

PCJ

Date: 09/12/2016

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.: Intimation of Schedule of Analysts / Investors Meets

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

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Company will be participating in Non-Deal Roadshow organised by Deutsche Bank, to meet the Investors, as per the details specified hereunder:

Date of Meeting	Programme Name	Name of Analysts / Investors	Type of Meeting	Place of Meeting
12.12.2016 - 16.12.2016	Non-Deal Roadshow	Various	One-on-One / Group Meeting	USA

The Company will also distribute to the Investors a Corporate Presentation titled as "Investor Presentation December 2016". The same is also enclosed herewith.

This Schedule of Analysts / Investors meetings alongwith the Corporate Presentation is also being uploaded on the Company's website www.pcjeweller.com in the Investors section.

Kindly note that changes may happen due to exigencies on the part of the Host / the Company.

This is for your information and record.

Thanking you.

Yours sincerely,
For PC Jeweller Limited

(SANJEEV BHATIA)
Chief Financial Officer

Encl.: Corporate Presentation

PC Jeweller Limited

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

info@pcjeweller.com • www.pcjeweller.com • CIN: L36911DL2005PLC134929



PC Jeweller

Investor Presentation

December 2016



This presentation and the accompanying slides (the “Presentation”), which have been prepared by PC Jeweller Limited (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

This presentation contains certain forward looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the company.



The world of PC Jeweller

Established in 2005
today the 2nd Largest
listed jewellery
retailer in India

A Leading player in
Indian Wedding
Jewellery Market

Featured
in the list of 20 fastest
growing Luxury Goods
companies across the
world

Alongside: Pandora, Fossil, Graff
Diamonds, Michael Kors, etc.

#44 in the Top 100
Luxury Goods
Companies Globally –
Deloitte report



Source: Deloitte – Global Power of Luxury Goods 2016



Our DNA build for performance...

Grown from 1 showroom in Karol Bagh (in 2005) to 68 showrooms today

- ✓ Focussed on Tier I & Tier II locations to leverage the income growth and brand awareness in such locations
- ✓ Consistently innovating in terms of designs, product ranges and leveraging technology

Committed to our principles

- ✓ Hedging Gold and Currency since initial years
- ✓ Continuously enhancing design team and expand manufacturing facilities to ensure we are ahead of competition in terms of designs and cost efficiency
- ✓ Focus on diamond jewellery and wedding jewellery

