd.**

Mr. Abhishek Banerjee

Contact: +91 9831653254

E-mail: corpcomm@sencogold.co.in

Public Relations: **Branding Edge Strategic Communication and Advisory LLP**

Sharayu Pillay

Contact: +91 9619991213

E-mail: sharayu@brandingedgestrategies.com



PRESENTING THE FINEST 9KT JEWELLERY
BY SKY GOLD & DIAMONDS LTD.,
IN COLLABORATION
WITH SENCO GOLD & DIAMONDS.

