MK

M. K. Sons Fine Jewels Limited

Retail | Mainboard

Rs. 153 - 162

28 Oct 2026 - 30 Oct 2026

Issue size	Where the money goes	Earnings per share
Rs. 275 cr	**80% fresh**	**Rs. 12.13**
	Rs. 220 cr to the company, Rs. 55.1 cr to selling holders - computed from the share count at the band cap - p.379	issuer disclosed

WHAT STANDS OUT IN THE OFFER DOCUMENT

LOOK CLOSER Profit jumped just before the IPO, but the cash didn't follow.
The operating margin in FY2026 was 1.8x the earlier years' average, and cash from operations was Rs.30 for every Rs.100 of that year's profit. (p.245)

THE FIVE QUESTIONS

1. How it makes money
Rs.87 of every Rs.100 of sales comes from its "Gold Jewellery" segment. Rs.68 of every Rs.100 comes from Gujarat.

2. Is it growing, and is profit turning into cash?
Sales grew 2.5x from FY2024 to FY2026 (Rs.217 cr to Rs.539 cr). Over 3 years it made Rs.83.2 cr of profit and brought in -Rs.17.7 cr of cash from operations.

3. How much cushion does it have?
It owes Rs.0.41 for every Rs.1 of its own money. The line for retail is Rs.2.

4. What you pay, and who gets the money
Of every Rs.100 raised, Rs.20 goes to existing shareholders selling. At Rs.162 you pay about Rs.13 for every Rs.1 of last year's profit.

5. Who controls it, and what is on record?
Promoters own 100% before the IPO.

WHAT THE COMPANY DOES

M. K. Sons Fine Jewels Limited is a retail-focused jewellery company engaged in the marketing and sale of gold, diamond, and Cubic Zirconia (CZ) jewellery through its chain of retail showrooms across Mumbai and Ahmedabad, as well as through online channels.

Operates 5 showrooms in Western India (3 in Mumbai and 2 in Ahmedabad) with a total operational area of 6,513 square feet as of June 30, 2026.

WHERE THE MONEY GOES

Fresh issue goes to the company. Offer for sale goes to shareholders selling out.



Fresh issue Rs. 220 cr 80% Offer for sale Rs. 55.1 cr 20%

PROMOTER HOLDING

100.0% before > **—** after

FINANCIALS, RS. CRORE

	FY2024	FY2025	FY2026	2Y CAGR
Revenue	217	351	539	**+57.4%**
EBITDA	13	39	83	—
Profit after tax	8	23	52	**+151.9%**
Net worth	22	116	168	—
Total debt	39	69	68	—

READING THESE NUMBERS AS RETAIL

What actually diagnoses this business: Same-store sales growth - Sales per sq ft - Store count & churn - Inventory turns.

Debt to equity
0.41x
bar set at 2x

Ind AS 116 puts every store lease on the balance sheet as a liability, which inflates debt/equity for all retailers. Strip lease liabilities before comparing against a non-retail peer.

Revenue growth
57.4%
read with care

Growth from opening stores is not the same as growth from selling more per store. Same-store sales growth separates the two.

DOES THE PROFIT TURN INTO CASH

	FY2024	FY2025	FY2026
Operating cash flow	-24	-10	15
Capital expenditure	1	2	3
Financing	25	13	-10

Operating cash flow is 30% of profit after tax. The rest is sitting in receivables or inventory.

WHEN LOCKED SHARES CAN BE SOLD

Each date releases shares that could not previously be traded.

+1 months
Anchor, first half
50.0%

+3 months
Anchor, remainder
50.0%

THE DOCUMENT'S OWN CASE, FOR AND AGAINST

RISKS IT DISCLOSES

1. We have entered into related party transactions in the past and may continue to do so in the future, which may potentially involve conflicts of interest with other shareholders. (p.235)
2. We have incurred indebtedness, and an inability to comply with repayment and other covenants in our financing agreements could adversely affect our business and financial condition. (p.239)
3. We require certain approvals, permits and licenses in the ordinary course of business, and any failure or delay to obtain or renew them or to comply with their conditions in the future may adversely affect our operations. (p.351)
4. Extracts of industry information included in this Red Herring Prospectus has been derived from an industry report prepared by CARE Analytics and Advisory Private Limited exclusively

Both columns are the offer document's own words, not this page's assessment.

THE INDUSTRY, AS THE DOCUMENT DESCRIBES IT

Market size Rs. 72,040 cr in CY2025, forecast Rs. 1,27,839 cr by CY2030, a 12.2% CAGR.

Drivers it names: Rising disposable incomes, urbanisation, and evolving lifestyle preferences.; Gold is considered a haven and safe investment during market turmoil..

Constraints it names: Gold price volatility, dependency on imports, competition from synthetic diamonds, and regulatory compliance requirements..

These industry figures come from a CARE Analytics and Advisory Private Limited report commissioned and paid for by the issuer. It is not neutral research.

THE WIDER GROUP

Spicy Sangria Hotels Private Limited (promoter-group) —

Analysed from the RHP at https://www.afsl.co.in/pdfnew/Red%20Herring%20Prospectus.pdf by IPO Agent's proprietary AI-assisted extraction on 2026-10-23. Figure verification was skipped. The source text was not available to check against.

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