PCJ
Jeweller for generations

Date: 22/02/2016

To,

The Listing Compliance Department,

BSE Limited,

P. J. Tower, Dalal Street,

Mumbai – 400001

To,

The Listing Compliance Department,

National Stock Exchange of India Limited,

Exchange Plaza, Bandra Kurla Complex,

Bandra (East), Mumbai - 400051

Sub.: Acquisition of "AZVA" brand

Ref.: PC Jeweller Limited (Scrip Code: 534809, Symbol: PCJEWELLER)

Dear Sir/Madam,

The Company is pleased to announce the acquisition of the "Azva" brand, through one of its wholly owned subsidiaries, from the World Gold Council. Azva was India's first concept-based gold bridal jewellery brand, launched by the World Gold Council in 2012, to demonstrate the potential of the branded gold jewellery segment in India, and it has since carved out a niche in the premium bridal gold jewellery market.

Kindly take the information on record.

Thanking you.

Yours sincerely,

For **PC Jeweller Limited**

(SANJEEV BHATIA)
Chief Financial Officer

PC JEWELLER LIMITED New Delhi