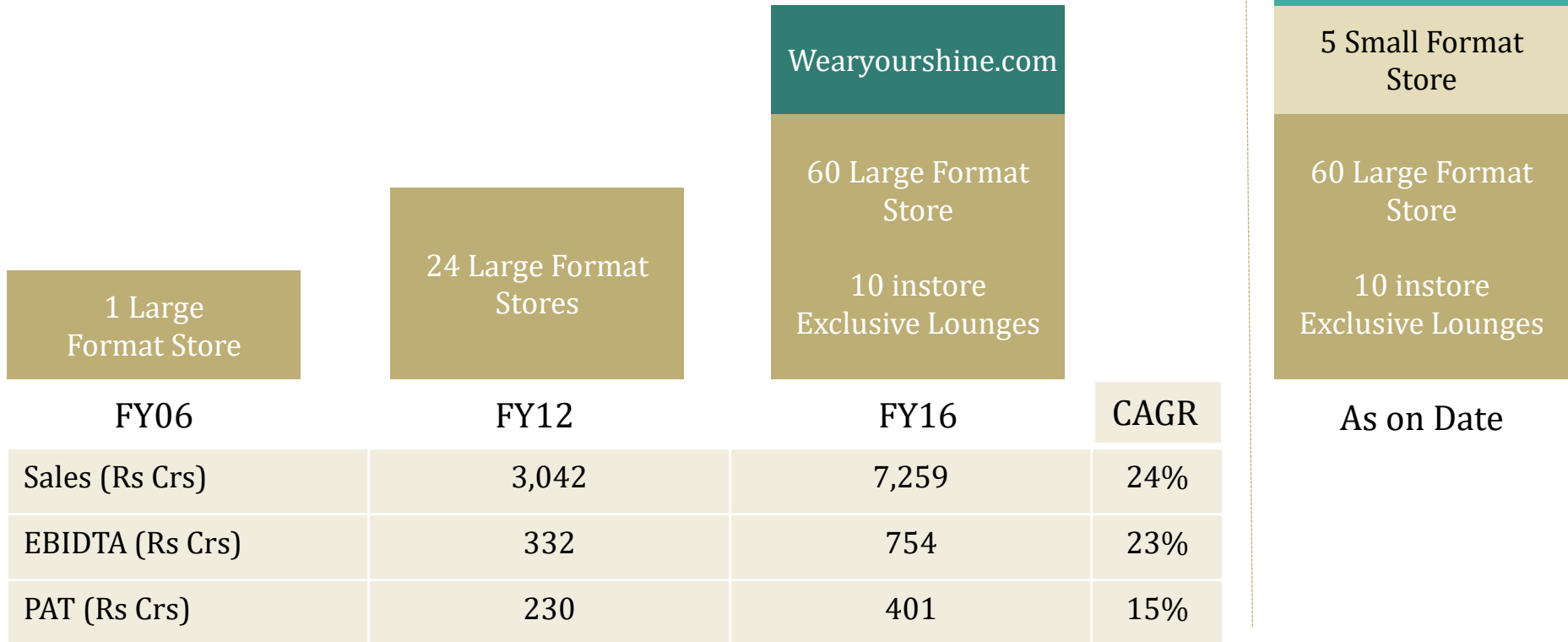
And combining Key Elements

- ✓ Ability to have a long term vision and plan ahead
- ✓ High Growth ambitions tempered with conservatism
- ✓ Risk taking qualities with stop-loss mind set



...Leading to fastest growth since inception

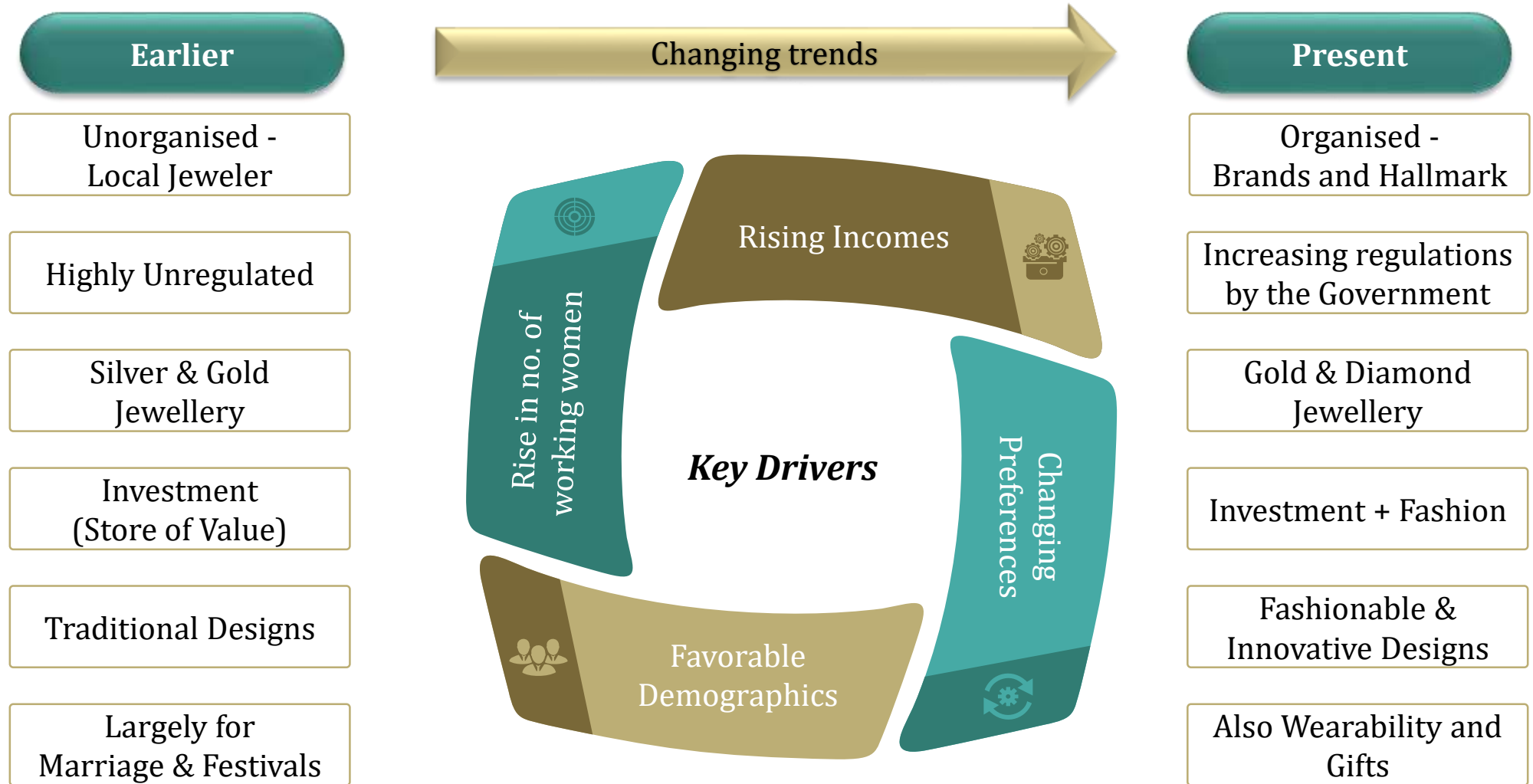
“#2 largest listed jeweller in India in a span of 10 years”



