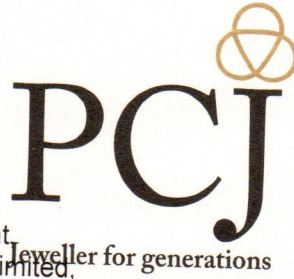


Date: September 2, 2016

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.: Intimation under Regulation 30 (Issuance of Securities)

Ref.: PC Jeweller Limited (Scrip Code: 534809, Symbol: PCJEWELLER)

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 relating to continuous disclosure requirements for listed entities and in furtherance to our earlier intimation dated July 27, 2016 regarding approval of the Board of Directors for issue of total 25,73,72,912 Compulsorily Convertible Preference Shares having face value of Rs.10/- each by way of preferential allotment on private placement basis and subject to receipt of necessary approvals to 1) Fidelity Advisor Series VIII: Fidelity Advisor Emerging Markets Fund; 2) Fidelity Emerging Markets Fund; 3) Fidelity Investment Trust: Fidelity Emerging Markets Fund; 4) Variable Insurance Products Fund II: Emerging Markets Portfolio; 5) Fidelity Investment Trust: Fidelity Total International Equity Fund; and 6) Fidelity Investment Trust: Fidelity International Small Cap Fund (hereinafter collectively referred to as the "Investors") and intimation dated July 28, 2016 regarding entering into Investment Agreement with the Investors, further inform you that after getting shareholders' approval as well as In-principle approvals of BSE Limited and National Stock Exchange of India Limited, the Board of Directors of the Company in its meeting held today i.e. September 2, 2016 allotted 25,73,72,912 Compulsorily Convertible Preference Shares having face value of Rs.10/- each for an aggregate amount of Rs.257,37,29,120/- to the Investors.

The requisite post allotment particulars are as under:

- Outcome of the Subscription:** 25,73,72,912 Compulsorily Convertible Preference Shares ("CCPS") having face value of Rs.10/- each are allotted for an aggregate amount of Rs.257,37,29,120/-.
- Issue Price / Allotted Price** : Rs.10/- per CCPS
- Conversion Price** : Rs.382.54
- Number of Investors** : Six
- Name of the Investors & Number of CCPS allotted to them:**

Sr. No.	Name of the Investor(s)	No. of CCPS
1	Fidelity Advisor Series VIII: Fidelity Advisor Emerging Markets Fund	2,08,10,176
2	Fidelity Emerging Markets Fund	3,18,65,582
3	Fidelity Investment Trust: Fidelity Emerging Markets Fund	16,94,26,966
4	Variable Insurance Products Fund II: Emerging Markets Portfolio	1,09,02,390
5	Fidelity Investment Trust: Fidelity Total International Equity Fund	35,57,622
6	Fidelity Investment Trust: Fidelity International Small Cap Fund	2,08,10,176
Total		25,73,72,912

Kindly take the information on record.

Thanking you
For **PC Jeweller Limited**

(SANJEEV BHATIA)
Chief Financial Officer

PC Jeweller Limited

Regd. & Corporate Off: C - 54, Preet Vihar, Vikas Marg, Delhi - 110 092 Ph: 011 - 49714971 Fax : 011 - 49714972

info@pcjeweller.com • www.pcjeweller.com • CIN: L36911DL2005PLC134929