

Date: August 8, 2014

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.: Outcome of Board Meeting dated August 8, 2014

Dear Sir/Madam,

The Board of Directors in its meeting held on August 8, 2014, inter-alia transacted the following:

- 1) Considered and approved the Unaudited Standalone Financial Results of the Company for the quarter ended on June 30, 2014.
- 2) Approved the dividend policy of the Company, which is reproduced here-in-below: -

"Dividends, other than interim dividend(s) are to be declared at the Annual General Meeting of the shareholders based on the recommendation by the Board of Directors (Board). Generally, the factors that may be considered by the Board before making any recommendations for the dividend include, but are not limited to, Company's future expansion plans and capital requirements, profits earned during the financial year, cost of raising funds from alternate sources and general market conditions etc.

The Company shall pay dividend annually, as may be approved by the shareholders at the Annual General Meeting of the Company on the recommendation of Board.

The Board shall endeavor to maintain the Dividend Payout Ratio (i.e. Dividend/Net Profits after Tax for the year) up to 20%. Therefore, the Board intends to distribute to the shareholders up to 20% of its Net Profit by way of dividend.

This policy shall be subject to review by the Board every year."

As per the earlier Dividend Policy the dividend payout ratio was almost 15% of its Net Profits. However, on the basis of annual review of its Dividend Policy, the Board now intends to distribute up to 20% of its Net Profits for the financial year 2014-15 to its shareholders.

Kindly take the same on record.

Thanking you,

For PC Jeweller Limited


(VIJAY PANWAR)
Company Secretary

Date: August 8, 2014

PC Jeweller Limited

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