An Overview



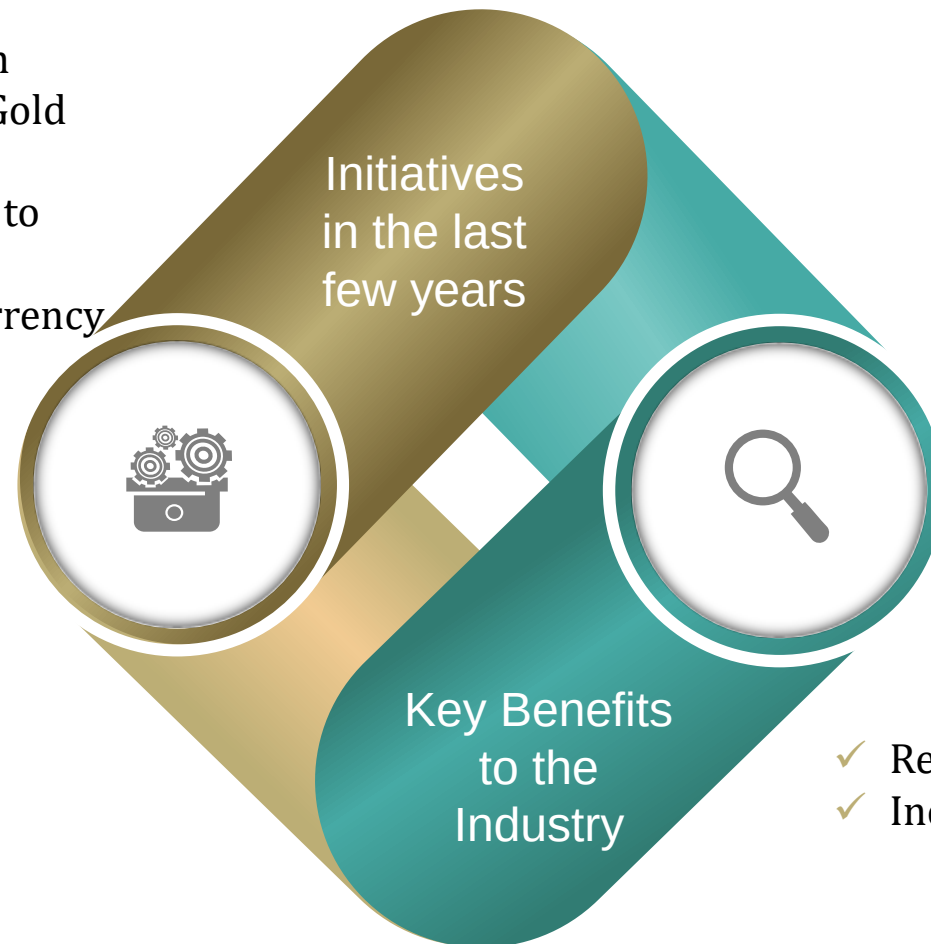
In a Changing Market Scenario



Along with increasing Regulations by the Government

Governmental initiatives driving towards an organised market

- ✓ Mandatory PAN card on transactions above Rs. 0.2 mn
- ✓ Compulsory Hallmarking of Gold Jewellery
- ✓ Levy of 1% excise duty – aim to control illicit trade practices
- ✓ Demonetisation of higher currency notes



- ✓ Regularising the industry
- ✓ Increasing Transparency



We stand apart with our offerings...



Flagship Store at Karol Bagh, New Delhi

Large Format Showrooms

Trust and Ambience

- ✓ At high street in the city
- ✓ 'Trust' to customers seeking one-stop for wedding jewellery products

Large Variety

- ✓ Larger variety across price range
- ✓ Much wider than its competitors

Intelligent Pricing

- ✓ Lower making charges on 'comparable' products
- ✓ High margins on unique, designer and exclusive pieces

Customer Friendly Policies

- ✓ 7 days returns policy
- ✓ Buyback policy
- ✓ Lifetime free Service
- ✓ Karat-meters at all showrooms



We stand apart with our offerings...

