

Date: 13/09/2016

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.: 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 attend the Analysts / Investors meetings, as per the details specified hereunder:

Date of Meeting	Programme Name	Name of Analyst / Investor	Type of Meeting	Place of Meeting
14.09.2016	dbAccess India Corporate Day 2016	Various	One-on-One / Group Meeting	Singapore
15.09.2016	dbAccess India Corporate Day 2016	Various	One-on-One / Group Meeting	Hongkong
16.09.2016	J. P. Morgan India Investor Summit	Various	One-on-One	New Delhi

The Company will also distribute the attached Corporate Presentation at the aforesaid meetings.

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.

This is for your information and record.

Thanking you.

Yours sincerely,
For PC Jeweller Limited

For PC JEWELLER LIMITED

(SANJEEV BHATIA) **Auth. Signatory**
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 Limited



Corporate Presentation

September 2016

Presentation Structure



- **Indian Jewellery Industry**
 - ✓ Amongst World's Largest & Fastest growing
 - ✓ Key Segments
 - ✓ Recent Industry Updates
- **Future of Luxury Markets**
 - ✓ Deloitte: Global Power of Luxury Goods 2016
 - ✓ Key excerpts from the report
 - ✓ Future of Luxury Markets: Our course of action
- **Our Sales Formats**
 - ✓ Large Format Showrooms
 - ✓ Small Stores
 - ✓ Franchisee Showrooms
 - ✓ Flexia Jewellery Collection
 - ✓ WearYourShine.com
 - ✓ Smart Jewellery - WYSH
 - ✓ Azva Jewellery
 - ✓ Export Business
- **PC Jeweller Limited**
 - ✓ Brief Overview
 - ✓ Network of Strategically Located Showrooms
 - ✓ Our DNA
 - ✓ Our Long Term Vision
 - ✓ Performance since IPO (Dec 2012)
 - ✓ Consistent Financial Performance
 - ✓ FY 2016 Performance
 - ✓ Experienced Management Team
 - ✓ Strong Corporate Governance Practices
- **Key Growth Enablers**
 - ✓ Technology Advantage
 - ✓ Research & Design
 - ✓ Manufacturing
 - ✓ Strong Risk Management
 - ✓ Robust Supply Chain

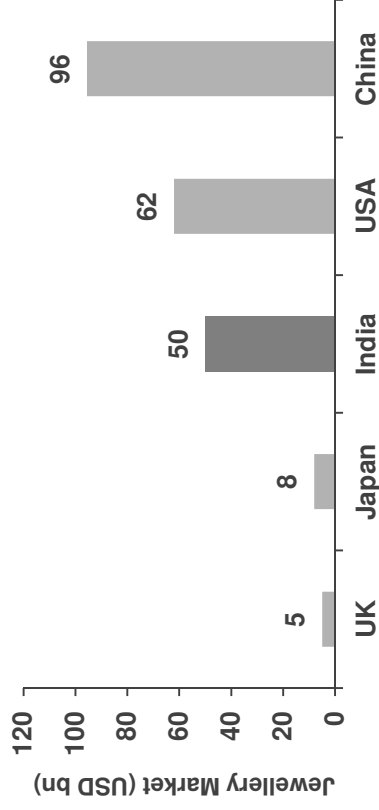
Indian Jewellery Industry



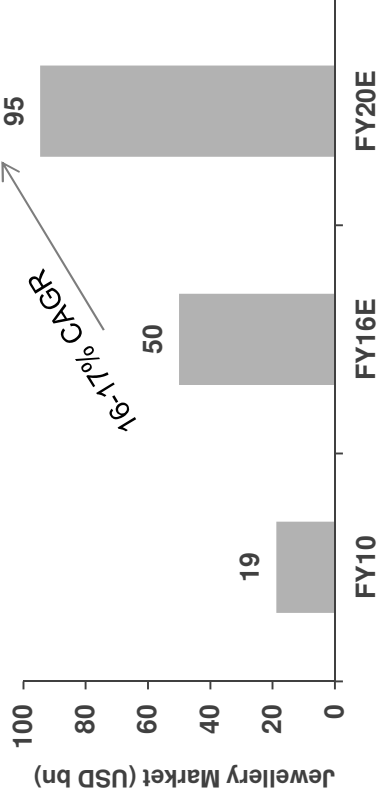
Amongst World's Largest & Fastest growing

- **Indians love jewellery** - Jewellery is amongst the largest discretionary spend categories
 - ✓ Large Potential - Indian economy is expected to grow at >7%, disposable income is growing, large proportion of population between 15 – 25 age band (expected to get married in next few years)
 - ✓ Indians spend a significant proportion of their wedding budget on buying jewellery (also an item for creating wealth)

One of the largest jewellery markets in the world



Expected to cross US\$ 95 bn by 2020E



➤ Significant structural shift happening across Demand side

- ✓ Relevance of brand promise in jewellery is growing
- ✓ Customers are becoming: smarter and realize the importance of hallmarked and certified jewellery
- ✓ Customers today are more selective, want variety and designs to chose from
- ✓ Preference for diamond/ studded jewellery is growing
- ✓ Tech savvy and open to online purchases, have started exploring and buying jewellery online

Source: Industry Research , News reports

Amongst World's Largest & Fastest growing (Cont'd)



- **Significant structural shift happening across Supply side as well**
 - ✓ One of the significant features of Indian Jewellery Segment is that over 78% of the jewellery retailers are unorganized. However, Organized jewellery retail growing fast @ 25% CAGR (expected to touch ~35% from current ~22% in the next few years)
 - ✓ Government has now introduced several path breaking regulatory measures which have been a booster for jewellery organized players
 - ✓ 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
 - ✓ We strongly believe all these regulations are aimed at organizing the jewellery sector, increasing transparency in the system and will have a highly positive long term impact and benefit organized players like us
- **Some of the macro drivers that are also favouring the jewellery sector growth in current times are**
 - ✓ Rollout of 7th Pay Commission by Govt. of India - should increase the disposable income significantly
 - ✓ Revival in Urban Indian economy and better growth prospects of Rural Indian economy post good monsoons
- **We continue to stay 100% committed and convinced on the potential of jewellery sector growth**

➤ Overall Indian Jewellery Market

- ✓ Overall imports estimated for jewellery ~ 700 tonnes. Additionally, around 15-20% of the jewellery is usually reused (returned, melted and new design made)
- ✓ This leads to overall Gold Jewellery market size (including the making charges) ~ 42 bn USD
- ✓ Diamond jewellery market is ~6 - 8 bn USD
- ✓ Adding all these buckets, overall Indian Jewellery Market is ~50 bn USD

Segment	Wedding Wear	Everyday Wear
Market Potential	<ul style="list-style-type: none"> ➤ 70% of the overall market 	<ul style="list-style-type: none"> ➤ 30% of the overall market
Typical Buying Events	<ul style="list-style-type: none"> ➤ Weddings/ Celebrations/ Parties ➤ Utilize Savings 	<ul style="list-style-type: none"> ➤ Home and Work Wear ➤ Gifting
Typical Customer Positioning	<ul style="list-style-type: none"> ➤ Ultra Rich and Rich ➤ Upper Middle Class 	<ul style="list-style-type: none"> ➤ Working Women ➤ Young Couples
Value Proposition Sought by Customer	<ul style="list-style-type: none"> ➤ Exclusivity ➤ Designer Pieces 	<ul style="list-style-type: none"> ➤ Latest Designs ➤ Comfortable Price Points

Select Indian Jewellery Designs (Wedding Jewellery)



