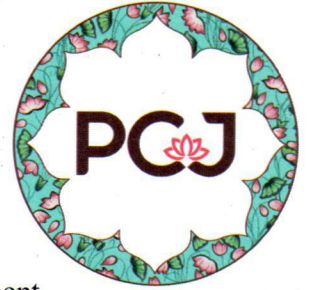


Date: 09/08/2022



To,  
The Listing Compliance Department,  
BSE Limited,  
P J Towers, Dalal Street,  
Mumbai – 400001  
Scrip Code: 534809

To,  
The Listing Compliance Department,  
National Stock Exchange of India Limited,  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (East), Mumbai - 400051  
Symbol: PCJEWELLER

**Sub.: Results Presentation**

Dear Sir / Ma'am,

Please find enclosed herewith the presentation on standalone financial results of the Company for the quarter ended June 30, 2022.

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

August 09<sup>th</sup>, 2022

# Safe Harbor



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## *Financial Updates*



# Quarterly highlights



Q1 FY 2023 Sales at Rs 521 crs vis a vis Rs 246 crs in Q1 FY 2022

Q1 FY 2023 Gross Margins at 20.5% vis a vis 18.0% in Q1 FY 2022

Q1 FY 2023 EBITDA at 27.9% vis a vis 16.1% in Q1 FY 2022

Q1 FY 2023 PAT at 11.5% vis a vis -23.9% in Q1 FY 2022



# Highlights: Overall Business



| Particulars (Rs. Crores)             | Q1 FY 2023   | Q1 FY 2022     |
|--------------------------------------|--------------|----------------|
| <b>Revenue from Operations</b>       | <b>521</b>   | <b>246</b>     |
| Domestic Retail                      | 521          | 246            |
| Exports                              | -            | -              |
| <b>Gross Margins (%)</b>             | <b>20.5%</b> | <b>17.7%</b>   |
| Domestic Retail                      | 20.5%        | 18.0%          |
| Exports                              | -            | -              |
| <b>Expenses (% of total Revenue)</b> |              |                |
| Employee Expenses                    | 2.3%         | 3.1%           |
| Advertisements                       | 0.3%         | 0.1%           |
| Other Income                         | 13.3%        | 6.1%           |
| Other Costs                          | 3.3%         | 4.5%           |
| <b>EBITDA Margins</b>                | <b>27.9%</b> | <b>16.1%</b>   |
| <b>PBT Margins</b>                   | <b>3.4%</b>  | <b>(24.4%)</b> |



## *Business Updates*



# Business update – Q1 FY 23



- The Company has not done any export business during the current quarter as well and concentrated its entire band width and resources on its domestic business only.
- These efforts have shown results with a pickup in its topline as well as bottom line.
- The company's operations have picked up in Q1 of the new FY with nearly doubling of the sales on a Q-o-Q basis.
- The gross margins have also showed an increase of nearly 14% on a Q-o-Q basis.
- The company's bottom line has finally turned profitable after continuous losses in past 9 quarters.
- With the pandemic induced uncertainty as well as lockdowns left behind, the market situation has returned to normalcy with increase in the consumer footfalls and spending.



# Business update – Q1 FY 23



- The company is now working hard to regain its market share and increase sales & revenue by working on all aspects of its business by:
  - Revamping and beautifying all its Stores, with new signage and branding both outside as well as inside.
  - Releasing new collections on regular intervals.
  - Starting a vigorous media campaign with regular advertisements in print as well as radio, outdoor hoardings. The company has also increased its digital marketing to connect with a younger generation of customers.
  - Leveraging and building on its existing customer base by increasing its interaction with them by running a number of activities at its showrooms.
  - Participating in large number of jewellery and wedding exhibitions at various locations to increase its visibility as well as customer awareness.
  - Company has now increased its range ,variety as well as price points of jewellery items to cater to not only wedding jewellery, but party wear, daily wear etc also.
  - The range and variety of jewellery available in the stores can now cater to all age groups, all price points and all occasions.



## Business update – Q1 FY 23



- The company is confident that this 360 degree emphasis on building up its business will ensure that the momentum gained in the first quarter not only continues but gains strength in the next quarters.
- The company is also working to restart its store expansion after a gap of more than five years. However, this expansion will be asset light, with expansion only through the franchisee route. The overall plan is to open at least 50 new stores by August 2024.
- This expansion is expected to start from Q3 onwards and the company expects to open approximately 10 new stores during the current fiscal.



