

Date: 19/04/2017

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 76th Showroom

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

Dear Sir/Madam,

We have great pleasure in informing that the Company is opening its new showroom on Sunday, April 23, 2017, at Hapur (U.P.), at the following address:

524/5, Ahata Anand Swaroop, Garh Road,

Hapur (U.P.)

After this the Company will have total 76 showrooms located across 59 cities in India.

Kindly take the information on record.

Thanking you.

Yours sincerely,

For PC Jeweller Limited

(VIJAY PANWAR

Company Secretary