National Stock Exchange of India Ltd.
Exchange Plaza,
Listing Department
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400 051
India

Dear Sir,

We, Rogers Asset Management Ltd (INMUFD163907), wish to inform you that a sub-account under our FII license, DVI FUND (MAURITIUS) LTD (SEBI Code: 20100694) has acquired 5.1% of the shares of PC Jeweller Limited, with a total of 9,075,155 shares as on March 4th, 2013.

In this respect, we enclose Annexure A for the SAST reporting and Form A for the Insider Trading reporting.

We remain at your disposal should you require any further details.

We shall keep you informed of any further acquisition or disposal of shares of 2%.

Yours Faithfully,

Pradishni Ramen

Compliance Officer

"SCHEDULE III"

FORM A

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

(Regulation 13 (1) and (6)

Regulation 13(1) – Details of acquisition of 5% or more shares in a listed company

Name, PAN No. & address of shareholder with telephone number	Shareholding prior to acquisition	No.and percentage of shares /voting rights acquired	Date of receipt of allotment /advice. Date of acquisition(specify)	Date of intimation to Company	Mode of acquisition (market purchase/public/ rights/ preferential offer etc.)	Shareholding subsequent to acquisition	Trading member through whom the trade was executed with SEBI Registration No.of the TM	Exchange on which the trade was executed	Buy quantity	Buy value
DVI Fund Mauritius Ltd AACCD9482G c/o Cim Fund Services Ltd, 33, Edith Cavell Street, Port Louis, Mauritius 230 212 9800	8,785,155 4.9%	290,000 0.2%	4 March 2013	5 March 2013	Market Purchase	9,075,155 5.1%	Axis Capital Limited NSE-INB231387235	National Stock Exchange	290,000	INR 31,488,743.12

Signature of the acquirer/ Authorised Signatory:

Date: 06 March 2013

भारतीय प्रतिभूति और विनिमय बोर्ड
Securities and Exchange Board of India

Annexure-A

Format for Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	PC JEWELLER LIMITED		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	DVI FUND MAURITIUS LTD		
3. Whether the acquirer belongs to Promoter/Promoter group	NO		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange Bombay Stock Exchange		
5. Details of the acquisition of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t.total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	8,785,155	4.9%	4.9%
b) Voting rights (VR) otherwise than by equity shares	—	—	—
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	—	—	—
Total (a+b+c)	8,785,155	4.9%	4.9%

Details of acquisition a) Shares carrying voting rights acquired b) VRs acquired otherwise than by equity shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired	290,000 — —	0.2% — —	0.2% — —
Total (a+b+c)	290,000	0.2%	0.2%
After the acquisition, holding of: a) Shares carrying voting rights b) VRs otherwise than by equity shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	9,075,155 — —	5.1% — —	5.1% — —
Total (a+b+c)	9,075,155	5.1%	5.1%
6. Mode of acquisition (e.g. open market / public issue / rights issue /preferential allotment / inter-se transfer, etc.)	Open Market		
7. Date of acquisition of/ date of receipt of intimation of allotment of shares /VR/ warrants/convertible securities/any other	4 March 2013		

instrument that entitles the acquirer to receive shares in the TC.	
8. Equity share capital / total voting capital of the TC before the said acquisition	1,791,000,000
9. Equity share capital/ total voting capital of the TC after the said acquisition	1,791,000,000
10. Total diluted share/voting capital of the TC after the said acquisition	1,791,000,000.

Note:

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

Signature of the acquirer / Authorised Signatory :

Place: Mauritius

Date: 06 March 2013