

Date: February 12, 2021

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.: Management Presentation**


Dear Sir / Madam,

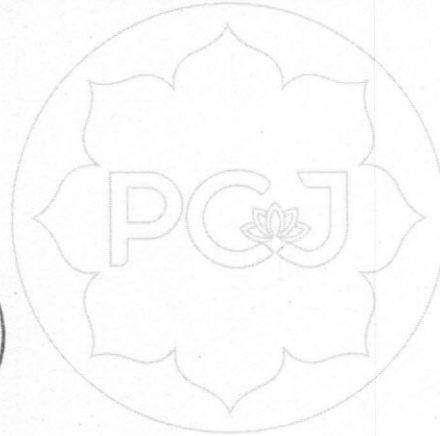
Please find enclosed herewith Management Presentation on Standalone financial results of the Company for the quarter and nine months ended December 31, 2020.

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**



**PC Jeweller**

PC JEWELLER LTD

Results Presentation

February 12<sup>th</sup>, 2021

# Safe Harbor



PC Jeweller

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# Quarterly highlights



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Q3 2021 EBITDA at 15.28% vis a vis 10.50% in Q3 2020

Q3 2021 PBT at 7.46% vis a vis 3.79% in Q3 2020

Q3 2021 PAT at 8.03 vis a vis 2.02% in Q3 2020

Q3 2021 Domestic Retail Sales : Rs. 1,373 cr vis a vis Rs 1,357.07 cr in Q3 2020

Q3 2021 Export Sales : Nil vis a vis Rs 231.30 cr in Q3 2020



*Business Updates*



# Highlights: Overall Business



PC Jeweller

Particulars (Rs. Crores)	Q3 FY 2021	Q3 FY 2020	9M FY 2021	9M FY 2020
Domestic Retail Sales	1,373	1,357	1,747	3,611
Export Sales	Nil	231	55	451
<b>Gross Margins (%)</b>	<b>18.25%</b>	<b>11.62%</b>	<b>19.38%</b>	<b>14.26%</b>
Domestic Retail	18.25%	12.98%	19.99%	15.65%
Exports	Nil	3.67%	(0.08%)	3.13%
<b>Expenses (% of total Revenue)</b>				
Employee Expenses	0.91%	1.00%	1.56%	1.38%
Advertisements	0.23%	0.21%	0.21%	0.28%
Rentals	0.06%	0.06%	0.12%	0.09%
Other Income	(0.35%)	(2.10%)	(1.42%)	(1.46%)
Other Costs	2.12%	1.95%	3.18%	2.12%
<b>EBITDA Margins</b>	<b>15.28%</b>	<b>10.50%</b>	<b>15.73%</b>	<b>11.85%</b>
<b>PBT Margins</b>	<b>7.46%</b>	<b>3.79%</b>	<b>(2.25%)</b>	<b>4.37%</b>



## Highlights: Domestic Business



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Particulars (Rs. Crores)	Q3 FY 2021	Q3 FY 2020	9M FY 2021	9M FY 2020
Revenue from Operations	1,373	1,357	1,747	3,611
Gross Margins (%)	18.25%	12.98%	19.99%	15.65%
EBITDA Margins (%)	16.13%	10.81%	17.57%	12.82%

## Highlights: Export Business

Particulars (Rs. Crores)	Q3 FY 2021	Q3 FY 2020	9M FY 20201	9M FY 2020
Revenue from Operations	Nil	231	55	451
Gross Margins (%)	Nil	3.67%	(0.08%)*	3.13%
EBITDA Margins (%)	N.A.	8.65%	N.A.	4.11%

\* The export margin are negative due to the gap between foreign exchange rates of import and export stipulated by CBIC.



# Financial Update – Q3 FY 2021



- There has been a very good uptake in business during the third quarter after a very substantial decline ( on account of Covid induced pandemic and lock down) in the first half of the year.
- The consumer sentiments have picked up during the festive season and resumption of marriage season after a complete shutdown in Q1 and Q2 and the sales levels have actually reached the pre covid levels on a QoQ comparison.
- The gold prices had receded after exceeding Rs 55,000/ per ten gm during August and remained more or less stable around Rs 51,000/ per ten gm during Q3 and this created a very positive sentiment in the consumers.
- The company has also managed to sell a higher percentage of diamond jewellery which is reflected in the improvement of Gross and EBITDA margins.
- The company has shut down its showroom at Ahmedabad during the month of December 2020., leaving it with 71 company owned and 11 franchisee stores.
- Recovery of Export Receivables: The company has realized its old export receivables to the tune of Rs 106.07 cr in the first half and Rs 310.49 crore in Q3.





# Financial Update-Q3 FY 2021



- The amount of outstanding export receivables as on 31.12.20 stood at Rs 1291.31 cr as against a figure of Rs 1706 cr as on 31.03.20.
- The company has strengthened its net worth by allotting 7,03,30,000 equity shares to Sh Balram Garg by converting Rs 210.99 cr of his unsecured loan ( extended to the company earlier) in equity.