Format	Store	Reach	Target Audience
Small Store Format	1,000 - 1,500 sq. ft.	<ul style="list-style-type: none"> ✓ Ideal location for such stores is busy local markets which primarily have unorganized players ✓ Already opened 5 stores under this format till date 	<ul style="list-style-type: none"> ✓ To innovate and target newer markets ✓ Target middle class/ lower middle class customers ✓ Target cities where PCJ has a strong brand recall and a presence on high street
Franchise Showrooms	1,500 - 3,000 sq. ft.	<ul style="list-style-type: none"> ✓ Smaller Cities, Tier II - III cities do not require significant inventory levels ✓ Already opened 3 stores under this format till date 	<ul style="list-style-type: none"> ✓ To innovate and target newer markets ✓ Target middle class/ lower middle class customers
WearYourShine.com	E-commerce website	<ul style="list-style-type: none"> ✓ Launched in 2015 as a curated jewelry platform ✓ Helped in developing effective marketing and communication and targeting strategies for both online and offline stores 	<ul style="list-style-type: none"> ✓ Growing Work Wear/ Daily Wear jewelry segment ✓ Targeting future wedding jewelry customers at an early age



We stand apart with our offerings...

Format	Store	Reach	Target Audience
Branded Jewellery – 'Flexia'	PCJ Stores & SIS Model	<ul style="list-style-type: none"> ✓ Launched in November 2014 ✓ Range <ul style="list-style-type: none"> ✓ Rs. 1,00,000 and above ✓ Light-weight Flexia (Rs. 25,000+) ✓ Focus to create an independent sub-brand ✓ Limited capital, with high visibility and customer reach for the brand 	<ul style="list-style-type: none"> ✓ Unique detachable jewelry collection catering to youngster, working women and young couples ✓ To have presence in SIS format across Malls and Airports (Primarily Metros and Tier 1)
Branded Jewellery – 'Azva'	PCJ & Other Luxury Jewellery stores	<ul style="list-style-type: none"> ✓ Acquired from World Gold Council ✓ Looking to leverage this brand to further enhance our strength in high end wedding jewellery market 	<ul style="list-style-type: none"> ✓ Target- modern Indian brides



A Class Apart in Design...

*Leading player in Wedding Jewellery
(70% of Indian Market Demand)*

*Policy of incentivising top
designers leading to higher
retention rate*

*A strong design team with
over 50 designers*

*Global reach with Global
brands – 'Azva'*

*State-of-Art Manufacturing
Facility*



...With PAN India Presence...

