



Date: 04/02/2025

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 & nine months ended December 31, 2024 alongwith supplement to the results presentation.

Kindly take the same on record.

Yours sincerely,
For **PC Jeweller Limited**

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

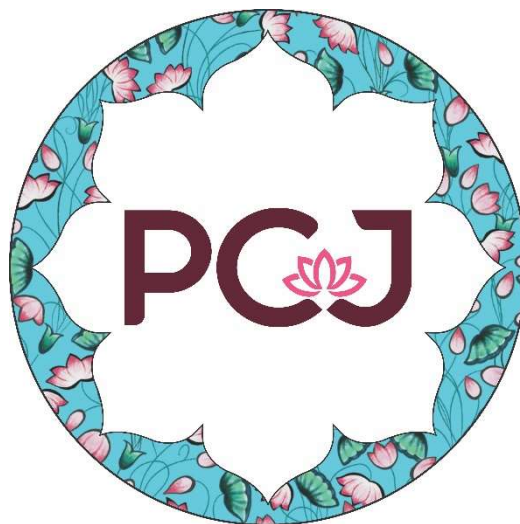
Encl.: As above



PC Jeweller Limited

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



PC JEWELLER LTD

Results Presentation

February 4th, 2025

Safe Harbor



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Financial Updates



Quarterly highlights



Q3 FY 2025 Sales : Rs 639 crores v/s Rs 40 crores in Q3 FY 2024

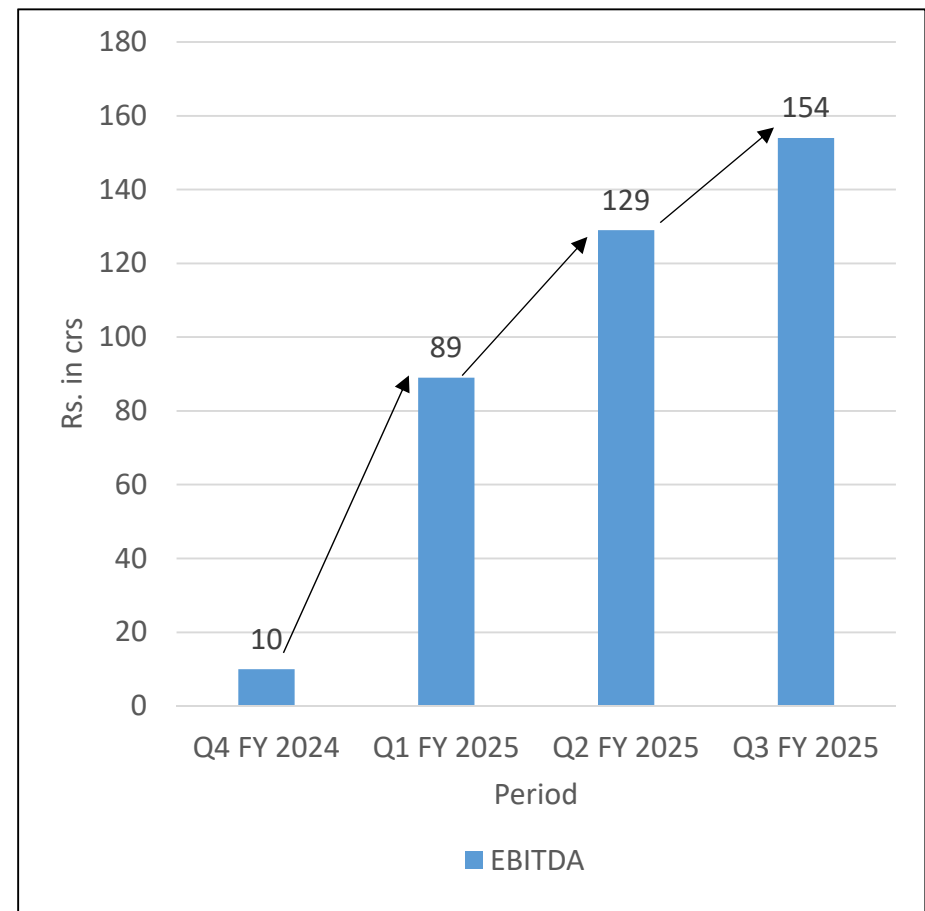
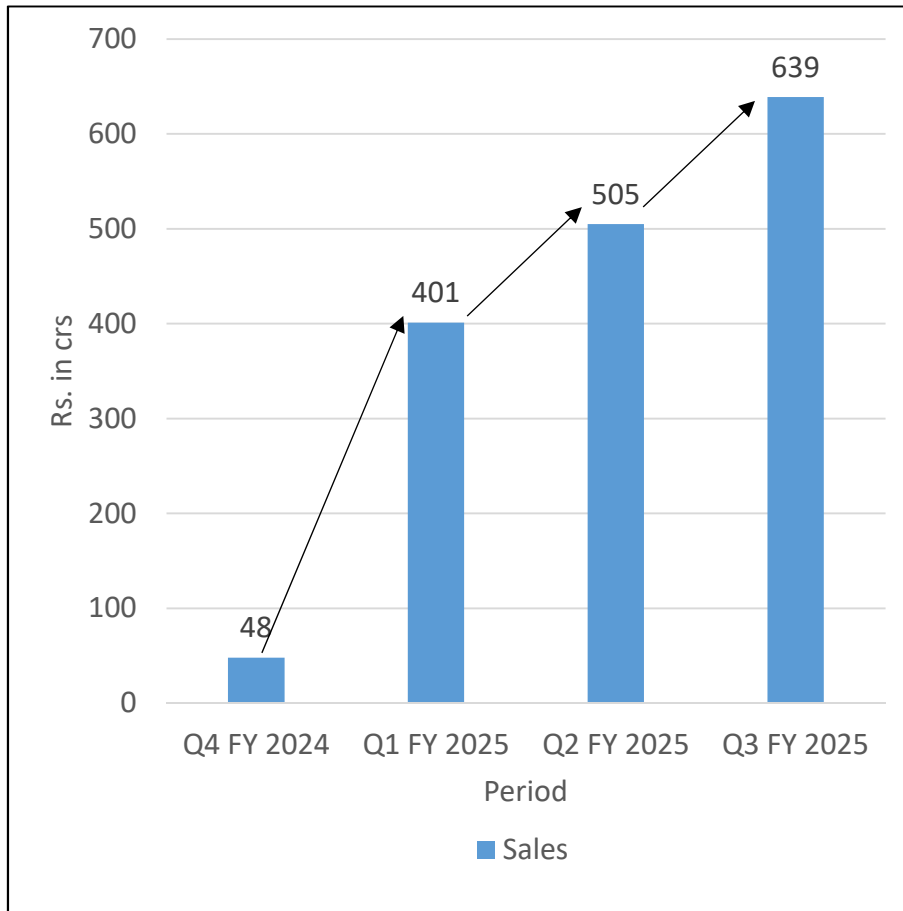
Q3 FY 2025 EBITDA : Rs 154 crores v/s Rs (69) crores in Q3 FY 2024

