

Date: November 23, 2016

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

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

Sub.: Management Presentation

Dear Sir/Madam,

Please find enclosed herewith the Management Presentation on the financial results of the Company for the quarter ended September 30, 2016.

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

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 Ltd

Results Presentation

November 23rd, 2016

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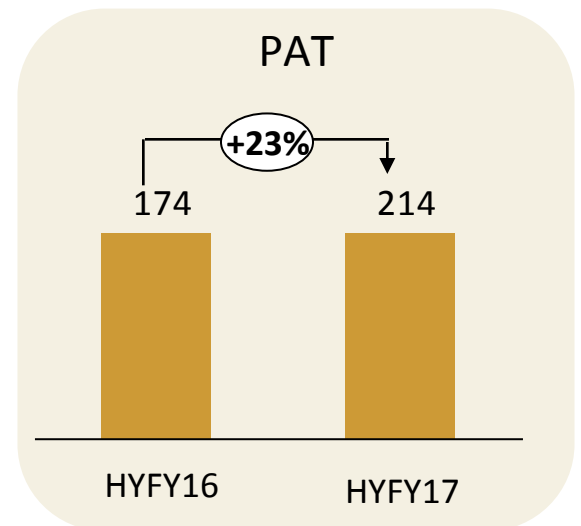
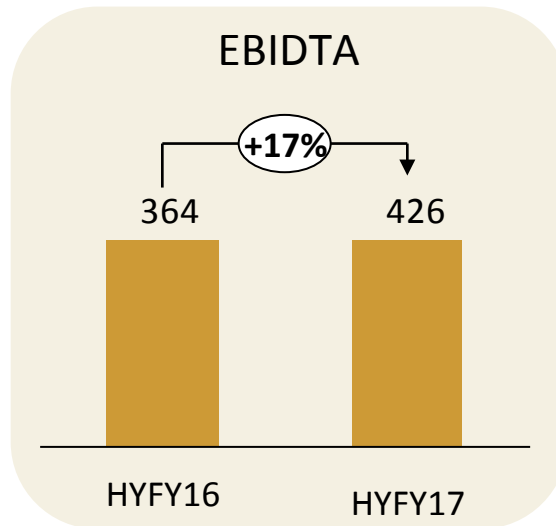
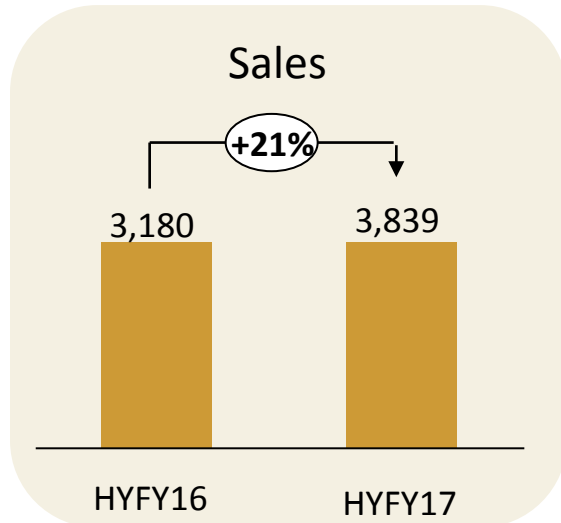
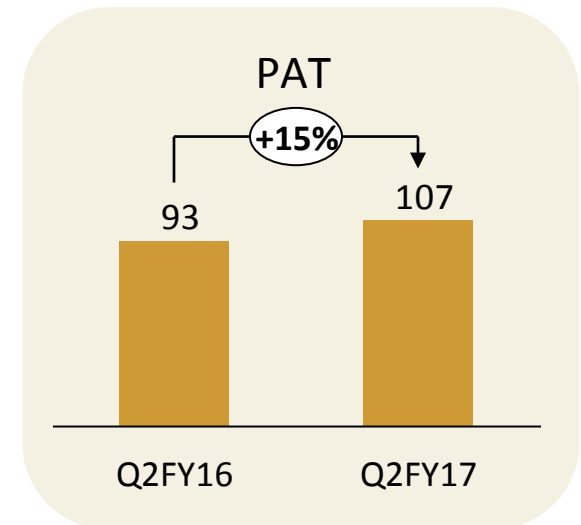
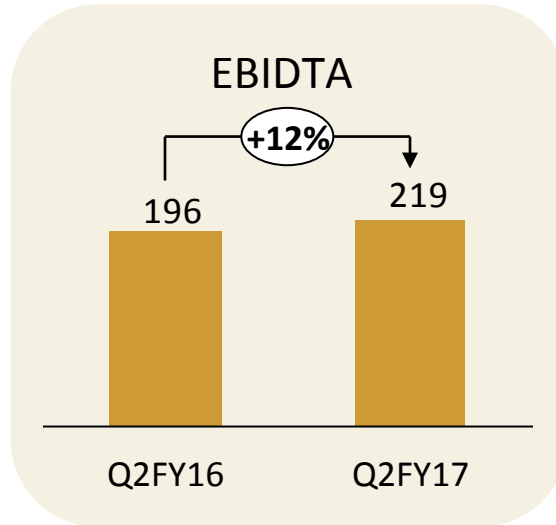
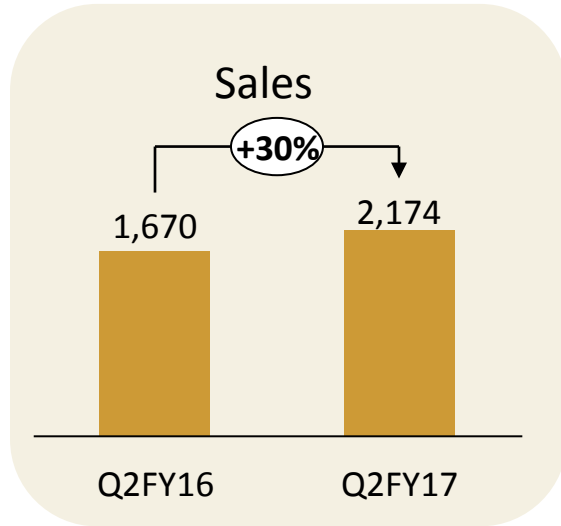
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Q2FY17 Performance highlights (Overall)