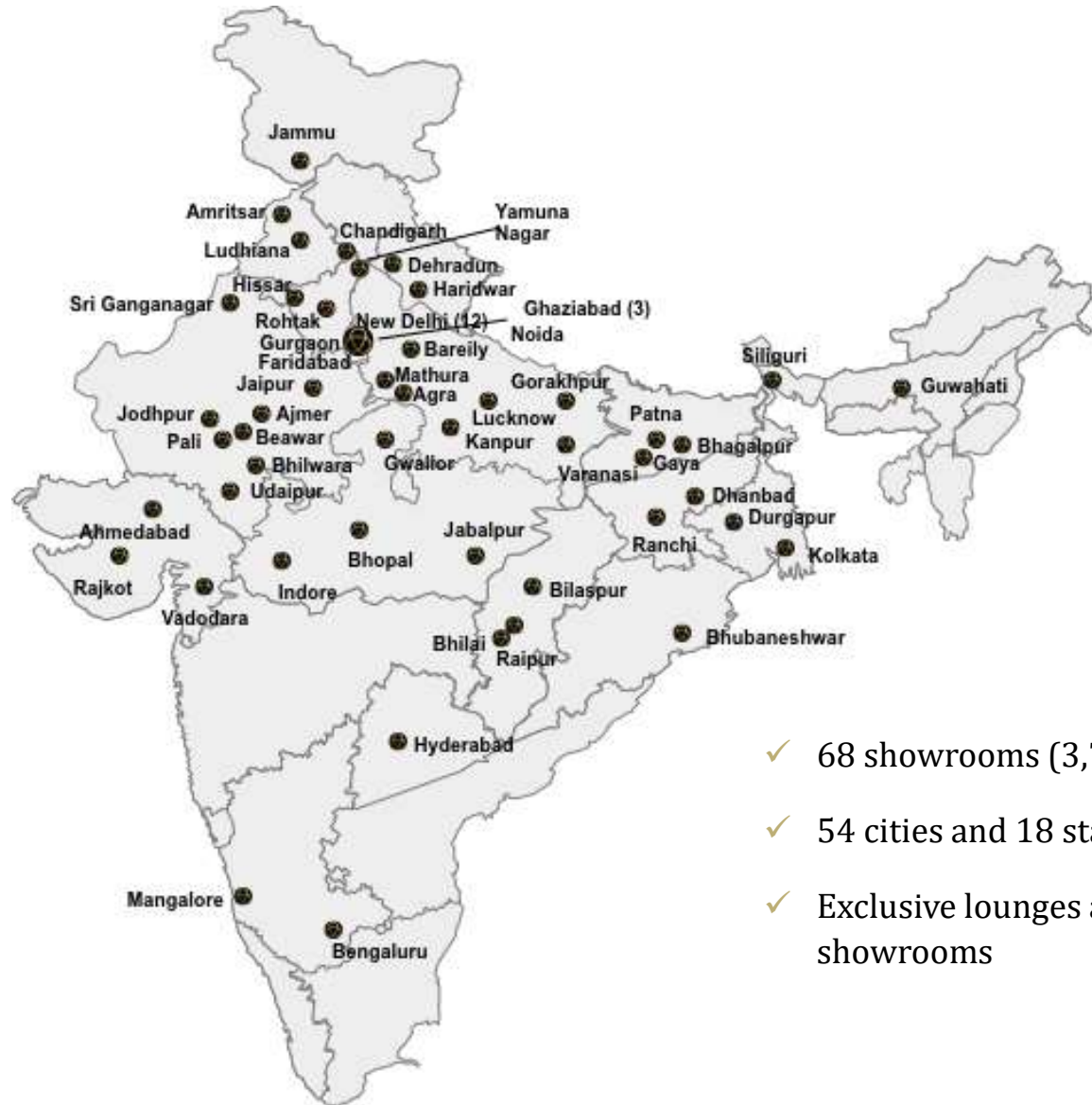
Key Brand Strengths



flexia



WEARYOURSHINE.COM



- ✓ 68 showrooms (3,74,481 sq. ft.)
- ✓ 54 cities and 18 states
- ✓ Exclusive lounges at 10 showrooms

Map not to scale



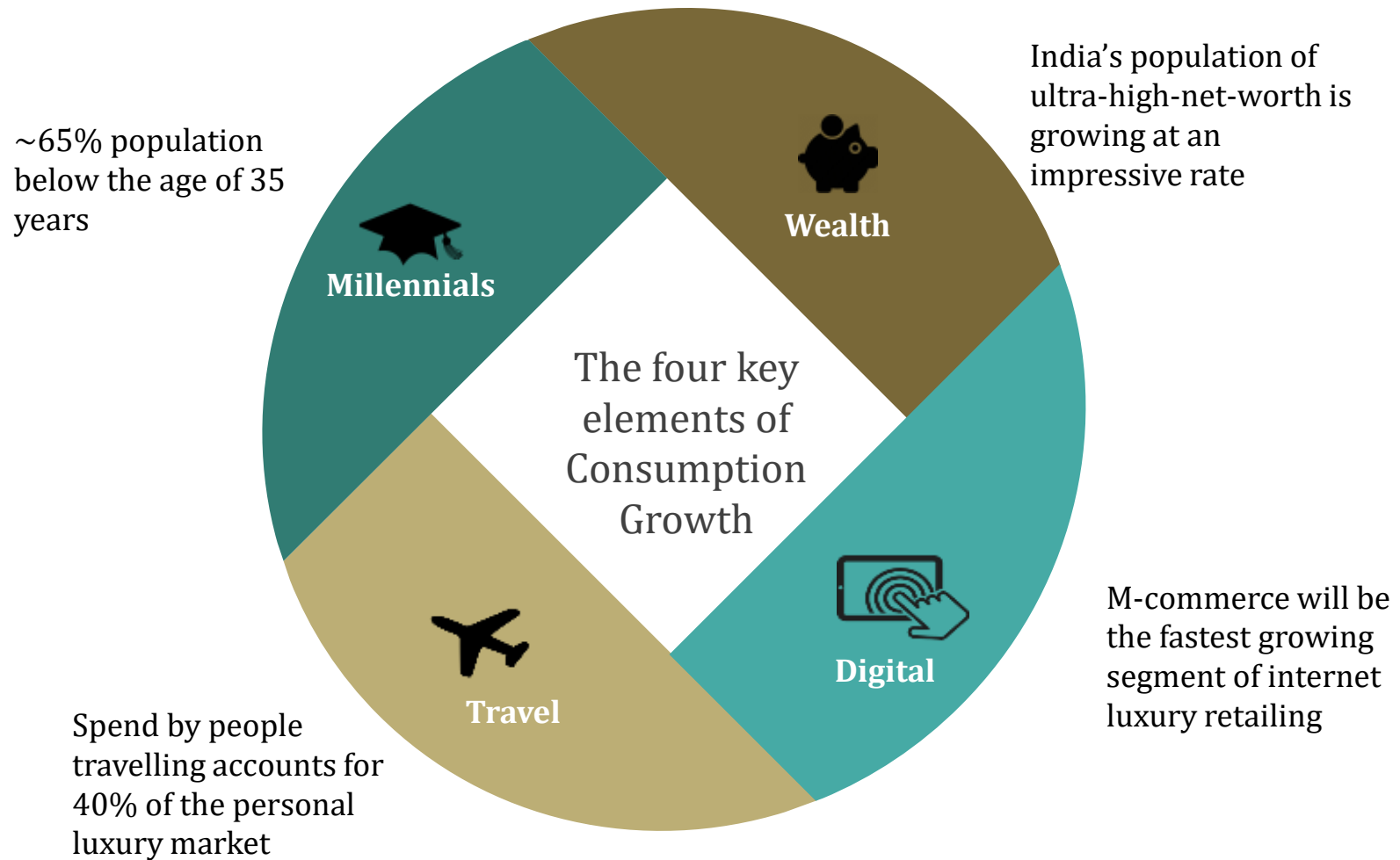
...Vertically Integrated Operations...