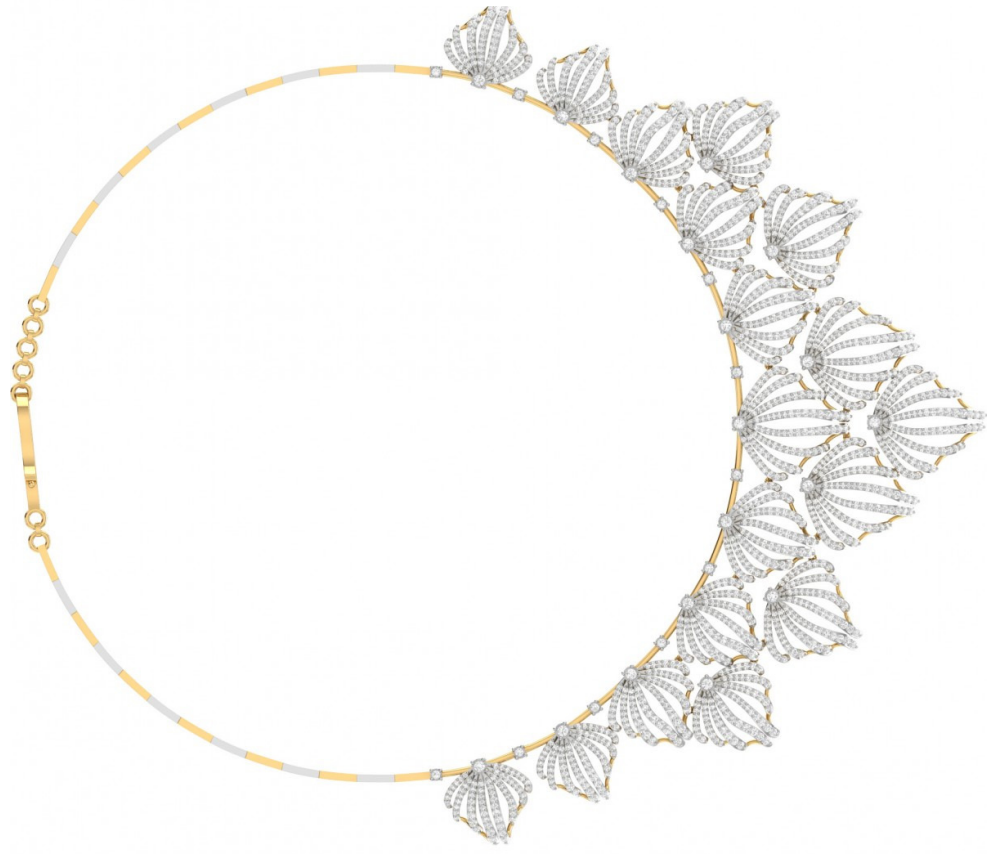
Select Indian Jewellery Designs (Wedding Jewellery)



Select Indian Jewellery Designs (Wedding Jewellery)



Select Indian Jewellery Designs (Wedding Jewellery)



Select Indian Jewellery Designs (Light Weight Designs)



Select Indian Jewellery Designs (Light Weight Designs)



Deloitte.

Global Powers of
Luxury Goods 2016
Disciplined innovation

Future of Luxury Markets



Deloitte: Global Power of Luxury Goods 2016

➤ **Deloitte recently released its annual report on Global Powers of Luxury Goods (2016).**

- ✓ The report examines and lists the 100 largest luxury goods companies globally
- ✓ The report also discusses the key forces that are shaping the luxury market and their possible impact

Deloitte.

Global Powers of
Luxury Goods 2016
Disciplined innovation

- ✓ PC Jeweler features in that report and has been ranked #44 in the Top 100 Luxury Goods Companies across the world

- ✓ We were also featured in the list of 20 fastest-growing luxury goods companies across the world. Some of the other companies in this list are Pandora, Graff Diamonds, Michael Kors, Fossil, etc.

➤ **We have mentioned few excerpts from the report highlighting the trends that, as per Deloitte research, will significantly alter the luxury markets across the globe**

- ✓ Interestingly, most of these trends are inline with our growth strategy and we are, in fact, actively working on most of these

Source: Deloitte: Global Powers of Luxury Goods 2016

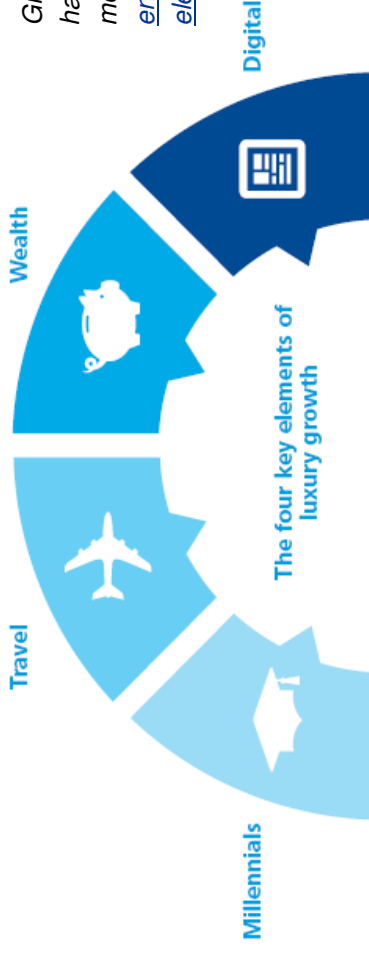
Key excerpts from the Deloitte report

Deloitte.

Global Powers of
Luxury Goods 2016

Disciplined innovation

Excerpts from the report



Growth proliferation in luxury goods have embedded technologies beyond mobile phones. Smart wearables are entering the market without sacrificing elegance and enhance utility

Designers and Luxury brands are designing their brands around the end customer

The sophisticated and demanding customer wants to experience shopping through multiple channels
They are connected for about 30 per cent more of the time and they use a variety of touchpoints and devices

Falling footfall and prospects of dual physical/digital running costs will drag on profitability for many [consumer brands]. The luxury industry may see this most acutely.

To attract, excite and retain millennials brands will have to make high level of investments to ensure that include experiential elements to their stores to encourage shopping. This is beyond the traditional marketing

In order to create value over the next decade, luxury brands will have some important choices to make, and probably the most significant of these is the strategic choice around investment in digital

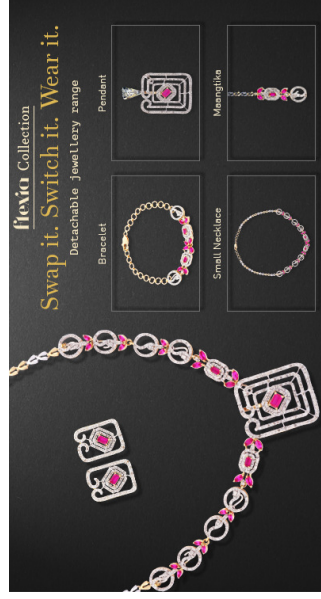
Brands need to target more actively the increasingly cosmopolitan 'value pools' in their domestic luxury markets. This may require a major re-think of how the brand is using its CRM, marketing and data analytics capabilities, so that they work together effectively

Augmented reality technology is also enhancing the luxury experience, using interactive media to provide consumers with more information on the provenance and heritage of a product

Source: Deloitte: Global Powers of Luxury Goods 2016

Future of Luxury Markets: Our course of action

- Extensive focus on CRM (data capture, data analysis and usage) across all showrooms for marketing/ offering/ branding
- Focus on Digital
 - Active presence on all social media, Digital Branding and Youth Marketing Initiatives 2016
- Listen to what customers want
 - ✓ Bespoke options at all showrooms: Showrooms connected with designers through video conferencing facility
 - ✓ New Collections introduced regularly – Flexia, Abhigyaan Shakuntalam, Twirlyz, Celestia
- eCommerce
 - ✓ Focussed eCommerce foray through WearYourShine.com for an integrated online and offline presence
- Wearables
 - ✓ Launching smart jewellery in technical tie-up with LA based leading tech firm Martian Inc
- Virtual Reality Zones coming soon at our showrooms



WEARYOURSHINE
A part of PC Jeweller Ltd.



**Digital Branding and
Youth Marketing
Initiatives 2016**



Smart Jewellery



**Virtual Reality Zone
(Coming Soon).....**

PC Jeweller Limited – Overview



Brief Overview



Overview

Position	<ul style="list-style-type: none"> 2nd largest listed jewellery retailer in India
Robust Retail Network	<ul style="list-style-type: none"> Pan India network of 65 showrooms across 52 cities encompassing 18 states
Gold and Currency Hedged	<ul style="list-style-type: none"> Gold and currency is hedged, business de-risked from commodity price fluctuations
Designing & Manufacturing Capabilities	<ul style="list-style-type: none"> Team of in-house designers innovating continuously based on domestic/ international trends Manufacturing facilities at Noida and Dehradun
Robust Financials	<ul style="list-style-type: none"> 4 year (FY 12 – FY 16) Revenue CAGR – 24.3% 4 year (FY 12 – FY 16) PAT CAGR – 14.9%

Formats

Large Format Showrooms	<ul style="list-style-type: none"> Large format showrooms at high street locations catering to rich and upper middle class
Small Store Format	<ul style="list-style-type: none"> Focus on Middle Class and Lower Middle Class in locations where PCJ has large format showrooms
Exclusive Lounges	<ul style="list-style-type: none"> Lounges at large format showrooms and independent locations catering to HNIs/ Ultra HNIs
Franchisee Showrooms	<ul style="list-style-type: none"> Showrooms in Tier 2/ 3 locations through franchisees
Online Platform	<ul style="list-style-type: none"> Light weight jewellery for everyday/ work-wear catering to working women, young couples
Flexia Jewellery	<ul style="list-style-type: none"> Unique detachable jewellery collection catering to working women and couples

Financial Snapshot

	FY14	FY15	FY16
Stores	41	50	60
Revenue (Rs mn)	53,248	63,485	72,591
EBITDA (Rs mn)	5,863	7,473	7,538
EBITDA Margin (%)	11.0%	11.8%	10.4%
PAT (Rs mn)	3,563	3,780	4,009
PAT Margin (%)	6.7%	6.0%*	5.5%**

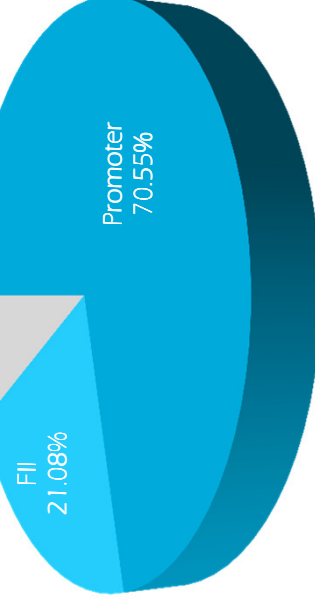
* FY 15 PAT Margin decline is owing to increase in the applicable tax rate. The overall gross margins have improved in this FY.

