



Date: 19/10/2024

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 & six months ended September 30, 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**

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

[info@pcjeweller.com](mailto:info@pcjeweller.com) • [www.pcjeweller.com](http://www.pcjeweller.com) • CIN : L36911DL2005PLC134929



**PC Jeweller**

# PC JEWELLER LTD

Results Presentation

October 19<sup>th</sup>, 2024

# Safe Harbor



This presentation and the accompanying slides (the “Presentation”), which have been prepared by PC Jeweller Limited (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

This presentation contains certain forward looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the company.



## *Financial Updates*





# Quarterly highlights



PC Jeweller

Q2 FY 2025 Sales : Rs 505 crores v/s Rs 33 crores in Q2 FY 2024

Q2 FY 2025 EBITDA : Rs 129 crores v/s Rs (23) crores in Q2 FY 2024

Q2 FY 2025 PBT : Rs 124 crores v/s Rs (152) crores in Q2 FY 2024

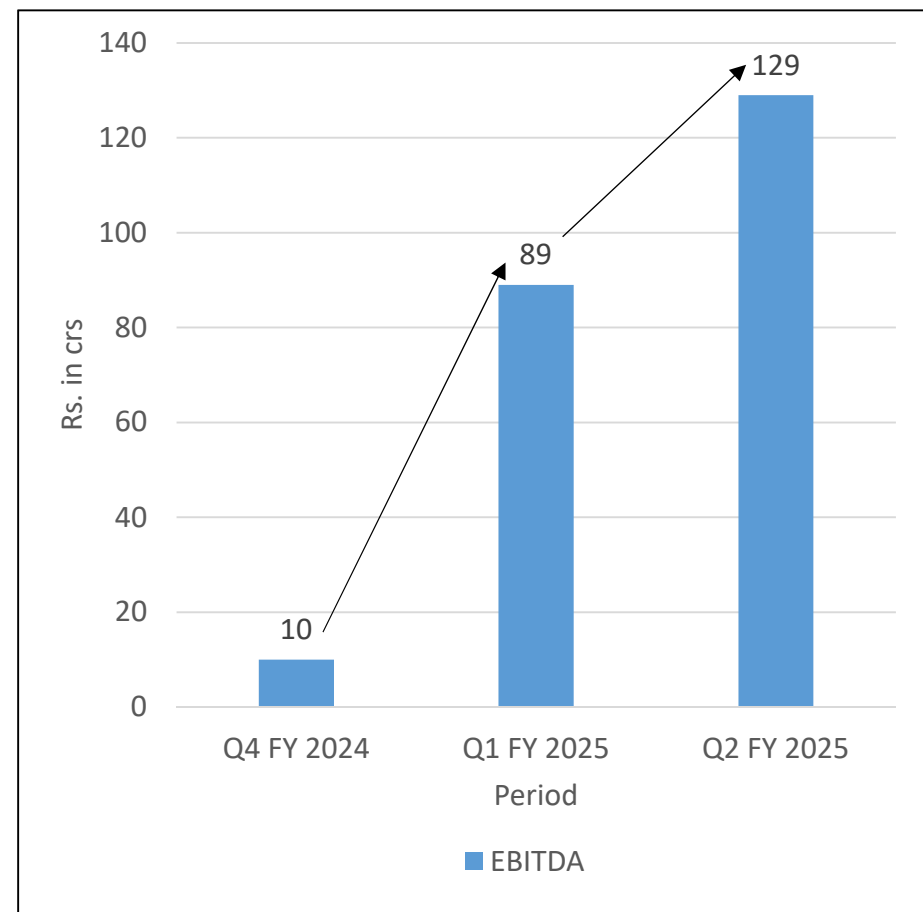
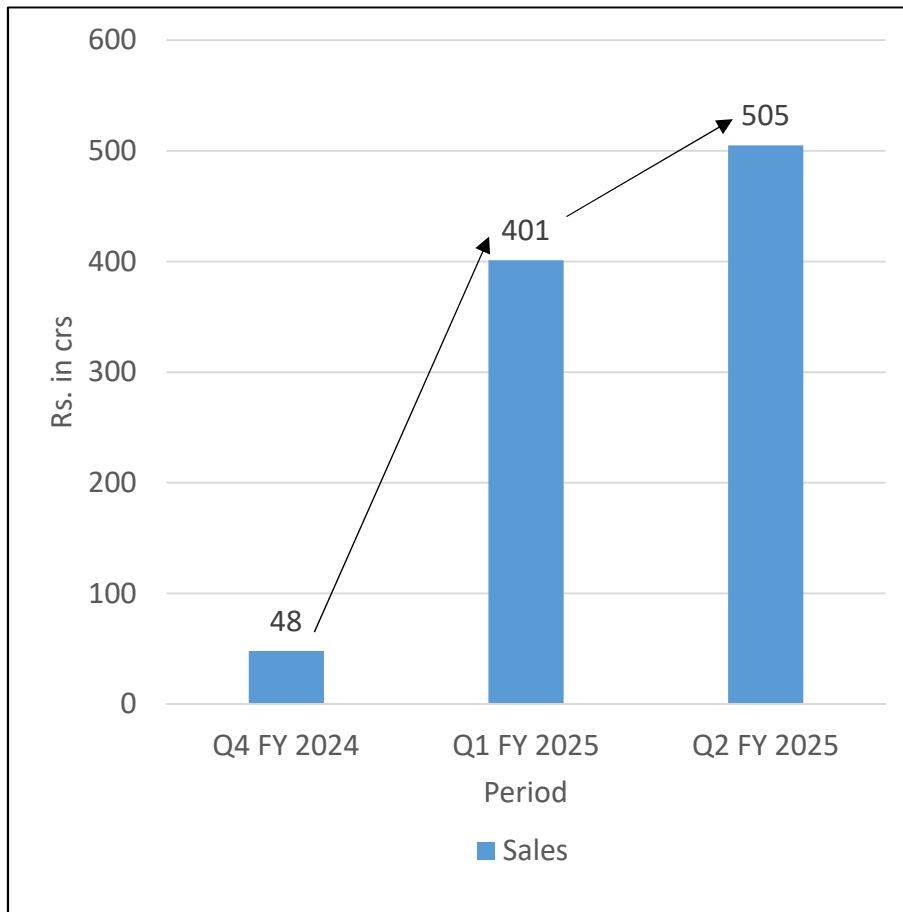
Q2 FY 2025 PAT : Rs 179 crores v/s Rs (152) crores in Q2 FY 2024



