

Date: 27/10/2015

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.: Press Release

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

Dear Sir/Madam,

Please find enclosed herewith press release issued on the occasion of opening of Company's 56th showroom on Monday, October 26, 2015 at Gwalior (Madhya Pradesh).

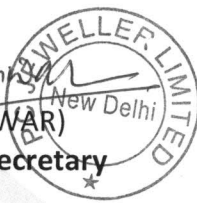
Kindly take the information on record and treat it as compliance under applicable clauses.

Thanking you.

Yours sincerely,

For PC Jeweller Limited


(VIJAY PANWAR)
Company Secretary



Encl.: As above

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

PC Jeweller celebrates its 56th showroom in India and 1st showroom in Gwalior (First Franchisee showroom of the company)
Announces Skoda Rapid Car as Bumper Prize, amongst other gifts.

Gwalior, October 26th, 2015 :

After complementing different states and the tastes of jewellery connoisseurs all around the country, PC Jeweller sets another milestone in its success story with its latest showroom in Gwalior. The new showroom is located at 1st Floor, Laddoowala Complex, Sarafa Bazar, Lashkar.

To make this launch even more special for jewellery enthusiasts, PC Jeweller has announced special discounts and offers on both diamond and gold jewellery, where any customer who buys diamond jewellery will get up to 20% discount. Customers who prefer gold will get a discount up to 20% on the making charges of the gold jewellery. The scheme is available exclusively at the Gwalior showroom from 26th October to 15th November 2015.

Speaking on the occasion, Mr. T M Lakshmikanthan, President, PC Jeweller said: "This is our fourth showroom in the Madhya Pradesh and first in Gwalior. This is the first Franchise Showroom of company. The overwhelming love and acceptance PCJ has received all over the country, has encouraged us to expand our network rapidly. There is ample opportunity in Gwalior to experiment and innovate with designs as people here appreciate craftsmanship, which also is an inspiration for designers to keep on bringing new designs and patterns. We always look forward to continue our journey with similar adulation here."

PC Jeweller has set new standards in the Jewellery business with their unique designs, detailed craftsmanship, incredible schemes and services. Here you can check your jewellery's purity on 'Carat meter' for free! What makes this launch even more exciting is the chance to win a bumper gift i.e. Skoda Rapid Car, among other prizes including diamond jewellery coupons and 91 silver coins (10 gms. each). One lucky draw coupon will be issued for every purchase of Rs. 25,000/- and in multiple thereof. The lucky draw for these prizes will be held on 29th November, 2015 at 3:00pm in the Gwalior showroom.

Other offer details:

- 1 diamond jewellery gift coupon worth Rs. 1,00,000
- 1 diamond jewellery gift coupon worth Rs. 50,000
- 2 diamond jewellery gift coupon worth Rs. 25,000
- 5 diamond jewellery gift coupon worth Rs. 10,000

The Company has 56 showrooms in 47 cities viz Delhi, Amritsar, Ludhiana, Chandigarh, Dehradun, Haridwar, Indore, Bhopal, Jabalpur, Rohtak, Faridabad, Gurgaon, Panchkula, Hisar, Bareilly, Jaipur, Jodhpur, Ajmer, Beawar, Bhilwara, Pali, Shri Ganga Nagar, Varanasi, Ghaziabad, Noida, Kanpur, Lucknow, Patna, Bhagalpur, Mathura, Raipur, Bilaspur, Ahmedabad, Vadodara, Rajkot, Mangalore, Bengaluru, Hyderabad, Ranchi, Jammu, Guwahati, Kolkata, Durgapur, Siliguri, Yamuna Nagar, Bhilai and Gwalior.

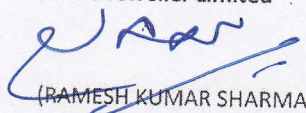
One of the leading jewellery brands in the country today, PCJ houses diverse collections in varieties of diamond, stones, gold, polki and kundan. Known for their contemporary designs and innovations, their showrooms are laced with their best collections for wedding and special occasions.

About PC Jeweller

PC Jeweller Limited is one of the leading jewellery companies in India. The company offers a wide range of products including gold jewellery, diamond jewellery and other jewellery with a thrust on diamond jewellery and jewellery for weddings.

PC Jeweller has significant jewellery manufacturing capabilities and currently has four jewellery manufacturing facilities that cater to their sales in India and abroad. The company currently has 56 showrooms at present across 47 cities in India. For additional details, please visit www.pcjeweller.com.

For PC Jeweller Limited


(RAMESH KUMAR SHARMA)
Executive Director & C.O.O.

PC Jeweller Limited

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