

Date: 29/05/2020



To,
The Listing Compliance Department
BSE Limited
P. J. Tower, Dalal Street,
Mumbai - 400001

To,
The Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai - 400051

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Disclosure of material impact of COVID-19 pandemic on the Company

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

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CMD1/CIR/P/2020/84 dated May 20, 2020 and in continuation to our earlier disclosure dated April 1, 2020 please find below the information on material impact of COVID-19 pandemic on the Company:

Particulars	Information
Impact of the COVID-19 pandemic on the business	<p>Due to the spread of COVID-19 and in accordance with the various initiatives and directions of both Central and State Government(s) from time to time including Janata curfew and subsequent nationwide lock down , the operations of the Company were suspended at its offices / showrooms / manufacturing units from March 22, 2020.</p> <p>However, even before that date impact started to show on the business of the Company with falling footfalls at the Company's showrooms and reduced workforce.</p> <p>The company's domestic business was completely shut down from 22nd of March till 3rd of May. This resulted in complete business loss of the auspicious days of Navratras as well as Akshay Tritiya. The wedding season of April & May has also been a complete wash out. Some of the stores have started reopening gradually w.e.f 3rd of May albeit with very restricted timings and on restricted days. But the footfalls at the showrooms remain almost negligible and till date the Company has not able to carry on its business operations in full swing.</p> <p>The effect of COVID-19 has impacted the sector's exports markets also tremendously on account of a complete lockdown in the Middle East.</p> <p>Due to this, there has been an adverse impact on revenues, however the exact extent of this impact is not readily quantifiable.</p>

PC Jeweller Limited



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<p>Ability to maintain operations including the factories / units / office spaces functioning and closed down</p>	<p>The Company suspended operations at its offices / showrooms / manufacturing units from March 22, 2020. But, the Company adopted the work from home policy for its office staff during the entire lockdown period. As explained above after the end of second lockdown on May 3, 2020, the Company partially started its business operations with minimum workforce combined with work from home policy.</p>
<p>Schedule, if any, for restarting the operations</p>	<p>After lifting of lockdown restrictions, with proper safety measures including social distancing, sanitisation, use of face mask by the staff and thermal screening etc., the registered and corporate offices of the Company located in non-containment zones in Delhi, were re-opened on May 5, 2020 with the presence of bare minimum staff combined with work from home policy.</p> <p>After lifting of lockdown restrictions, the Company has also started re-opening its showrooms and manufacturing units located in non-containment zones. Till date the Company has been able to re-open more than 50 showrooms but with certain restrictions like timings and days of opening etc. Manufacturing activities at the manufacturing units are also yet to be at full capacity and are taking place based on the current inventory levels and the estimated demand.</p>
<p>Steps taken to ensure smooth functioning of operations</p>	<p>The company is taking necessary steps to ensure smooth functioning of operations at its Offices / showrooms / manufacturing units as per the government directions including ensuring thermal screening of employees, sanitization of the premises, maintenance of social distancing at all work places, enforcing wearing of masks and regular cleaning of hands.</p>
<p>Estimation of the future impact of COVID-19 on its operations</p>	<p>The Company is engaged in the business of manufacturing, sale and trading of jewellery and operates in different geographical areas i.e. domestic sales and export sales. The domestic sale includes retail sale through its showrooms located in various parts of the country. Although some of the showrooms have been re-opened but demand for jewellery is far below then the usual. However, it is expected that the sales will improve gradually. Further, currently export sales is also not taking place and are expected to start only in Q2.</p> <p>The Company is closely monitoring the emerging situation arising out of COVID-19 and resultant restrictions imposed by the regulatory authorities. At this point of time it is not possible either to foresee the duration for which this pandemic will last, nor predict its course. Hence, the Company is not in a position to assess with certainty the future impact on operations but does not expects normalcy to be achieved before the third quarter.</p>



Details of impact of COVID-19 on listed entity's:	
Capital, financial resources and profitability	As on date the Company has adequate capital. However, the sales of the Company are adversely impacted due to the prevailing lockdown conditions and it is not possible to foresee the duration for which this pandemic will last. As on this point of time the Company is not in a position to assess with certainty the future impact of the same on financial resources as well as the profitability.
Liquidity position, ability to service debt and other financing arrangements	The hit on the sales performance of the Company is adversely affecting the liquidity of the Company. The Banks as per the RBI guidelines have extended 3 months moratorium period for payment of principal and interest payments. This has given an immediate albeit temporary relief to the liquidity position of the Company. The Company is confident of improving its liquidity position in the coming months and servicing its obligations in time.
Assets	The Company is not planning any addition to its fixed assets in near future.
Internal financial reporting and control	The Company's internal financial reporting and controls are in no manner impacted by the pandemic.
Supply chain	The major raw material used by the Company is gold which it generally avails from the banks in the form of gold loans. The Banks continue to operate regularly, though with reduced manpower, hence, there is minimum disruption in the supply chain except for transportation related issues. Manufacturing units of the Company have also re-opened for production of jewellery.
Demand for its products / services	Though the Company is confident that as soon as the lockdown restriction will be lifted completely, the jewellery demand will start picking up, it does not foresee complete resumption before the onset of the festival season in Q3.
Existing contracts / agreements where non-fulfilment of the obligations by any party will have significant impact on the listed entity's business	The Company does not foresee any significant impact on its business due to non-fulfilment of the obligations by any party.

Kindly take the information on record.

Thanking you,
For PC Jeweller Limited


 (SANJEEV BHATIA)
 Chief Financial Officer