We are Future Ready

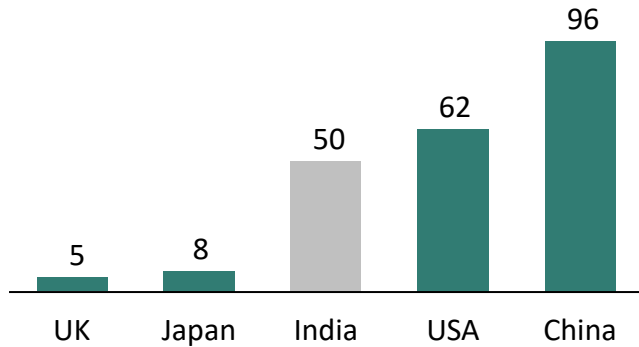


Increasing affordability of Aspirational Indians...

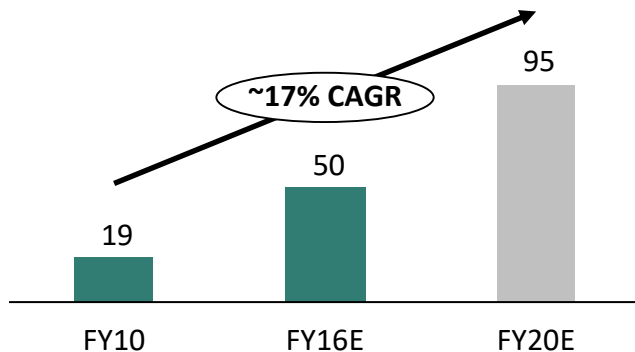


... Along with India's Love for Jewellery

One of the largest jewellery markets in the world (USD Bn)



Expected to cross US\$ 95 bn by 2020E



The Quirk's of the Indian Market

- ✓ Gold it is considered as a status symbol
- ✓ Indians spend a significant proportion of their wedding budget on buying jewellery
- ✓ It is considered as an important mode of saving by the female of the house
- ✓ Families start buying gold for a new born Girl Child from the 1st year in preparation for her wedding



Led us to – Curate our focus areas

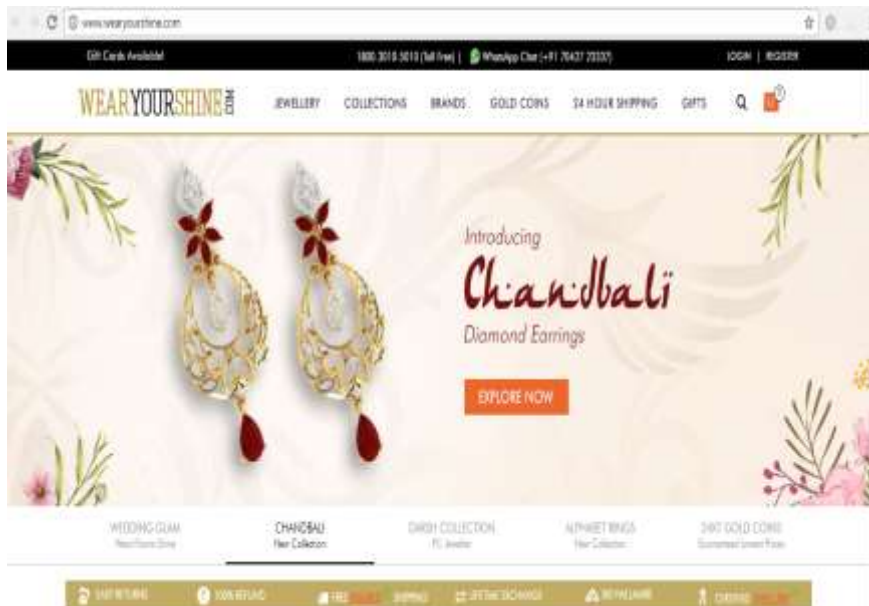


Expanding Product Offerings

Introducing new age jewellery to cater to the largest Millennials segment

Online

WEAR YOUR SHINE.COM



Convertible

flexia



Light weight

PCJ | WYSH
Jeweller for generations



Morden Wedding Jewellery

azva.



