

Date: 19/08/2017

To,
The Listing Compliance Department,
BSE Limited,
P. J. Tower, Dalal Street,
Mumbai – 400 001

To,
The Listing Compliance Department, Jeweller for generations
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai - 400051

Sub.: Allotment of equity shares on conversion of Compulsorily Convertible Debentures and Bonus equity shares reserved thereon & consequent increase in paid-up equity share capital

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

Dear Sir / Madam,

This is to inform you that the Board of Directors of the Company by way of a resolution passed by Circulation on August 19, 2017 allotted 2,24,73,600 equity shares of face value of Rs.10/- each to DVI Fund (Mauritius) Ltd, pursuant to conversion of 42,69,984 Compulsory Convertible Debentures ("CCDs") of Rs.1000/- each (allotted on May 24, 2016) into equity shares of the Company. The details of allotment are as under:

Particulars	No. of equity shares allotted
Equity shares allotted on conversion of 42,69,984 CCDs at a Conversion Price of Rs.380/-.	1,12,36,800
Reserved bonus equity shares allotted to CCD holder on conversion, in the ratio 1 : 1.	1,12,36,800
Total	2,24,73,600

Allotment of 1,12,36,800 bonus equity shares is made by capitalising a sum of Rs.11,23,68,000/- standing to the credit of Securities Premium Reserves of the Company as on March 31, 2017.

The aforesaid equity shares, upon receipt of listing approvals from the stock exchanges, where the equity shares of the Company are listed, will be credited to the allottee's demat account.

We would like to further inform you that consequent to the allotment of aforesaid equity shares, the paid-up equity share capital of the Company increased to Rs.380,89,92,000/- comprising of 38,08,99,200 equity shares of Rs.10/- each.

Kindly take the information on record and treat it as compliance under applicable Regulation(s).

Thanking you.

For PC Jeweller Limited


(VIJAY PANWAR)
Company Secretary

PC Jeweller Limited

Regd. & Corporate Off: C - 54, Preet Vihar, Vikas Marg, Delhi - 110 092 Ph: 011 - 49714971 Fax : 011 - 49714972

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