

Date: November 13, 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

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

Sub.: Management Presentation

Dear Sir/Madam,

Please find enclosed herewith the Management Presentation on the un-audited standalone financial results of the Company for the quarter ended September 30, 2017.

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

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PC Jeweller Ltd

Results Presentation

November 13th, 2017

Safe Harbor



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Quarterly highlights

Q2 2018 Domestic Retail PAT : Rs 124.7 crores (49.94% growth over Q2 2017)

Q2 2018 Domestic Retail EBITDA : Rs 224.9 crores (42.74% growth over Q2 2017)

Q2 2018 Domestic Retail Sales : Rs 1,850.9 crores (30.13% growth over Q2 2017)

Q2 2018 PAT : Rs 150.6 crores (40.78% growth over Q2 2017)

Q2 2018 EBITDA : Rs 299.2 crores (36.65% growth over Q2 2017)

Q2 2018 Sales : Rs 2,622.3 crores (20.61% growth over Q2 2017)

H1 FY 2018 Domestic Retail PAT : Rs 246.6 crores (38.55% growth over H1 FY 2017)

H1 FY 2018 Domestic Retail EBITDA : Rs 437.9 crores (33.40% growth over H1 FY 2017)

H1 FY 2018 Domestic Retail Sales : Rs 3,233.5 crores (30.80% growth over H1 FY 2017)

H1 FY 2018 PAT : Rs 286.4 crores (34.19% growth over H1 FY 2017)

H1 FY 2018 EBITDA : Rs 553.8 crores (30.11% growth over H1 FY 2017)

H1 FY 2018 Sales: Rs.4,740.8 crores (23.50% growth over H1 FY 2017)



Business Updates



Business Updates – Q2 FY 18

- The Second Quarter of this FY has been a very eventful and active quarter for the company and which has seen several changes and developments. The company has however, managed these changes well and gained market share in the retail jewellery market.
- The GST regime was made operational in the month of July. This is a very major structural change and has resulted in a major disruption for the unorganized players in all the sectors of the economy. However, its impact is seen to be higher in jewellery sector because of the much higher percentage of unorganized segment in this sector. Demonetisation and implementation of the Goods and Services Tax are helping us to increase market share as the industry is getting organised, Also the GST on jewellery has been set at 3 percent – we are very much satisfied with this level
- The retail jewellery segment is now witnessing a major shift of customers towards the organized players. From around 10% in 2008, the share of organised jewellery chains in the country's overall jewellery sales has increased to about 30%~35% now and this share is only increasing every annum.



Business Updates – Q2 FY 18

- The company has taken cognisance of this new business environment and feels that this is the right time to increase its growth pace and grab the maximum market share. Some of the steps taken by it in this direction include:
 - ✓ Increasing physical presence by opening both company owned as well as franchisee stores.
 - ✓ Aggressive advertising across print , electronic and digital media. The company has signed on the famous Bollywood couple of Akshay Kumar and Twinkle Khanna as its Brand Ambassadors during the 2nd quarter . The company's new advertisements featuring these two stars have been very well received by the public. The company is also using the various digital advertising methods to increase its reach across various customer segments.
 - ✓ Expanding its reach beyond the wedding jewellery. The company is predominately a wedding jewellery player but is now reaching out to consumers in the segment consisting of daily wear, causal wear and party wear. It is also reaching out to the younger generation by launching a number of collections which appeal to them both in designs and price points. The company has launched four new collections during the second quarter. These collections are ; Amalia, Sway with me, Holy Spin and Grecia and are in line with its strategy of being a one stop jewellery destination for all age groups and all occasions.