Targeted market approach

Customer Segment	Metro	Tier I	Tier II	Tier III
Ultra Rich	<ul style="list-style-type: none"> ✓ Exclusive Lounges ✓ Started this concept in select showrooms ~3 years back. Now also planning to set up independent lounges ✓ Focused on high end designer pieces 			
Rich and Upper Middle Class	<ul style="list-style-type: none"> ✓ Large Format Showroom (avg. 6,000 sq ft) ✓ Own showrooms across Metro, Tier 1 and Tier 2 ✓ Focused on exclusive gold and diamond jewellery for weddings and occasions 			<ul style="list-style-type: none"> ✓ Franchisee showrooms across Tier 2 and Tier 3 ✓ Relatively large format (1500 – 3000 sq. ft.)
Youngsters, Young couples and Working Women	<ul style="list-style-type: none"> ✓ SIS concept across malls and high footfall areas (primarily metros and Tier 1 for youth oriented jewellery like Flexia, Smart jewellery etc. ✓ WearYourShine.com (eCommerce platform) - Penetration across Metro, Tier 1 and Tier 2) ✓ Focused on light weight, everyday and work wear jewellery 			
Middle and Lower Middle Class	<ul style="list-style-type: none"> ✓ Small Store Format (~ 1,000-1,500 sq ft) ✓ Smaller local markets, locations where PCJ already has a presence on high street ✓ Focused on gold (primarily) and small ticket diamond jewellery 			



ROE Enhancement - Asset Light Expansion

WEARYOURSHINE.COM

E-Commerce

Own and Designer Jewellery

Expand reach without physical presence

Extremely low physical assets

Lower inventory management

Complimenting the Physical Showrooms



Franchisee – Brand Leverage

Traditional Stores

Faster growth by leverage on PCJ brand

Capital brought in by the Franchisee

Higher ROCE

Management band-width freed up for strategic initiatives



Technology – adapting for future

IT Backbone



Connecting all showrooms and
billing touch points

CRM and customer tracking
analytics



Seamless customer experience

Digitizing inventory across
showrooms



Reducing Capital Blockage

Innovative technology driven
frontages for the showrooms



New age appeal

New Initiatives under development

Online kiosk stores across all the
existing showrooms



Anywhere anytime purchasing of
all collection

Augmented reality technologies for
exclusive lounges



Reducing Inventory requirement



Exports

- ✓ Promoters have over 2 decades of experience in Exports
 - ✓ Focus on handmade designer gold jewellery
 - ✓ Target: Indian diaspora and local population outside India
 - ✓ Study global trends and designs
- ✓ Attractive, Cash Flow positive business model
 - ✓ Gold is procured on lease
 - ✓ Negative working capital, high RoCE business but lower margins
- ✓ Exploring newer markets for exports of high margin jewellery (both diamond studded and gold)
- ✓ Exhibition participation for - Azva, Flexia, Smart Jewellery and other designer items

Further exploring through



Branded
Jewelry



International
Stores



Balram Garg
Managing Director

Management Team

Nitin Gupta
President
(Manufacturing)

Vijay Panwar
Compliance Officer

R. K. Sharma
Chief Operating Officer

Sanjeev Bhatia
Chief Financial Officer

Kuldeep Singh
President
(Audit and Projects)

Sheiba Anand
President
(Retail Operations)

Raja Ram Sugla
President
(Accounts & Taxation)

Nikhilesh Govil
President
(Small Stores)



YTD FY17 Highlights

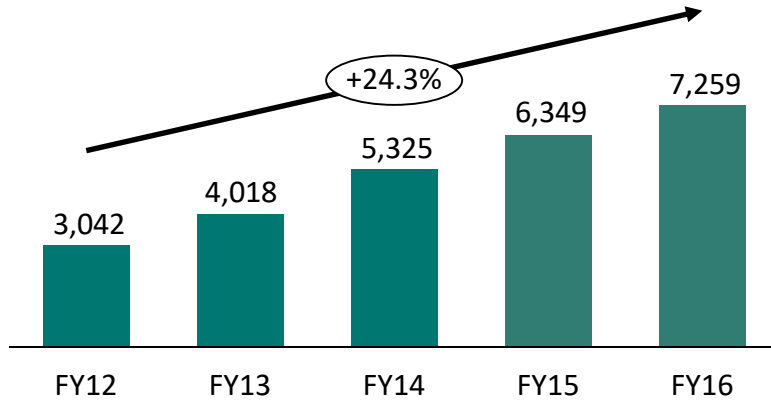
Particulars (Rs. Crores)	H1 FY 2017	H1 FY 2016*
Revenue from Operations	3,838.75	3,180.24
Domestic Retail	2,472.15	2,242.92
Exports	1,366.59	937.32
Gross Margins (%)	13.76%	14.49%
Domestic Retail	17.06%	17.42%
Exports	7.80%	7.49%
Expenses (% of total Revenue)		
Employee Expenses	0.99%	1.09%
Advertisements	0.26%	0.47%
Rentals	0.61%	0.67%
Other Costs	0.82%	0.83%
EBITDA Margins	11.09%	11.43%
PBT Margins	7.81%	7.85%
PAT Margins	5.56%	5.47%

