November 04, 2025

To,

BSE Ltd. Listing Department, P. J. Towers, Dalal Street, Mumbai – 400 001. **(Scrip Code: Equity - 544484),**	**National Stock Exchange of India Ltd.** Exchange Plaza, Bandra-Kurla Complex, Bandra (E), Mumbai – 400 051. **(Symbol: BLUESTONE, Series EQ)**

Dear Sirs/ Madam,

Sub.: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), please find the enclose herewith a copy of the Press Release in connection with the aforesaid Unaudited Financial Results for the quarter and half year ended September 30, 2025, the same is also available on the website of the Company i.e. https://www.bluestone.com/investor-relations.html

You are requested to take the above information on record

Thanking you,

Your Sincerely,

For Bluestone Jewellery and Lifestyle Limited
(Formerly known as Bluestone Jewellery and Lifestyle Private Limited)

Gaurav Singh Kushwaha
Digitally signed by Gaurav Singh Kushwaha
Date: 2025.11.04 17:11:26 +05'30'

Gaurav Singh Kushwaha
Managing Director
DIN: 01674879

Encl.: As below

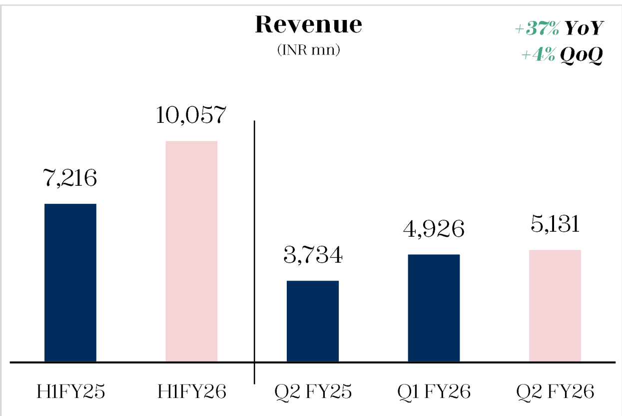
BLUESTONE

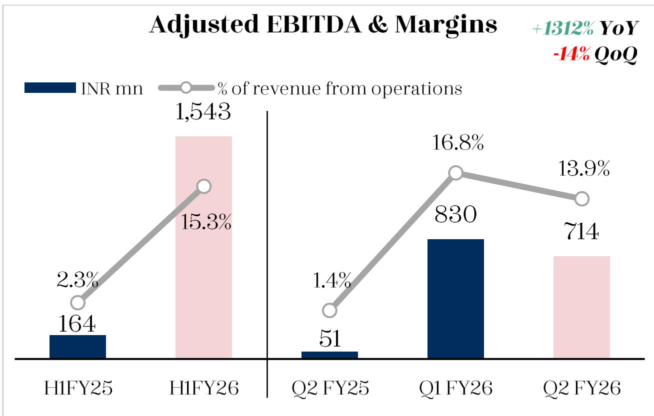
BlueStone records 37% Standalone Revenue growth, 13.9% Adjusted EBITDA margin with positive Cash PAT of INR 61 million

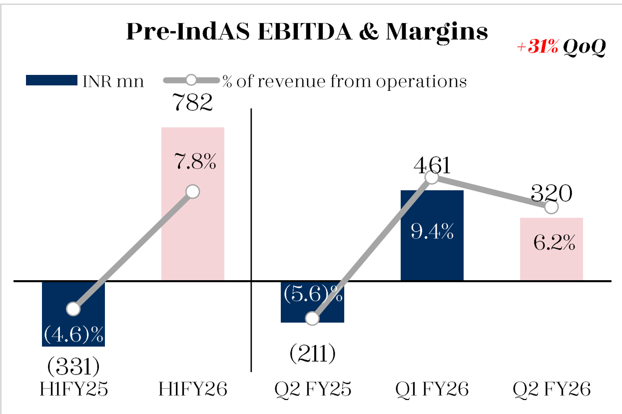
- Q2FY26 Standalone Revenue at INR 5,131 million, up 37% YoY
- Q2FY26 Standalone Adjusted EBITDA at INR 714 million, up 1312% YoY
- Standalone Adjusted EBITDA margins at 13.9%, up 1255bps YoY
- Positive cash PAT (standalone) for the quarter at INR 61 million vs. cash loss (standalone) of INR (536) million in same quarter last year

