

Date: 27/04/2017

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 April 26, 2017 at the opening of new showroom of the Company at Meerut (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**

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 77<sup>th</sup> showroom in India and 1st showroom in Meerut.  
Announces Renault Kwid Car as Bumper Prize, amongst other gifts.

  
**PCJ**  
Jeweller for generations

Meerut, April 26th, 2017:

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 franchise showroom in Meerut. We are happy to alliance with Shree Lalateshwari Buildwell Pvt. Ltd. as our franchise partner.

The new showroom is located at **Garh Road, Near Nai Sadak, Meerut (UP)**. The Showroom exhibits large collection and varieties of Gold, Diamond & Silver Jewellery.

The event was graced by the presence of Famous Bollywood Actress **Ms. Yami Gautam**. 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 upto 20% discount. Customers who prefer to buy gold jewellery will get a discount of upto 20% on the making charges. The scheme is available exclusively at the PC Jeweller Meerut showroom from **26<sup>th</sup> April to 21<sup>st</sup> May, 2017**.

Speaking on the occasion **Mr. R. K. Sharma, (Executive Director & C.O.O.) PC Jeweller**, said: *"This is our 15th showroom in UP and first showroom in Meerut City. The overwhelming love and acceptance PCI has received all over the country, has encouraged us to expand our network rapidly. There is ample opportunity in Meerut 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 Kwid Car**, 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 **28<sup>th</sup> May, 2017 at 3:00 pm** in PC Jeweller Meerut showroom, including a lot more diamond Jewellery gifts.

Others Offer Details :

- 1 Honda Activa.
- 1 Samsung 40 inch LED.
- 5 Samsung Mobile.
- 11 Gold Coins 1gm each.

The Company has 77 showrooms in 60 cities viz Delhi, Amritsar, Ludhiana, Chandigarh, Dehradun, Haridwar, Indore, Bhopal, Jabalpur, Rohtak, Faridabad, Gurgaon, Panchkula, Hisar, Bareilly, Jaipur, Jodhpur, Ajmer, Beawar, Bhilwara, Pali, Sri 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, Agra, Allahabad, Aligarh, Alwar, Sonapat, Hapur and Meerut. 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 77 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@pcjeweller.com](mailto:rahul.jain@pcjeweller.com) | T: +91-11-49714971

For PC Jeweller Limited

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

**PC Jeweller Limited**

REGD. & CORPORATE OFF: C - 54, PREET VIHAR, VIKAS MARG, DELHI - 110 092 PH: 011 - 49714971 FAX : 011 - 49714972

[info@pcjeweller.com](mailto:info@pcjeweller.com) • [www.pcjeweller.com](http://www.pcjeweller.com) • CIN: L36911DL2005PLC134929