PCJ

Jeweller for generations

December 7, 2012

To,
The Managing Director
National Stock Exchange of India Limited
Exchanged Plaza, Bandra Kurla Complex
Bandra (E), Mumbai - 400 051.

Dear Sir/Madam,

Sub: Initial Public offer ("Issue") of 45,133,500 equity shares of face value of ₹ 10 each (the "Equity Shares") of PC Jeweller Limited ("PCJ" or "Company")

The Board of Directors of the Company at its meeting held on December 7, 2012, in consultation with the Lead Managers, has finalized allocation of 6,716,250 Equity Shares, in aggregate, to Anchor Investors at ₹ 135 per Equity Shares (including a share premium of ₹ 125per Equity Shares) in the following manner:

Sr. no.	Name of Anchor Investor	No. of Equity Shares allocated	No. of Equity Shares allocated as a % of Equity Shares under the Anchor Investor Portion (%)*
1	DB International (Asia) Ltd	1,481,490	22.06%
2	Reliance Capital Trustee Company Limited A/C Reliance Vision Fund	1,481,490	22.06%
3	DVI Fund Mauritius Ltd	721,735	10.75%
4	Stichting Pensioenfonds ABP	661,140	9.84%
5	Mirae Asset Global Investment Co Ltd A/C Mirae Asset India Bluechip Equity Master Investment Trust	518,490	7.72%
6	Goldman Sachs India Fund Ltd	370,381	5.51%
7	HSBC Tax Saver Equity Fund	370,381	5.51%
8	Birla Sunlife Trustee Company Private Limited A/C Birla Sunlife Midcap Fund	370,381	5.51%
9	Tata AIA Life Insurance Co Ltd A/C Whole Life Midcap Equity Fund	370,381	5.51%
10a	Mirae Asset India Opportunities Fund	235,386	3.50%
10b	Mirae Asset Emerging Bluechip Fund	134,995	2.01%
	Total	**6,716,250**	**100.00%**

* Rounded off to two decimals

PC JEWELLER LIMITED New Delhi

PC Jeweller Limited
Regd. & Head Off. : 2708, BANK STREET, KAROL BAGH, NEW DELHI - 110 005 (INDIA) Ph.: 011 - 47[illegible]10 Fax : +91-11-28720811
Corporate Office : C - 54, IInd Floor, Vikas Marg, Preet Vihar, Delhi - 110 092 Ph. : 011 - 49714971 Fax : 011 42104311
OTHER SHOWROOMS : NEW DELHI: Preet Vihar • Pitampura • Kingsway Camp • Rajouri Garden • South Extn., Part-I • GK-I • UTTAR PRADESH: Ghaziabad • Indirapuram • Noida • Lucknow • Kanpur • HARYANA: Gurgaon • Faridabad • Rohtak • Panchkula • CHANDIGARH • UTTARAKHAND: Dehradun • Haridwar • MADHYA PRADESH: Bhopal • Indore • CHHATTISGARH: Raipur • Bilaspur • RAJASTHAN: Jodhpur • Bhilwara • Pali • Beawar • Ajmer • PUNJAB: Ludhiana • Amritsar
info@pcjeweller.com • www.pcjeweller.com

We request you to make the above mentioned information public by disclosing the same on your website.

Note: Capitalized terms used and not defined herein shall have the meaning assigned to such terms in the Red Herring Prospectus dated November 26, 2012, read along with the Notice to Investors dated December 5, 2012.

Thanking you,

For **PC Jeweller Limited**



(**Company Secretary**)