** FY 16 PAT Margin decline is owing to lower diamond sales (as a result of closure of operations because of nation wide jewellers protests in March 2016) and hence lower margins

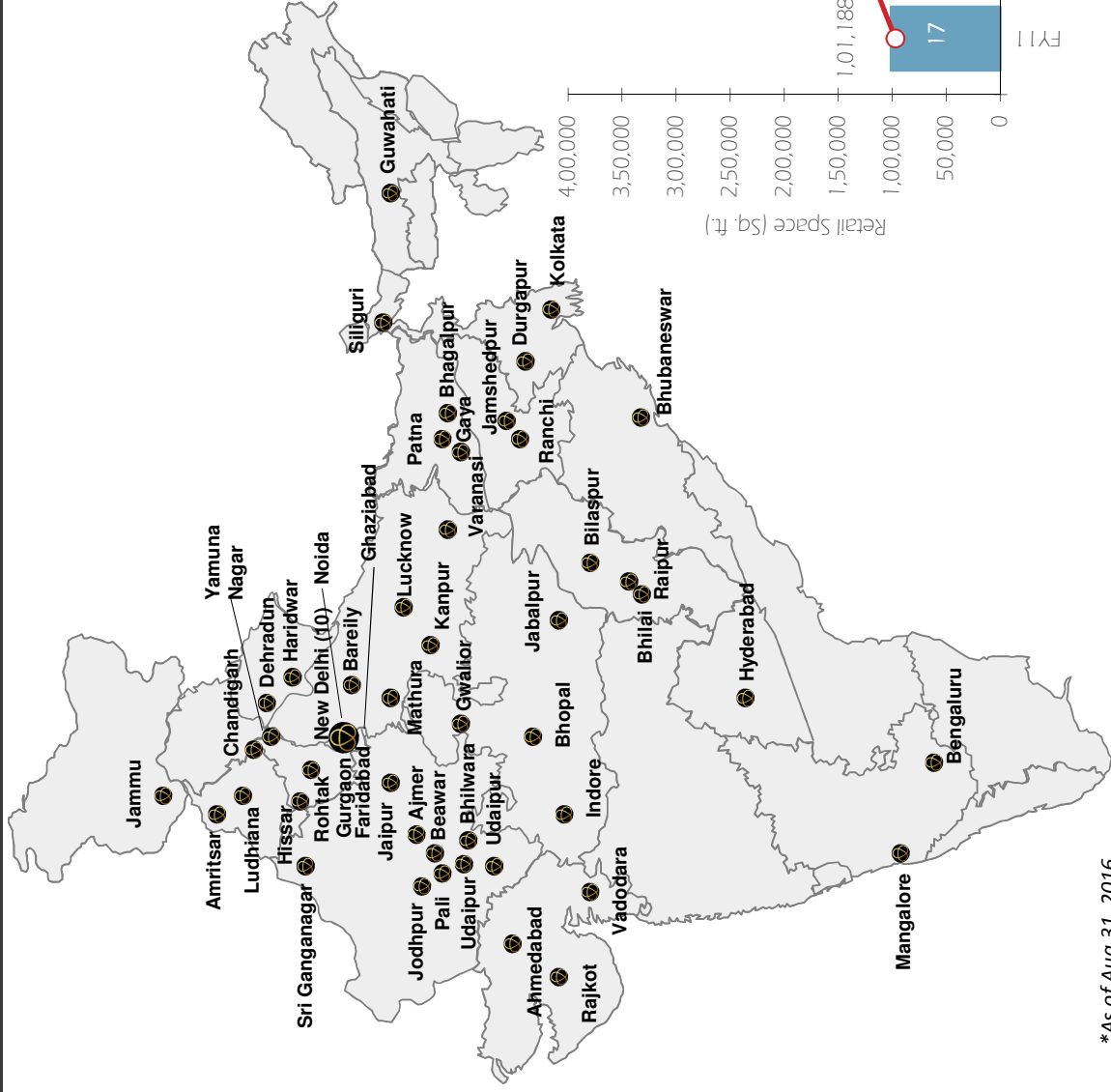
Shareholding Pattern as on 30.06.16

Key FIIs include Idria Ltd (Creador), DVI Fund Mauritius Ltd., Mawer Investment Management