Business Updates – Q2 FY 18

- ✓ Revamping and relaunching its online vertical under a new name of Aucent.com which is a more contemporary and an excellent way to reach out and connect to the younger generation, which would be entering the wedding jewellery segment in the coming years. The company also wants to built up on its online offline synergy as it has observed that many consumers browse online and then visit the physical stores for actual shopping.
- ✓ Strengthening the manufacturing and designing strengths of “AZVA” We are putting up a new manufacturing unit at Jaipur & also collaborated with University of Arts, London, for creating an international range of designs for AZVA. The company has also purchased a new brand “LOVEGOLD” originally owned by WGC which is a youth oriented international jewellery brand.
- The government had brought the jewellery under the ambit of PMLA on 23rd August 2017, which necessitated obtaining an ID of any consumer purchasing jewellery above Rs 50,000/-. This new ruling was brought in during the “shraadh” period which normally witnesses low sales. However, it had started affecting the market sentiment adversely and there has been some loss in the sales due to the same. The Government, however suspended the applicability of this Act in the first week October after receiving several representations from the jewellery associations.



Business Updates – Q2 FY 18

- The export business of the company has remained stable during the quarter, both in the topline as well as bottom line. Going forward also we expect this vertical to grow at a relatively moderate rate and at a much lower pace than the domestic vertical.
- The company's Franchisee vertical continues to expand with a total of 4 additional franchisee stores opened during the first half. In addition the company has opened 5 own stores as well during the same period.



‘AZVA’

Product Design

- New collection for the season introduced with 150+ new designs including new studded range with uncut diamonds in handcrafted gold.



Upstream integration (AZVA)



- Own manufacturing unit in Mumbai now fully operational integrated to the in-house design studio.
- The facility is contributing to increasing share of in-house volumes, better margins and greater exclusivity on design and craftsmanship.
- Developed new products with Japanese technique 'Mokume-Gane' with leading German master designer, first time ever in India.
- New manufacturing facility on 1600 Square meter plot with 13000 sft built up space (expandable to 30,000+ sft) acquired in prime jewellery manufacturing zone in Jaipur, to be made operational in Q3.



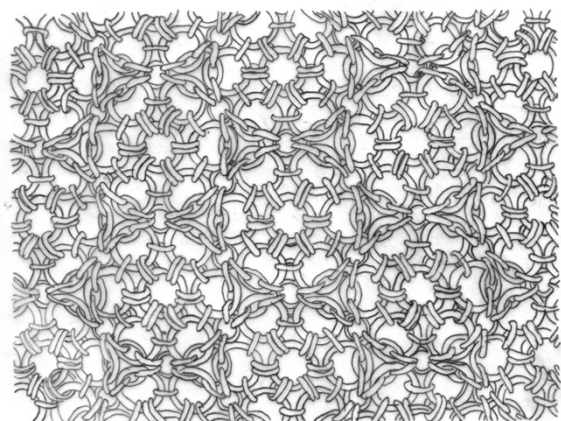
Designed and manufactured in LPTPL's Mumbai facility

Highlight – Retail (AZVA)

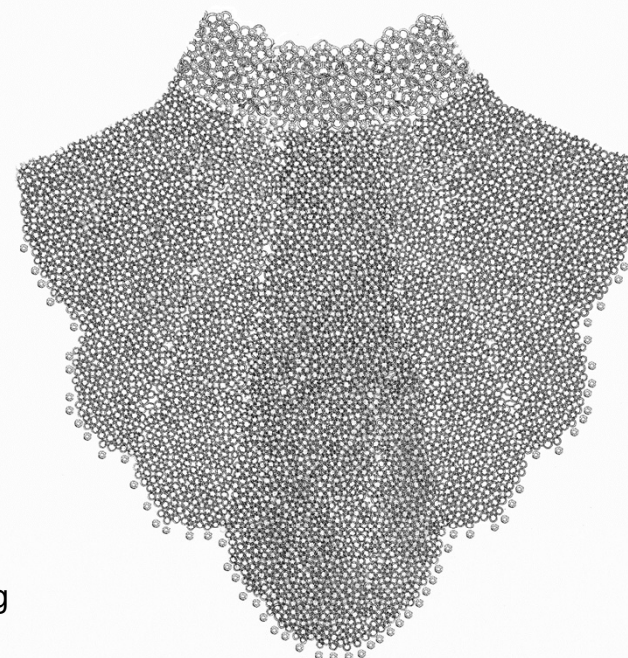
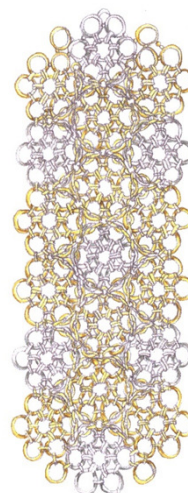
Prominent branding in AZVA brand lounges and zones in 32 leading stores in India



Collaboration with University of Arts, London (AZVA)



Design pattern with Seven circles symbolising the seven vowels, core idea of the brand.