# New Collection launch - DASHAVTAR



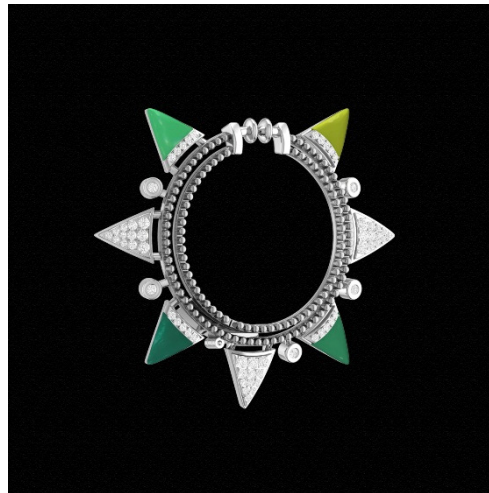
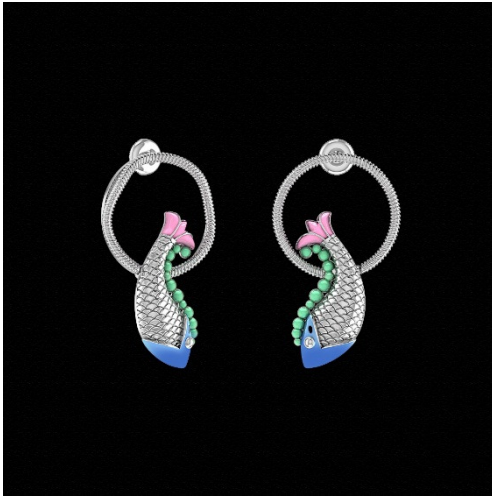
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# New Collection launch - DASHAVTAR



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# New Collection launch - ENAMEL



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# New Collection launch - ENAMEL



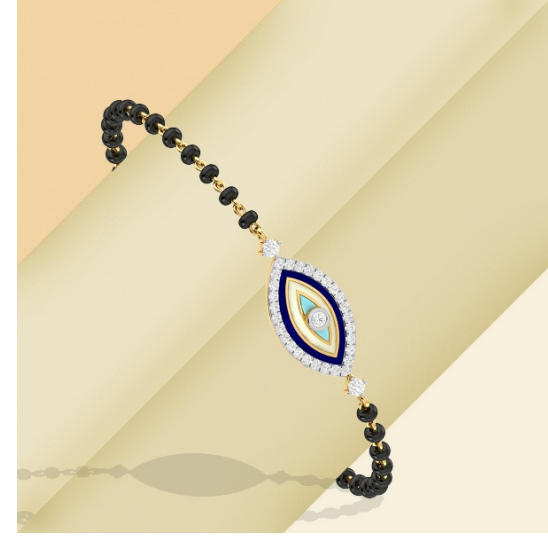
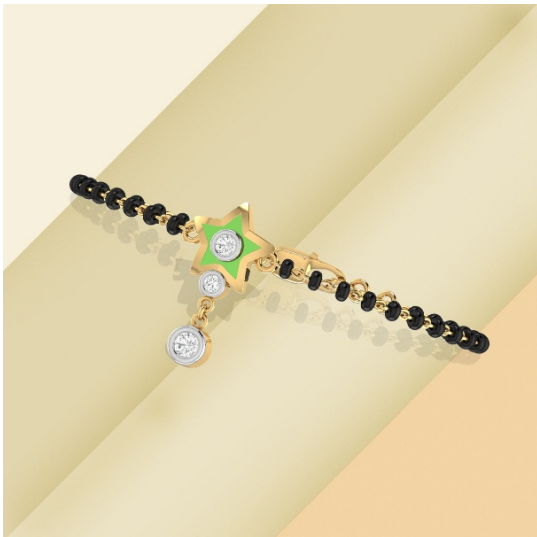
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# New Collection launch – HAND MANGALSUTRA



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# Sub Brand



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Coined from the Sanskrit word 'ashva', the name Azva symbolizes the seven vows every couple takes/says on their wedding day. Azva celebrates the wedding vows with 22-karat Indian gold jewellery designs that are resplendent.



# Sub Brand



PC Jeweller



LoveGold has ignited the world's desire for Gold jewellery with the new generation. It has achieved to combine powerful elements like style, designers and jewellery to create aspirational content for the youth.





# Sub Brand



PC Jeweller

## MIROSA

EVERYDAY JEWELLERY

The Mirosa woman is younger, With aspirations and desires, she wants to be a part of this beautiful universe. She wants to stand out, she wants to leave her mark. A collection which has a variety of range for *working women*.



# Sub Brand



PC Jeweller

## Inayat

Weddings are celebrated in the most colorful and vivid way. Every occasion is important. So is the jewelery adorned to complete your ensemble. Inayat is the wedding wear for every occasion.



## Sub Brand



PC Jeweller

## Swarna dhardhar

An innate ode to the colorful mosaic of Royal Rajasthan. A collection which uniquely personifies the Grandeur of the state embedded with the spirits of crafts which have been meticulously passed on from the generations.



# Successfully running Collection



PC Jeweller

## Lal Quila

A Nation's Culture; Carved in Gold!

A place where our company PC Jewellers has its innate roots. Drawing inspiration from the Lal Quila's intricacy of the architecture. The collection incorporates never used before technique of "Mokumegane" made in 22k Gold which makes the collection exclusive and unique.



# Successfully running Collection



PC Jeweller

## Lal Qūila

A Nation's Culture; Carved in Gold!





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Thank you

