

Date: 22/02/2016

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

Sub.: Press Release

Ref.: PC Jeweller Limited (Scrip Code: 534809, Symbol: PCJEWELLER)

Dear Sir/Madam,

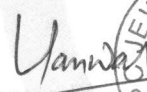
Please find enclosed herewith press release issued on the occasion of opening of Company's 59th showroom on Sunday, February 22, 2016 at Gaya (Bihar).

Kindly take the information on record.

Thanking you.

Yours sincerely,

For **PC Jeweller Limited**


(VIJAY PANWAR)
Company Secretary



Encl.: As above

PC Jeweller Limited

Regd. & Corporate Off: C - 54, Preet Vihar, Vikas Marg, Delhi - 110 092 Ph: 011 - 49714971 Fax : 011 - 49714972

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PC Jeweller celebrates at its 59th showroom and 1st showroom in Gaya. Announces Renault Duster Car as Bumper Prize, amongst other gifts.

Gaya, February 21st, 2016:

After complementing different states and the tastes of jewellery connoisseurs all around the country, PC Jeweller sets another milestone in its success story with its New showroom in **Gaya**.

The new showroom is located at **PLOT NO 13335, LAL KOTHI COMPOUND, SRI KRISHNA ROAD, GAYA (BIHAR)-823001**. Segregated into two floors, the ground floor exhibits gold jewellery, whereas the first floor houses the diamond & silver jewellery section. The showroom is spread across a total area of **3,450 sq.ft.**

The event was graced by the presence of **Raveena Tandon** (Bollywood Actress). To make this launch even more special for jewellery enthusiasts, PC Jeweller has announced special discounts and schemes on both diamond and gold jewellery, where any customer who buys diamond jewellery will get up to 20% discount. Customers who prefer to buy gold jewellery will get a discount up to 20% on the making charges. The scheme is available exclusively at the Gaya showroom from **21st February to 20th March, 2016**.

Speaking on the occasion, **Mr. R.K.Sharma, Executive Director & COO**, said: *"This is our third showroom in Bihar and our first one in Gaya city. The overwhelming love and acceptance PCJ has received all over the country, has encouraged us to expand our network rapidly. There is ample opportunity in Gaya to experiment and innovate with designs as people here appreciate craftsmanship, which also is an inspiration for designers to keep on bringing new designs and patterns. We always look forward to continue our journey with similar adulation here."*

PC Jeweller has set new standards in the Jewellery business with their unique designs, detailed craftsmanship, incredible schemes and services. Here you can check your jewellery's purity on 'Carat meter' for free! What makes this launch even more exciting is the chance to win a bumper gift i.e. **Renault Duster car**, among other prizes including diamond jewellery coupons and **38 silver coins** (10 gms. each). One lucky draw coupon will be issued for every purchase of **Rs. 25,000/-** and above, in multiples of Rs. 25,000/-. The lucky draw for these prizes will be held on **27th March, 2016 at 3:00pm** in the Gaya showroom.

Other offer details:

- 1 diamond jewellery gift coupon worth Rs. 1,00,000
- 2 diamond jewellery gift coupon worth Rs. 50,000
- 4 diamond jewellery gift coupon worth Rs. 25,000
- 5 diamond jewellery gift coupon worth Rs. 10,000

The Company has 59 showrooms in 49 cities viz Delhi, Amritsar, Ludhiana, Chandigarh, Dehradun, Haridwar, Indore, Bhopal, Jabalpur, Rohtak, Faridabad, Gurgaon, Panchkula, Hisar, Bareilly, Jaipur, Jodhpur, Ajmer, Beawar, Bhilwara, Pali, Shri Ganga Nagar, Varanasi, Ghaziabad, Noida, Kanpur, Lucknow, Patna, Bhagalpur, Mathura, Raipur, Bilaspur, Ahmedabad, Vadodara, Rajkot, Mangalore, Bengaluru, Hyderabad, Ranchi, Jammu, Guwahati, Kolkata, Durgapur, Siliguri, Yamuna Nagar, Jamshedpur, Gwalior, Bhilai and Gaya.

One of the leading jewellery brands in the country today, PCJ houses diverse collections in varieties of diamond, stones, gold, polki and kundan. Known for their contemporary designs and innovations, their showrooms are laced with their best collections for wedding and special occasions.

About PC Jeweller

PC Jeweller Limited is one of the leading jewellery companies in India. The company offers a wide range of products including gold jewellery, diamond jewellery and other jewellery with a thrust on diamond jewellery and jewellery for weddings.

PC Jeweller has significant jewellery manufacturing capabilities and currently has four jewellery manufacturing facilities that cater to their sales in India and abroad. The company currently has 59 showrooms at present across 49 cities in India. For additional details, please visit www.pcjeweller.com.

For Further details please contact:

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For PC Jeweller Limited

(RAMESH KUMAR SHARMA)
Executive Director & C.O.O.