

Date: 10/04/2013

To,
The Listing Compliance Department,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Sub.: Intimation for opening of 31st Showroom

Ref.: Symbol: PCJEWELLER Series: EQ

Dear Sir/Madam,

We have great pleasure in informing you that the Company is opening its 31st showroom on Thursday, the 11th day of April, 2013, at Jabalpur (Madhya Pradesh), at the following address:

1365-69, Pandit Bhawani Prasad Tiwari Ward (New),
Right Town Extn. (Old),
Near BSNL Telephone Exchange,
Jabalpur (M.P.)

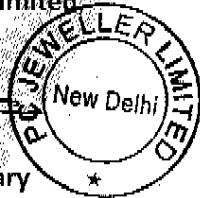
Kindly treat this information as compliance under applicable clauses of the Listing Agreement and take the same on record.

Thanking you,

Yours faithfully,

For PC Jeweller Limited


(VIJAY PANWAR)
Company Secretary



PC Jeweller Limited

Corporate Office : C - 54, IInd Floor, Vikas Marg, Preet Vihar, Delhi - 110 092 Ph. : 011 - 49714971 Fax : 011 49714972

Regd. & Head Off. : 24/2708, Bank Street, Karol Bagh, New Delhi - 110 005, INDIA

OTHER SHOWROOMS : NEW DELHI: Karol Bagh • Pitampura • Kingsway Camp • Rajouri Garden • South Extn., Part-I • GK-I • UTTAR PRADESH: Ghaziabad • Indrapuram • Noida • Lucknow • Kanpur •
HARYANA: Gurgaon • Faridabad • Rohtak • Panchkula • CHANDIGARH • UTTARAKHAND: Dehradun • Haridwar • MADHYA PRADESH: Bhopal • Indore • CHHATTISGARH: Raipur • Bilaspur •
RAJASTHAN: Jodhpur • Bhilwara • Pali • Beawar • Ajmer • PUNJAB: Ludhiana • Amritsar

10 Apr. 2013 6:21PM P1

FAX NO.: 011 49714972

FROM: PCJ PREET VIHAR