

Date: 21/03/2017

To,

The Listing Compliance Department,

BSE Limited,

P. J. Tower, Dalal Street,

Mumbai - 400001

To,

The Listing Compliance Department,

National Stock Exchange of India Limited,

Exchange Plaza, Bandra Kurla Complex,

Bandra (East), Mumbai - 400051

Sub.: Intimation of opening of 4 new showrooms

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

Dear Sir/Madam,

We have great pleasure in informing that our Company is opening 4 new showrooms on **Tuesday, March 28, 2017**. The new showrooms will be located at the following addresses:

- 1) Shop No. 8, Logix City Centre Mall, BW 58, Sector 32, Noida (U.P.)
- 2) Shop No. G 9 G 13, HL Wings, Plot No. 2, Pocket 4, Sector 11, Dwarka, New Delhi
- 3) Plot No. 5, Shri Shantisagar Tower, Near Ghanta Ghar, Alwar (Rajasthan)
- 4) Centre Point, Samad Road, Aligarh (U.P.)

After opening of these 4-showrooms, the Company will have total 75 showrooms located across 58 cities in India.

Kindly take the information on record.

Thanking you.

Yours sincerely,

For PC Jeweller Limited

(VIJAY PANWAR)

Company Secretary

PC Jeweller Limited