

Date: August 1, 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

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

Sub.: Management Presentation

Dear Sir/Madam,

Please find enclosed herewith the Management Presentation on the un-audited standalone financial results of the Company for the quarter ended June 30, 2017.

Kindly take the same on record.

Thanking you.

Yours sincerely,

For PC Jeweller Limited

(SANJEEV BHATIA)

Chief Financial Officer



Encl.: As above

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 LTD

Results Presentation

August 1st, 2017

Safe Harbor



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.



Financial Updates



Financial Highlights:

Particulars (Rs. Crores)	Q1 FY 2018	Q1 FY 2017
Revenue from Operations	2,119	1,664
Domestic Retail	1,383	1,050
Exports	736	614
Expenses (% of total Revenue)		
Employee Expenses	1.00%	1.22%
Advertisements	0.34%	0.30%
Rentals	0.72%	0.73%
Other Costs	1.14%	0.83%
PBT Margins	8.97%	8.84%
PAT Margins	6.41%	6.40%



Highlights: Domestic Retail

Particulars (Rs. Crores)	Q1 FY 2018	Q1 FY 2017
Revenue	1,383	1,050
Expenses (% of total Revenue)		
Employee Expenses	1.43%	1.63%
Advertisements	0.52%	0.47%
Rentals	1.10%	1.15%
Other Costs	1.65%	1.24%
PBT Margins	12.33%	12.46 %



Highlights: Export Business

Particulars (Rs. Crores)	Q1 FY 2018	Q1 FY 2017
Revenue	736	614
Expenses (% of total Revenue)		
Employee Expenses	0.29%	0.52%
Advertisements	-	-
Rentals	-	-
Other Costs	0.10%	0.15%
PBT Margins	2.66%	2.67%



Business Updates



Business Updates

- FY18 has begun on a positive note with a strong Q-o-Q growth in sales volume as well as profitability for quarter 1.
- The domestic turnover has increased by 31.70 % and profitability by 30.40 %
- The overall revenue stood at Rs. 2,118.54 cr. for Q1 FY18 as against Rs. 1,664.45 cr. in Q1 FY17 recording a growth of 27.28% .
- The overall profitability (PBT) has increased by 29.17 %.
- The export turnover has also registered a growth of 19.73% and profitability of 19.37%.
- The company continues on its growth path by expanding its retail foot print. It has opened three new showrooms at Hapur (UP); Bahadurgarh (Haryana) and Meerut (UP) during the 1st quarter bringing the total number of showrooms to 78 as on 30.06.2017. All of these stores are in Tier II locations and reconfirms the company's resolve to bring its offerings closer to the vast majority and move into areas which do not have presence of branded jewellers yet.



Business Updates

- Out of these three stores, two are company owned and one (Meerut) is franchisee. With this new franchisee store, the total number of franchisee stores as on 30.06.2017 has gone up to six. Going forward also the company would continue to open more and more stores under this vertical.
- The GST has finally become a reality on 1st of July. The GST Rates are modest and almost in line with the tax rates prevailing earlier. Hence, the consumers have already adjusted to the same quickly. The company is well poised to take full advantage of the facilities of the new tax regime. Operationally also it has made a smooth transition to the new regime successfully.
- Our online portal has helped us reached out to the masses, with small size ticket jewellery, mainly for the gifting. Online presence continues to be medium to reach out to new age customers and has led to boost in sales of offline sales as well.
- Azva, the brand acquired by the Company from WGC last year has also continued on its growth path. This brand is housed in a WOS of the company and currently sells Azva branded jewellery through 30 retailers. The Azva's manufacturing and designing facilities are being strengthened alongside to take care of its increasing demand.



