

To,

Sh Vishnu Vyas
Assistant Manager - Listing Compliance
National Stock Exchange of India Limited
Mumbai.

Dear Sir,

With reference to your mail query of today in connection with a PTI News item, we advise as under:

Query a) Whether such event/negotiations/article stated in published news were taking place? If so, you are advised to provide the said information along with the sequence of events in chronological order and the material impact of this article on the Company.

Reply: The company's expansion plans are a well publicized information. The company has been providing in writing (to investors as well as uploaded on the Exchanges and own website) its expansion plans for the next five years. In this connection we draw your attention specifically to our Q 2 FY 15 Results Analysis & Q3 FY 15 Results Analysis Presentations which contains our expansion plans. These presentations have been uploaded on the Exchanges as well.

We also confirm that the such events as stated in published news are taking place on the ground level also. The company has been adding to its retail showrooms continuously and this fact is known to every body. Hence we are of the opinion that the publication of this article will not have any material impact on the company.

Query b) Whether company are aware of any information that has not been announced to the Exchanges under clause 36 of the Listing Agreement. If so, you are advised to provide the said information and the reasons for not disclosing the same to the Exchange earlier as required under clause 36 of the Listing Agreement.

As per clause 36 of the Listing Agreement, all listed companies are required to intimate to the Exchanges all the events, information etc. that have bearing on the operation/ performance of the company which include all price sensitive information, etc. In addition, all listed companies are also required to furnish to the Exchanges on request, such information concerning the company as may be reasonably required.

Reply: The company is not aware of any information that has not been announced to the Exchanges under Clause 36 of Listing Agreement. We take our responsibilities under the Listing Agreements very seriously and try to ensure that any events, information etc which may have a bearing on the operations/ performance of the company, including price sensitive information is furnished to the Exchanges.

Yours faithfully


SANJEEV BHATIA
CFO

PC Jeweller Limited

23.02.2015

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