Lalithaa Jewellery Mart Limited

LJ

Retail · Mainboard

Rs. 190 - 201

17 Aug 2026 - 19 Aug 2026

Issue size	Grey market premium	Earnings per share
Rs. 1,700 cr	**+11.4%**	**Rs. 20.20**
	Rs. 23 - 1 source - unregulated, self-reported	issuer disclosed

WHAT STANDS OUT

Profit not converting to cash - Operating cash flow is -39% of profit after tax. Less than half of reported profit arrived as cash — usually receivables or inventory build.

Strong revenue growth - Revenue compounded 286% a year over 2 years. Revenue compounding above 20% a year.

WHAT THE COMPANY DOES

We are a jewellery retailer operating under the brand name 'Lalithaa', offering a diverse range of gold jewellery, silver jewellery, and diamond jewellery across styles, designed to cater to regional preferences of the southern Indian jewellery markets.

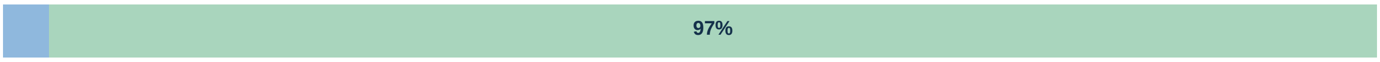
We design, manufacture and sell a wide range of jewellery products at varying price points for uses ranging from jewellery for special occasions to daily-wear jewellery.

WHERE THE MONEY GOES

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

Fresh issue Rs. 1,200 cr 71% · Offer for sale Rs. 500 cr 29%

How the fresh proceeds are to be spent, as stated in Objects of the Offer.



Capital expenditure for fit-outs ... 3% · Expenditure towards inventory cos... 97%

PROMOTER HOLDING

97.7% before > **—** after

AGAINST LISTED PEERS

Company	P/E	Revenue	Source
Kalyan Jewellers India Limited	46.9x	Rs. 35,743 cr	p.142
Manoj Vaibhav Gems N Jewellers Limited	7.1x	Rs. 2,744 cr	p.142
PC Jeweller Limited	9.3x	Rs. 3,353 cr	p.142
P N Gadgil Jewellers Limited	22.2x	Rs. 10,739 cr	p.142
Senco Gold Limited	11.5x	Rs. 8,430 cr	p.142
Thangamayil Jewellery Limited	46.3x	Rs. 8,499 cr	p.142
Titan Company Limited	85.3x	Rs. 87,584 cr	p.142
Tribhovandas Bhimji Zaveri Limited	9.1x	Rs. 3,203 cr	p.142
Industry average	29.7x	—	issuer

Figures as printed in the offer document. This page does not say whether that is expensive or cheap — that judgement is yours.

FINANCIALS, RS. CRORE

	FY24	FY25	FY26	2Y CAGR
Revenue	1,679	16,897	25,024	+286.1%
EBITDA	680	740	1,674	—
Profit after tax	360	365	1,010	+67.5%
Net worth	1,564	1,925	2,930	—
Total debt	824	949	1,604	—

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
0.55x
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
—
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

	FY24	FY25	FY26
Operating cash flow	-18	289	-398
Capital expenditure	92	121	68
Financing	135	-44	428

Operating cash flow is -39% 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%

+18 months
Promoter
20.0%

THE DOCUMENT’S OWN CASE, FOR AND AGAINST

STRENGTHS IT CLAIMS

1. Strong regional presence with deep penetration in high-growth South Indian markets evidenced by operating revenue growth between Fiscal 2024 to Fiscal 2026. (p.251)
2. Brand catering to the mass and value-conscious segment with own manufacturing. (p.252)
3. Brand pull in Tier II and Tier III cities in southern India with focus on quality, craftsmanship and original designs. (p.254)
4. Large Format Stores and Medium Format Stores driving scale. (p.256)
5. Robust customer base owing to diverse range of jewellery schemes. (p.258)

RISKS IT DISCLOSES

1. Our revenues have been significantly dependent on sale of gold jewellery, which accounted for 92.33%, 94.58% and 93.96% of our revenue from operations, for the Financial Years 2026, 2025 and 2024, respectively. (p.27)
2. We have experienced negative cash flows from operating activities of [1] 3,977.62 million and [1] 180.02 million in Fiscal 2026 and in Fiscal 2024 respectively. (p.28)
3. We receive advances from our customers under various schemes introduced by us, which amount to more than 10% of our revenue from operations. (p.29)
4. Our Company had a total outstanding borrowings of [1] 12,381.00 million as of June 30, 2026, and financing agreements contain restrictive covenants. (p.29)
5. We are dependent on our top three suppliers of raw materials who have contributed 58.03%, 67.20% and 66.98% in Fiscals 2026, 2025 and 2024, respectively. (p.35)

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

THE INDUSTRY, AS THE DOCUMENT DESCRIBES IT

Market size Rs. 1,28,870 cr in FY26, forecast Rs. 1,51,000 cr by FY30P, a 4.5% CAGR, company's stated share 1.9%.

Drivers it names: Consumer preference for jewellery purchase is increasingly shifting from jewellery standalone stores to jewellery retail chains.; With disposable incomes rising, customers’ willingness to pay for premium and customised jewellery products is also increasing..

Constraints it names: Unanticipated regulations such as hike in import duty, GST and ban on gold lease may impact demand, margin or working capital requirements.; Risk of investors substituting gold with other asset classes, such as equities, bonds and real estate..

These industry figures come from a CRISIL report commissioned and paid for by the issuer. It is not neutral research.

THE WIDER GROUP

Lalitha Castle Private Limited (promoter-group)	holds 0.0% - 0.0% of revenue is related-party
Krishkiran Mega Mall Private Limited (promoter-group)	—
Asita Jewellery Manufacturing Private Limited (subsidiary)	holds 100.0% - 0.1% of revenue is related-party
Centigrade Apparels Private Limited (subsidiary)	holds 100.0%

Extracted from the DRHP at https://lalithaajewellery.com/ipo-pdfs/LJML-%20RHP.pdf by gemini-3.5-flash on 2026-08-15. Figure verification was skipped — the source text was not available to check against.