PCJ

Jeweller for generations

Date: 03/03/2015

To,

The Listing Compliance Department,

BSE Limited,

P. J. Tower, Dalal Street,

Mumbai – 400 001

To,

The Listing Compliance Department,

National Stock Exchange of India Limited,

Exchange Plaza, Bandra Kurla Complex,

Bandra (East), Mumbai - 400051

Sub.: Exclusive India collaboration agreement with Blue Nile

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

Dear Sir/Madam,

Please find enclosed herewith intimation about the Company entering in to an Exclusive India collaboration agreement with Blue Nile.

Kindly treat it as compliance under applicable clauses and take the same on record.

Thanking you.

Yours sincerely,

For **PC Jeweller Limited**

PC JEWELLER LIMITED New Delhi

(VIJAY PANWAR)
Company Secretary

Encl.: As above

Exclusive Collaboration Agreement between PC Jeweller and Blue Nile

PC Jeweller Limited has signed an exclusive collaboration agreement with Blue Nile, a U.S.-based online jeweller. The objective of the collaboration is to evaluate the Indian market for potential online jewellery sales on a long term basis. This collaboration is a stepping stone towards potential strategic partnership between Blue Nile and PC Jeweller.

About PC Jeweller Limited

PC Jeweller Limited is one of the leading retail jeweller with 50 large format showrooms across 42 cities in India covering over 3,12,000 sq. ft. of retail space. Since its incorporation in 2005, the company has been a pioneer in designs as every product is crafted to perfection. Whether it is elaborate wedding jewellery or affordable wearables, PC Jeweller has fashioned exceptional designs with unmatched quality.

PC Jeweller is working towards a game-changing platform www.WearYourShine.com for online jewellery sales. The objective is to replicate the comfort, convenience and brilliance associated with purchasing at PC Jeweller luxury large format showrooms in the online channel at www.WearYourShine.com.

About Blue Nile

Blue Nile, Inc. is a leading online jeweller. The company offers a smarter way to buy engagement rings, wedding rings, and fine jewellery by providing in-depth educational materials and unique online tools that place consumers in control of the jewellery shopping process. Blue Nile has some of the highest quality standards in the industry and offers thousands of independently certified diamonds and fine jewellery at prices significantly below traditional retail. Blue Nile can be found online at www.bluenile.com. Blue Nile's shares are traded on the Nasdaq Stock Market LLC under the symbol NILE.