# Quarterly highlights



PC Jeweller



# Highlights: Sales



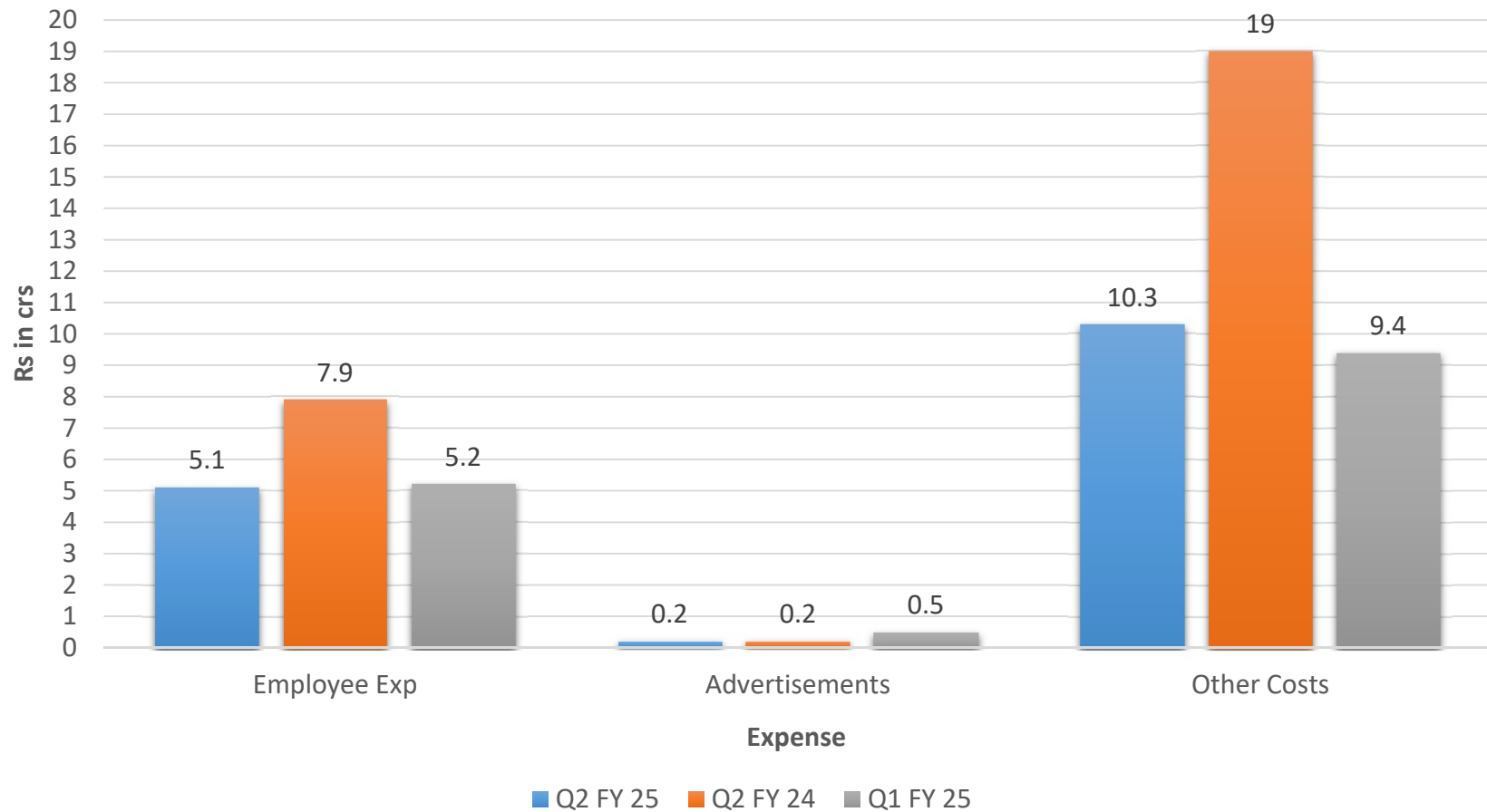
PC Jeweller

Particulars (Rs. Crores)	Q2 FY 2025	Q2 FY 2024	H1 FY 2025	H2 FY 2024
Revenue from Operations	505	33	906	101
Domestic Retail	505	33	906	101
Exports	-	-	-	-



