

Date: 01/09/2017

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.: Allotment of 1,34,56,000 equity shares upon conversion of Compulsorily Convertible Preference Shares & consequential changes in paid-up 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 September 1, 2017, allotted 1,34,56,000 equity shares of face value of Rs.10/- each to the allottees belonging to Non-Promoter Category and in the manner as specified hereunder, upon conversion of 25,73,72,912 Compulsorily Convertible Preference Shares ("CCPS") of Rs.10/- each (allotted on September 2, 2016):

Name of the Allottee	No. of CCPS	No. of equity shares allotted upon conversion of CCPS*
Fidelity Advisor Series VIII: Fidelity Advisor Emerging Markets Fund	2,08,10,176	10,88,000
Fidelity Emerging Markets Fund	3,18,65,582	16,66,000
Fidelity Investment Trust: Fidelity Emerging Markets Fund	16,94,26,966	88,58,000
Variable Insurance Products Fund II: Emerging Markets Portfolio	1,09,02,390	5,70,000
Fidelity Investment Trust: Fidelity Total International Equity Fund	35,57,622	1,86,000
Fidelity Investment Trust: Fidelity International Small Cap Fund	2,08,10,176	10,88,000
Total	25,73,72,912	1,34,56,000

* The equity shares have been allotted after adjustment of price in terms of Regulation 76B of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009, pursuant to issue and allotment of Bonus equity shares in the proportion of 1 : 1 by the Company.

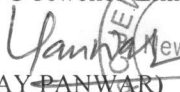
We would like to further inform you that consequent to the allotment of aforesaid equity shares, the following changes have taken place in the paid up share capital of the Company:

Particulars	Before Allotment	After Allotment
Paid up Equity Share Capital	Rs.380,89,92,000/- (comprising of 38,08,99,200 equity shares of Rs.10/- each)	Rs.394,35,52,000/- (comprising of 39,43,55,200 equity shares of Rs.10/- each)
Paid up Preference Share Capital	Rs.257,37,29,120/- (comprising of 25,73,72,912 preference shares of Rs.10/- each)	Nil

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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