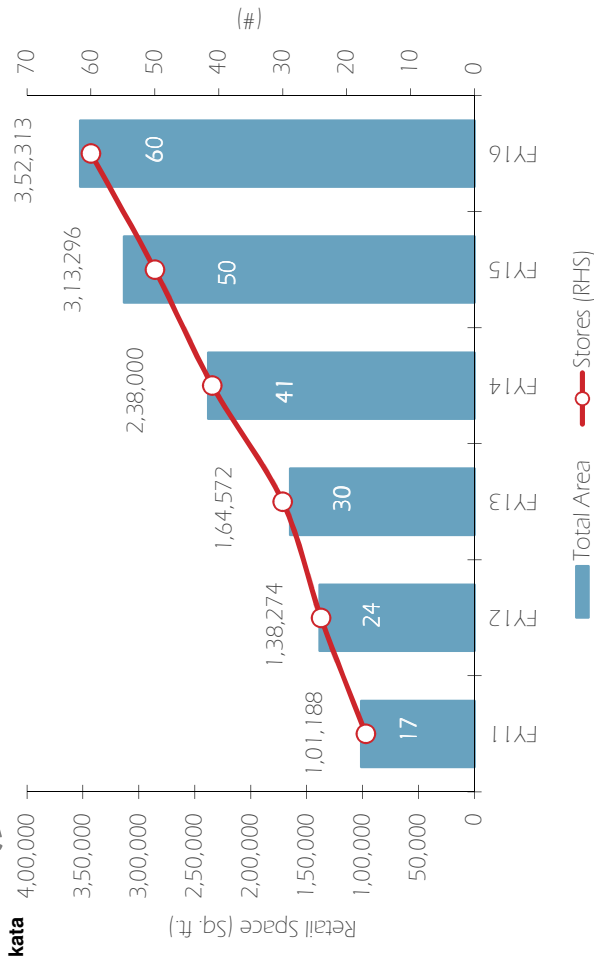
DII, Retail & Others



Large Network of Strategically Located Showrooms



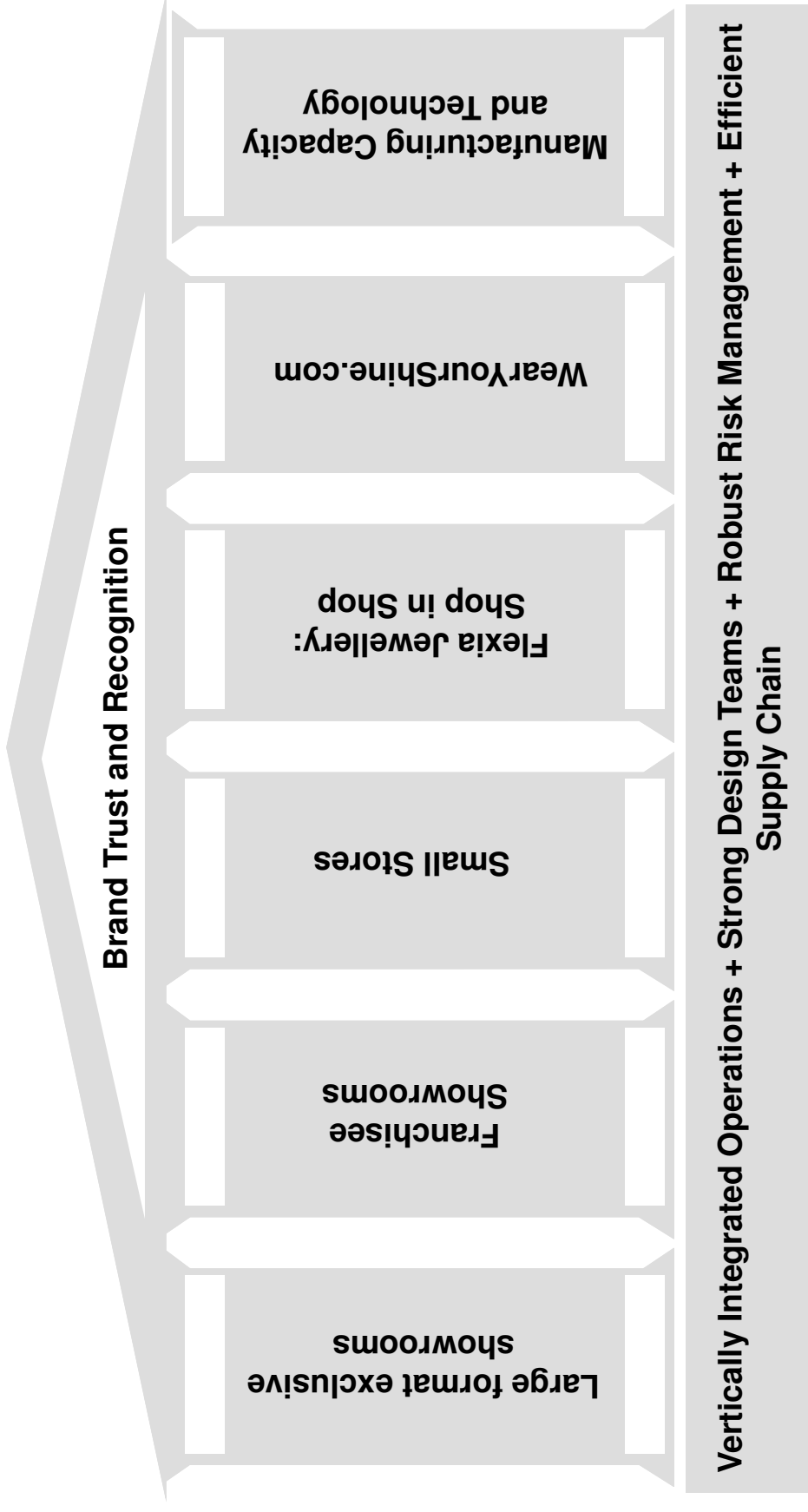
- 65 showrooms (3,68,661 sq. ft.)*
- 52 cities and 18 states
- Exclusive lounges at 10 showrooms



* As of Aug 31, 2016

- PCJ has grown from 1 showroom in Karol Bagh (in 2005) to 65 showrooms today
- Throughout this journey, PCJ has remained committed to its basic principles
 - ✓ Hedging Gold and Currency since its initial years
 - ✓ Continuously enhanced its design team and expanded its manufacturing facilities to ensure it is ahead of competition in terms of designs and cost efficiency
 - ✓ Focus on diamond jewellery and wedding jewellery
- 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
- DNA of PC Jeweller Limited combines the following 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

Our Long Term Vision



Our Long Term Vision (Cont'd)

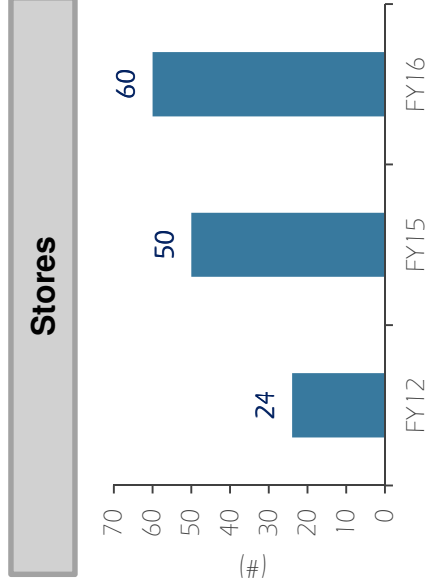
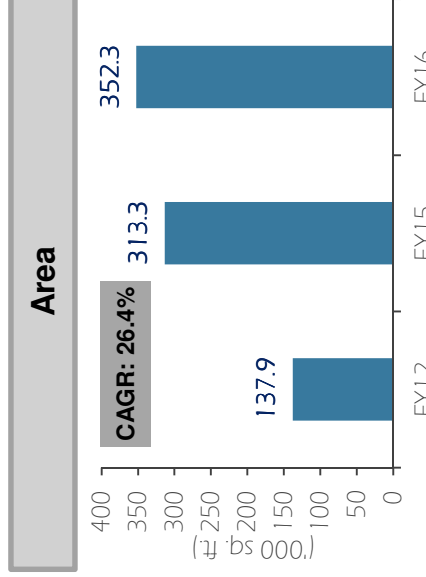
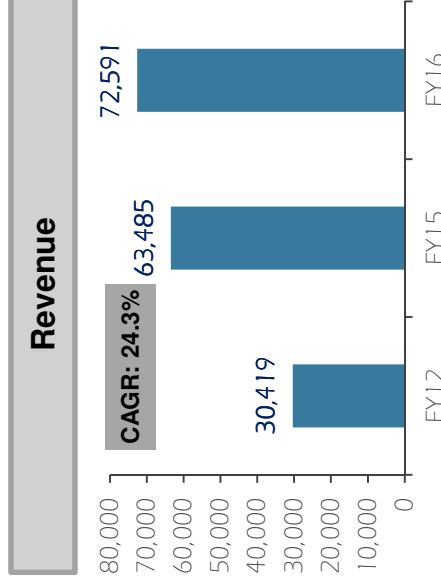
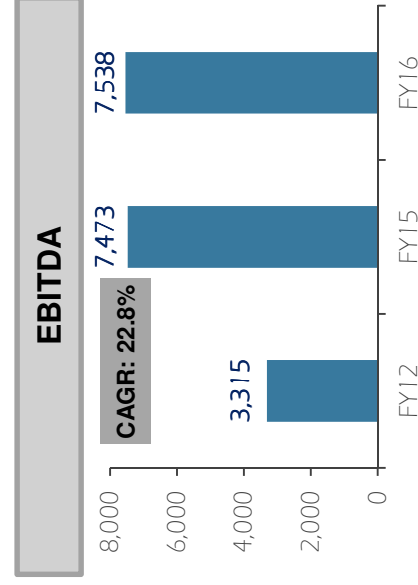
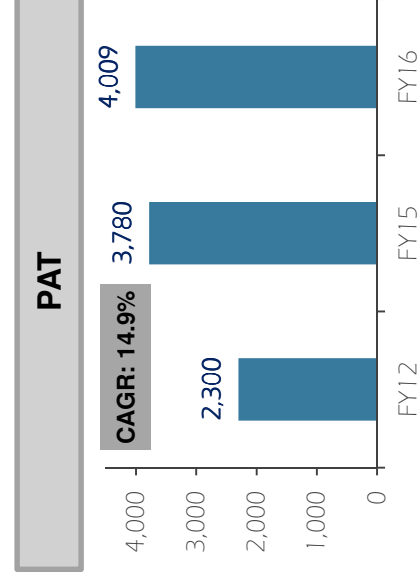
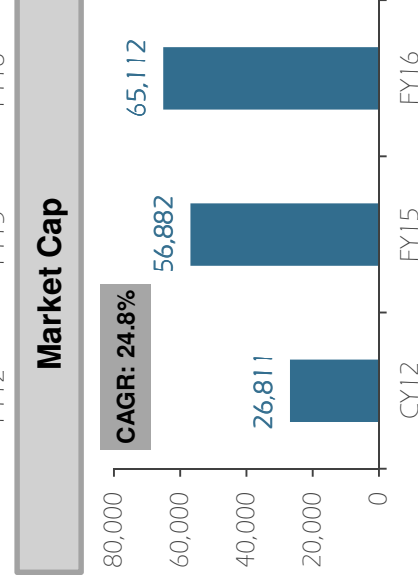


Customer Segment	Metro	Tier I	Tier II	Tier III
Ultra Rich	<ul style="list-style-type: none"> ➤ Exclusive Lounges ➤ Started this concept in select showrooms ~3 years back. Now also planning to set up independent lounges ➤ Focused on high end designer pieces 			
Rich and Upper Middle Class	<ul style="list-style-type: none"> ➤ Large Format Showroom ➤ 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 sq. ft. +)
Youngsters, Young couples and Working Women	<ul style="list-style-type: none"> ➤ Flexia SIS across Malls and Airports (Primarily Metros and Tier 1) ➤ 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 ➤ Smaller local markets, locations where PCJ already has a presence on high street ➤ Focused on gold (primarily) and small ticket diamond jewellery 			

Performance since IPO (Dec 2012)



Store Network	As at FY12	By FY13	By FY14	By FY15	By FY16	Today
Total Showrooms	24	30	41	50	60	65
Area (Sq. ft.)	137,937	164,572	247,098	313,296	352,313	368,661

