



Date: 27/10/2022

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 and six months ended September 30, 2022.

Kindly take the same on record.

Thanking you.

Yours sincerely,  
For PC Jeweller Limited

**SANJEEV** Digitally signed by  
SANJEEV BHATIA  
**BHATIA** Date: 2022.10.27  
12:40:54 +05'30'

(SANJEEV BHATIA)  
Chief Financial Officer

Encl.: As above

**PC Jeweller Limited**



**PC Jeweller**

# PC JEWELLER LTD

Results Presentation

October 27<sup>th</sup>, 2022

# Safe Harbor



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## *Financial Updates*



# Quarterly highlights



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Q2 FY 2023 Domestic Sales\* : Rs 836 crores v/s Rs 363 crores in Q2 FY 2022

\*The company has not done any export sales during the current quarter.

Q2 FY 2023 EBITDA : Rs 194 crores v/s Rs 39 crores in Q2 FY 2022

Q2 FY 2023 PBT : Rs 66 crores v/s loss of Rs 75 crores in Q2 FY 2022

Q2 FY 2023 PAT : Rs 73 crores v/s loss of Rs 76 crores in Q2 FY 2022



# Highlights: Overall Business



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Particulars (Rs. Crores)	Q2 FY 2023	Q2 FY 2022	H1 FY 2023	H1 FY 2022
<b>Revenue from Operations</b>	<b>836</b>	<b>559</b>	<b>1,357</b>	<b>805</b>
Domestic Retail	836	363	1,357	609
Exports	-	196	-	196
<b>Gross Margins (%)</b>	<b>20.7%</b>	<b>11.5%</b>	<b>20.6%</b>	<b>13.4%</b>
Domestic Retail	20.7%	17.2%	20.6%	17.5%
Exports	-	0.8%	-	0.5%
<b>Expenses (% of total Revenue)</b>				
Employee Expenses	1.7%	2.0%	2.0%	2.3%
Advertisements	0.4%	0.1%	0.4%	0.1%
Rentals	0.2%	0.2%	0.2%	0.2%
Other Income	(7.0%)	(0.5%)	(9.4%)	(2.2%)
Other Costs	2.2%	2.7%	2.4%	3.2%
<b>EBITDA Margins</b>	<b>23.2%</b>	<b>7.0%</b>	<b>25.0%</b>	<b>9.8%</b>
<b>PBT Margins</b>	<b>7.8%</b>	<b>(13.5%)</b>	<b>6.1%</b>	<b>(16.8%)</b>



## *Business Updates*



# Business update – Q2 FY 2023



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- The company is happy to report a continuous progress in its working, not only on a Q-o-Q basis but also sequentially from Q1 and Q2.
- This is more so as the Q2 is always considered to be a weak quarter relatively with negligible marriages and two weeks of shadh days.
- The company has achieved a domestic sales turnover of Rs 1,357 crores in the H1 of FY 2023 as against Rs 609 crores in H1 of FY 2022, resulting in an increase of almost 123% on Y-o-Y basis. It has not done any export sales during the current half year.
- The company is concentrating fully on its domestic business and working on improving its operating parameters, which is reflected in improvement in its Gross Margins, EBIDTA Margins as well as profitability on a Q-o-Q basis.
- With the pandemic induced uncertainty as well as lockdowns left behind, the market situation has returned to normalcy with increase in the consumer footfalls and spending.
- The coming quarter is the festive quarter and the marriage season will also commence in the same and thus the momentum in footfalls & spending experienced in Q2 is expected to continue in Q3 as well.





# Business update – Q2 FY 2023



- Meanwhile the company continues to work on –
  - Adding additional franchisees and is confident that it will be able to report of opening of new stores soon.
  - Develop and introduce fresh designs and collections on a regular basis.
  - Revamping and beautifying all its Stores, with new signage and branding both outside as well as inside.
  - Starting a vigorous media campaign with regular advertisements in print as well as radio, outdoor hoardings. The company has also increased its presence in the digital marketing space.
  - Participating in large number of jewellery and wedding exhibitions at various locations to increase its visibility as well as customer awareness.
  - From being a pure play wedding jeweller only, the company has increased the range, variety & price points of jewellery items in its showrooms to cater not only to wedding jewellery but party wear, daily wear as well. The range and variety of jewellery available in the stores can now cater to all age groups, all price points and all occasions.



