

Date: August 7, 2013

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 7, 2013

Dear Sir / Madam

The Board of Directors in their meeting held on August 7, 2013, inter-alia transacted the following:

1) Considered, approved and took on record the Unaudited Standalone Financial Results of the Company alongwith the Limited Review Report of the Statutory Auditors, for the quarter ended on June 30, 2013.

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). The Board may also from time to time declare interim dividends. 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, cash flow position and applicable taxes including tax on dividend, and general market conditions.

The Company shall pay dividend twice a year:

- 1) Once, by way of interim dividend for the half year ended September 30, and
- 2) Secondly, by way of final dividend for the year ended March 31.

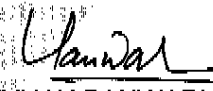
The Board shall endeavour to maintain the Dividend Payout Ratio (i.e. Dividends/Net Profit after Tax for the year) as near as possible to 15%. Therefore, the Board intends to distribute to the shareholders almost 15% of its Net Profit by way of dividend.

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

Kindly take the same on record under applicable clauses of the Listing Agreement.

Thanking you,

For PC Jeweller Limited,


(VIJAY PANWAR)
Company Secretary

PC Jeweller Limited

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Regd. & Head Off. : 24/2708, Bank Street, Karol Bagh, New Delhi - 110 005, INDIA

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