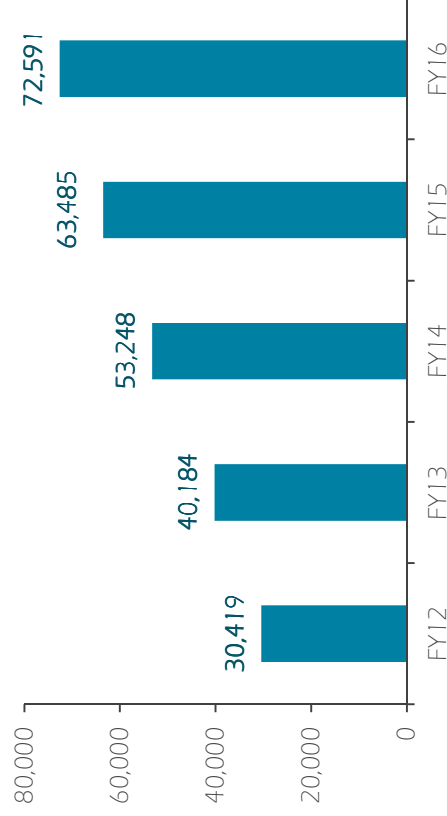


Note: All financial figures in INR Mn

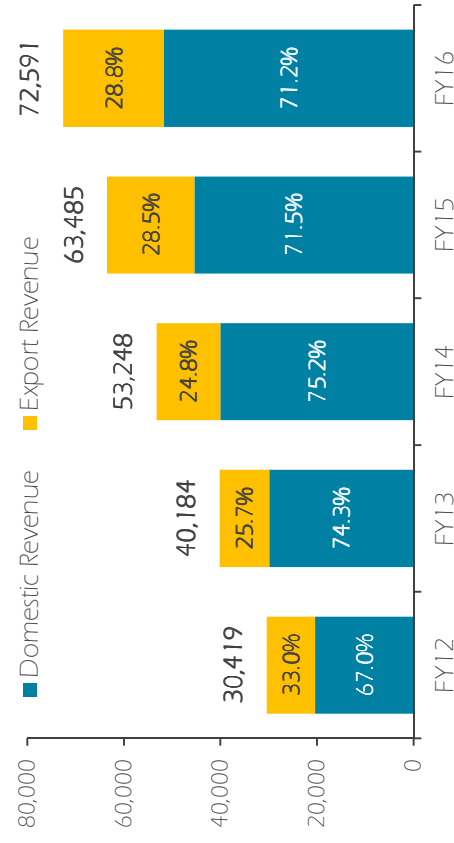
Consistent Financial Performance



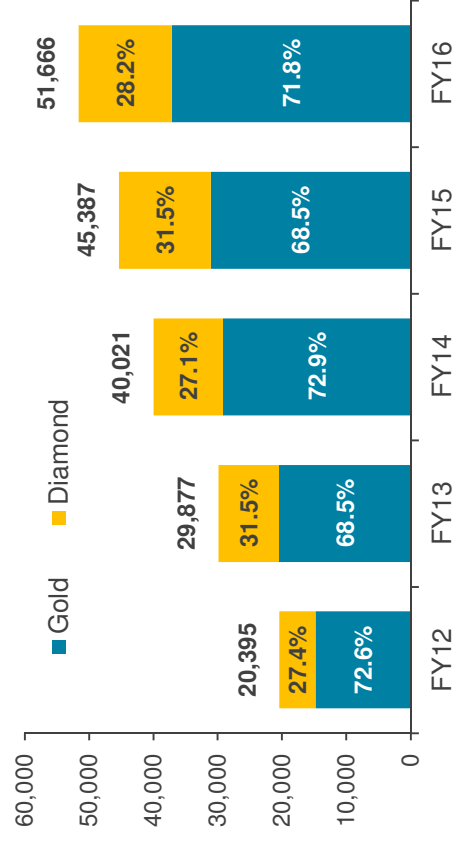
FY12-16 CAGR in revenues ~ 24.3%



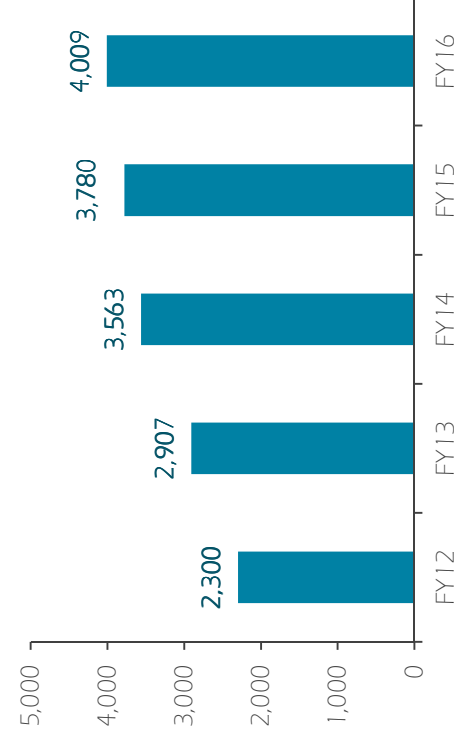
Consistent focus on Retail Sales



Focus on Diamond Jewellery



Robust Profitability



Note: Diamond jewellery share is based on % of domestic net operating revenues. All figures are in INR Mn

FY 2016 Performance



FY 2016 Sales: Rs. 7,259.07 crores (14.34% growth over FY 2015)

FY 2016 Domestic Retail Sales : Rs. 5,166.63 crores (13.84% growth over FY 2015)

FY 2016 Export Sales : Rs. 2,092.44 crores (15.62% growth over FY 2016)

FY 2016 PAT : Rs. 400.88 crores (5.99% growth over FY 2015)

FY 2016 RoCE : 18.32% | FY 2016 RoE : 18.56%

Note: Nationwide protests by the Gems & Jewellery industry against imposition of 1% excise duty impacted the domestic sales for most of the month of March 2016. Hence, the results for Q4 FY 2016 and full year FY 2016 are strictly not comparable with the previous financials. Q4 FY 2016 and FY 2016 financials for domestic sales should be treated as 2 months and 11 months respectively for analysis purposes

Experienced Management Team



Board of Directors

Mr. Padam Chand Gupta

Non- Executive Chairman

Ms. Kusum Jain

Non- Executive Director

Mr. Balram Garg

Managing Director

Mr. RK Sharma

Executive Director and
COO

Mr. Suresh Kumar Jain

Independent Director

**Mr. Miyar Ramanath
Nayak**

Independent Director

Prof. Manohar Lal Singla

Independent Director

**Mr. Krishan Kumar
Khurana**

Independent Director

Mr. Muneesh Chawla

Nominee Director

Mr. Balram Garg
Managing Director

Management Team

**Mr. Nitin
Gupta**

President
(Manufacturing)

Mr. Vijay Panwar

Compliance Officer

Mr. R. K. Sharma

Chief Operating Officer

Mr. Sanjeev Bhatia

Chief Financial Officer

**Mr. Raja
Ram Sugla**

President
(Accounts and Tax)

Mr. Kuldeep Singh

President
(Audit and Projects)

Ms. Sheiba Anand

President
(Retail Operations)

Mr. Lakshmi Kanthan

President (HR and
Business Development)

Mr. Nikhilesh Govil

President
(Small Stores)

Strong Corporate Governance Practices

- Only 2 (out of total 9) directors on the Board are Promoter Directors
- 4 directors on the Management Board are independent directors with significant experience in their field of expertise (Law, Management and Banking)
 - ✓ Independent directors head the Audit committee and Nomination & Remuneration committee
- A reputed Private Equity Fund, Deccan Value, also has a nominee director (Mr. Muneesh Chawla) on our board to support in our endeavour to build a world class company
- Walker Chandiok (Grant Thornton), one of the world's leading Audit companies, is our statutory auditor
- Bank facilities are rated as A (long term) /A1 (short term) by Crisil Limited (a part of Standard and Poor)
- Company in developing more robust HR systems and processes to ensure that it is ready for the next level of growth and expansion
- Comprehensive internal control systems

Large Format Showrooms



Flagship Showroom at Karol Bagh, New Delhi



Flagship Showroom at Karol Bagh, New Delhi

Our Largest Showroom at Jaipur, Rajasthan



Milestone 50th Showroom at Jaipur, Rajasthan (Feb 2015)
(20,522 sq. ft.)