Q3 FY 2025 PBT : Rs 146 crores v/s Rs (200) crores in Q3 FY 2024

Q3 FY 2025 PAT : Rs 146 crores v/s Rs (200) crores in Q3 FY 2024



Quarterly highlights



Highlights: Sales



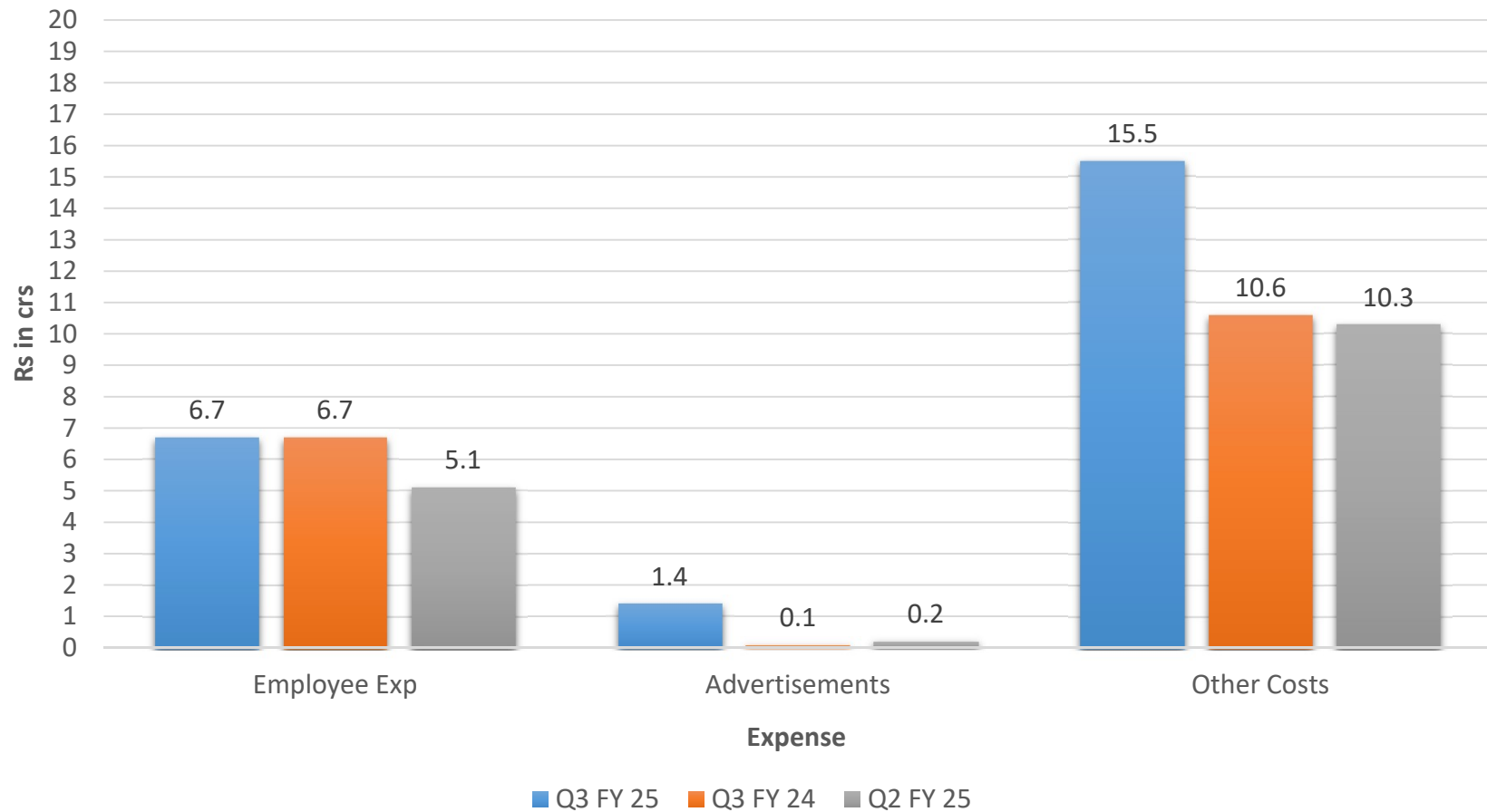
Particulars (Rs. Crores)	Q3 FY 2025	Q3 FY 2024	9M FY 2025	9M FY 2024
Revenue from Operations	639	40	1,544	141
Domestic Retail	639	40	1,544	141
Exports	-	-	-	-



