

Date: 05/07/2016

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 63<sup>rd</sup> showroom on Sunday, July 3, 2016 at Bhubaneswar (Odisha).

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

info@pcjeweller.com • www.pcjeweller.com • CIN: L36911DL2005PLC134929



**PC Jeweller celebrates at its 63rd showroom in India and 1<sup>st</sup> showroom in Bhubaneswar.**

**Announces Renault Duster Car as Bumper Prize, amongst other gifts.**

**Bhubaneswar, July 3rd, 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 **Bhubaneswar (Odisha)**.

The new showroom is located at **B-59, Sahid Nagar, Opposite Rama Devi Women's Collage, Bhubaneswar**. The showroom is segregated into two floors. The ground floor exhibits gold jewellery, whereas the first floor houses the diamond & silver jewellery section with an exquisite lounge to make your experience even more vivacious and momentous. The showroom is spread across a total area of **6,400 sq.ft.**

The event was graced by the presence of **Ms. Yami Gautam** (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 **Bhubaneswar** showroom from **3rd July to 15th August, 2016**.

Speaking on the occasion, **Mr. R. K. Sharma, Executive Director & COO**, said: *"This is our first launch in Bhubaneswar 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 Bhubaneswar 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. **Renault Duster Car**, among other prizes. 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 **21st August, 2016 at 3:00 p.m.** in the **Bhubaneswar** showroom.

The Company has 63 showrooms in 52 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 Bhilai, Gaya, Udaipur, Dhanbad and Bhubaneswar. 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 and listed on BSE Limited and National Stock Exchange of India Limited. 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.

In addition to 63 showrooms, PC Jeweller has significant jewellery manufacturing capabilities and currently has five jewellery manufacturing facilities that cater to their sales in India and abroad. For additional details, please visit [www.pcjeweller.com](http://www.pcjeweller.com).

#### For Further details please contact:

Rahul Jain - Media Head, PC Jeweller Ltd.

Email: [rahul.jain@pcjewellers.com](mailto:rahul.jain@pcjewellers.com) | T: +91-11-49714971

For PC Jeweller Limited

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