# Recently launched collections



The company has been releasing new collections at regular intervals. Few of our recently launched collections are –

- ANANT
- THE FLUTTERING BEAUTY
- MENS COLLECTION
- ANIMAL COLLECTION
- WEDDING COLLECTION
- WATCH ACCESSORIES



# Other successfully running collections



Some of the other successfully running collections of the company are –

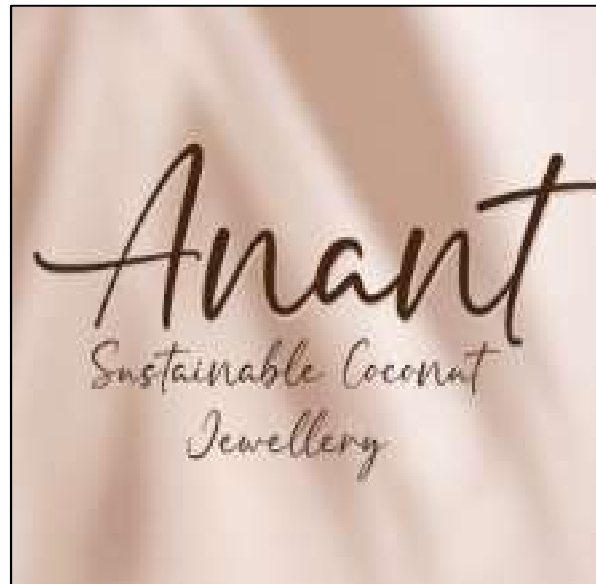
- DIAMOND MANGALSUTRA
- ENAMEL
- DASHAVATAR
- RING IT ON
- PIK SEE
- HAND MANGALSUTRA
- BLOOMING DALE



# Recently launched collection – ANANT



Sustainable fashion is all about bringing circularity in fashion, which means nothing but keeping the material in use for as long as we can; through recycling, reusing and up cycling.



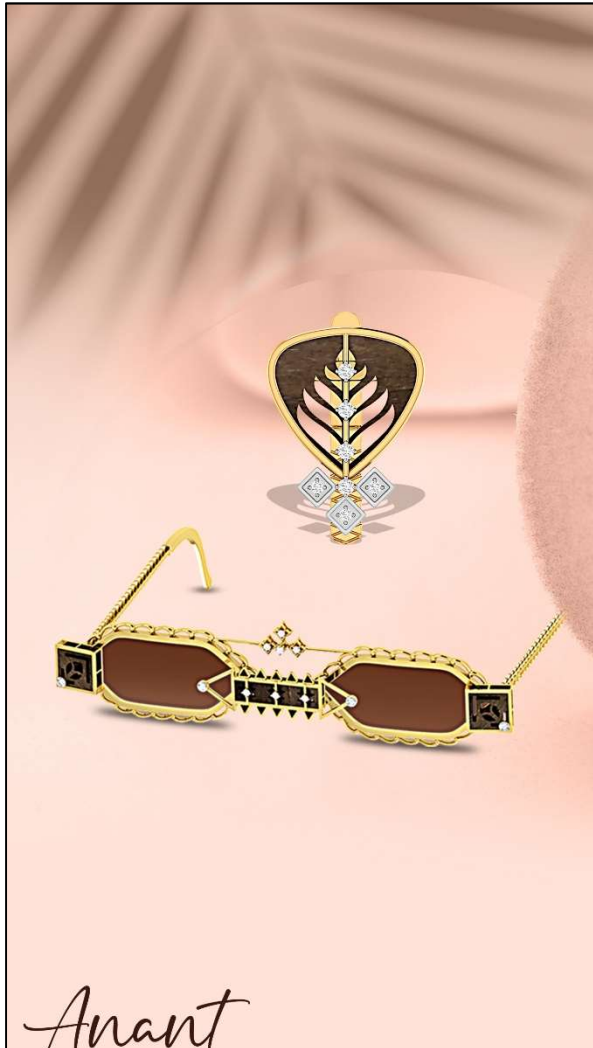
The wooden center pieces are delicately hand carved by master goldsmiths to create first luxury jewellery collection to feature this botanical alternative to unethical wood cutting.



