



# PCJ

Date: 09/10/2017

To,  
The Listing Compliance Department,  
BSE Limited,  
P. J. Tower, Dalal Street,  
Mumbai – 400 001

To,  
The Listing Compliance Department, **Jeweller for generations**  
National Stock Exchange of India Limited,  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (East), Mumbai - 400051

**Sub.: Signing of Bollywood superstars Akshay Kumar and his wife Twinkle Khanna  
as Brand Ambassadors**

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

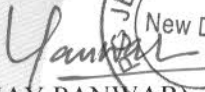
Dear Sir / Madam,

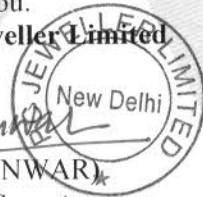
PC Jeweller is proud to announce signing of Bollywood superstars Akshay Kumar and his wife Twinkle Khanna as Brand Ambassadors for PC Jeweller. This association will leverage on the Undying popularity and Effervescence of the couple, as they represent the underlying brand promise and core values of brand PC Jeweller. The association with them is congruent to the brand's next leg of pan India expansion. The Company is launching TV Commercials during ongoing festive season with the Brand Ambassadors, which have been directed by renowned Indian filmmaker R. Balki.

This is for your information and record.

Thanking you.

For **PC Jeweller Limited**

  
(VIJAY PANWAR)  
Company Secretary



**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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