Finest of Indian handcrafting interpreted by designers with western sensibilities in a wide array of designs – statement showstopper to everyday contemporary products



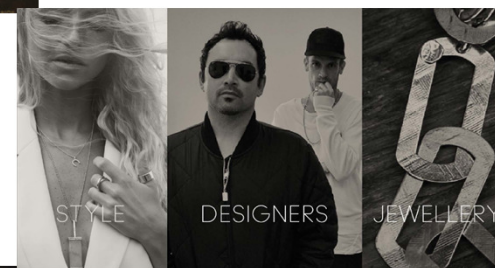
New Campaign Imagery (AZVA)

- Contemporary bridal and “Life Beyond Lockers”



New brand acquisition (AZVA)

- LPTPL signed agreement to acquire **LoveGold**.
- Created in 2012 by the World Gold Council, LoveGold is a unique global digital ecosystem leveraging style, designers and jewellery.
- Community of 700K global jewellery audience with a high desire to buy jewellery online.
- Instantly appealing name and sharp brand identity with registered trademarks in key global geographies.
- LPTPL will leverage its upstream capabilities to develop and promote youth oriented products across key markets



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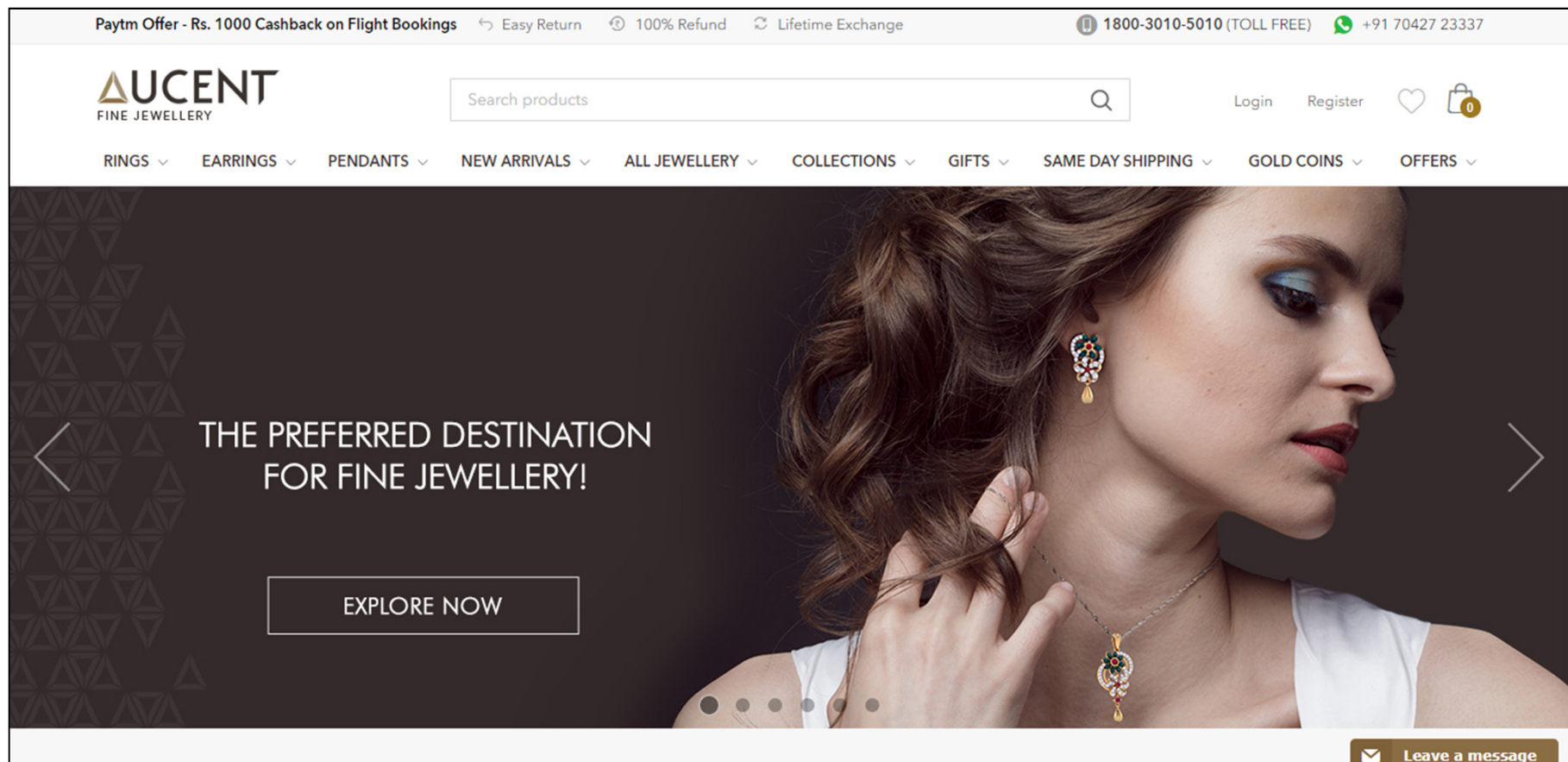
 **AUCENT**
FINE JEWELLERY



