

Date: 27/07/2016

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

**Sub.: Intimation under Regulation 30 (Outcome of Board Meeting / Issuance of Securities)**

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

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Board of Directors of the Company at its meeting held on July 27, 2016, has approved the issue of Compulsorily Convertible Preference Shares for an aggregate amount of up to Rs.257,37,29,120/- (Rupees Two Hundred Fifty Seven Crores Thirty Seven Lakhs Twenty Nine Thousand And One Hundred Twenty Only) by way of preferential allotment on private placement basis to the Investors (as specified here in below), subject to necessary approvals in this regard. The requisite particulars in this matter are as under:

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|---|--|
| <b>Type of security</b>   | : Compulsorily Convertible Preference Shares   |
| <b>Type of issuance</b>   | : Preferential Allotment on Private Placement basis  |
| <b>Total number of securities proposed to be issued or the total amount for which the securities will be issued (approximately)</b> | : Up to Rs.257,37,29,120/-   |
| <b>Name of the Investors</b>  | :<br>1) Fidelity Advisor Series VIII: Fidelity Advisor Emerging Markets Fund<br>2) Fidelity Emerging Markets Fund<br>3) Fidelity Investment Trust: Fidelity Emerging Markets Fund<br>4) Variable Insurance Products Fund II: Emerging Markets Portfolio<br>5) Fidelity Investment Trust: Fidelity Total International Equity Fund<br>6) Fidelity Investment Trust: Fidelity International Small Cap Fund |

The meeting commenced at 11:00 A.M. and concluded at 11:40 A.M.

Kindly take the information on record.

Thanking you.

For **PC Jeweller Limited**

(SANJEEV BHATIA)

Chief Financial Officer\*



**PC Jeweller Limited**

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