Highlights: Major Expenses



Comparison of business expenses



Business Updates



Business update – Q3 FY 2025



- This quarter has witnessed a strong jewellery demand owing to festive and wedding season. The company's growth has exhibited a robust momentum fueled by increase in consumer footfall and purchases. The same has replicated into its financials for Q3 FY 2025.
- The company has recorded Domestic Sales of Rs 639 crores in Q3 FY 2025 as compared to Rs 40 crores in Q3 FY 2024, and Rs 1,544 crores in 9M FY 2025 as compared to Rs 141 crores in 9M FY 2024.
- The company's EBITDA (a profit of Rs 154 crores in Q3 FY 2025 as against a loss of Rs 69 crores in Q3 FY 2024, and a profit of Rs 372 crores in 9M FY 2025 as against a loss of Rs 135 crores in 9M FY 2024) has also shown extensive growth.
- The company's PBT (a profit of Rs 146 crores in Q3 FY 2025 as against a loss of Rs 200 crores in Q3 FY 2024, and a profit of Rs 353 crores in 9M FY 2025 as against a loss of Rs 525 crores in 9M FY 2024) has also shown a significant improvement.



Business update – Q3 FY 2025



- The company had already executed a Settlement Agreement with the consortium banks on 30th Sep 2024 and during Q3 FY 2025 the company has discharged and paid part of the cash consideration that it had to pay to the Lenders as per the relevant timelines mentioned in the Settlement Agreement.
- The Company's preferential issue of fully convertible warrants amounting to Rs 2,702.11 crores was completed successfully on 11th October 2024. The Issue received an excellent response from the investors with a subscription of 99.89%.
- Further, during Q3 FY 2025, the company has allotted 11,84,13,052 (adjusted number 118,41,30,520 equity shares pursuant to sub-division / split of face value of equity shares from Rs.10/- each to Re.1/- each) upon conversion of the abovesaid warrants subsequent to receipt of balance 75% of the Issue price from the investors.
- During Q3 FY 2025, the face value of equity shares of the company has been sub-divided/split from Rs 10/- each to Re 1/- each (record date being 16th December 2024)



Business update – Q3 FY 2025



- In line with the positive developments that have been achieved by the company in the current financial year so far, the company had again started focusing on business development, increasing its brand presence and had started its marketing initiatives for the same, which has had a visible impact on the company's performance in Q1 and Q2 FY 2025 and has continued in the Q3 FY 2025 as well.
- The company continues to maintain a wide network of 55 showrooms (including 3 franchisee showrooms) located in 41 cities spread in 15 states across India as on 31st December 2024 (subsequent to closure of showrooms at 2 locations, Preet Vihar and Allahabad, during Q3 FY 2025). Also, the core strengths of the Company in the form of manufacturing & designing capabilities, manufacturing facilities, skilled staff, soft skills in the form of systems and procedures, customer policies, etc. remain intact. The company continued to evaluate and improve all other aspects of its business operations as well.
- All the above efforts have led to an increase in the company's operational levels, revenue, customer footfalls and demand for its products in the market. With the rise in its sales and operational levels and positive response from its customers, the company remains confident of further increasing its market share in the industry and attaining higher business levels in the coming quarters as well.