Large Format Showrooms – Unique Business Model



Trust and Ambience

- Large Format Showrooms at high street in the city
- An element of 'Trust' to customers seeking one-stop for wedding jewellery products

Large Product Variety

- Ensure showrooms have larger variety across price range, much wider than its competitors
- Customer is offered a large range and has more options to choose from

Intelligent Pricing

- Lower making charges on 'comparable' products to give comfort to the customer
- High margins on unique, designer and exclusive pieces which are not 'comparable'

Customer Friendly Policies

- Customer oriented policies like a 7 days returns policy, buyback policy, lifetime free service
- Karatmeters at all showrooms to test Gold purity

Small Stores



- **In our endeavour to innovate and target newer markets, we have launched small stores**
 - ✓ Target middle class/ lower middle class customers who are not very comfortable in visiting large format showrooms at high street locations
 - ✓ We believe such customers have a limited budget and preference for gold jewellery
 - ✓ Ideal location for such stores is busy local markets which primarily have unorganized players
- **Idea is to leverage PCJ brand and gain market share from unorganized market segment**
 - ✓ Focus on gold jewellery and small ticket diamond jewellery
 - ✓ Average store size expected to have an area of ~ 1,000 - 1,500 sq. ft.
 - ✓ Target cities where PCJ has a strong brand recall and a presence on high street
- **We have already opened 4 stores under this format till date**
 - ✓ Initial response to this format has been very encouraging and Company would continue to roll out at regular intervals

Franchisee Showrooms



- **Indian retail jewellery market is fast becoming organized**
 - ✓ Organized market in India today constitutes ~22%
 - ✓ Growing fast and expected to reach over 35% in the next few years
- **Smaller Indian cities (Tier 2 and 3) are also witnessing this phenomenon**
 - ✓ Growing comfort on organized jewellers who provide Hallmarked and Certified jewellery
 - ✓ Media campaigns educating customers on transparent and friendly customer policies
- **In light of this, we have developed franchisee model with a win-win proposition for PCJ and Franchisee**
 - ✓ Leverage on PCJ brand and utilize the infrastructure and resources of local jewellers/ investors
 - ✓ Less capital investment, lower operating expenses, higher return on capital employed for us
 - ✓ Smaller Cities, Tier II - III cities do not require significant inventory levels (relative to Metros and Tier 1 cities) and hence we expect that franchisees should be able to meet the capital requirements
 - ✓ Robust compliance, monitoring and control systems
 - ✓ Strict Franchise Selection process – Parameters include financial strength, market goodwill, previous track record, other business interests
- **Pilot franchise showroom launched in Gwalior, MP. We are working rigorously to scale this model and have already signed 4 new agreements for franchisee showrooms. We expect them to come up in next few months**
 - ✓ We expect Franchise business to be a significant RoE booster for us

Flexia Jewellery Collection

flexia



Flexia Jewellery Collection



- **We launched Flexia in November 2014**
 - ✓ Favourable customer response to the 'Flexia' concept as one jewellery piece can be worn in multiple ways and each product looks different and unique
- **We have already launched two ranges in Flexia (Above Rs. 1,50,000 and between Rs. 1,00,000 to Rs. 1,50,000)**
 - ✓ We are now launching light-weight Flexia (Rs. 25,000+) specially targeted at young working professionals.
 - ✓ Flexia was initially launched as Diamond Jewellery, now we have launched Flexia jewellery in Gold as well
- **Focus is to develop Flexia as an independent sub-brand, we plan to also launch Flexia through SIS model**
 - ✓ Target high traffic malls and select airports, grow reach amongst the target segment
- **This model involves limited capital, but creates significant visibility and customer reach for the brand**

Flexia Jewellery Collection – High Range

Aasra

is a wearable artwork that will grace you daily, but with a difference. The originality and exclusivity of its designs makes Aasra a timeless, striking piece that can be turned, twisted and assembled into a treasure... Every time...

LUXURY THAT SEAMLESSLY BLEND WITH COMFORT. THIS IS DELIGHTFUL JEWELLERY THAT FINDS 6 WAYS TO MAKE YOU LOOK STUNNING ON THE GO.

Detach. Create. Wear.

Design a new jewellery every day...

Bracelet

Maangtika

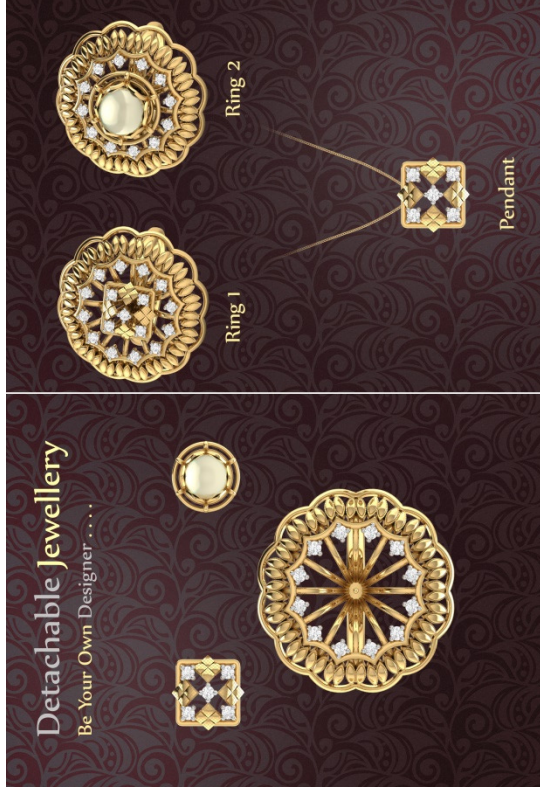
Small Necklace

Ear Studs

Pendant

Tanmaniya

Flexia Jewellery Collection – Light Weight



Internet Strategy with WearYourShine.com

WEAR YOUR SHINE^{COM}



Online Jewellery Sales - Ripe for Disruption



- Overall Market Size ~62 bn USD, ~ 12% sold online
- Most of the large brands (like Signet) are available online



- Overall Market Size ~ 96 bn USD, ~3-4% sold online (Grown from 0.4% five years back)
- Brands like CTF, CSS, Luk Fook have a big focus on this channel now



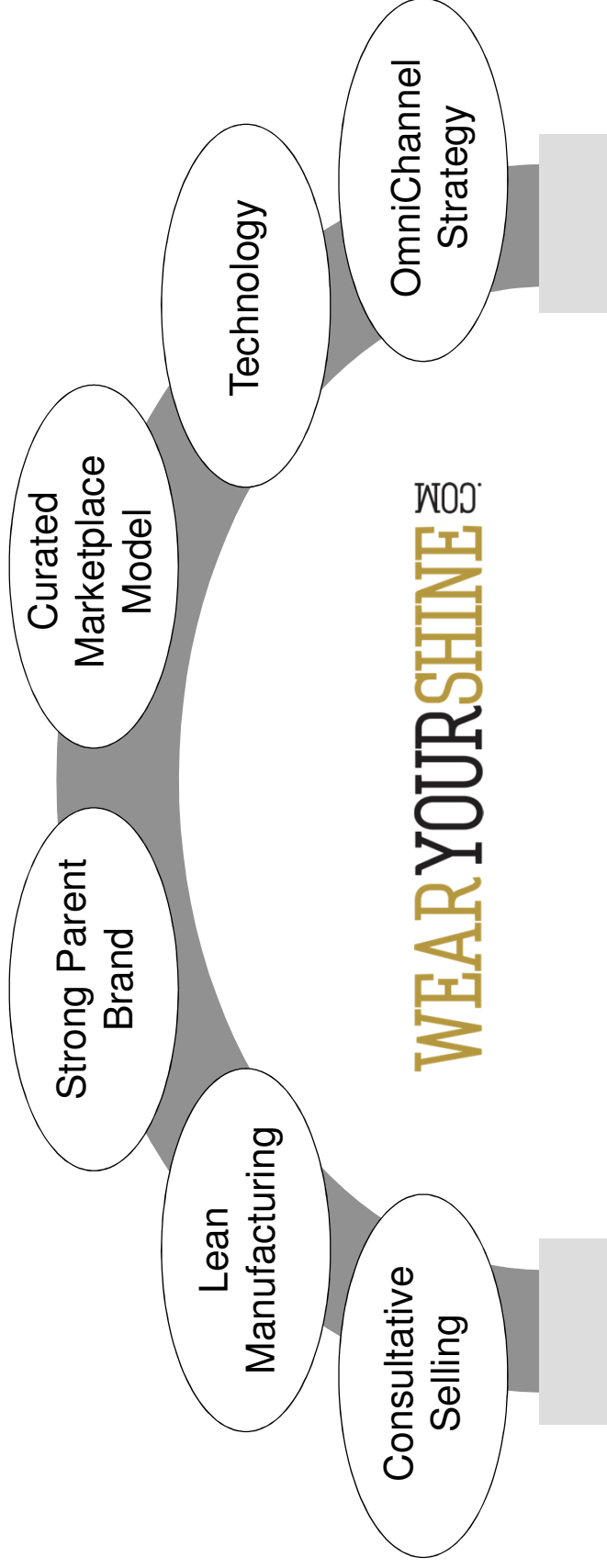
- Market Size ~39 bn USD
- Currently ~0.2% sold online
- Most of the established jewelers are currently not selling online

Online Jewellery sales is expected to reach ~2-3% of the Jewellery market in next 5 years creating a ~\$ 2-3 bn market

