PCJ
Jeweller for generations

Date: 29/03/2017

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 releases issued on the occasion of opening of Company's new showrooms at Dwarka (New Delhi), Noida (U.P.) and Aligarh (U.P.) on Tuesday, March 28, 2017.

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

Press Release

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PC Jeweller inaugurates its 75th Showroom in India and 15th in Delhi
Bollywood heartthrob Zareen Khan added glamour to PC Jeweller Showroom launch in Delhi

New Delhi, 28th March, 2017: After spreading a network of Showrooms and satiating the fashion needs of Jewellery connoisseurs across the country, the trusted name in authentic jewellery, PC Jeweller sets another milestone in its success story with the launch of its 75th showroom in Dwarka, New Delhi. Today, with the launch of this showroom, the nationally acclaimed Jewellery Brand has completed its platinum jubilee of spread across the country. Inaugurating the store of bling and fashion was the bollywood heartthrob Zareen Khan (of Housefull 2, Ready and Veer fame) along with Mr. R.K. Sharma, COO & Executive Director of PC Jeweller. The new showroom is conveniently located at **G-9-13, HL Wings, Plot No-2, Pocket-4, Sector-11, Dwarka.**

Speaking on the occasion, **Mr R.K. Sharma, COO & Executive Director, PC Jeweller Ltd**, said: *"This is our fifteenth launch in Delhi. The overwhelming love and acceptance PC Jeweller 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 our designers to keep on bringing new designs and patterns. We always look forward to continue our journey with similar adulation here.*

Three other showrooms were launched today across the country at Noida (U.P), Aligarh (U.P) and Alwar (Rajasthan). PC Jeweller has set new standards in Jewellery business with unique designs, detailed craftsmanship, incredible schemes and services. Here anyone can check their jewellery's purity on 'Carat Meter' for free!

To make this launch even more special for the jewellery enthusiasts' of Dwarka, PC Jeweller has announced special discounts and scheme; where any customer who buys diamond jewellery will get upto 20% discount and those who prefer gold, silver jewellery or articles will get a discount of upto 20% on the making charges. Apart from these discounts, the customers also have a chance to win a **Renault Kwid car** or 50 other exciting prizes. The scheme is exclusively available only at this showroom from **28th March 2017 to 21st May, 2017.**

The Company has 75 showrooms in 58 cities covering 18 states. One of the leading jewellery brands in the country today, PCJeweller houses diverse collections in varieties of diamond, stones, gold, polki and kundan. Known for contemporary designs and innovations, the showrooms are laced with best collections for wedding and special occasions.

About PC Jeweller

Since its inception, the company has been a pioneer in designs as every product is crafted to a standard of perfection. Whether it is elaborate wedding jewellery or affordable wearables, PC Jeweller has fashioned exceptional designs with unmatched quality. Over time, timeless treasures from PC Jeweller have helped intimate moments become lifetime memories.

Company's business model consists of setting up large format, stand alone showrooms at high street locations. Its stores stock a wide range of jewellery across all price points, with an increasing focus on diamond jewellery. The company sells only hallmarked jewellery and certified diamond jewellery. This assurance on quality and purity along with transparent and customer friendly policies have enabled PCJ to become an established and trusted brand name in a short time span.

From sourcing of raw materials to the sale of the finished product, all our processes are integrated and aligned. We map out customer preferences and manufacture products in a way that leaves our customers spoilt for choice while making their purchases. Throughout the entire process, stringent quality measures are taken to ensure the purity, value and finish of the product. Our expertise extends to the possibilities of customized and personalized designs to help the customer find and design her or his perfect piece of jewellery.

PC Jeweller has made a remarkable journey so far and has created a brand of its own with sustainable customer initiatives and unrivalled quality that loyal customers vouch for. With contemporary and classic designs aimed for longevity, we are committed to providing you the best buying experience using a collaborative approach across both online platform and showrooms. We hope to continue being inspired and create the most desired jewels.

For PC JEWELLER LTD

For additional details, please visit www.pcjeweller.com.

Director

For further media enquiries, please contact :

PC Jeweller Ltd.
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Press Release

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PC Jeweller inaugurates its 75th Showroom in India and 14th in U.P.