*The FY 2016 figures have been restated to conform to IND AS norms

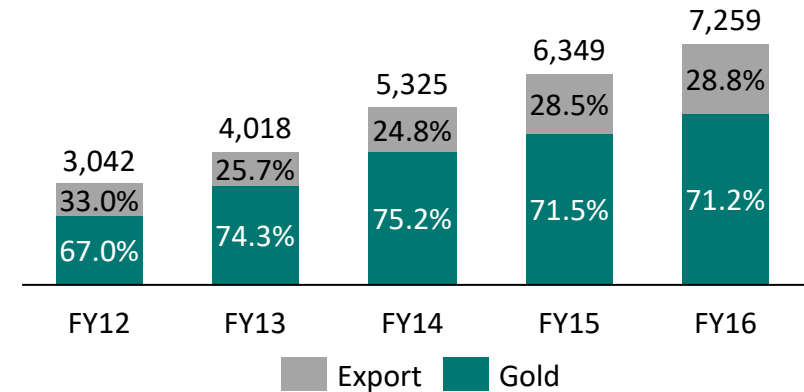


Performance since IPO (Dec 2012)

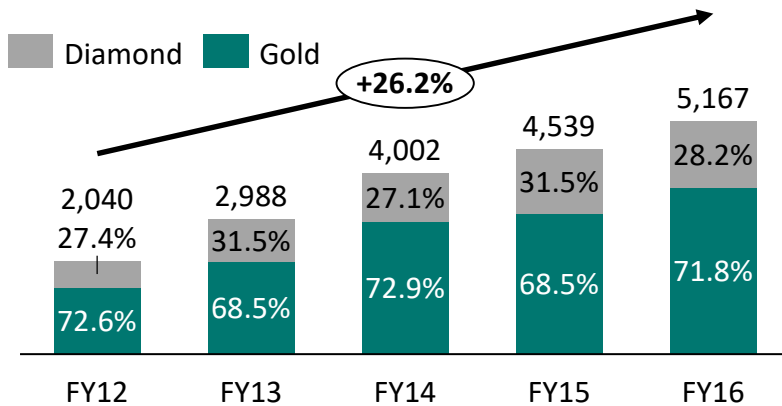
Revenues (Rs. Crores)



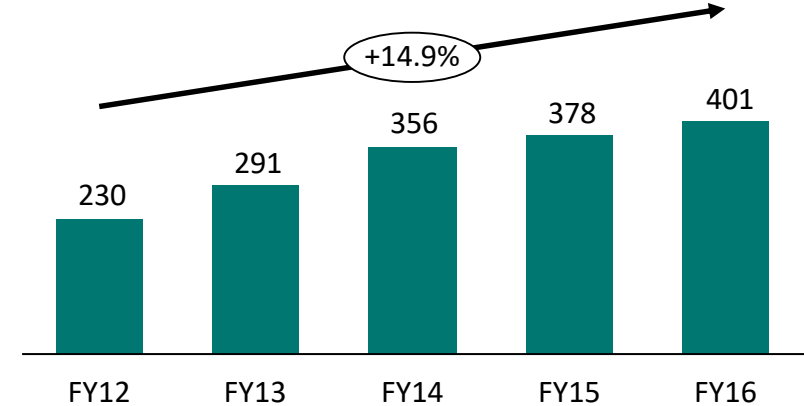
Consistent focus on Retail Sales (Rs. Crores)



Focus on Diamond Jewellery (Rs. Crores) *



Robust Profitability (Rs. Crores)



* Domestic net operating revenues



New Collections



'Inayat' wedding jewellery



'Flexia' Collection

Heavy Weight



Light Weight



'Azva' Collection




azva.



New Showrooms

Agra, UP (Franchisee)



RDC Ghaziabad, UP



Gorakhpur, UP (Franchisee)



Najafgarh, Delhi



Bhogal, Delhi



For further information, please contact:

Company :

Investor Relations Advisors :

PC Jeweller Ltd

CIN: L36911DL2005PLC134929

Mr. Sanjeev Bhatia

Email: sanjeev.bhatia@pcjewellers.com

www.pcjeweller.com

Strategic Growth Advisors Pvt. Ltd.

CIN: U74140MH2010PTC204285

Ms. Ruchi Rudra / Ms. Hina Agarwal

ruchi.rudra@sgapl.net / hina.Agarwal@sgapl.net

www.sgapl.net

