

Date: 21/11/2015

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.: Memorandum of Understanding with Martian Watches

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

Dear Sir/Madam,

Please find enclosed herewith intimation about the Company entering in to a Memorandum of Understanding for Technology, License and Services Agreement with Martian Watches, a California based developer for development of "Smart Jewellery".

We are looking forward to a great partnership with Martian Watches.

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

Thanking you.

Yours sincerely,

For **PC Jeweller Limited**


(SANJEEV BHATIA)
Chief Financial Officer



Encl.: As above

Memorandum of Understanding with Martian Watches

In its quest to create innovative products, PC Jeweller Limited proposes to introduce “Smart Jewellery” for the first time in India. In this connection, the Company has entered into a MoU for Technology, License and Services Agreement with Martian Watches, a California based developer of award winning smart watches, to develop Gold and Studded “Smart Jewellery” which features innovative and interchangeable design modules. These items will be utilizing Martian’s Smart jewellery device and App ecosystem and will be a unique addition to the field of wearable technology. Martian Watches is one of US based leading smart watch manufacturers with a technology experience of over 25 years.

PC Jeweller expects to display “Smart Jewellery” in the upcoming Consumer Electronics Show 2016 at Las Vegas. This “Smart jewellery” is expected to find flavor with technology conscious women who also want to make a fashion statement. It will solve genuine issues for those who prefer to leave their mobile phones in their bags but keep worrying if they have missed any important notifications like calls and messages. This smart jewellery will also enable fitness tracking features like pedometer.