PCJ

Jeweller for generations

Date: 19/12/2013

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 for opening of 40th Showroom

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

Dear Sir/Madam,

We have great pleasure in informing you that the Company is opening its 40th showroom on Saturday, December 21, 2013, at Bengaluru (Karnataka), at the following address:

No.1, 10th "A" Main 3rd Block, Opposite Cosmopolitan Club,

Jaya Nagar, Bengaluru (Karnataka)

The showroom is spread in an area of approximately 9393 sq. ft. and is segregated into three floors, the ground and first floor is dedicated to Gold jewellery and the second floor is dedicated to diamond jewellery. The showroom is grandeur in appearance accentuated by convenient amenities compiled with amicable hospitality. The showroom will house some of the company's exclusive masterpieces carved with delicacy and embedded with sparkling stones along with breathtaking polki and kundan jewellery.

Kindly treat this information as compliance under applicable clauses of the Listing Agreement and take the same on record.

Thanking you,

Your's sincerely,

For **PC Jeweller Limited**,

PC JEWELLER LIMITED New Delhi

(VIJAY PANWAR)
Company Secretary