WearYourShine.com is now Aucent.com



We have rebranded and relaunched our online portal with a fresh look and brand new features.



Aucent.com – What's New

Online-Offline Integration

- Integrated inventory of stores in Delhi / NCR with online database for ready dispatch of orders
- 1,000+ designs available for shipping the same day
- Rolling out for rest of the stores in process

New Products / Collections

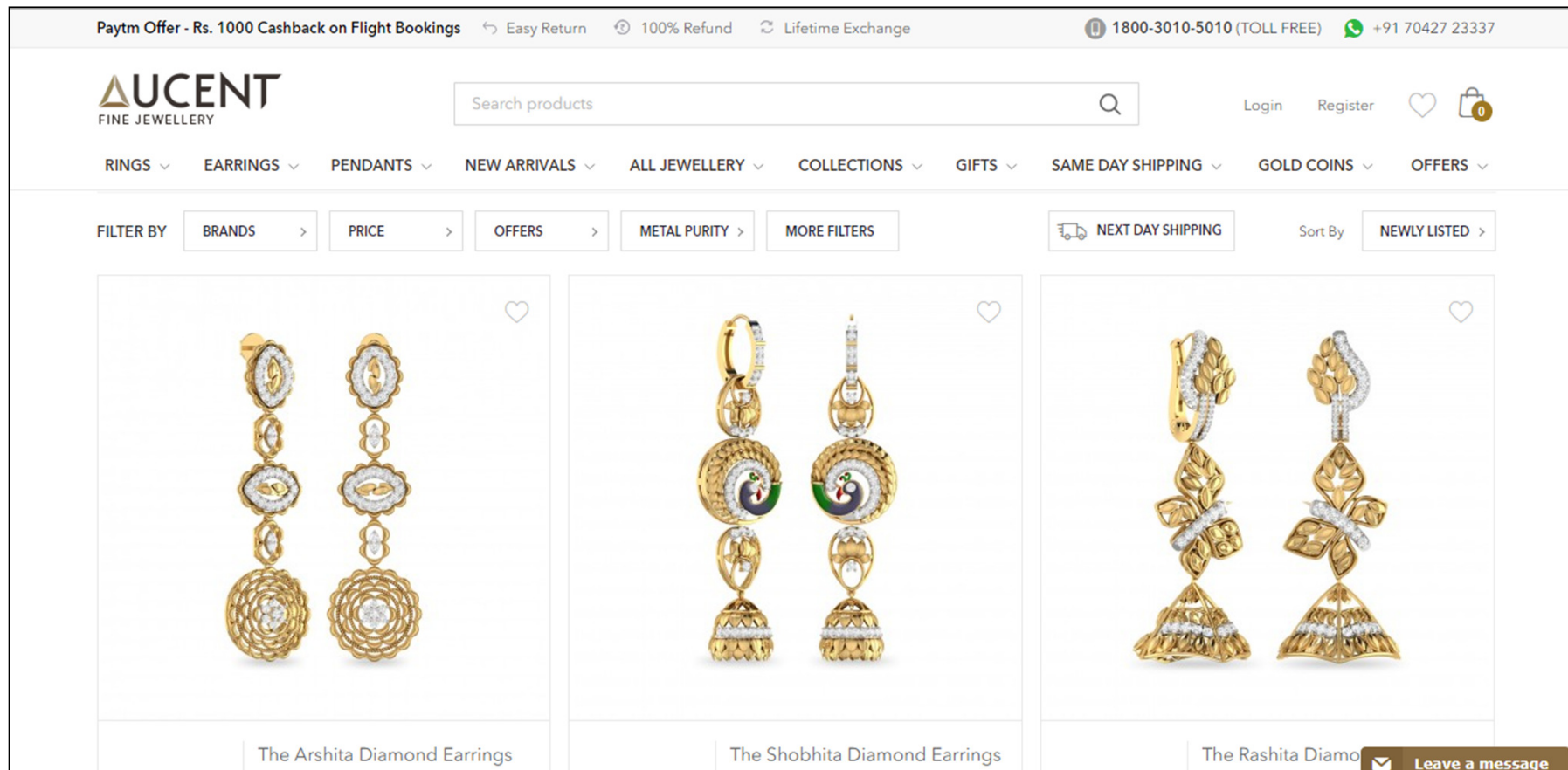
- New collections from PC Jeweller
- Aucent.com has now the largest collection of curated jewellery designs – 12,000+
- Introduced silver based studded jewellery

