

Date: 01/03/2016

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,

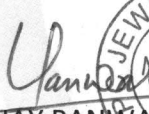
Please find enclosed herewith press release issued on the occasion of opening of Company's 60th showroom on Sunday, February 28, 2016 at Udaipur (Rajasthan).

Kindly take the information on record.

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

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PC Jeweller celebrates at its 60th showroom and 1st showroom in Udaipur. Announces Honda City Car as Bumper Prize, amongst other gifts.

Udaipur, February 28th, 2016:

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 New showroom in Udaipur.

The new showroom is located at PLOT NO 20, Residency Road, Udaipur (Rajasthan). The showroom exhibits large collection varieties of Gold, Diamond & Silver Jewellery. The showroom is spread across a total area of 2,008 sq.ft.

The event was graced by the presence of **Shilpa Shetty** (Bollywood Actress). To make this launch even more special for jewellery enthusiasts, PC Jeweller has announced special discounts and schemes on both diamond and gold jewellery, where any customer who buys diamond jewellery will get up to 20% discount. Customers who prefer to buy gold jewellery will get a discount up to 20% on the making charges. The scheme is available exclusively at the **Udaipur** showroom from **28th February to 27th March 2016**.

Speaking on the occasion, **Mr. R. K. Sharma, Executive Director & COO.**, said: *"This is our eighth showroom in Rajasthan and our first one in Udaipur city. 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 Udaipur 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. **Honda City Car**, among other prizes including diamond jewellery coupons and **38 silver coins** (10 gms. each). One lucky draw coupon will be issued for every purchase of **Rs. 25,000/-** and above, in multiples of Rs. 25,000/-. The lucky draw for these prizes will be held on **3rd April, 2016 at 3:00pm** in the **Udaipur** showroom.

Other offer details:

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

About PC Jeweller Limited

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 known for their contemporary designs and innovations, their showrooms are laced with their best collections for wedding and special occasions.

The Company has 60 showrooms in 50 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, Jamshedpur, Gwalior, Bhopal, Gaya and Udaipur.

PC Jeweller has significant jewellery manufacturing capabilities and currently has four jewellery manufacturing facilities that cater to their sales in India and abroad. For additional details, please visit www.pcjeweller.com.

For Further details please contact:

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For PC Jeweller Limited

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