# Highlights: Major Expenses

## Comparison of business expenses



## ***Business Updates***



# Business update – Q2 FY 2025



PC Jeweller

- The consumer demand and footfall exhibited a significant improvement in Q1 FY 2025 and this momentum has further increased in Q2 FY 2025, the result of which is clearly visible in the company's topline as well as bottomline.
- The company has recorded domestic sales of Rs 505 crores in Q2 FY 2025 as compared to Rs 33 crores in Q2 FY 2024, and Rs 906 crores in H1 FY 2025 as compared to Rs 101 crores in H1 FY 2024.
- The company's EBITDA (a profit of Rs 129 crores in Q2 FY 2025 as against a loss of Rs 23 crores in Q2 FY 2024, and a profit of Rs 218 crores in H1 FY 2025 as against a loss of Rs 65 crores in H1 FY 2024) has also shown substantial improvement.
- The company has recorded operating profit (PBT – Interest on refund of income tax) amounting to Rs 89 crores for Q2 FY 2025 as compared to a loss of Rs 152 crores for Q2 FY 2024.
- The reduction in custom duty on gold imports from 15% to 6% announced in the Union Budget, also contributed in the strong Q2 FY 2025 results.



# Business update – Q2 FY 2025



- This quarter also marks an important milestone for the company in its efforts towards an amicable settlement of its issues with the consortium banks. During the quarter, the company received the approval of its Offer for Settlement (OTS) from the competent authorities of all 14 banks of the consortium. Further, the company has executed a Settlement Agreement with the consortium banks on 30th Sep 2024 and as per the terms of the Settlement Agreement, the Company has discharged and paid part of the cash consideration that it had to pay to the Lenders at the time of execution of Settlement Agreement. A substantial portion of this consideration was raised from the Promoter Group entities by means of subscribing to Fully Convertible Warrants of the Company.
- Also, as per the terms of the settlement agreement, the company as well as the lenders have withdrawn the legal proceedings initiated by them against each other.
- The Company's preferential issue of fully convertible warrants amounting to Rs 2702.11 crores received an overwhelming response from its investors and completed successfully on 11th October 2024.



# Business update – Q2 FY 2025



PC Jeweller

- Keeping in view the aforesaid positive developments, specially related to favorable consideration of its OTS proposal by the banks, withdrawal of litigations in various legal foras and the response from its investors, the company has again started focusing on business development, increasing its brand presence and has started its marketing initiatives for the same, which had a visible impact in the Q2 FY 25 as well.
- The company continues to maintain a wide network of 57 showrooms (including 4 franchisee showrooms) located in 42 cities spread across 15 states across India as on 30<sup>th</sup> September 2024. 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 is also revamping & revitalizing all other aspects of its business operations as well.
- All the above efforts have led to an increase in the company's operational levels, its revenue, customer footfalls and most importantly, regaining its customer's confidence. With the rise in its sales and operational levels and positive response from its customers, the company is confident of regaining not only its lost market share but also attaining higher business levels in the coming quarters as well.





## *Showroom Network*



# Showroom Network



PC Jeweller



Ajmer (Rajasthan)



Allahabad (Uttar Pradesh)



Alwar (Rajasthan)



Bahadurgarh (Haryana)



Bareilly (Uttar Pradesh)



Bhilai (Chattisgarh)





# Showroom Network



PC Jeweller



Bhilwara (Rajasthan)



Bhopal (Madhya Pradesh)



Bhubaneswar (Odisha)



Bilaspur (Chattisgarh)



Chandigarh



Dehradun (Uttarakhand)





# Showroom Network



PC Jeweller



Durgapur (West Bengal)



Dwarka (Delhi)



Faridabad (Haryana)



Gaya (Bihar)



Ghaziabad (Uttar Pradesh)



Gurgaon (Haryana)





# Showroom Network



PC Jeweller



Guwahati (Assam)



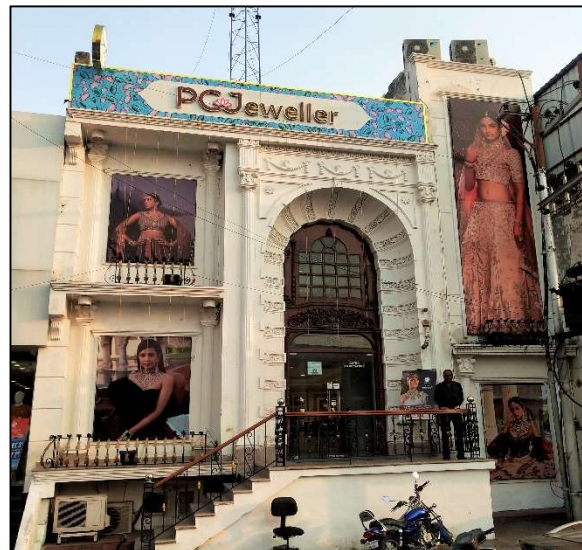
Haldwani (Uttarakhand)