# Recently launched collection – ANANT



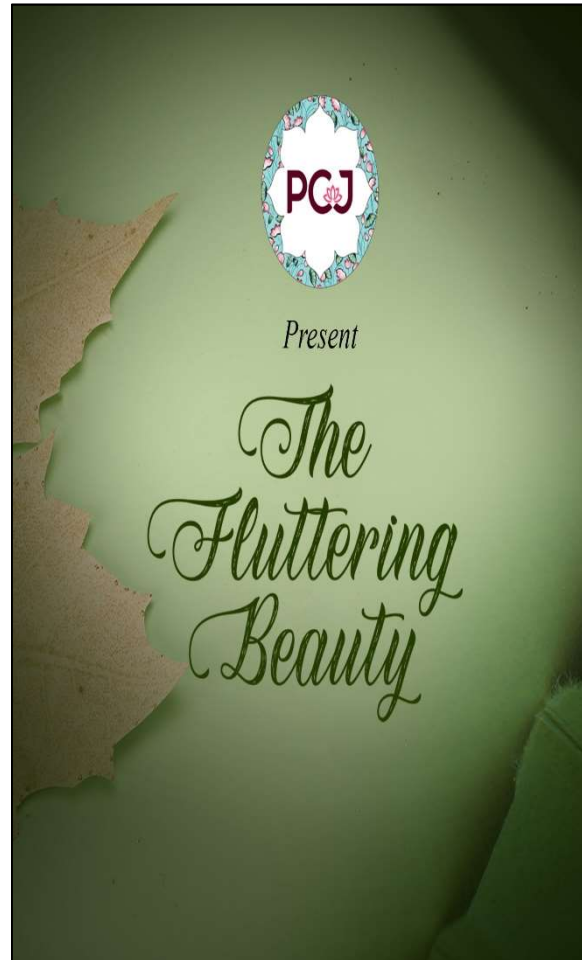
PC Jeweller



## Recently launched collection – THE FLUTTERING BEAUTY



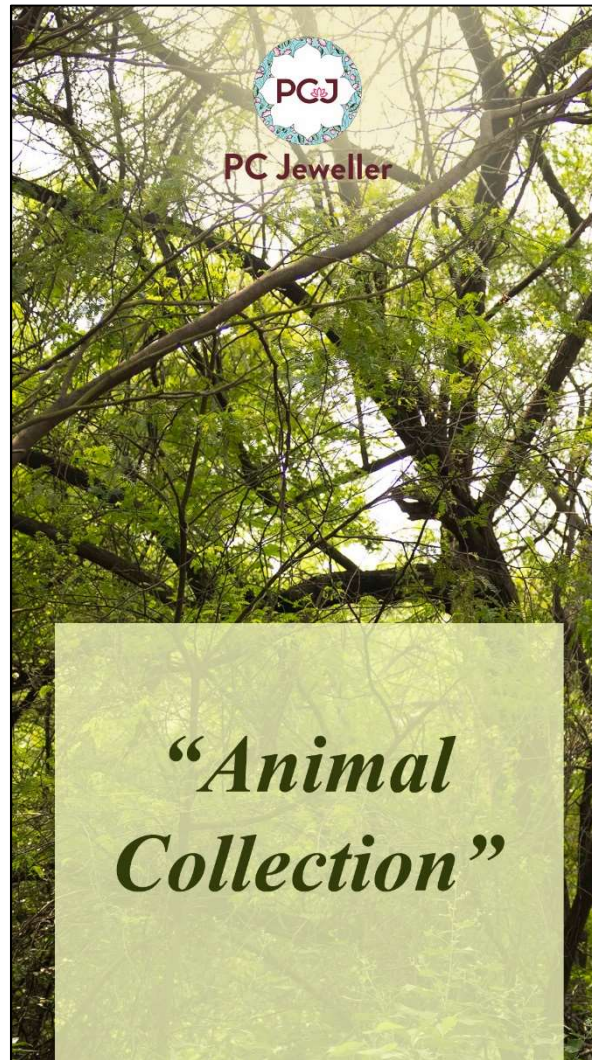
PC Jeweller



# Recently launched collection – MEN'S COLLECTION



# Recently launched collection – ANIMAL COLLECTION



## Recently launched collection – WEDDING COLLECTION



PC Jeweller



# Recently launched collection – WATCH ACCESSORIES



PC Jeweller

## WATCH ACCESSORIES

*The Starway  
Diamond Watch Chain*



*The Coffee Bean  
Diamond Watch Chain*

## WATCH ACCESSORIES

*The Pixel  
Diamond Silver Watch Chain*



## WATCH ACCESSORIES



*The Tipy Top  
Diamond Watch Chain*



# Other running collection – DIAMOND MANGALSUTRA



# Other running collection - ENAMEL



PC Jeweller



PC Jeweller



The Jeyashri  
Diamond Ring