Showroom Network



Showroom Network



Ajmer (Rajasthan)



Alwar (Rajasthan)



Bhagalpur (Bihar)



Bahadurgarh (Haryana)



Bareilly (Uttar Pradesh)



Bhilai (Chhattisgarh)



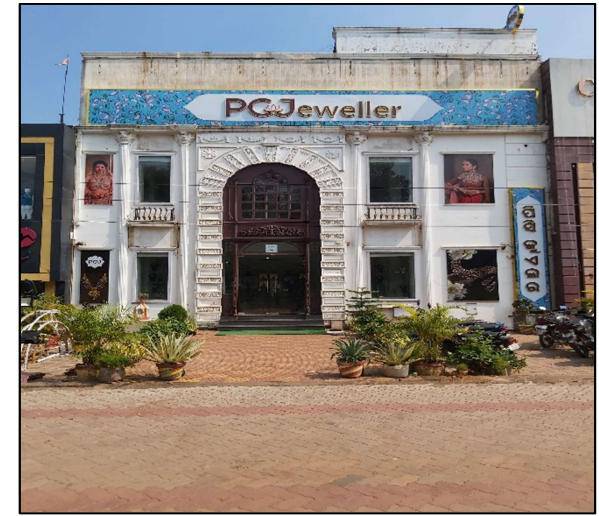
Showroom Network



Bhilwara (Rajasthan)



Bhopal (Madhya Pradesh)



Bhubaneswar (Odisha)



Bilaspur (Chattisgarh)



Chandigarh



Dehradun (Uttarakhand)



Showroom Network



Durgapur (West Bengal)



Dwarka (Delhi)



Faridabad (Haryana)



Gaya (Bihar)



Ghaziabad (Uttar Pradesh)



Gurgaon (Haryana)



Showroom Network



Guwahati (Assam)



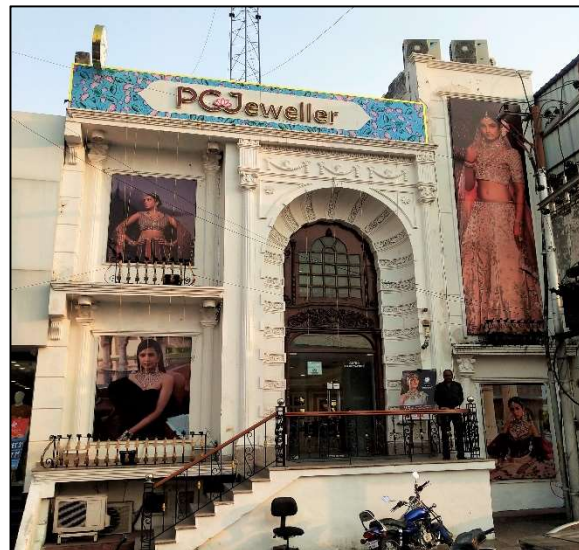
Haldwani (Uttarakhand)



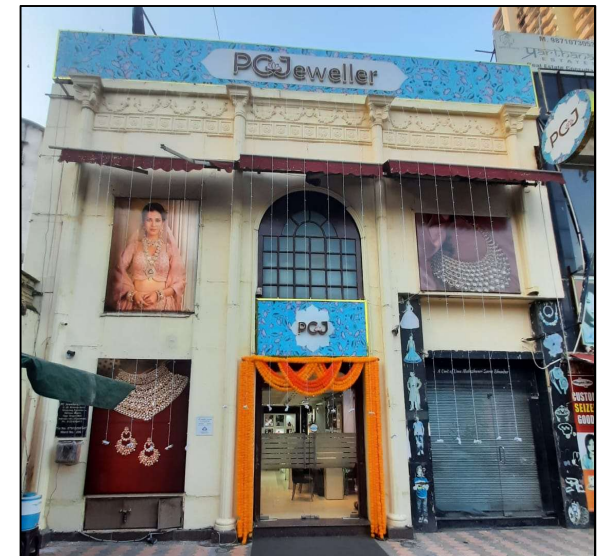
Hapur (Uttar Pradesh)



Hardoi (Uttar Pradesh)



Haridwar (Uttarakhand)



Indirapuram (Uttar Pradesh)



Showroom Network



Jabalpur (Madhya Pradesh)



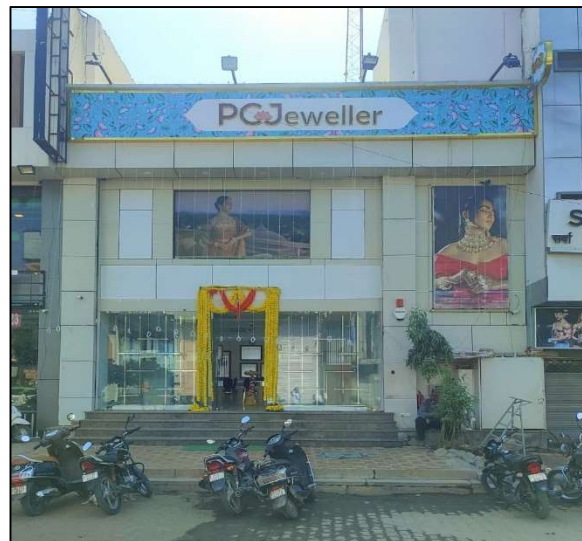
Jammu (Jammu & Kashmir)



Jamshedpur (Jharkhand)



Jhansi (Uttar Pradesh)



Jodhpur (Rajasthan)



Kaithal (Haryana)



