

Date: 07/02/2014

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 Clause 30 of Listing Agreement**

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

Dear Sir/Madam,

This is to inform you that the Board of Directors in its meeting held on February 7, 2014 made following appointment of directors on its Board:

- 1) Shri Miyar Ramanath Nayak has been appointed as an Additional Director of the Company in the capacity of Non-Executive Independent Director, effective from February 7, 2014; and
- 2) Shri Ramesh Kumar Sharma has been appointed as an Additional Director of the Company effective from February 7, 2014. The Board has also appointed Shri Ramesh Kumar Sharma as Whole Time Director designated as Executive Director & Chief Operating Officer of the Company, with effect from February 7, 2014, for a period of 3 years, subject to the approval of shareholders.

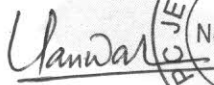
Shri Ramesh Kumar Sharma is currently employed with the Company as Chief Operating Officer.

Kindly take the information on record.

Thanking you,

Your's sincerely,

For PC Jeweller Limited,

  
(VIJAY PANWAR)  
Company Secretary



**PC Jeweller Limited**

**Regd. & Head Off. : 24/2708, BANK STREET, KAROL BAGH, NEW DELHI - 110 005 ( INDIA ) Ph.: 011 - 47104810 Fax : +91-11-28720811**