

Date: 03/10/2016

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 66th showroom on Sunday, October 2, 2016 at Gorakhpur (U.P.).

Kindly take the same on record.

Thanking you.

Yours sincerely,

For PC Jeweller Limited


(VIJAY PANWAR)
Company Secretary



Encl.: As above

PC Jeweller Limited

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**PC Jeweller celebrates at its 66th showroom in India and 1st showroom in Gorakhpur.
Announces Nissan Redi-Go Car as Bumper Prize, amongst other gifts.**

Gorakhpur, October 2nd, 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 **Gorakhpur**.

The new showroom is located at **Zahid Building, In Front Baldeo Plaza, Golghar, Gorakhpur (UP)**. The showroom is segregated into two floors. The ground floor exhibits gold jewellery, whereas the first floor houses the diamond & silver jewellery section.

The event was graced by the presence of **Ms. Raveena Tandon** (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 **Gorakhpur** showroom from **2nd October to 6th November, 2016**.

Speaking on the occasion **Mr. R. K. Sharma, Executive Director & C.O.O & Mr. T.M Lakshmikanthan, President (HR & Business Development), PC Jeweller**, said: *"This is our sixth showroom in Uttar Pradesh & our first one in Gorakhpur. 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 Gorakhpur 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. **Nissan Redi-Go Car** and lot more other gifts. 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 the prize will be held on **20th November, 2016 at 3:00 pm** in the Gorakhpur showroom.

Others offer details:

- 1 Honda Activa
- 1 Samsung LED 40 inch
- 5 Samsung Mobile Phones
- 11 Gold coins of 1 gm each

The Company has 66 showrooms in 53 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, Bhubaneswar and Gorakhpur. 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 its contemporary designs and innovations, the company's showrooms are laced 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.

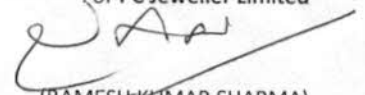
In addition to 66 showrooms, PC Jeweller has significant jewellery manufacturing capabilities and currently has five jewellery manufacturing facilities that cater to their sales in India and abroad. For additional details, please visit www.pcjeweller.com.

For Further details please contact:

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For PC Jeweller Limited


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