Showroom Network



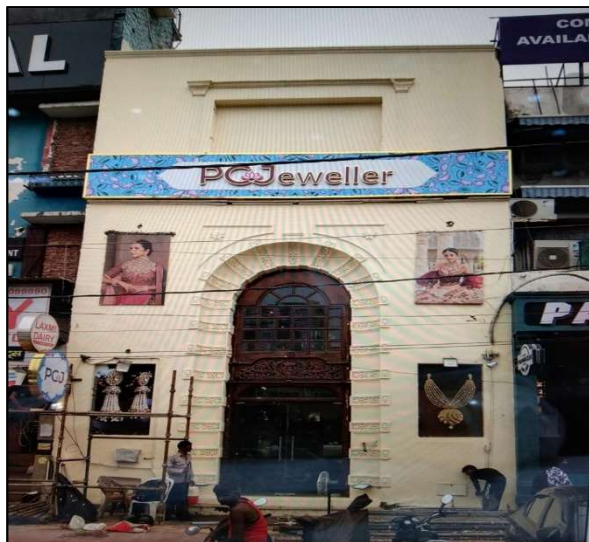
Yamuna Nagar (Haryana)



Karol Bagh - 2 (Delhi)



Katihar (Bihar)



Kingsway Camp (Delhi)



Krishna Nagar (Delhi)



Lucknow (Uttar Pradesh)



Showroom Network



Ludhiana (Punjab)



South Extension (Delhi)



Muzaffarnagar (Uttar Pradesh)



Najafgarh (Delhi)



Nangloi (Delhi)



Noida (Uttar Pradesh)



Showroom Network



Logix Mall Noida (Uttar Pradesh)



Palwal (Haryana)



Panchkula (Haryana)



Paschim Vihar (Delhi)



Siliguri (West Bengal)



Yamuna Vihar (Delhi)



Showroom Network



Rajouri Garden (Delhi)



Ranchi (Jharkhand)



RDC Ghaziabad (Uttar Pradesh)



Rohini (Delhi)



Rohtak (Haryana)



Varanasi (Uttar Pradesh)



Showroom Network



Karol Bagh (Delhi)



Jewellery Collections



Jewellery Collections



Some of our running collections –

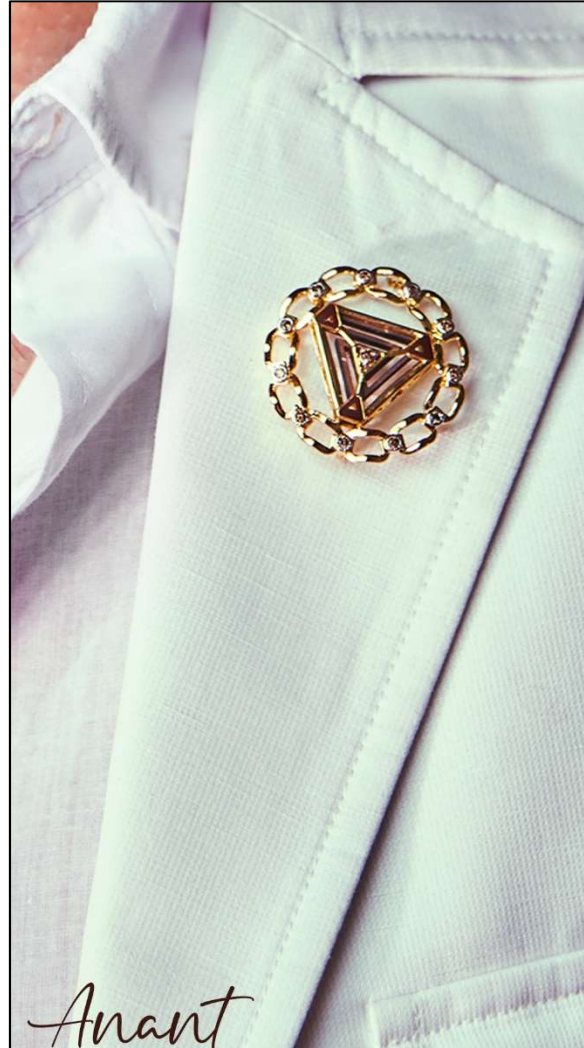
- FOLIA AMORIS
- ANANT
- THE FLUTTERING BEAUTY
- MENS COLLECTION
- ANIMAL COLLECTION
- WEDDING COLLECTION
- DASHAVATAR
- HAND MANGALSUTRA



