

Date: 26/10/2016

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 68th showroom on Tuesday, October 25, 2016 at Agra (U.P.).

Kindly take the same on record.

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 68th showroom in India and 1st showroom in Agra.
Announces Nissan Redi-Go Car as Bumper Prize, amongst other gifts.**

Agra, October 25th, 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 franchise showroom in **Agra**. We are happy to alliance with Dinesh Jeweller (**Belon Wale**) as our franchise partner.

The new showroom is located at **16-A, Ajanta Plaza, Nehru Nagar Market, M.G Road, Agra (UP)**. The Showroom exhibits large collection varieties of Gold, Diamond & Silver Jewellery.

The event was graced by the presence of Famous Bollywood Actress **Ms. Yami Gautam**. 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 PC Jeweller **Agra** showroom from **25 October to 27th November, 2016**.

Speaking on the occasion **Mr. R. K. Sharma, (Executive Director & C.O.O.) PC Jeweller**, said: *"This is our 11th showroom in UP and first showroom in Agra 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 Agra 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 **4th December, 2016 at 3:00pm** in PC Jeweller Agra showroom, including a lot more diamond Jewellery gifts.

Others Offer Details :

- 1 Hero Bike.
- 1 Diamond jewellery coupon worth Rs.25000 on purchase of Rs. 25000 and above.
- 1 Diamond jewellery coupon worth Rs.10000 on purchase of Rs. 25000 and above.
- 4 Diamond jewellery coupon worth Rs.5000 on purchase of Rs. 25000 and above.
- 25 Diamond jewellery coupon worth Rs.2000 on purchase of Rs. 25000 and above.

The Company has 68 showrooms in 54 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 and Agra. 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

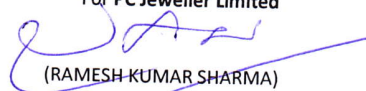
PC Jeweller Limited is one of the leading jewellery companies in India and listed on BSE Limited and National Stock Exchange of India Limited. The company offers a wide range of products including gold jewellery, diamond jewellery and other jewellery with a thrust on diamond jewellery and jewellery for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

In addition to 68 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.