



INDRIYA

ADITYA BIRLA | JEWELLERY

Backed by the legacy of the Aditya Birla Group



A US\$ 67* Bn
conglomerate



US\$ 112 Bn
Consolidated
Market Cap[^]



Across 6
Continents and 41
Countries



340+ state-of-
the-art
manufacturing
units globally



227,500+
employees



Present across 20+
sectors



300M+ loyal
customer base





#1

In grey cement & concrete



#1

In fashion retail



#1

In caustic soda & specialty chemicals



#1

In copper



#1

In viscose staple fibre



Largest chlor-alkali player



Largest linen and worsted yarn player



Largest manufacturers of insulators

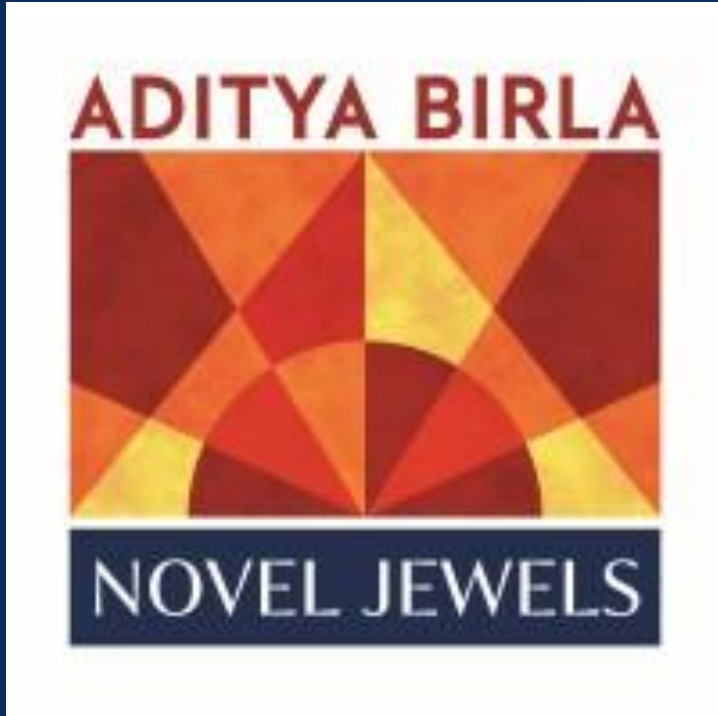


Leading player in life insurance & asset management



Among the leading telecom players

Novel Jewels Limited (NJL)



June 2023

ABG's entry into the
branded jewellery market

5000 Crores

Group's Capital
Commitment

NJL's vision is to build large-format exclusive retail stores across the country featuring in-house jewellery brands with bespoke designs



In the whispers of Sanskrit and Pali, and the echoes of Indian philosophy, Indriya translates to ‘belonging to Indra’, embodying strength and the power of the five senses. Indulging these senses and embracing their beauty is what we stand for.



On 27th July 2024, we proudly commenced operations with 4 stores across 3 cities.



With our first year behind us, we are now set to scale, aiming for a 100-store network by the close of our second year

The Indriya Promises



Trusted & Certified Jewellery

Crafted with the trust and reliability of the Aditya Birla Group, we use BIS Hallmark gold and certified natural diamonds for all our products.



Fair & Transparent Pricing

We offer a price breakup of each jewellery piece, reflecting the true cost of the materials and the craftsmanship behind it.



Hassle-free Exchanges

'No Questions Asked' return, and lifetime exchange & buyback, ensuring complete satisfaction.



Secured & Smart Purchase Plans

An array of smart and flexible plans, each packed with the most attractive benefits, bringing dreams to reality.



Jewellery Care and Assurance

1-Year warranty along with lifetime after sales care for your jewellery because your purchase deserves lasting protection.



Personalized Experiences

Custom designs and bespoke experiences from our consultants and stylists for your unique jewellery narrative.



