



Date: November 9, 2020

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

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

**Sub.: Management Presentation**

Dear Sir / Madam,

Please find enclosed herewith Management Presentation on the standalone financial results of the Company for the quarter and six months ended September 30, 2020.

Kindly take the same on record.

Thanking you.

Yours sincerely,  
For **PC Jeweller Limited**

(SANJEEV BHATIA)  
Chief Financial Officer \*

Encl.: As above



**PC Jeweller Limited**

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**PC Jeweller**

PC JEWELLER LTD

Results Presentation

November 9<sup>th</sup>, 2020

# Safe Harbor



PC Jeweller

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## *Financial Updates*



# Quarterly highlights

Q2 FY 2021 Sales : Rs 382 crores

Q2 FY 2021 EBITDA : Rs 49 crores

Q2 FY 2021 PBT : Rs (62) crores

Q2 FY 2021 PAT : Rs (48) crores

Q2 FY 2021 Domestic Retail Sales : Rs 327 crores

Q2 FY 2021 Domestic EBITDA : Rs 78 crores

Q2 FY 2021 Export Sales : Rs 55 crores

- **The company's domestic turnover in Q2 FY 2021 has improved 6 folds in comparison to Q1 FY 2021.**
- **The Q3 turnover till date is very encouraging and the company is confident of regaining a large percentage of its pre-covid performance in current quarter.**



# Highlights: Overall Business



PC Jeweller

Particulars (Rs. Crores)	Q2 FY 2021	Q1 FY 2021	H1 FY 2021	H1 FY 2020
<b>Revenue from Operations</b>	<b>382</b>	<b>47</b>	<b>429</b>	<b>2,473</b>
Domestic Retail	327	47	374	2,254
Exports	55	-	55	219
<b>Gross Margins (%)</b>	<b>23.8%</b>	<b>16.5%</b>	<b>23.0%</b>	<b>15.9%</b>
Domestic Retail	28.2%	16.6%	26.7%	17.3%
Exports	(2.6%)	-	(2.7%)	2.6%
<b>Expenses (% of total Revenue)</b>				
Employee Expenses	2.6%	12.2%	3.6%	1.6%
Advertisements	0.1%	0.2%	0.1%	0.3%
Rentals	0.1%	-	0.3%	0.1%
Other Income	5.0%*	9.8%	(1.5%)	(1.0%)
Other Costs	3.1%	58.4%	3.3%	2.2%
<b>EBITDA Margins</b>	<b>12.9%</b>	<b>52.7%</b>	<b>17.2%</b>	<b>12.7%</b>
<b>PBT Margins</b>	<b>(16.2%)</b>	<b>(173.8%)</b>	<b>(33.4%)</b>	<b>4.7%</b>

- The overall other income is negative during the quarter on account of forex loss.



## Highlights: Domestic Business



PC Jeweller

Particulars (Rs. Crores)	Q2 FY 2021	Q1 FY 2021	H1 FY 2021	H1 FY 2020
Revenue from Operations	327	47	374	2,254
Gross Margins (%)	28.2%	16.6%	26.7%	17.3%
EBITDA Margins (%)	23.9%	15.3%	22.9%	14.0%

## Highlights: Export Business

Particulars (Rs. Crores)	Q2 FY 2021	Q1 FY 2021	H1 FY 2021	H1 FY 2020
Revenue from Operations	55	-	55	219
Gross Margins (%)	(2.6%)*	-	(2.7%)	2.6%
EBITDA Margins (%)	(53.6%)	-	(21.8%)	(0.7%)

- The export margins are negative only due to the gap between foreign exchange rates of import and export stipulated by CBIC.



## *Business Updates*





# Business update – Q2 FY 21



PC Jeweller

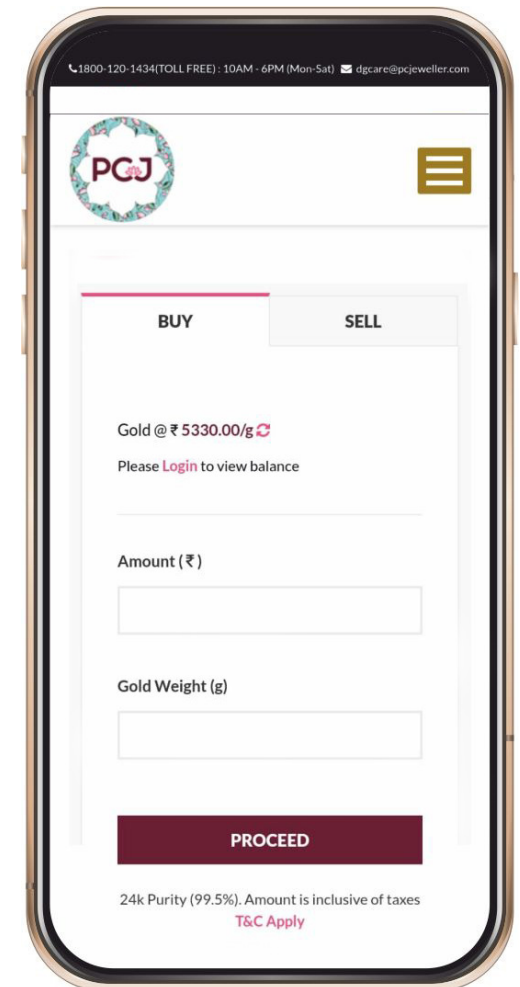
- Though the impact of Covid -19 had started declining marginally in Q2, the company continued to face the head winds of the pandemic. The impact of the localized lock downs continued to be felt right through the months of July & August. The September month was marked by the shradh as well as “ Adikmas” which is considered as an inauspicious period.
- The company has taken a very conservative stand on re-opening of its stores and maintained all the safety protocols and followed all the applicable guidelines in this aspect
- This year due to Adikmas there was an additional period between the end of shradhs and the beginning of navratras. The navratras therefore this year started only from 17<sup>th</sup> of October.
- The company has however utilized this opportunity to not only rationalize its operating expenditure at all levels but it has also introduced new designs and variety with higher making charges as well as higher percentage of diamond jewellery sales.
- This has resulted in improvement of domestic gross margins from 18.06% to 27.74% on a QoQ basis and from 17.25% to 26.35% on a YoY basis.
- The company has also reduced its running expenditure from Rs 64.50 cr to Rs 20.04 cr on a QoQ basis and from Rs 105.48 cr to Rs 30.34 cr on a YoY basis.
- There are no major changes in the company’s balance sheet figures. The company’s debt equity ratio continues to remain in the comfort zone in spite of the losses.
- The realization of old export receivables was to the tune of Rs 93.09 cr during Q2. The pace of recoveries has picked up during Q3.