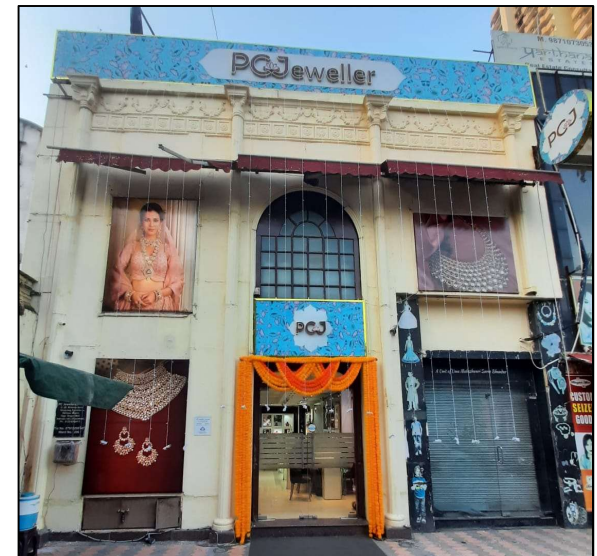
Hapur (Uttar Pradesh)



Hardoi (Uttar Pradesh)



Haridwar (Uttarakhand)



Indirapuram (Uttar Pradesh)





# Showroom Network



PC Jeweller



Jabalpur (Madhya Pradesh)



Jammu (Jammu & Kashmir)



Jamshedpur (Jharkhand)



Jhansi (Uttar Pradesh)



Jodhpur (Rajasthan)



Kaithal (Haryana)





# Showroom Network



PC Jeweller



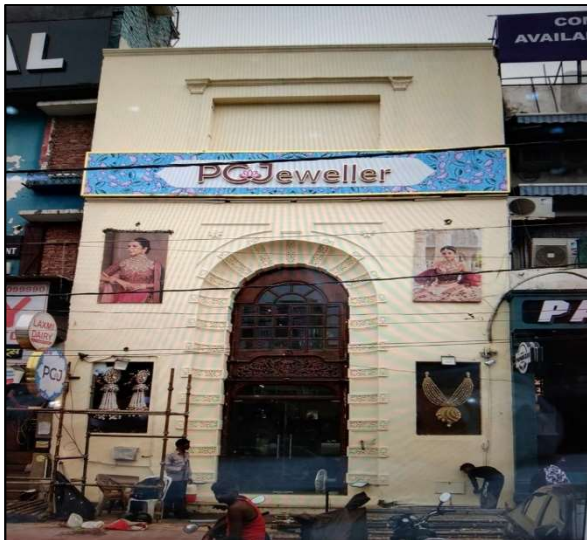
Karol Bagh (Delhi)



Karol Bagh - 2 (Delhi)



Katihar (Bihar)



Kingsway Camp (Delhi)



Krishna Nagar (Delhi)



Lucknow (Uttar Pradesh)





# Showroom Network



PC Jeweller



Ludhiana (Punjab)



South Extension (Delhi)



Muzaffarnagar (Uttar Pradesh)



Najafgarh (Delhi)



Nangloi (Delhi)



Noida (Uttar Pradesh)





# Showroom Network



PC Jeweller



Logix Mall Noida (Uttar Pradesh)



Palwal (Haryana)



Panchkula (Haryana)



Paschim Vihar (Delhi)



Siliguri (West Bengal)



Preet Vihar (Delhi)





# Showroom Network



PC Jeweller



Rajouri Garden (Delhi)



Ranchi (Jharkhand)



RDC Ghaziabad (Uttar Pradesh)



Rohini (Delhi)



Rohtak (Haryana)



Bhagalpur (Bihar)

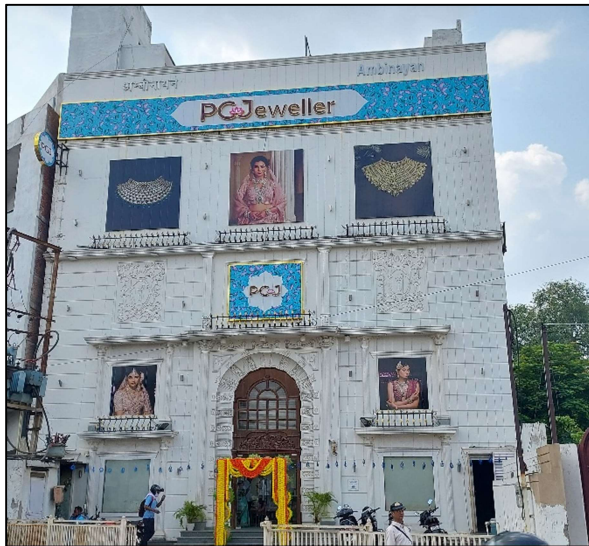




# Showroom Network



PC Jeweller



Varanasi (Uttar Pradesh)



Yamuna Nagar (Haryana)



