

Date: February 2, 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

Sub.: Decrease in Price
Ref.: PC Jeweller Limited (Symbol: PCJEWELLER)

Dear Sir,

With reference to your letter having reference no. NSE/CM/Surveillance/7311 dated February 2, 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.

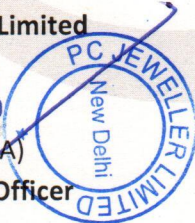
Further, we wish to clarify that presently the Company is not having any such information, which requires disclosure as aforesaid. The Company is not aware of reason of sudden decrease in price of equity share of the Company today. However, we would like to assure our investors, shareholders, etc. that the fundamentals of the Company remain strong. We are moving ahead as per our laid down business plans of opening new stores and working on launching new collections. The Company continues to witness very good footfalls and sales in this quarter as well.

We affirm that none of our promoters has diluted its stake in the company and none of their shares are pledged as collateral with any institution.

The Government policies also remain very positive towards Gems & Jewellery Sector and we are very confident and bullish about future growth prospects.

For PC Jeweller Limited


(SANJEEV BHATIA)
Chief Financial Officer



PC Jeweller Limited