

Date: 25/01/2016

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 58th showroom on Sunday, January 24, 2016 at Yamuna Vihar (Delhi).

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

Thanking you.

Yours sincerely,

For PC Jeweller Limited


(VIJAY PANWAR)
Company Secretary

Encl.: As above

PC Jeweller Limited

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PC Jeweller celebrates at its 58th showroom and 9th showroom in Delhi. Announces Renault Kwid Car as Bumper Prize, amongst other gifts.

New Delhi, January 24, 2016 :

After complementing various 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 New Delhi.

The new showroom is located at **B-1/19, Yamuna Vihar, Delhi - 110053**. The Showroom exhibits large collection varieties of Gold, Diamond & Silver Jewellery. The showroom is spread across a total area of 1,084 sq.ft.

The event was graced by the presence of Aditi Arya, Aafreen Vaz & Vartika Singh (Winner's Of Femina Miss India 2015). To make this launch even more special for jewellery enthusiasts, PC Jeweller has announced special discount schemes on both diamond and gold jewellery, where a 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 Yamuna Vihar showroom from 24th January to 28th February 2016.

Speaking on the occasion, **Mr. R. K. Sharma, COO, Executive Director & Mr. Nikhilesh Govil, President Small Stores**, said: *"This is our 9th showroom in Delhi. 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 Delhi 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 Kwid Car**, among other prizes including diamond jewellery coupons and **42 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 **6th March, 2016 at 3:00 pm** in the Yamuna Vihar showroom.

Other offer details:

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

The Company has 58 showrooms in 48 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, Gwalior, Bhilai & Jamshedpur.

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 58 showrooms at present across 48 cities in India. For additional details, please visit www.pcjeweller.com.

For More Information Please Contact :
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For PC Jeweller Limited

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