FOLIA AMORIS



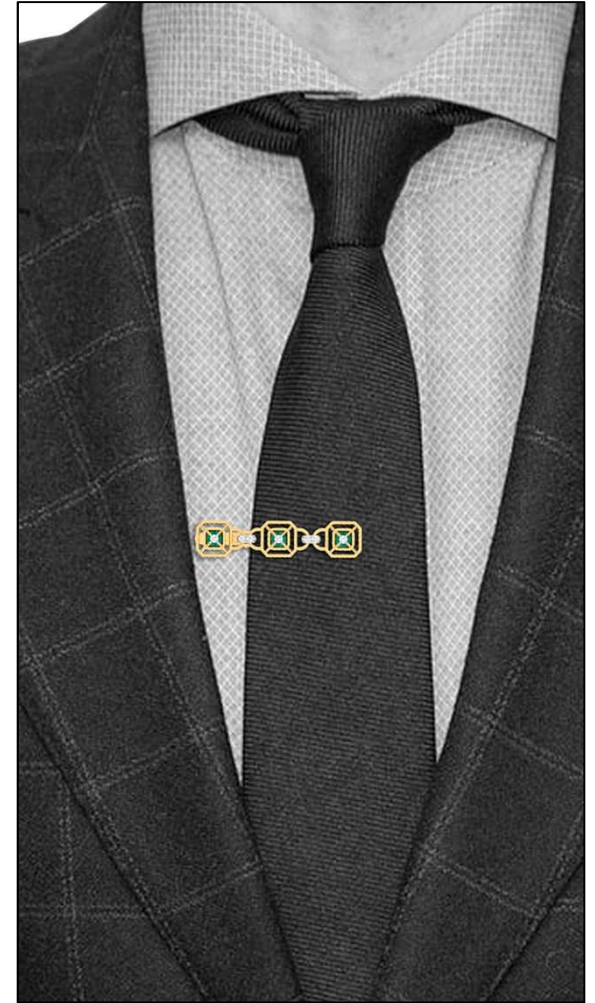
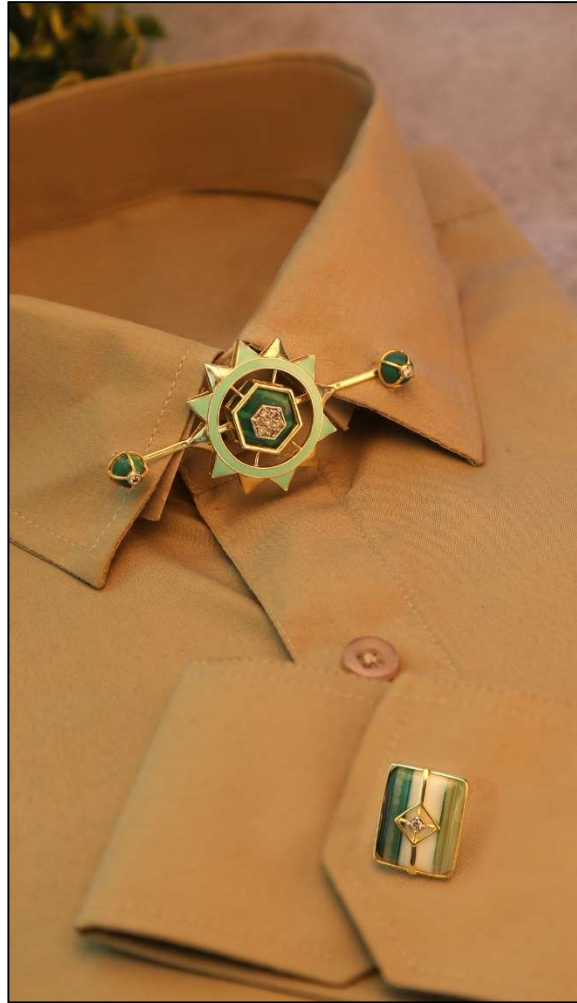
ANANT