Source: Industry research and news reports

- **We launched our ecommerce vertical www.WearYourShine.com in October 2014 as a curated jewellery platform**
 - ✓ We are seeing good traffic, growing transactions especially repeat purchases. We are also seeing online discovery and offline conversion which has helped increase the ticket size
- **WearYourShine.com has built strength across merchandizing, customer acquisition, marketing and technology**
- **WearYourShine.com is a great complement to our physical showrooms as well and this aligns with our strategy of targeting future wedding jewellery customers at an early age**
 - ✓ Target the growing Work Wear/ Daily Wear jewellery segment which we were earlier not targeting
 - ✓ Help us catch the target segment young - A regular visitor/ buyer at www.WearYourShine.com is more likely to visit/ prefer nearby PCJ Showrooms when she/ he has to evaluate a high-ticket wedding jewellery purchase
 - ✓ Better CRM systems - Enhanced data collections and analysis of customers' preferences and behaviour to develop effective marketing and communication and targeting strategies for both online and offline stores

Unique Business Model



Product Portfolio

- Light to Medium weight jewellery
- Own as well as Designer jewellery
- Primarily studded
- Average ASP – Rs. 12,000 to Rs. 15,000

Target Customer Base

- First time jewellery buyers
- Working Women
- Young Couples
- ✓ Women (22 – 45), Men (25 – 50)

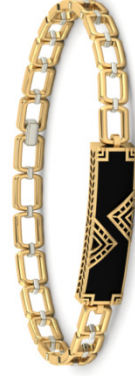
Smart Jewellery - WYSH



Smart Jewellery 'WYSH'



- **We displayed our smart jewellery at CES 2016 in technical tie-up with LA based leading tech firm Martian Inc**
 - ✓ We are the world's first jewellery retailer to introduce such smart jewellery
- **Smart jewellery comprises of an electronic module fitted within the jewellery**
 - ✓ This jewellery can get synced with mobile device and has various features like – Call Alert, Pedometer, SOS, etc.
- **We are looking to launch this product commercially in next few months**



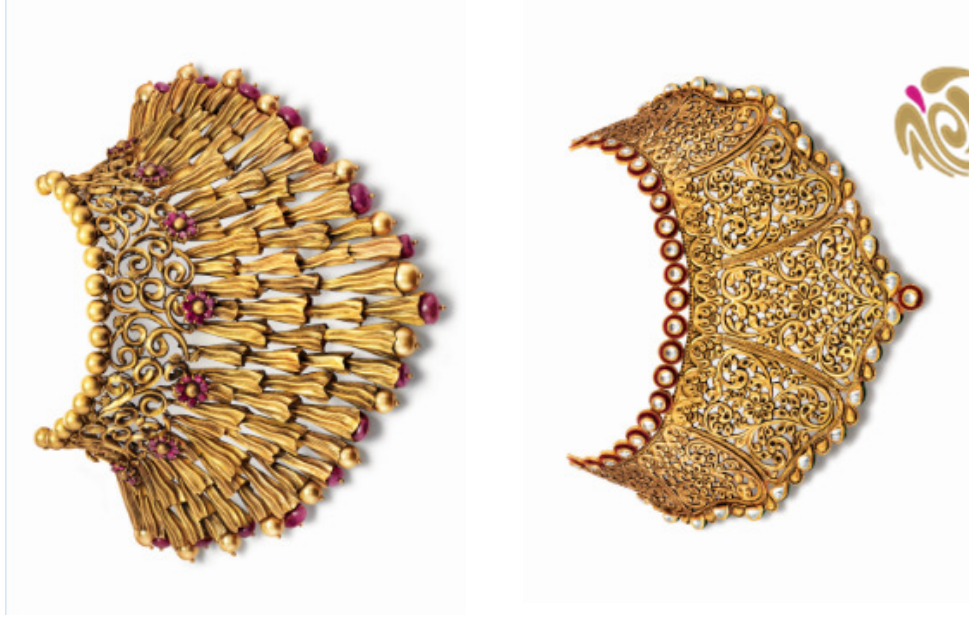
Azva Jewellery



- We have acquired Azva from World Gold Council
- **Azva is a luxury jewellery brand inspired by the beautiful thought of the seven vows of the Indian wedding tradition**
 - ✓ Since its inception in 2012, Azva has captured the imagination and fancy of modern Indian brides with its exquisite range of handcrafted designs
 - ✓ Each piece reflects the idea of seven with beautifully designed elements such as seven flowers, seven circles and seven petals fashioned in 22kt gold
 - ✓ Azva's collection created with contemporary silhouettes and versatile designs that have a life beyond the locker.
- **Azva brings to us their in-house strong design, merchandizing and sales teams with a great consumer and product understanding, amazing design portfolio and access to multiple stakeholders (consumers, designers, manufacturers and retailers)**
- We are looking to leverage this brand to further enhance our strength in high end wedding jewellery market



Azva Jewellery (Select Designs)



Export Business



- We have been in the export business for a fairly long time and focus has been on handmade designer gold jewellery
 - ✓ Targets Indian diaspora and local population in Middle East
 - ✓ Helps in getting good design ideas and latest trends
 - ✓ Manufacturing facility at Noida SEZ caters to our export sales
 - ✓ 100% business is routed through banks. Gold is procured from international banks. Goods are verified by Customs Authority before dispatch. Export documents are submitted to the banks and payment is also received directly through banking channels
- Attractive, Cash Flow positive business model
 - ✓ Gold is procured on lease, typically, the transaction gets over (including payment) in 180 days
 - ✓ Negative working capital, high RoCE business but low margins
- We are now exploring newer markets for exports of high margin jewellery (both diamond studded and gold)
 - ✓ We plan to participate in select B2B and B2C exhibitions to display our exclusive jewellery ranges - Azva, Flexia, Smart Jewellery and other designer items

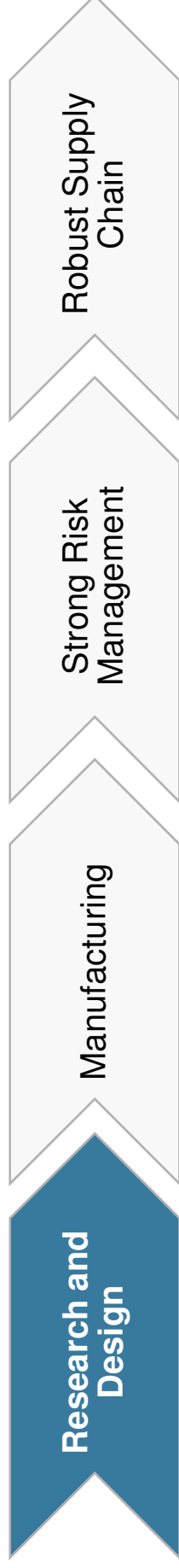
Key Growth Enablers



Technology Advantage



- We expect technology to be a key differentiator in our business in the years to come
- This is in sync with our overall strategy to enhance sales/profitability, customer experience and develop analytics on consumer preferences
- We are working on various technology initiatives
 - ✓ Robust IT Backbone to connect all showrooms and billing touch points
 - ✓ CRM and customer tracking analytics for seamless customer experience
 - ✓ Digitizing inventory across showrooms
 - ✓ Innovative technology driven frontages for the showrooms
 - ✓ We are also planning to add online kiosk stores across all the existing showrooms
 - ✓ Introduction of tab based augmented reality technologies for exclusive lounges



- Design is a key driver of jewellery sales in current times
- In-house design team creating new patterns and designs on a regular basis based on domestic and international trends
- Regular participation in domestic and international fashion shows and exhibitions helps us understand the prevalent fashion
- Focus on original design and innovation, ability to recognize consumer preferences and market trends and the intricacy of our designs with quality finish is one of our key strength
 - ✓ We launched a unique detachable jewellery collection, Flexia (last year) and the customer response to the product has been positive and favourable. We have now perfected the art of manufacturing Flexia in Gold as well
 - ✓ We launch new collections regularly e.g. “Abhigyaan Shakuntalam”, a collection based on Indian mythology, “Celestia”, a collection based on Stars and Planets, ‘Twirlyz’, inspired by twirly leaves

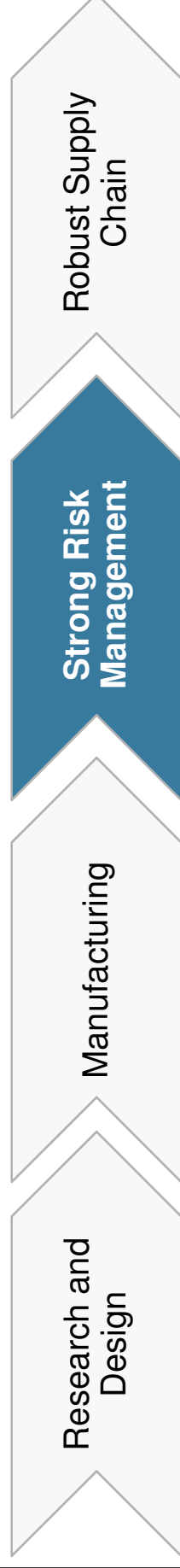
Vertically Integrated Operations - Manufacturing