# Recently launched collections

The company has been releasing new collections at regular intervals. Few of our recently launched collections are –

- FOLIA AMORIS
- ANANT
- THE FLUTTERING BEAUTY
- MENS COLLECTION
- ANIMAL COLLECTION
- WEDDING COLLECTION



# Other successfully running collections

Some of the other successfully running collections of the company are –

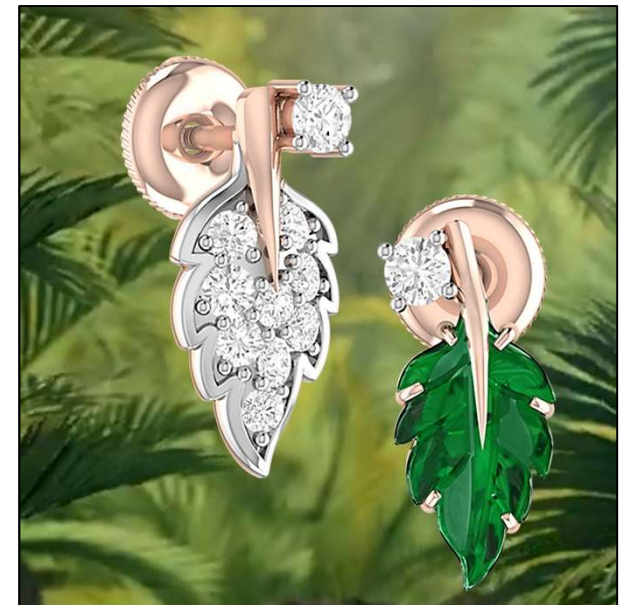
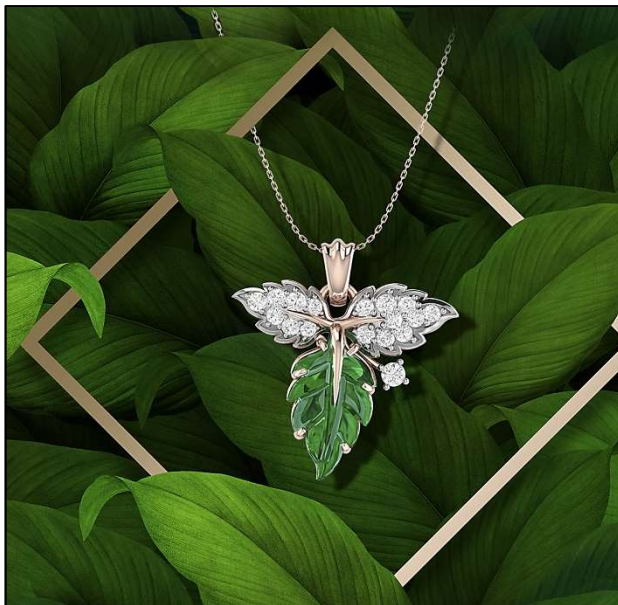
- WATCH ACCESSORIES
- DIAMOND MANGALSUTRA
- DASHAVATAR
- RING IT ON
- PIK SEE
- HAND MANGALSUTRA



# Recently launched collection – FOLIA AMORIS



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# Recently launched collection – FOLIA AMORIS



