PCJ
Jeweller for generations

Date: 03/02/2017

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 71st showroom on Thursday, February 2, 2017 at Allahabad (U.P.).

Kindly take the same on record.

Thanking you.

Yours sincerely,

For **PC Jeweller Limited**

PC JEWELLER LIMITED New Delhi

(VIJAY PANWAR)
Company Secretary

Encl.: As above

PC Jeweller celebrates at its 71th showroom in India and 1st showroom in Allahabad. Announces Nissan Redi-Go Car as Bumper Prize, amongst other gifts.

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Allahabad, February 2nd, 2017:

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 franchise showroom in **Allahabad.** We are happy to alliance with A.R.A Jeweller Pvt. Ltd. as our franchise partner.

The new showroom is located at **54-B, Sardar Patel Marg, Civil Lines, Allahabad (UP)**. The Showroom exhibits large collection and varieties of Gold, Diamond & Silver Jewellery.

The event was graced by the presence of Famous Bollywood Actress **Ms. Malaika Arora Khan**. 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 of 20% on the making charges. The scheme is available exclusively at the PC Jeweller **Allahabad** showroom from **2nd February to 5th March, 2017**.

Speaking on the occasion **Mr. R. K. Sharma, (Executive Director & C.O.O.) PC Jeweller**, said: *"This is our 12th showroom in UP and first showroom in Allahabad 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 Allahabad 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. **Nissan Redi-Go Car**, 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 the prize will be held on **12th March, 2017 at 3:00pm** in PC Jeweller Allahabad showroom, including a lot more diamond Jewellery gifts.

Others Offer Details :

- 1 Honda Activa
- 1 Samsung 40inch LED
- 5 Samsung Mobile
- 11 Gold Coins 1gm each

The Company has 71 showrooms in 56 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 , Gaya, Udaipur, Dhanbad, Bhubaneswar, Agra and Allahabad . 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 and listed on BSE Limited and National Stock Exchange of India Limited. 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.

In addition to 71 showrooms, PC Jeweller has significant jewellery manufacturing capabilities and currently has five jewellery manufacturing facilities that cater to their sales in India and abroad. 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.