Yamuna Vihar (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

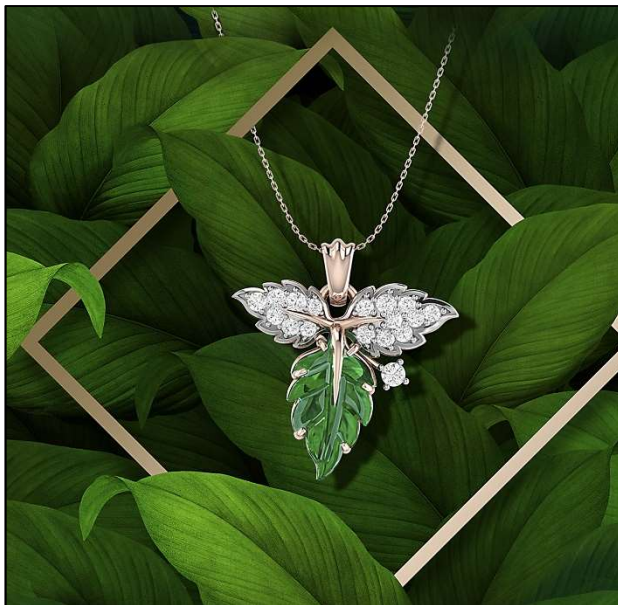




# FOLIA AMORIS



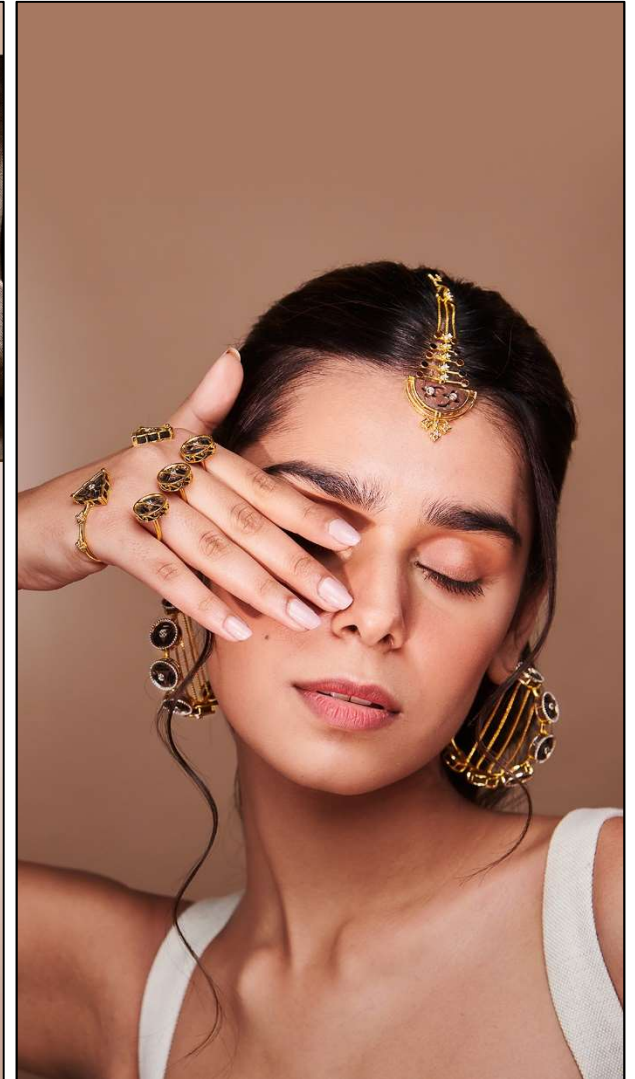
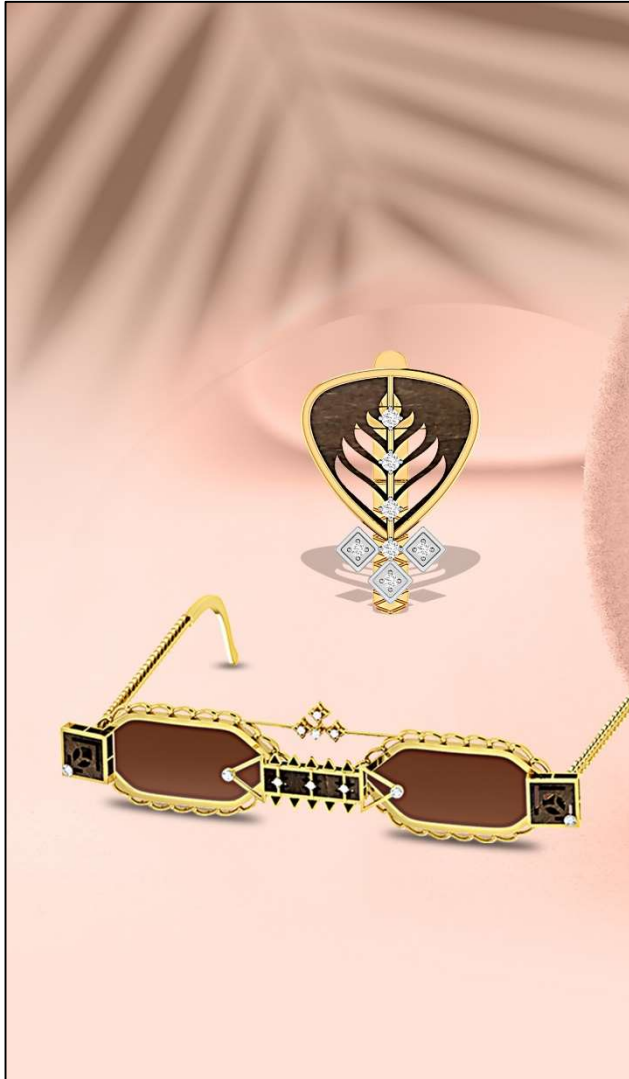
PC Jeweller



