

Date: April 27, 2018

To,
Assistant Vice President
The Surveillance Department
National Stock Exchange of India Limited
Exchange Plaza, G - Block,
Bandra - Kurla Complex, Bandra (E)
Mumbai - 400 051

K.A.: Shri Avishkar Naik

Ref.: PC Jeweller Limited (Symbol: PCJEWELLER)

Sub.: Decrease in Price

Dear Sir,

With reference to your letter having reference no. NSE/CM/Surveillance/7451 dated 27th April, 2018 on the captioned subject we would like to clarify that we make timely disclosures of all the events, information etc. that have a bearing on the operation / performance of the Company which include price sensitive information etc.

Further, we wish to clarify that presently the Company is not having any such information, which requires disclosure as aforesaid. We do not find any justification or reason behind sudden decrease in price of equity shares of the Company in recent past. However, we would like to once again assure our investors, shareholders and other stakeholders etc. that the fundamentals of the Company remain strong and it continues to move ahead as per its laid down business plans.

We want to confirm that there is no change in the management control and growth strategy of the Company and also there is no change in the Company's operating effectiveness. We have already opened 7 new showrooms during March, 2018 and further opened 2 more showrooms during April, 2018.

We also confirm that none of the promoters of the Company have pledged any of their shareholdings.

For PC Jeweller Limited

(SANJEEV BHATIA)
Chief Financial Officer



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