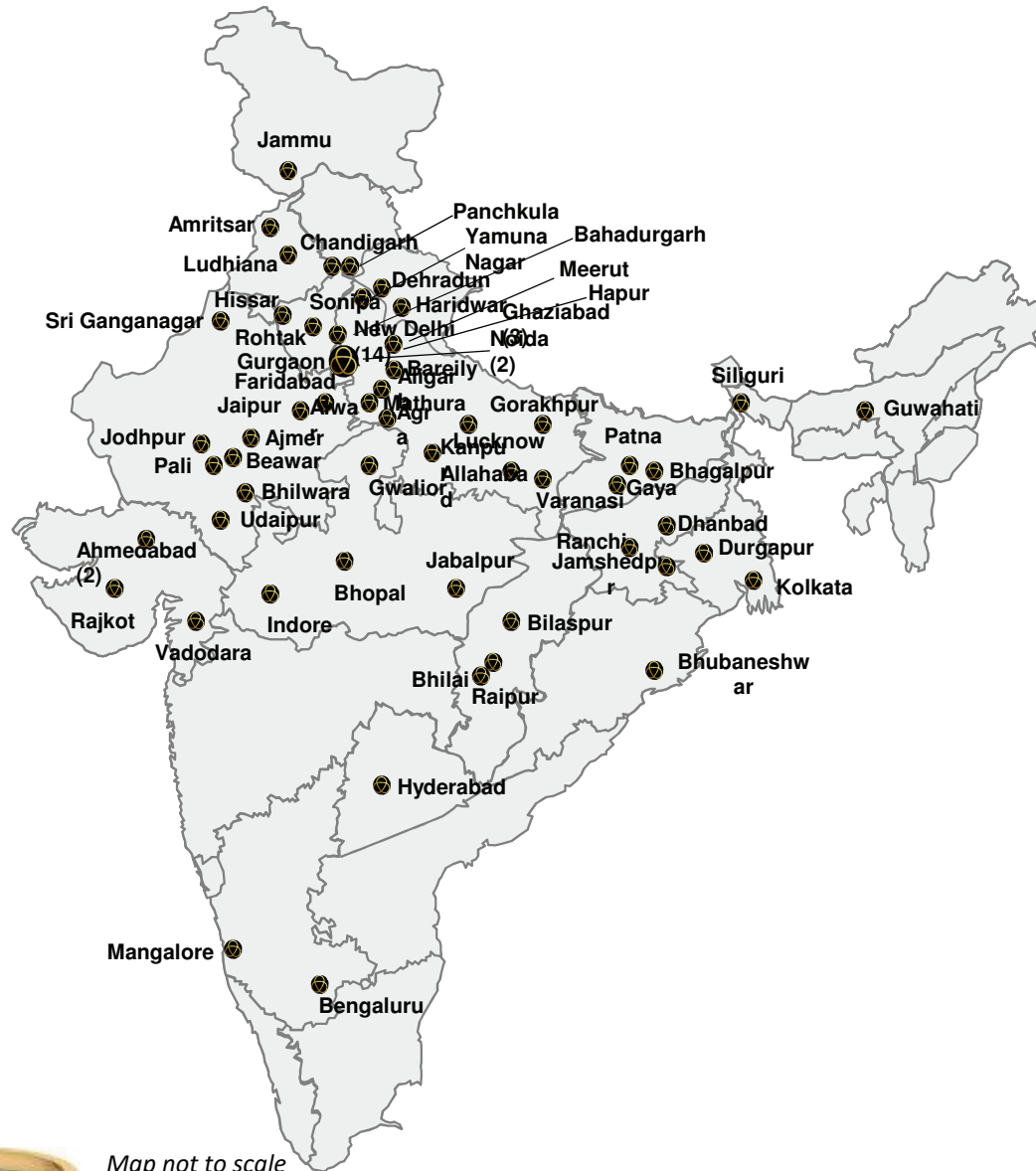
Business Updates

- The company has positioned itself as a wedding jeweller and the wedding jewellery continues to constitute the bulk of the overall sales. However, the company is now expanding its portfolio and adding light weight jewellery to its showrooms as well. Its designers are creating new collections at regular intervals which are meant for younger generation and occasions other than weddings. The purpose is to become a one stop shop for all type of jewellery purchased by the consumers and will enable the company to move beyond its traditional customer base.
- The company has launched 3 new collection in Q1 FY2018 –
 1. AMALIA - brings a wide selection of jewellery baubles that are suited for fashionable and modern women . Inspired by the latest trends in fashion, it comprises of various kinds of ear accessories and hand accessories that are unique and experimental. Perfect for a casual outing or a party where you could truly flaunt your own style.
 2. MOTHER – Launched on the Mothers Day, this collection is special to all children , since it instills a strong sense of love and emotion towards their mothers.
 3. TATVAM – Collection inspired from five elements of nature namely Bhumi (earth), Jala (Water), Agni (fire), Pavan (air) and Vyom (space)

Amalia and Tatvam are both targeted at young women who want chic and in-trend jewellery with an international appeal and which is just perfect for a casual outing or a party or any other Social gathering.



...With PAN India Presence



Map not to scale



Key Brands Strengths



flexia



WEAR YOUR SHINE.COM

New Showrooms (Q1FY18)



Hapur, UP



Meerut, UP



Bahadurgarh, UP



New Collections Launched in Q1 FY18



AMALIA



MOTHER



TATVAM



Other Upcoming collections



SWAY WITH ME



MICRO PAVE



HOLY SPIN



I-HEART



SHADES OF DANCE



TARINI



For further information, please contact:

Company :

Investor Relations Advisors :

PC Jeweller Ltd

CIN: L36911DL2005PLC134929

Mr. Sanjeev Bhatia

Email: sanjeev.bhatia@pcjeweller.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