# ANANT



PC Jeweller

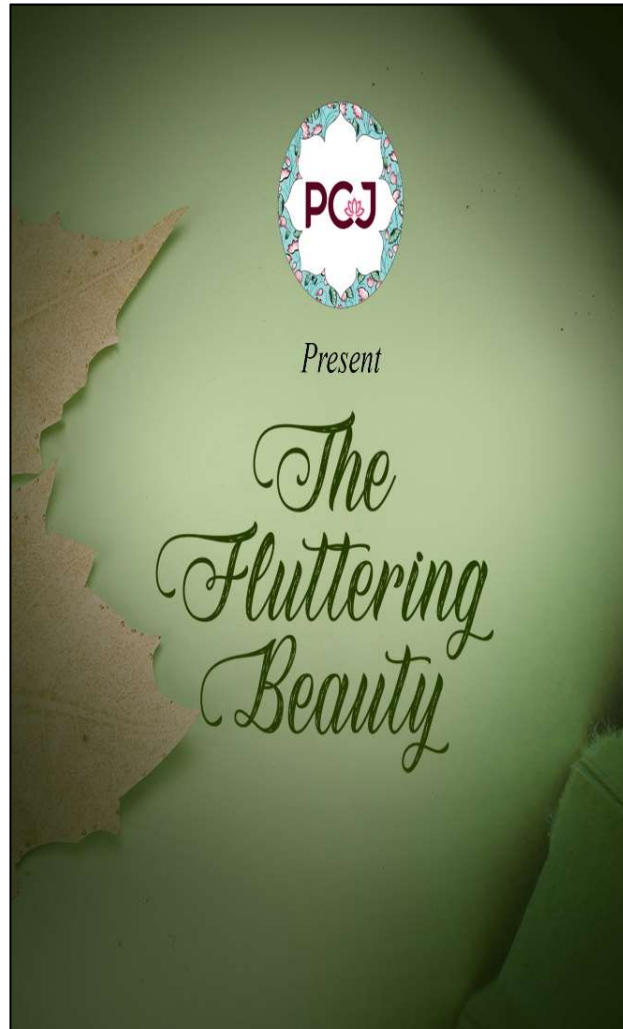




# THE FLUTTERING BEAUTY



PC Jeweller

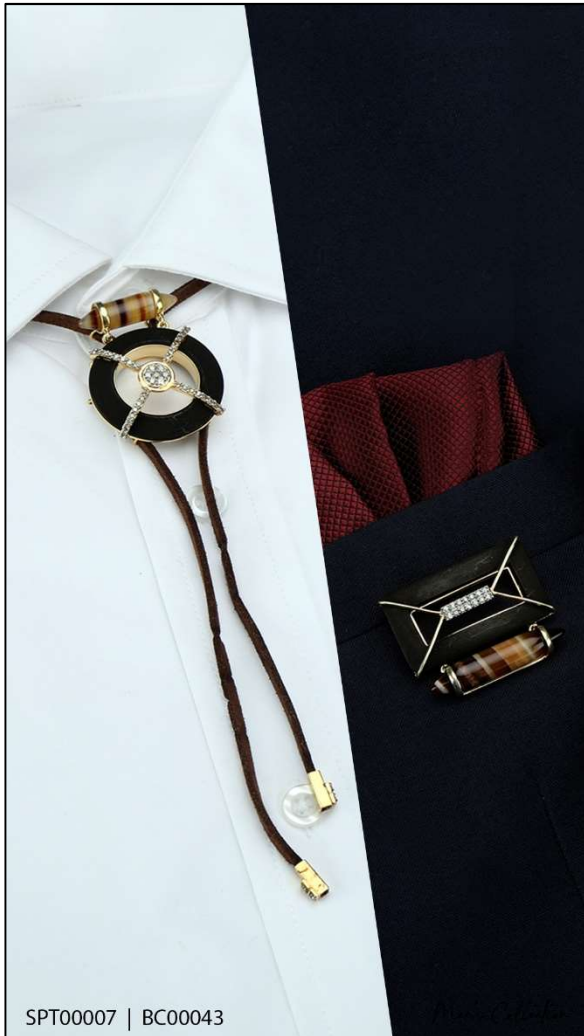