Virtual Home Try- Ons

- Launched Try at Home for Delhi / NCR customers on trial basis; very strong positive response so far
- Leveraging technology (Augmented Reality on tabs) to enhance the customer experience



Aucent.com – New design & layout



Introduced variety of filters to enable customers view specific products from wide range



Aucent.com – New design & layout



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The Arshita Diamond Earrings

By PC Jeweller | Product Code: OOOER00854DD-FXY5D

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Diamond Earrings

₹ 67,232

Hide price breakup

Gold	+	Diamond	+	Making Charges	+	GST (3%)
₹ 18,720		₹ 24,000		₹ 22,554		₹ 1,958

Hide Customize Design

Metal: Yellow Gold ▾ 9KT 14KT 18KT

Stone: ☒ JK-I ☐ IJ-I

Leave a message



Brand Ambassadors



- Being in to jewellery retail business and having a pan India presence we needed a face for our brand to which the customers can connect and which helps to create trust and faith in our products.
- We have signed Akshay Kumar & Twinkle Khanna as our brand ambassadors which fulfil the above objective adequately and reinforces our tagline of *"Jewellers for Generations"*.



Swarn Dharohar collection to be launched soon

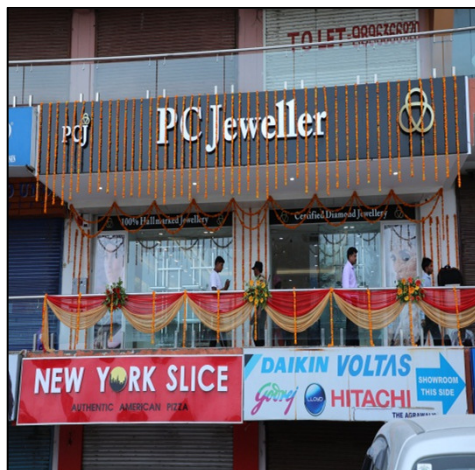


Sagar Manthan collection to be launched soon



New Showrooms opened in Q2 FY 18

Bhiwani, Haryana



Haldwani, Uttarakhand



Moradabad, U.P.