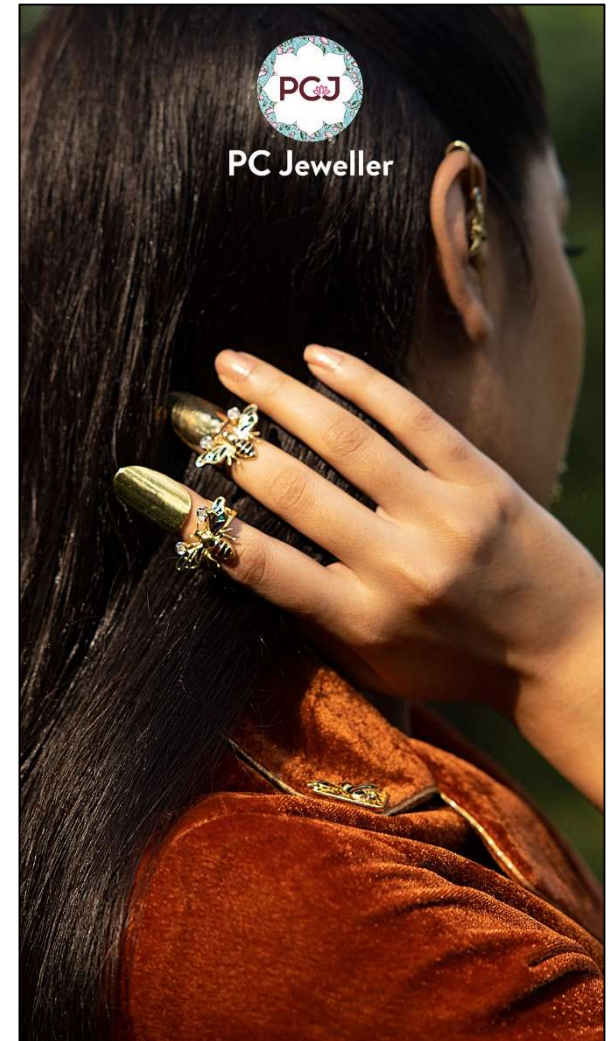
THE FLUTTERING BEAUTY



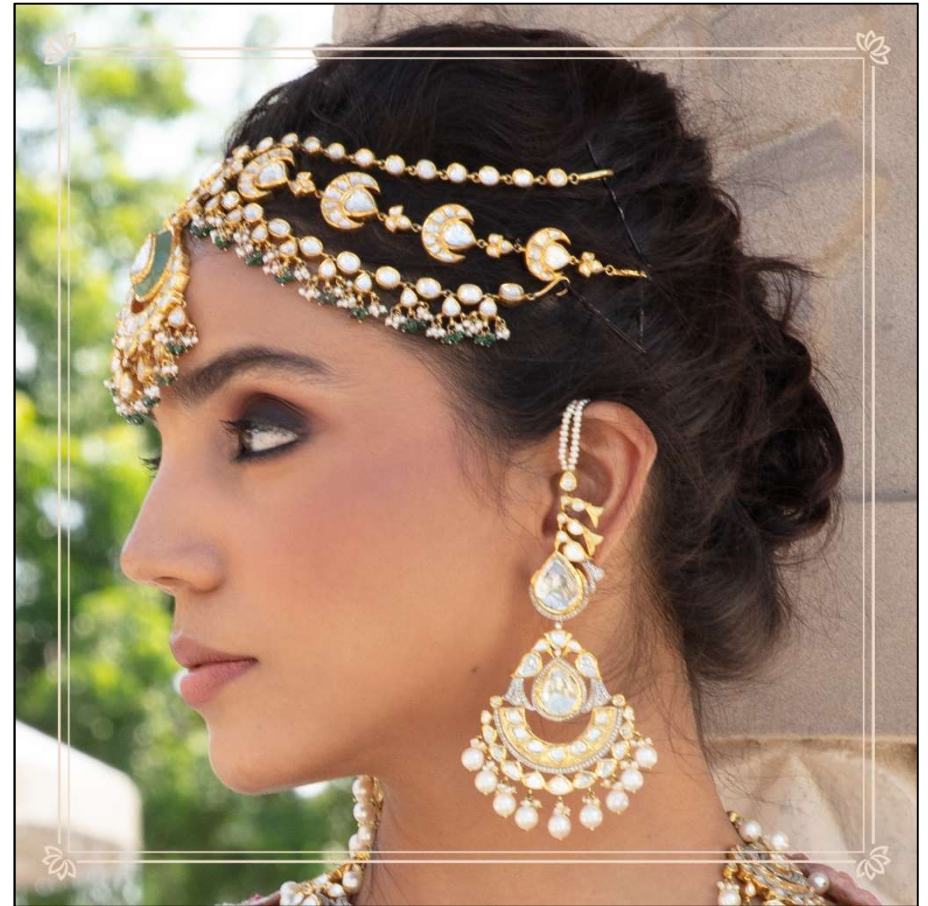
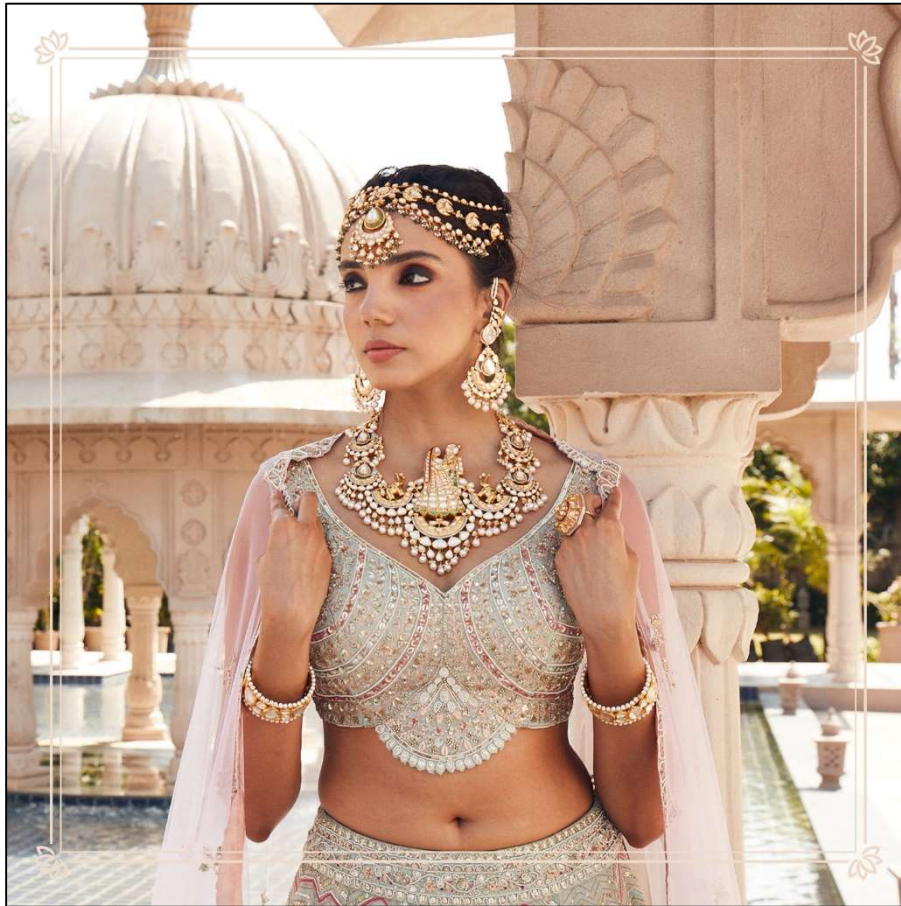
MEN'S COLLECTION



