



Date: December 05, 2025

To,
The Listing Compliance Department,
BSE Limited,
P. J. Tower, 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.: Intimation of receipt of approval from Directorate of Industries and Enterprises Promotion, Government of Uttar Pradesh, for on boarding the Company as a Franchise Brand on the CM-YUVA Portal

Dear Sir / Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform that the Directorate of Industries and Enterprises Promotion, Government of Uttar Pradesh, under its campaign CHIEF MINISTER – YUVA UDYAMI VIKAS ABHIYAN (“CM-YUVA”), has given approval for on boarding the Company as a Franchise Brand on the CM-YUVA Portal vide its letter dated 1165/प्रोद्योउविओ/2025-26 dated December 04, 2025.

The CM-YUVA campaign of the Government of Uttar Pradesh aims at promotion of entrepreneurship and boosting employment generation through technical innovation, skill development, e-commerce promotion and digital services.

To support the Uttar Pradesh State Government's policy of entrepreneurship promotion, skill development and local employment generation, the Company had proposed to provide support to trained goldsmith entrepreneurs in rural/semi-urban Uttar Pradesh for establishing **1,000 jewellery retail franchisee units with the Company**, which would provide financially sound employment and self-employment opportunities and would empower aspiring jewellery entrepreneurs combining the trust of an established brand with modern digital selling tools - ensuring scalability, visibility, and sustainability.

The Company's proposal has received the approval from the Directorate of Industries and Enterprises Promotion, Government of Uttar Pradesh for on boarding as a Franchise Brand on the CM-YUVA Portal vide the above said letter.

Kindly take the information on record.

For PC Jeweller Limited

(VISHAN DEO)
Executive Director (Finance) & CFO
DIN: 07634994

PC Jeweller Limited

Regd. Office : 2713, 3rd Floor, Bank Street, Karol Bagh, New Delhi-110005 Ph. : 011 - 49714971 Fax : 011 – 49714972

info@pcjeweller.com • www.pcjeweller.com • CIN : L36911DL2005PLC134929