# PCJ – The First Jeweller to launch Digital Gold



- PCJ has launched Digital Gold. Customers can buy digital gold (99.5% purity) for as low as Rs 100/-
- Customers now have an opportunity to accumulate gold over time in small quantities as an investment
- Customers can redeem their digital gold accumulated by purchasing jewellery, coins or sell for money
- USP for PCJ Digital Gold is that it can be redeemed against jewellery as well. Other digital gold providers do not offer this
- Customers can create Systematic Investment Plan to accumulate gold overtime and get benefit of averaging of prices
- Gifting option also available for customers and during current times this will become a preferred option
- We have seen good traction both at showrooms and online since launch



# Sub Brand



PC Jeweller



Coined from the Sanskrit word 'ashva', the name Azva symbolizes the seven vows every couple takes/says on their wedding day. Azva celebrates the wedding vows with 22-karat Indian gold jewellery designs that are resplendent.



# Sub Brand



LoveGold has ignited the world's desire for Gold jewellery with the new generation. It has achieved to combine powerful elements like style, designers and jewellery to create aspirational content for the youth.



# Sub Brand



PC Jeweller

## MIROSA

EVERYDAY JEWELLERY

The Mirosa woman is younger, With aspirations and desires, she wants to be a part of this beautiful universe. She wants to stand out, she wants to leave her mark. A collection which has a variety of range for *working women*.



# Sub Brand



PC Jeweller

## Inayat

Weddings are celebrated in the most colorful and vivid way. Every occasion is important. So is the jewelry adorned to complete your ensemble. Inayat is the wedding wear for every occasion.



# Sub Brand



PC Jeweller

## Swarna dhardhar

An innate ode to the colorful mosaic of Royal Rajasthan. A collection which uniquely personifies the Grandeur of the state embedded with the spirits of crafts which have been meticulously passed on from the generations.



# Collection



PC Jeweller

## Lal Quila

A Nation's Culture; Carved in Gold!

A place where our company PC Jewellers has its innate roots. Drawing inspiration from the Lal Quila's intricacy of the architecture. The collection incorporates never used before technique of "Mokumegane" made in 22k Gold which makes the collection exclusive and unique.





# THE NEW NORMAL - MASKS



PC Jeweller



PCJ has launched designer silver inlaid masks which merge practicality with luxury.



# Rakhi Special – Silver Diamond Rakhi Bracelets



PC Jeweller



Silver Diamond Rakhi Bracelet



# Rakhi Special – Silver Diamond Rakhi Bracelets



PC Jeweller



Silver Diamond Rakhi Bracelet

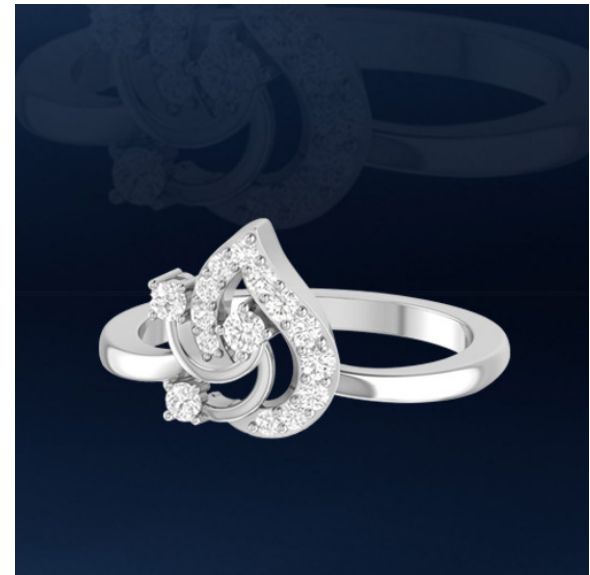


# New Launch - Diamond Jewellery in Silver



PC Jeweller

Precious diamond jewellery in silver which combines elegance and beauty with economy





PC Jeweller

Thank you