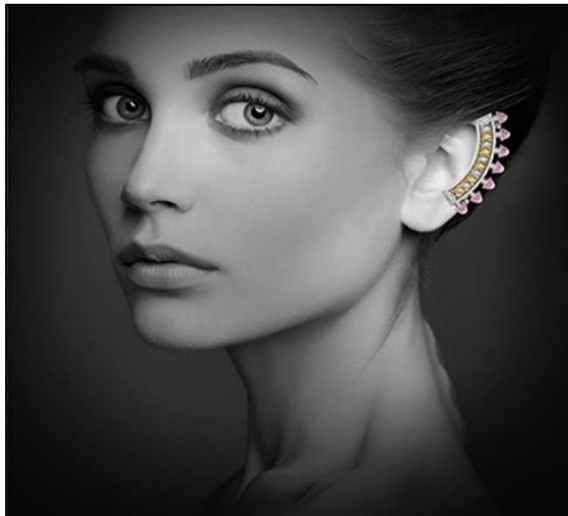
ANIMAL COLLECTION



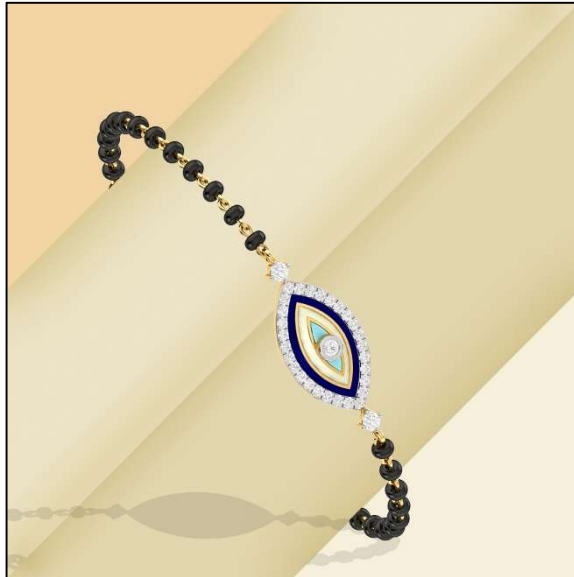
WEDDING COLLECTION



DASHAVATAR



HAND MANGALSUTRA





Thank you



SUPPLEMENT TO THE RESULTS PRESENTATION

- The quarter powered by strong festive and wedding season, provided a robust momentum to the consumer demand and footfall. The financials of the company which showcased a significant improvement in the previous quarters of this financial year have continued to exhibit further improvement in Q3 FY 2025 as well. The company's financial performance is being highlighted below –

(Rs in crores)

Parameter	Q3 FY 2025	Q3 FY 2024	Change
Sales	639	40	Increase by 1498%
EBITDA	154	(69)	Increase by 323%
PBT	146	(200)	Increase by 173%

Parameter	9M FY 2025	9M FY 2024	Change
Sales	1,544	141	Increase by 995%
EBITDA	372	(135)	Increase by 376%
PBT	353	(525)	Increase by 167%

Parameter	Q3 FY 2025	Q2 FY 2025	Q1 FY 2025
Sales	639	505	401
EBITDA	154	129	89
PBT	146	124	83

- The company had already executed a Settlement Agreement with the consortium banks on 30th Sep 2024 and during Q3 FY 2025 the company has discharged and paid part of the cash consideration that it had to pay to the Lenders as per the relevant timelines mentioned in the Settlement Agreement.
- The Company's preferential issue of fully convertible warrants amounting to Rs 2,702.11 crores was completed successfully on 11th October 2024. The Issue received an excellent response from the investors with a subscription of 99.89%.
- Further, during Q3 FY 2025, the company has allotted 11,84,13,052 (adjusted number 118,41,30,520 equity shares pursuant to sub-division / split of face value of equity shares from Rs.10/- each to Re.1/- each) equity shares in five tranches upon conversion of Warrants on receipt of balance 75% of the issue price per Warrant from the investors.
- With a view to enhance the liquidity of company's equity shares and to encourage participation of retail investors by making equity shares of the company more affordable, the face value of equity shares of the company has been sub-divided/split from Rs 10/- each to Re 1/- each (record date being 16th December 2024) during Q3 FY 2025. As a result, the total number of shareholders of the company have increased by approx. 33% since the sub-division/split.
- In line with the positive developments that have been achieved by the company in the current financial year so far, the company remains confident and focused towards moving ahead on the path of growth and profitability.