- We have 5 manufacturing facilities with modern equipment
- Skilled pool of workers with skills of converting paper designs into exquisite jewellery pieces
 - ✓ Role of skilled artisans cannot be underestimated as significant portion of ethnic Indian gold jewellery is hand made
- Own manufacturing gives us with competitive advantages
 - ✓ Ability to capture margins across the jewellery value chain
 - ✓ Adjust manufacturing quickly to address shifts in consumer preferences and launch newer designs
 - ✓ Exercise greater control over design secrecy and quality of raw materials and finished goods

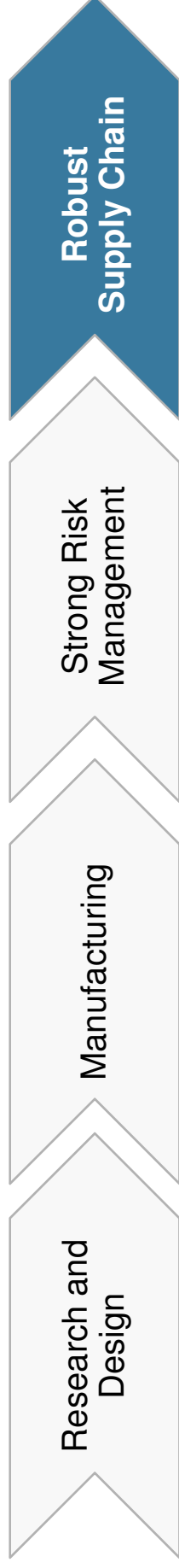


Vertically Integrated Operations – Strong Risk Management



- Gold on Lease
 - ✓ Business de-risked from gold price fluctuations by sourcing gold on lease
- Insurance
 - ✓ Entire inventory of raw material to finished goods insured at all times (at factory, in transit, at showrooms)
 - ✓ Cash pick-up arrangements with leading banks in place, which are insured as well
- Strong Security Systems
 - ✓ All stores have CCTV vigilance and armed guards security
 - ✓ Strong rooms in every showroom for overnight safe custody of our inventory
 - ✓ Entire inventory is computerized and each item tagged for immediate trackability
- Internal Audit
 - ✓ Rigorous internal audit system including physical verification of complete inventory at regular intervals

Vertically Integrated Operations – Robust Supply Chain



- Seamless Supply Chain to ensure minimal WIP inventory and a rapid store rollout
- Efficient inventory management process facilitates quick rotation of stock
 - ✓ Allows us to offer customers a substantially larger and every changing selection of products
 - ✓ Periodic replenishment and reorganization helps maintain pre-set levels for both off-peak and peak seasons and optimize working capital requirement
- Centralized Procurement
 - ✓ Raw Material - Gold from canalizing agencies and international bullion suppliers and diamond from traders and processors in India
 - ✓ Store Set-up - Standardized format, same design agency working on all store rollouts, bulk sourcing to ensure right pricing and quality
- Transportation of raw material to manufacturing facilities and finished good to showrooms through third party carriers with transit insurance

Annexure A: Select Showroom Images



Flagship Showroom at Karol Bagh, New
Delhi

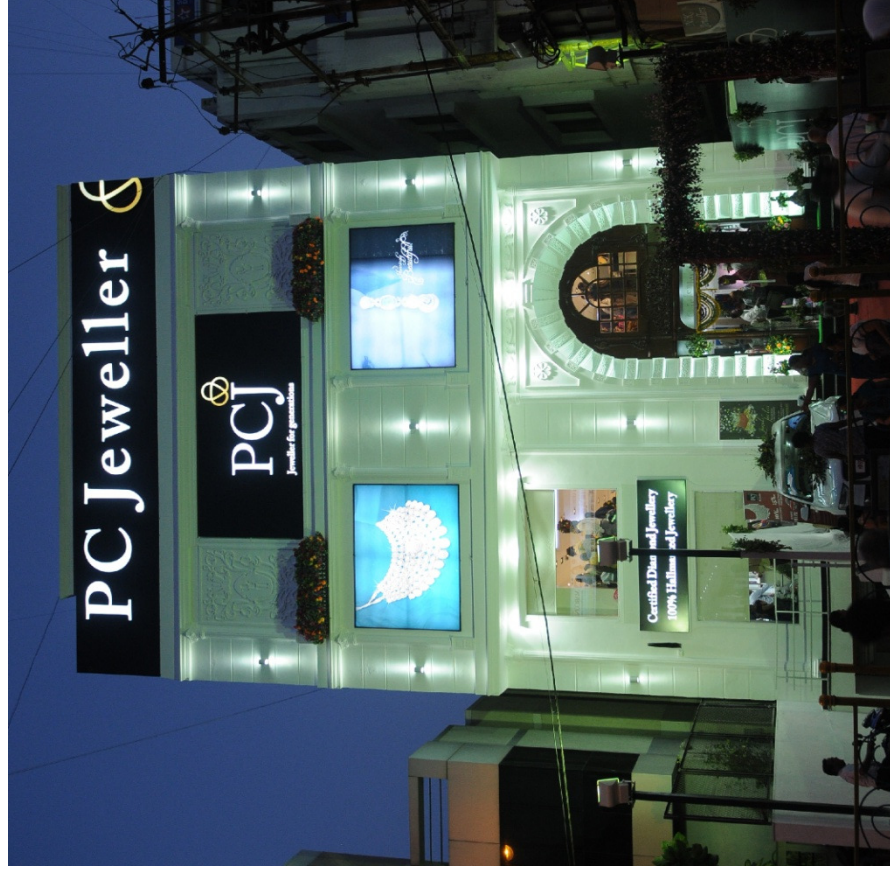


Bengaluru, Karnataka

Annexure A: Select Showroom Images (Cont'd.)



Kolkata, West Bengal



Vadodara, Gujarat

Annexure A: Select Showroom Images (Cont'd.)



Kanpur, Uttar Pradesh

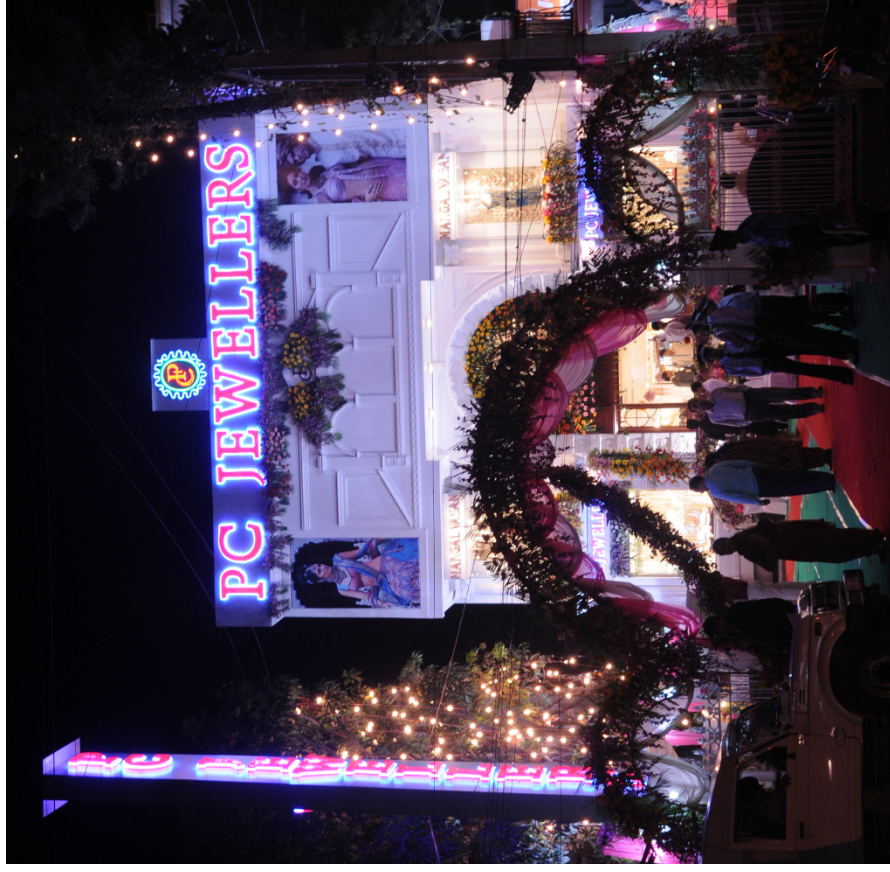


Jodhpur, Rajasthan

Annexure A: Select Showroom Images (Cont'd.)



Rohtak, Haryana



Dehradun, Uttarakhand

Annexure B: State-of-the-art manufacturing facility at Noida, UP, India



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