ADITYA BIRLA
JEWELLERY

**Design and
Craftsmanship**



**Exquisite
craftsmanship
with
impeccable
quality**



**Stories of
Indian heritage
with a mix of
modernity**

**Unique and
Personalized
Customer
Experience**

**Experienced
Jewellery
Consultants**

**Efficient
browsing via in
store tablets**

**Special Bridal
Studios and
Lounge**

A new era of elegance in Fine Jewellery



INR 6-7 Lakh crore
Size of Indian Jewellery industry

30%
Share of organized players

1st
India's rank in consumption of gold jewellery

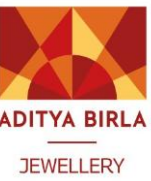


Dedicated in house design team

20,000
Unique designs

Indriya aims to be among the top 3 national players over the next 5 years

The FOCO Advantage



Franchisee Owned	Company Operated
Leverage Partner Ecosystem	Deliver consistent customer experience
Unique combination of ABG and partners' strength	Operational Excellence
Faster expansion	World class product offering



Accelerating
Growth through
Partnerships



Delivering an
exceptional brand
experience

At Aditya Birla Group, growth has always been rooted in strong, long-term partnerships.

Partner's Investment



Inventory

~88% of the total investment
*INR 35-45 Crore based on the market potential



Store fit out

~11% of the total investment
for a 4000-6000 sq. ft store



Security Deposit

~1% of the total investment
Rental deposits for the leased store

Modes of Financing

Cash Credit (CC)

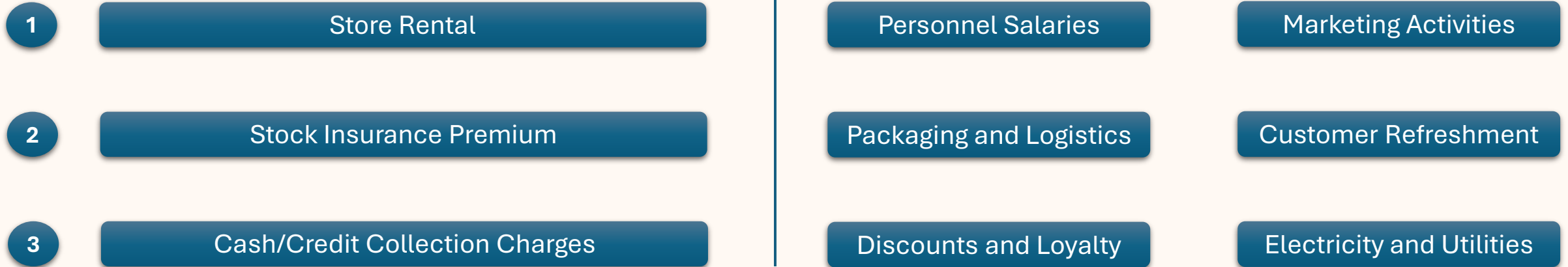
Loan against property

As of now, we don't have a channel funding scheme



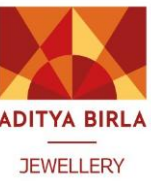
Operating Expenses

The majority of operational expenses will be borne by the Principal (Novel Jewels), with only select costs managed at the franchisee's end



All the operational costs other than the three mentioned for the partner are borne by Novel Jewels

Returns



Inventory is billed to the Franchisee partners at a pre-decided discount (Terms of Trade). This discount is the partner's share of income.

**Return on
Capital
Employed**

ROCE formula

$$\frac{\text{Earnings Before Interest and Tax (EBIT)}}{\text{Capital Employed}}$$

