PCJ
Jeweller for generations

Date: 09/03/2015

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 collaboration agreement with Blue Nile

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

Dear Sir/Madam,

In continuation of our earlier announcement dated March 3, 2015 on the captioned subject, this is to inform you that the we have been getting significant queries from investors and media on our exclusive collaboration agreement with Blue Nile. Hence, we would like to add the following in this regard:

1. As a part of the exclusive collaboration agreement, PC Jeweller Limited and Blue Nile will initially launch joint branded products that will be retailed through our showrooms and our e-Commerce portal.

2. PC Jeweller Limited and Blue Nile teams will work together on various aspects including products design, diamond sourcing, branding and marketing, packaging, customer experience, etc. for the joint branded products launch.

3. The teams of both PC Jeweller Limited and Blue Nile have already started working on joint branded products.

We are looking forward to a great partnership 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

CIN: L36911DL2005PLC134929