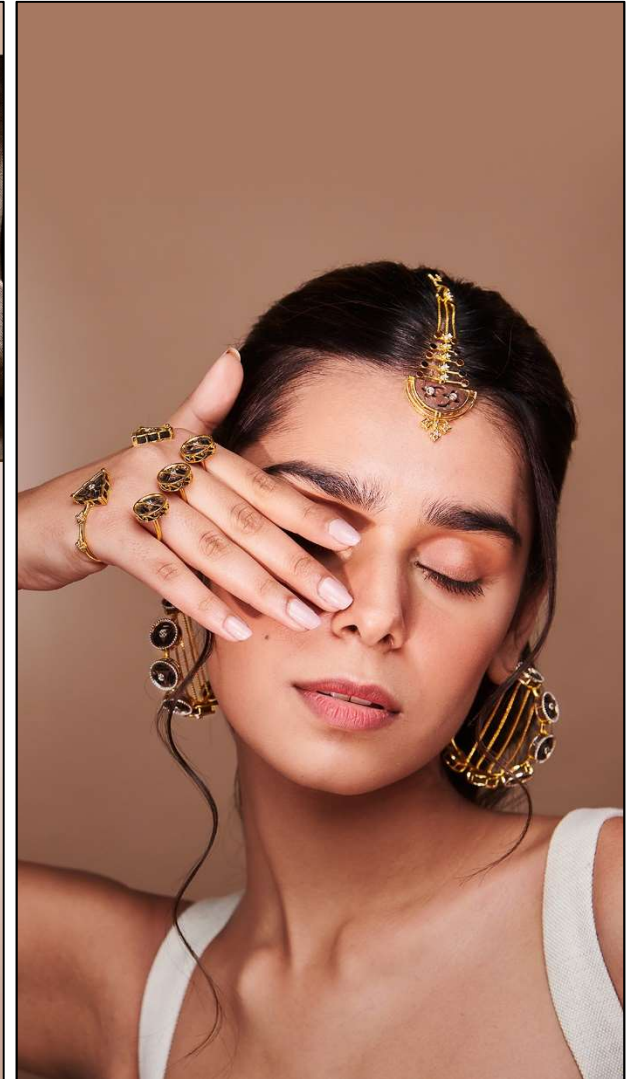
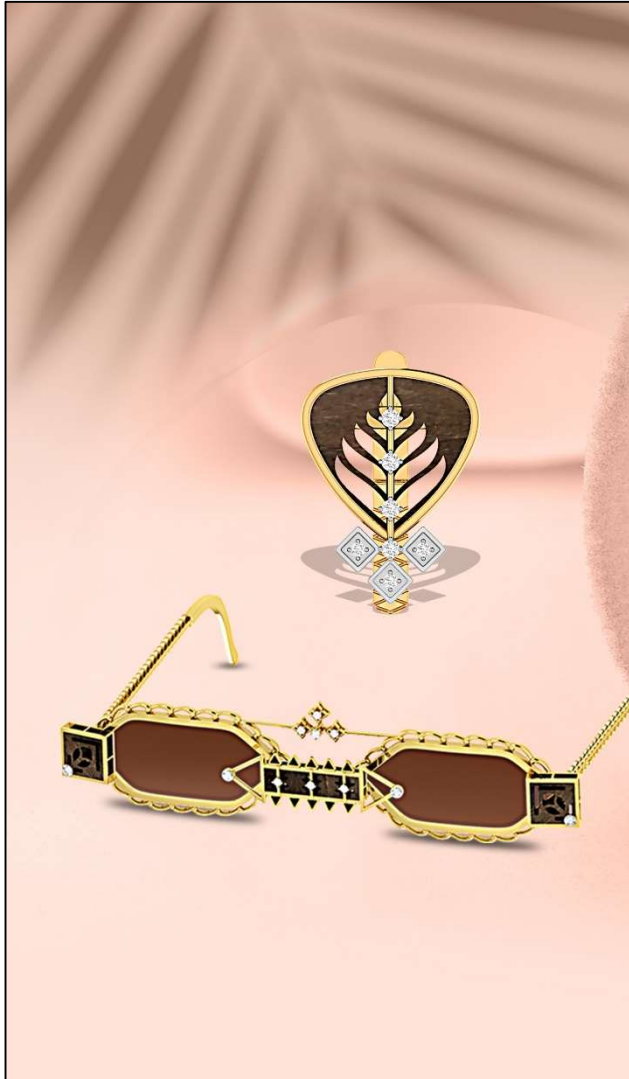
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# Recently launched collection – ANANT



