PCJ
Jeweller for generations

Date: January 19, 2018

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 December 31, 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 Ltd

Results Presentation

January 19th, 2018

Safe Harbor

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Quarterly highlights

Q3 2018 Domestic Retail Sales : Rs 1,764.6 crores (40*.31% growth over Q3 2017*)

Q3 2018 Domestic Retail EBITDA : Rs 238.3 crores (70*.05% growth over Q3 2017*)

Q3 2018 Domestic Retail PAT : Rs 140.6 crores (48*.47% growth over Q3 2017*)

Q3 2018 Sales : Rs 2,644.9 crores (25*.63% growth over Q3 2017*)

Q3 2018 EBITDA : Rs 314.4 crores (77*.97% growth over Q3 2017*)

Q3 2018 PAT : Rs 162.7 crores (52*.11% growth over Q3 2017*)

9M 2018 Domestic Retail Sales : Rs 4,998.1 crores (34*.01% growth over 9M 2017*)

9M 2018 Domestic Retail EBITDA : Rs 676.3 crores (44*.38% growth over 9M 2017*)

9M 2018 Domestic Retail PAT : Rs 387.2 crores (41*.97% growth over 9M 2017*)

9M 2018 Sales : Rs 7,385.8 crores (24*.26% growth over 9M 2017*)

9M 2018 EBITDA : Rs 868.3 crores (44*.14% growth over 9M 2017*)

9M 2018 PAT : Rs 449.1 crores (40*.14% growth over 9M 2017*)

Business Updates

Business Updates – Q3 FY 18

- The company has continued to perform well during the Q3,which was also the festive quarter on account of Diwali festival.

- The company has achieved double digit growth in its domestic jewellery business in Q3 and its growth has exceeded 30% growth guidance given earlier. This growth is on account of both SSG as well as new stores. The SSG growth shows that the company continues to gain market share and provides operating leverage which has helped to improve its bottomline as well.

- The company has improved its Gross Margins in the domestic and has continued to maintain its PAT margins. This is inspite of additional expenditure on advertising and consumer discount schemes incurred during Q3.

- The export business continues to move ahead on its own steam. It continues to generate good liquidity and satisfactory ROE. The company is not investing any additional capital in this vertical and going forward the domestic business will continue to gain more weightage in the overall business.

Business Updates – Q3 FY 18

- The company continues to work on enhancing consumer experience and has installed Augmented Reality enabled screens at five of its showrooms. This has introduced a totally different jewellery buying format in its showrooms and has been very well accepted by the shoppers. Going forward also the company will continue to incorporate and utilize the latest technological methods to provide different shopping experiences to its customers.

- This FY, we have opened 9 new stores and work is going on many new locations and the company is confident of crossing 100 stores mark by March end.

- The company has also initiated many steps in this quarter on strengthening its back end processes and has also acquired a new manufacturing unit at Jaipur. Its design department has been working on various collections which are planned to be launched during the current quarter. In addition the company is also confident of acquiring an additional manufacturing unit in the NCR Region in the next few months.

Financial Updates

Highlights: Overall Business

Particulars (Rs. Crores)	Q3 FY 2018	Q3 FY 2017	9M FY 2018	9M FY 2017
Revenue from Operations	**2,645**	**2,105**	**7,386**	**5,944**
Domestic Retail	1,765	1,258	4,998	3,730
Exports	880	847	2,388	2,214
Gross Margins (%)	**13.97%**	**11.13%**	**13.88%**	**12.83%**
Domestic Retail	17.09%	15.41%	16.86%	16.50%
Exports	7.72%	4.78%	7.64%	6.65%
Expenses (% of total Revenue)				
Employee Expenses	0.86%	1.00%	0.90%	1.00%
Advertisements	1.08%	0.74%	0.55%	0.43%
Rentals	0.55%	0.60%	0.60%	0.63%
Other Costs	1.31%	1.52%	1.26%	1.11%
EBITDA Margins*	**11.89%**	**8.39%**	**11.76%**	**10.14%**
PBT Margins	**8.61%**	**5.46%**	**8.61%**	**6.98%**
PAT Margins	**6.15%**	**5.08%**	**6.08%**	**5.39%**

*EBITDA margins includes other income

Highlights: Domestic Business

Particulars (Rs. Crores)	Q3 FY 2018	Q3 FY 2017	9M FY 2018	9M FY 2017
Revenue from Operations	1,765	1,258	4,998	3,730
Gross Margins (%)	17.09%	15.41%	16.86%	16.50%
EBITDA Margins (%)	13.51%	11.14%	13.53%	12.56%
PBT Margins (%)	11.04%	8.41%	10.91%	9.54%
PAT Margins (%)	7.97%	7.53%	7.75%	7.31%

Highlights: Export Business

Particulars (Rs. Crores)	Q3 FY 2018	Q3 FY 2017	9M FY 2018	9M FY 2017
Revenue from Operations	880	847	2,388	2,214
Gross Margins (%)	7.72%	4.78%	7.64%	6.65%
EBITDA Margins (%)	8.65%	4.31%	8.04%	6.05%
PBT Margins (%)	3.72%	1.10%	3.77%	2.67%
PAT Margins (%)	2.51%	1.45%	2.59%	2.16%

Upcoming Collections




Upcoming Collections

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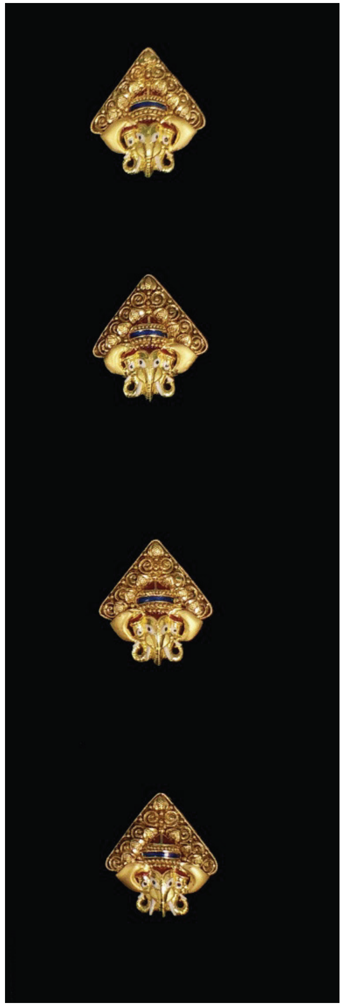
Upcoming Collections



For further information, please contact:

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