Rs Crs



Highlights: Overall Business



Particulars (Rs. Crores)	Q2 FY 2017	Q2 FY 2016*	H1 FY 2017	H1 FY 2016*
Revenue from Operations	2,174.29	1,669.59	3,838.75	3,180.24
Domestic Retail	1,422.38	1,293.37	2,472.15	2,242.92
Exports	751.92	376.22	1,366.59	937.32
Gross Margins (%)	12.43%	14.56%	13.76%	14.49%
Domestic Retail	14.33%	17.88%	17.06%	17.42%
Exports	8.84%	3.13%	7.80%	7.49%
Expenses (% of total Revenue)				
Employee Expenses	0.82%	1.05%	0.99%	1.09%
Advertisements	0.23%	0.43%	0.26%	0.47%
Rentals	0.55%	0.65%	0.61%	0.67%
Other Costs	0.76%	0.67%	0.82%	0.83%
EBITDA Margins	10.07%	11.76%	11.09%	11.43%
PBT Margins	7.02%	8.11%	7.81%	7.85%
PAT Margins	4.92%	5.55%	5.56%	5.47%

*The FY 2016 figures have been restated to conform to IND AS norms



Business Updates



Demonetisation – A Positive Move

Immediate Effect

- ✓ The Wedding jewellery demand only partially effected by this move
- ✓ Short-term impact on Cash sales (~32% of overall sales) - Till normalisation of cash exchange by Banks
- ✓ Strong Balance Sheet position capable to take care of any business disruption for 1-2 months

Long Term Benefit

- ✓ Regularising the industry
- ✓ Increasing Transparency
- ✓ Demonetisation is in continuation of the steps taken to benefit the organised sector:
 - ✓ Excise duty
 - ✓ PAN numbers above Rs 2 lac sales
 - ✓ Compulsory Hallmarking



Business Updates

Store opening

- ✓ 5 new stores opened in Bhogal, RDC Ghaziabad, Najafgarh (in NCR) and Agra & Gorakhpur (Franchisee)

New collection - Inayat

- ✓ New 'Inayat' Wedding Jewellery launched which blends modern style with classic traditions and draws inspiration from a simple yet elegant element 'the leaf'

Azva

- ✓ Collection by 'Azva' launched in the festive and wedding season with 200 new designs
- ✓ 15 retailers apart from PCJ on board

WearYourShine.com

- ✓ Well established as a marketplace with 30 renowned brands live
- ✓ Growing at a steady pace
- ✓ Targeting young working women