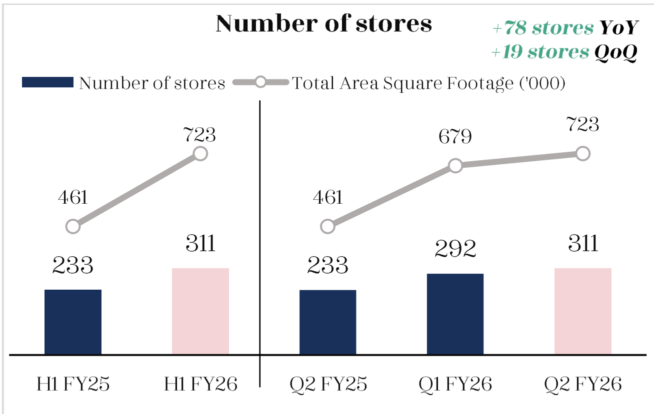
Nov 04, 2025, Bengaluru: BlueStone Jewellery and Lifestyle Limited ('BlueStone'), a leading digital first, direct-to-consumer jewellery brand, announced its Q2FY26 financial results today. The company delivered record quarterly revenues, maintaining strong growth momentum. Profitability reflected a healthy year-on-year improvement with strong standalone adjusted EBITDA performance. The company reported a positive cash PAT of INR 61mn versus a cash loss on a standalone basis of INR (536)mn in Q2 last year.

Particulars (INR mn) (Standalone)	**Q2 FY26**	**Q2 FY25**	**YoY**	**H1 FY26**	**H1 FY25**	**YoY**
Revenue from Operations	**5,131**	**3,734**	**+37%**	**10,057**	**7,216**	**+39%**
Adjusted EBITDA	**714**	**51**	**+1312%**	**1,543**	**164**	**+840%**
Adjusted EBITDA Margin	13.9%	1.4%	+1255 bps	15.3%	2.3%	+1307 bps









Pre-IndAS EBITDA (excluding inventory gain of INR 160mn) stood at INR 160mn; margin at 3.1% for Q2 FY26

Commenting on the results, **BlueStone CEO Gaurav Singh Kushwaha** said,

"We are pleased to report another quarter of record revenues on the back of continued focus on execution. Standalone revenues grew ***37% year-on-year****, driven by our wide distribution reach and a pickup in festive demand in the latter half of September supported strong growth during the quarter despite high base effect of Q2FY25 where custom duty cut had aided pent up demand. In comparison to the same quarter last year, this quarter saw significant profitability improvements, with standalone adjusted EBITDA up* ***1312%*** *YoY and margins expanding by* ***1255 bps****, even as new store roll-out continued at a steady pace. This translated into a standalone cash profit of* ***INR 61 million****. These results demonstrate strength of our business model and our focus on execution."*

About BlueStone Jewellery and Lifestyle Limited:

BlueStone is a contemporary lifestyle jewellery brand offering diamond, gold, platinum and studded jewellery with a strong design-led approach. Launched in 2011 as a digital-first, direct-to-consumer brand, BlueStone has evolved into one of India's leading omnichannel jewellery retailers with a wide presence across the country. The brand retails through its website, mobile app and a growing network of stores, providing customers with a seamless online-to-offline experience. With a diverse portfolio spanning rings, earrings, necklaces, bangles, solitaires and more, BlueStone caters to modern consumers who value unique designs, craftsmanship and innovation across occasions. The Company also operates advanced manufacturing facilities to support its expanding scale and product range.

Website | App Store | Play Store

For further information please contact:

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