Projected ROCE

~15% over a 10-year horizon

**Gold Rate
Appreciation**

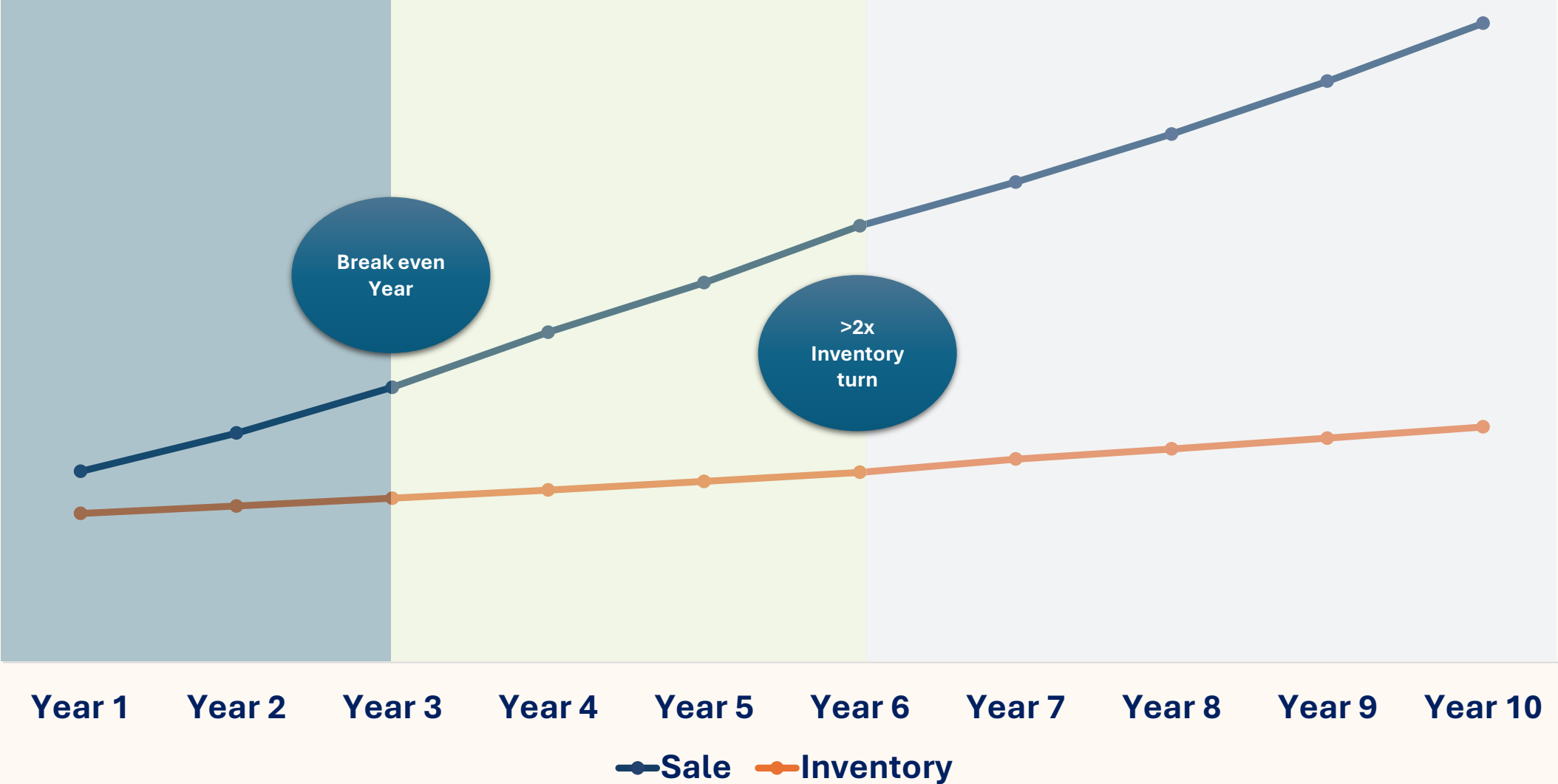
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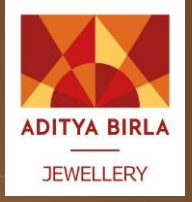
Gains/Losses from the changes in the price of gold accrue to the partner

2

The ~15% ROCE projection is exclusive of the gold rate appreciation

Sales Growth vis-a-vis Inventory







Scan to find your nearest
Indriya store



Reach out to us at:

franchise.indriya@adityabirla.com