Pan India Presence

Key Brands Strengths



flexia



WEARYOURSHINE.COM



Map not to scale



New Showrooms

Agra, UP



RDC Ghaziabad, UP



Gorakhpur, UP



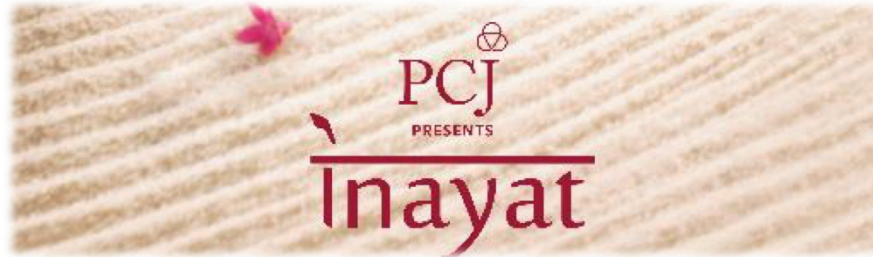
Najafgarh, Delhi



Bhogal, Delhi



'Inayat' wedding jewellery



'Azva' new collection

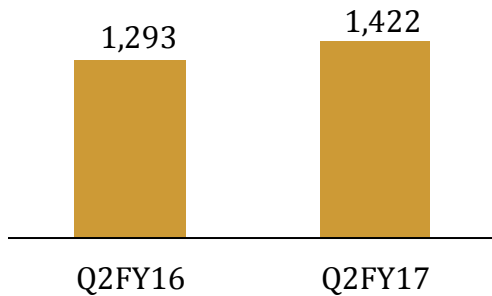


Financial Updates

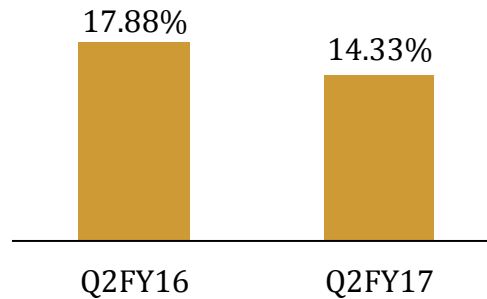


Highlights: Domestic Retail

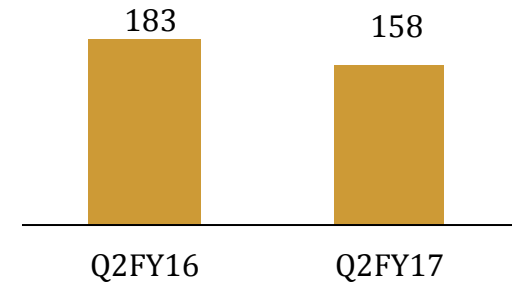
Revenue



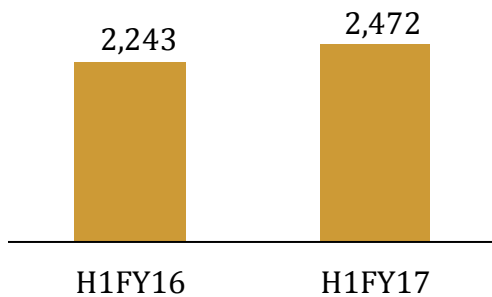
Gross Margin



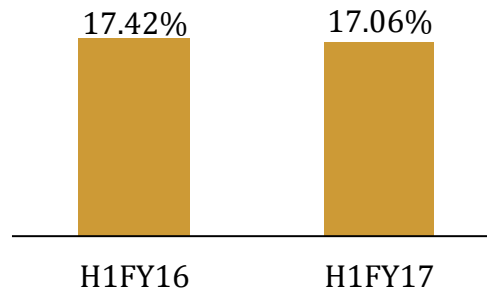
EBIDTA



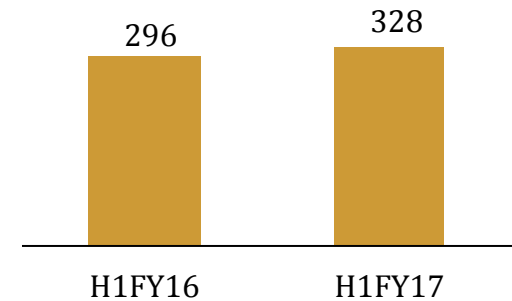
Revenue



Gross Margin

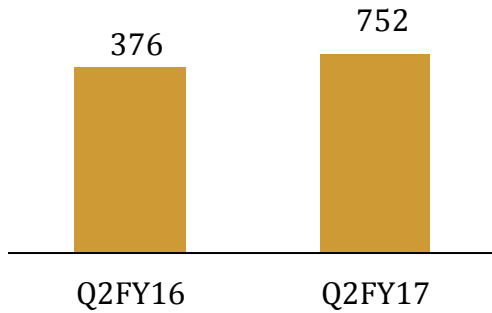


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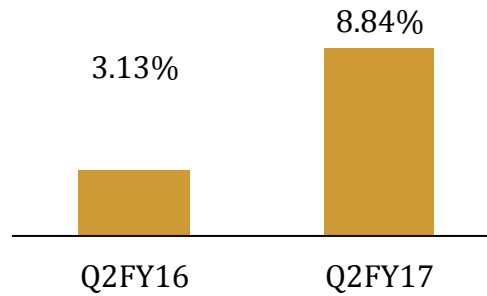


Highlights: Export Business

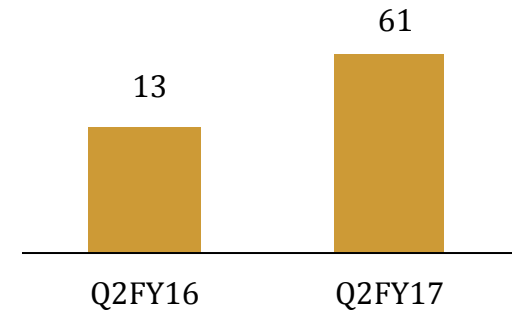
Revenue



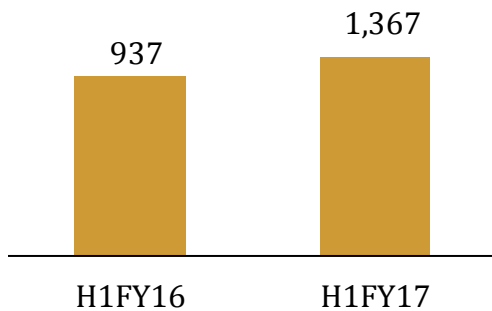
Gross Margin



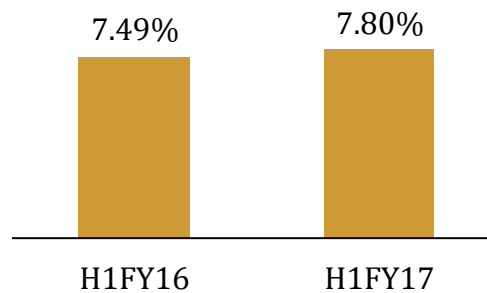
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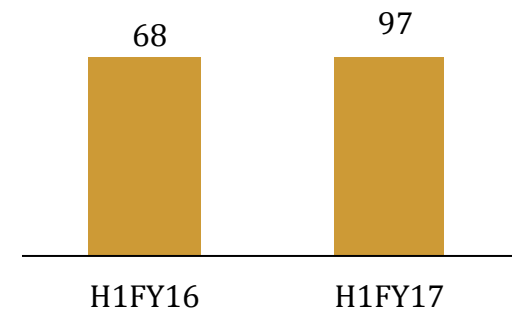
Revenue



Gross Margin



EBIDTA



Financial Analysis

✓ Revenue Analysis

- ✓ On Q-o-Q basis, the percentage of Exports have improved from 22.53% to 34.58%
- ✓ On Y-o-Y basis, the percentage of Exports have improved from 29.47% to 35.60%
- ✓ Going forward, the percentage of Exports on an annual basis is expected to stabilise around 33%
- ✓ The company has added FLEXIA range of jewellery to its export portfolio and going forward , plans to add 'Ázva' also to the same.
- ✓ On the Domestic front, the company continues to increase its presence in its existing area of operations as well as new territories.

✓ Margin Analysis

- ✓ On Y-o-Y basis, the overall Gross Margins, including segmental margins have remained stable.
- ✓ On Q-o-Q basis, the Domestic Gross Margins have declined due to decline in the studded jewellery percentage
- ✓ On Q-o-Q basis, the Export Gross Margins have improved due to export of high margin FLEXIA as well as benefit of Rupee depreciation

✓ Costs Analysis

- ✓ The company's cost have remained stable



For further information, please contact:

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