PC Jeweller



The Mokshita  
Diamond Ring



PC Jeweller



The Bandhini  
Diamond Earrings



## Other running collection - DASHAVATAR



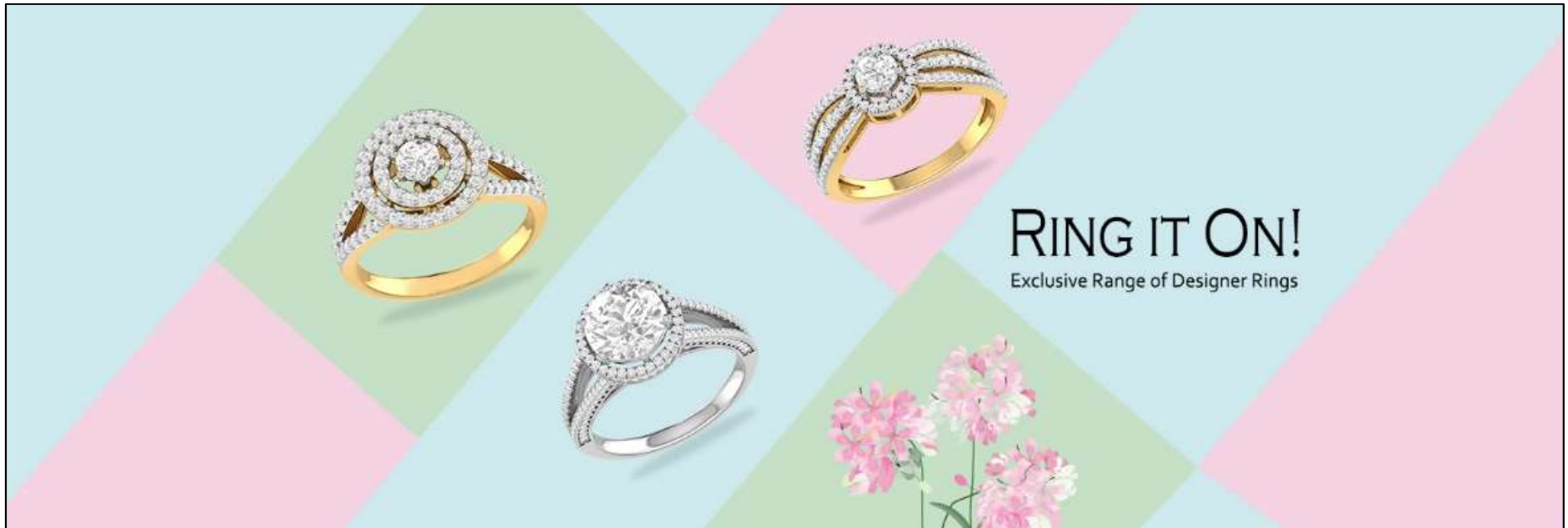
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# Other running collection – RING IT ON



PC Jeweller



## Other running collection – PIK SEE

**Pik-See**  
Shades of Expression



# Other running collection – HAND MANGALSUTRA



PC Jeweller



The Skarkling  
Diamond Mangalsutra Bracelet



PC Jeweller

**mangalsutra**  
**Collection**  
*Perfect Fit  
for your Soulmate*



PC Jeweller



The Noor  
Diamond Mangalsutra Bracelet



# Other running collection – BLOOMING DALE



PC Jeweller

## BLOOMING DALE



*The Kamya  
Diamond Pendant & Earrings*



PC Jeweller

*Present*

## BLOOMING DALE



*The Karul  
Diamond Earrings*



Thank you