# MEN'S COLLECTION



PC Jeweller



SPT00007 | BC00043



BC00011 | CU00046

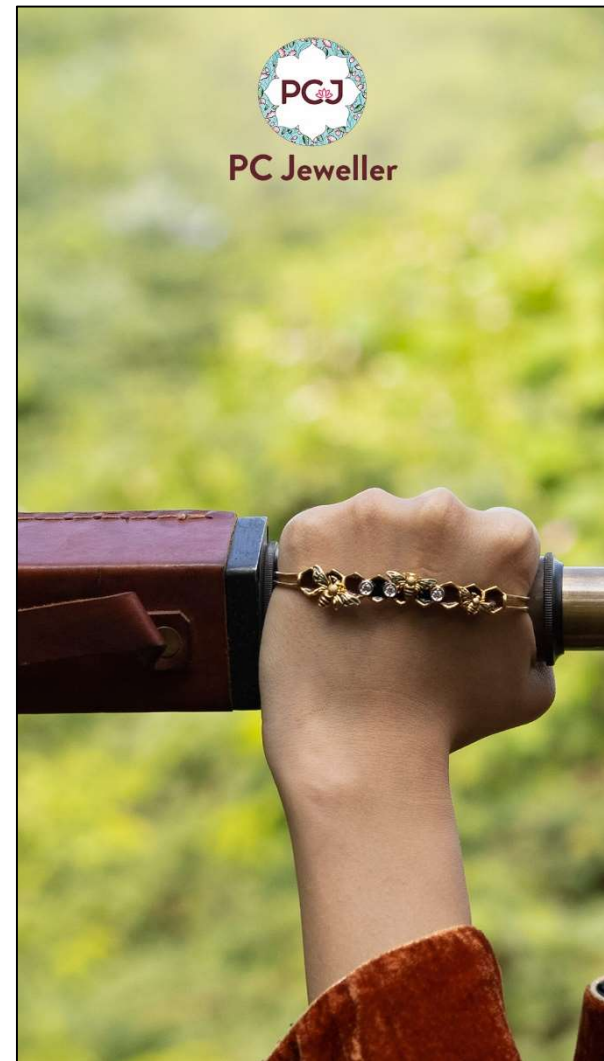
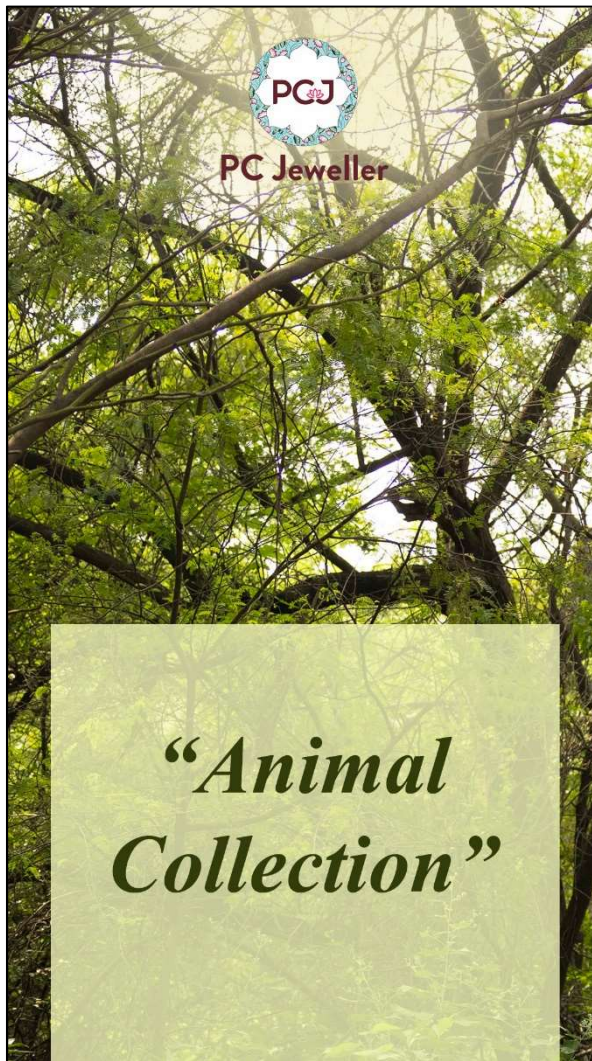
Men's Collection