Jhansi, M.P.



Nagpur, Maharashtra



Solan, Himachal Pradesh



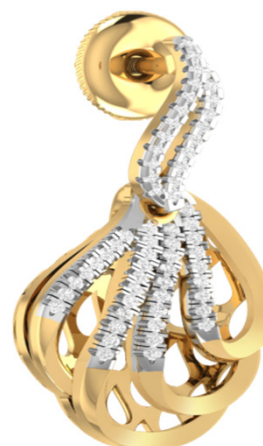
New Collections Launched in Q2 FY18 - *AMALIA*



Is for young at heart women , who love to experiment their looks with traditional yet elegant accessories to match their ensemble and shine out in parties and occasional get togethers.



New Collections Launched in Q2 FY18 - *GRECIA*



A fine range of diamond jewelry that are an epitome of grace, delicacy and brilliance. The collection comprises of both minimal and chic daily wear as well as flamboyant occasion wear which are fully studded with diamonds and could never go un-noticed.



New Collections Launched in Q2 FY18 – *HOLY SPIN*



Inspired by the Tibetan praying wheel, the collection comprises of delicate long jhumkas that are appropriate for any festive or social gatherings. Can be worn as either a stud or big dangling jhumka, the jewelry is versatile and gives both simpler as well as bolder looks.



New Collections Launched in Q2 FY18 – *SWAY WITH ME*



A perfect piece for your friend's reception or any party, to turn all heads towards you and leave them awestruck. Light weight collection that doesn't stop you from dazzling on the dance floor. "Swaying in the most spectacular motion while moving – this piece is sure to leave the wearer as well as someone who lays their sight on the precious ornament spellbound"



Financial Updates



Highlights: Overall Business

Particulars (Rs. Crores)	Q2 FY 2018	Q2 FY 2017	H1 FY 2018	H1 FY 2017
Revenue from Operations	2,622.32	2,174.29	4,740.86	3,838.75
Domestic Retail	1,850.96	1,422.38	3,233.51	2,472.15
Exports	771.36	751.92	1,507.35	1,366.59
Gross Margins (%)	12.92%	12.43%	13.49%	13.76%
Domestic Retail	14.65%	14.33%	16.55%	17.06%
Exports	8.74%	8.84%	6.93%	7.80%
Expenses (% of total Revenue)				
Employee Expenses	0.85%	0.82%	0.92%	0.99%
Advertisements	0.18%	0.23%	0.25%	0.26%
Rentals	0.59%	0.55%	0.63%	0.61%
Other Income	(0.79%)	(0.46%)	(0.89%)	(1.59%)
Other Costs	0.68%	1.22%	0.90%	2.40%
EBITDA Margins	11.41%	10.07%	11.68%	11.09%
PBT Margins	8.31%	7.02%	8.61%	7.81%
PAT Margins	5.74%	4.92%	6.04%	5.56%



Highlights: Domestic Business

Particulars (Rs. Crores)	Q2 FY 2018	Q2 FY 2017	H1 FY 2018	H1 FY 2017
Revenue from Operations	1,850.96	1,422.38	3,233.51	2,472.15
Gross Margins (%)	14.65%	14.33%	16.55%	17.06%
EBITDA Margins (%)	12.15%	11.08%	13.54%	13.28%
PBT Margins (%)	9.73%	8.38%	10.84%	10.11%
PAT Margins (%)	6.74%	5.85%	7.63%	7.20%

Highlights: Export Business

Particulars (Rs. Crores)	Q2 FY 2018	Q2 FY 2017	H1 FY 2018	H1 FY 2017
Revenue from Operations	771.36	751.92	1,507.35	1,366.59
Gross Margins (%)	8.74%	8.84%	6.93%	7.80%
EBITDA Margins (%)	9.63%	8.18%	7.69%	7.13%
PBT Margins (%)	4.89%	4.44%	3.80%	3.64%
PAT Margins (%)	3.35%	3.16%	2.64%	2.60%



For further information, please contact:

Company :

Investor Relations Advisors :

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