

Date: 13/07/2015

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 celebration at Company's 54th showroom on Sunday, July 12, 2015 at Yamuna Nagar (Haryana).

Kindly take the information on record and treat it as compliance under applicable clauses.

Thanking you.

Yours sincerely,

For **PC Jeweller Limited**


(VIJAY PANWAR)
Company Secretary

Encl.: As above

CIN: L36911DL2005PLC134929

PC Jeweller Limited

Corporate Office : C - 54, IIInd Floor, Vikas Marg, Preet Vihar, Delhi - 110 092 Ph. : 011 - 49714971 Fax : 011 49714972

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

OTHER SHOWROOMS : NEW DELHI: Karol Bagh • Pitampura • Kingsway Camp • Rajouri Garden • South Extn., Part-I • GK-I • UTTAR PRADESH: Ghaziabad • Indirapuram • Noida • Lucknow • Kanpur •
HARYANA: Gurgaon • Faridabad • Rohtak • Panchkula • CHANDIGARH • UTTARAKHAND: Dehradun • Haridwar • MADHYA PRADESH: Bhopal • Indore • CHHATTISGARH: Raipur • Bilaspur •
RAJASTHAN: Jodhpur • Bhilwara • Pali • Beawar • Ajmer • PUNJAB: Ludhiana • Amritsar
info@pcjeweller.com • www.pcjeweller.com

PC Jeweller celebrates at its 54th showroom and 1st showroom in Yamuna Nagar. Announces Renault Duster car as Bumper Prize, amongst other gifts.

Yamuna Nagar, July 12, 2015 ::

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 latest showroom in **Yamuna Nagar**. The showroom got operational in last month and is celebrated in presence of our esteemed customers.

The new showroom is located at **B-5/388-A, New Kamla Nagar, Jagadhri Road** in the city of **Yamuna Nagar**. Segregated into two floors, the ground floor exhibits gold jewellery, whereas the first floor houses the diamond, silver jewellery section and an exquisite lounge to make your experience even more vivacious and momentous. The lounge is a first of its kind personal space, where the carvings and artistry takes you on a journey of the master craftsmanship used in the making of jewellery. The showroom is spread across a total area of **6,840 sq.ft.**

The event was graced by the presence of **Shilpa Shetty** (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 gold will get a discount of up to 20% on the making charges of the gold jewellery. The scheme is available exclusively at the Yamuna Nagar showroom till **16th August' 2015**.

Speaking on the occasion, **Mr. Balram Garg, Managing Director, PC Jeweller Ltd.**, said: *"This is our Sixth showroom in the Haryana and our first one in Yamuna Nagar 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 Yamuna Nagar 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 **22nd August, 2015 at 3:00pm** in the Yamuna Nagar showroom.

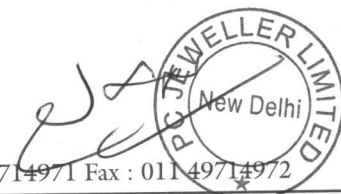
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Other offer details:

- 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 54 showrooms in 45 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 and Yamuna Nagar.

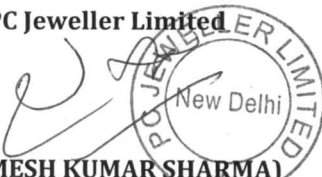
One of the leading jewellery brands in the country today, PCJ houses diverse collections in varieties of diamond, stones, gold, polki and kundan. Known for their contemporary designs and innovations, their showrooms are laced with their best collections for wedding and special occasions.

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 54 showrooms at present across 45 cities in India. For additional details, please visit www.pcjeweller.com.

For PC Jeweller Limited



(RAMESH KUMAR SHARMA)
Executive Director & C.O.O.
DIN: 01980542