# ANIMAL COLLECTION



PC Jeweller

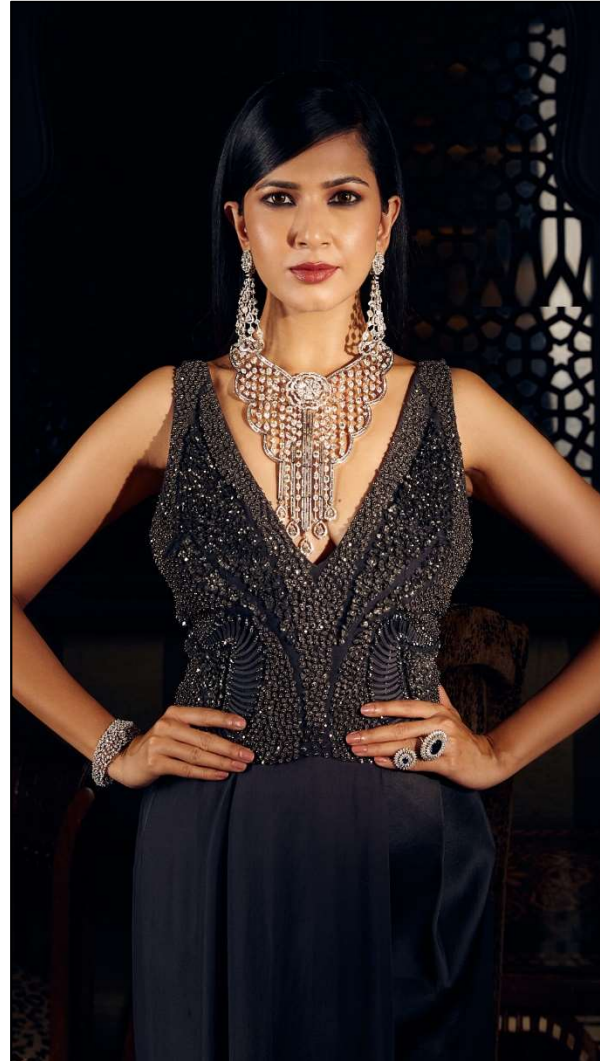




# WEDDING COLLECTION



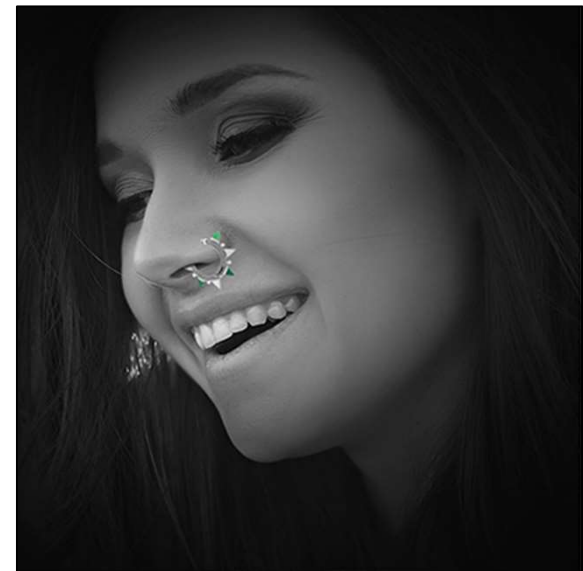
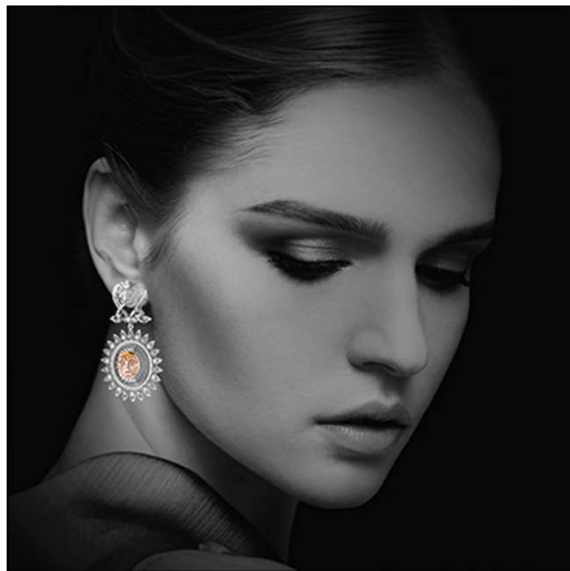
PC Jeweller



# DASHAVATAR



PC Jeweller





# HAND MANGALSUTRA



PC Jeweller



The Evil  
Diamond Mangalsutra Bracelet



PC Jeweller

*मंगलसूत्रा*  
**Collection**  
*Perfect Fit*  
*for your Soulmate*



PC Jeweller



The Star  
Diamond Mangalsutra Bracelet





PC Jeweller

Thank you



## SUPPLEMENT TO THE RESULTS PRESENTATION

- The company has been one of the leading players in the Indian jewellery industry and one of the top performers in its segment. **The consumer demand and footfall exhibited a significant improvement in Q1 FY 2025 and this momentum has further increased in Q2 FY 2025, the result of which is clearly visible in the company's topline as well as bottomline.** The company's financial performance is being highlighted below –

(Rs in crores)

Parameter	Q2 FY 2025	Q2 FY 2024	Change
Sales	505	33	Increase by 1430%
EBITDA	129	(23)	Increase by 661%
PBT	124	(152)	Increase by 182%

Parameter	H1 FY 2025	H1 FY 2024	Change
Sales	906	101	Increase by 797%
EBITDA	218	(65)	Increase by 435%
PBT	207	(325)	Increase by 164%

Parameter	Q2 FY 2025	Q1 FY 2025	Q4 FY 2024
Sales	505	401	48
EBITDA	129	89	10
PBT	124	83	(124)

- The company has **recorded operating profit (PBT – Interest on refund of income tax) amounting to Rs 89 crores for Q2 FY 2025 as compared to a loss of Rs 152 crores for Q2 FY 2024.**
- In continuation to the company's efforts to amicably settle its issues with the banks, during Q2 FY 2025, the company's Offer for Settlement (OTS) was approved by the competent authorities of **all the 14 banks of the consortium.** Further, the company has **executed a Settlement Agreement with the consortium banks** on 30th Sep 2024 and as per the terms of the Settlement Agreement, the Company has **discharged and paid part of the cash consideration** that it had to pay to the Lenders at the time of execution of Settlement Agreement. A substantial portion of this consideration was **raised from the Promoter Group entities** by means of subscribing to preferential issues of Fully Convertible Warrants of the Company.

- Also, as per the terms of the settlement agreement, the **company as well as the lenders have withdrawn the legal proceedings initiated by them against each other.**
- **The Company's preferential issue of fully convertible warrants amounting to Rs 2702.11 crores received an overwhelming response from its investors and completed successfully on 11th October 2024.**
- In view of the positive developments, specially related to favorable consideration of its OTS proposal by the banks, withdrawal of litigations in various legal foras and the response from its investors, the company is confident and focused towards moving ahead **on the path of growth and profitability.**