Bollywood heartthrob Zareen Khan added glamour to PC Jeweller Showroom launch in Noida

New Delhi, 28th March, 2017: After spreading a network of Showrooms and satiating the fashion needs of Jewellery connoisseurs across the country, the trusted name in authentic jewellery, PC Jeweller sets another milestone in its success story with the launch of its 75thshowroom in Logix Mall, Noida. Today with the launch of this showroom, the nationally acclaimed Jewellery Brand has cross its platinum jubilee mark spread across the country. Inaugurating the store of bling and fashion was the bollywood heartthrob Zareen Khan (of Housefull 2, Ready and Veer fame) along with Mr. R.K. Sharma, COO & Executive Director of PC Jeweller. The new showroom is conveniently located at **Ground floor, Logix Mall, BW-58, Sector-32, Noida (UP).**

Speaking on the occasion, **Mr R.K. Sharma, COO & Executive Director, PC Jeweller Ltd**, while addressing the press said: *"This is our 14thlaunch in U.P. The overwhelming love and acceptance PC Jeweller has received all over the country has encouraged us to expand our network rapidly. There is ample opportunity in Delhi NCR to experiment and innovate with designs, as people here appreciate craftsmanship, which also is an inspiration for our designers to keep on bringing new designs and patterns. We always look forward to continue our journey with similar adulation here.*

Three other showrooms were launched today across the country at Sector 11 Dwarka (Delhi), Aligarh (U.P) and Alwar (Rajasthan). PC Jeweller has set new standards in Jewellery business with unique designs, detailed craftsmanship, incredible schemes and services. Here anyone can check their jewellery's purity on 'Carat Meter' for free!

To make this launch even more special for the jewellery enthusiasts' of Noida, PC Jeweller has announced special discounts and scheme; where any customer who buys diamond jewellery will get upto 20% discount and those who prefer gold, silver jewellery or articles will get a discount of upto 20% on the making charges. Apart from these discounts, the customers also have a chance to win a **Renault Kwid car** or 50 other exciting prizes. The scheme is exclusively available only at this showroom from **28th March 2017 to 21st May, 2017.**

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Company's business model consists of setting up large format, stand alone showrooms at high street locations. Its stores stock a wide range of jewellery across all price points, with an increasing focus on diamond jewellery. The company sells only hallmarked jewellery and certified diamond jewellery. This assurance on quality and purity along with transparent and customer friendly policies have enabled PCJ to become an established and trusted brand name in a short time span.

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For PC JEWELLER LTD

For additional details, please visit www.pcjeweller.com.

Director

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Press Release

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PC Jeweller inaugurates its 75th Showroom in India and 14th in U.P.

Bollywood heartthrob Malaika Arora Khan added glamour to PC Jeweller Showroom launch in Aligarh

Aligarh, 28th March, 2017: After spreading a network of Showrooms and satiating the fashion needs of Jewellery connoisseurs across the country, the trusted name in authentic jewellery, PC Jeweller sets another milestone in its success story with the launch of its 75th showroom in Aligarh, UP. Today, with the launch of this showroom, the nationally acclaimed Jewellery Brand has completed its platinum jubilee of spread across the country. Inaugurating the store of bling and fashion was the Bollywood heartthrob Malaika Arora Khan along with Mr. R.K. Sharma, COO & Executive Director of PC Jeweller. We are happy to alliance with Dinesh Jeweller (Belon Wale) as our franchise partner. The new showroom is conveniently located at **Centre Point, Samad Road, Aligarh (UP).**

Speaking on the occasion, **Mr R.K. Sharma, COO & Executive Director, PC Jeweller Ltd**, said: *"This is our 14th launch in UP. The overwhelming love and acceptance PC Jeweller has received all over the country has encouraged us to expand our network rapidly. There is ample opportunity in Aligarh to experiment and innovate with designs, as people here appreciate craftsmanship, which also is an inspiration for our designers to keep on bringing new designs and patterns. We always look forward to continue our journey with similar adulation here.*

Three other showrooms were launched today across the country at Noida (U.P), Dwarka (New Delhi) and Alwar (Rajasthan). PC Jeweller has set new standards in Jewellery business with unique designs, detailed craftsmanship, incredible schemes and services. Here anyone can check their jewellery's purity on 'Carat Meter' for free!

To make this launch even more special for the jewellery enthusiasts' of Aligarh, PC Jeweller has announced special discounts and scheme; where any customer who buys diamond jewellery will get upto 20% discount and those who prefer gold, silver jewellery or articles will get a discount of upto 20% on the making charges. Apart from these discounts, the customers also have a chance to win a **Nissan Redi-Go car** or 18 other exciting prizes. The scheme is exclusively available only at this showroom from **28th March 2017 to 21st May, 2017.**

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