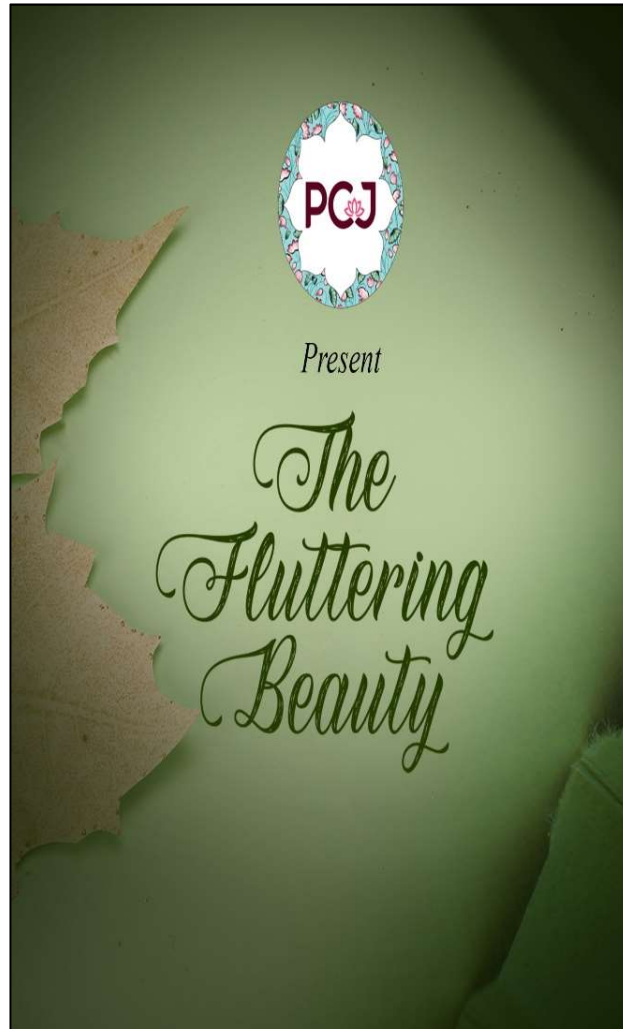
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# Recently launched collection – THE FLUTTERING BEAUTY



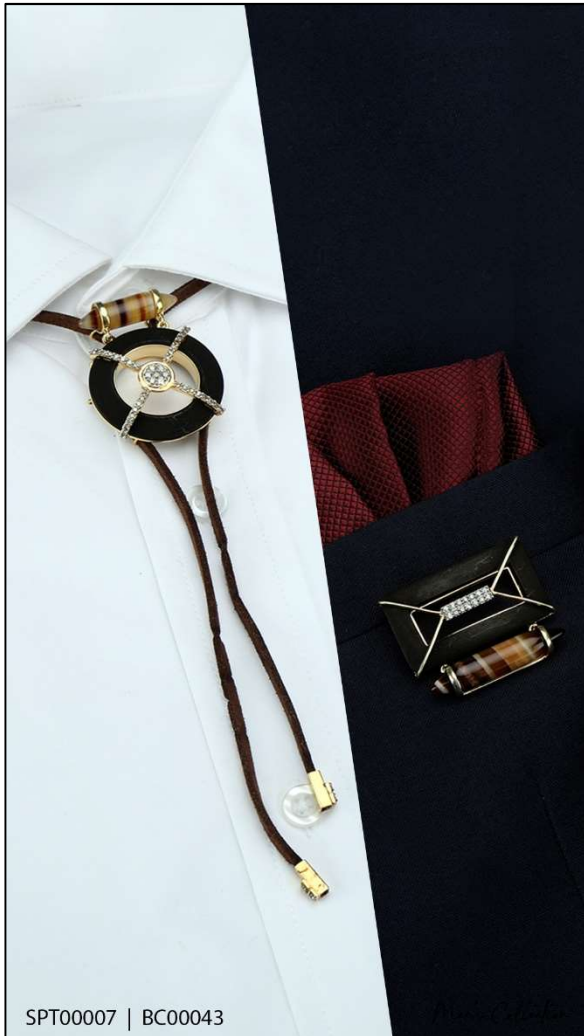
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# Recently launched collection – MEN'S COLLECTION

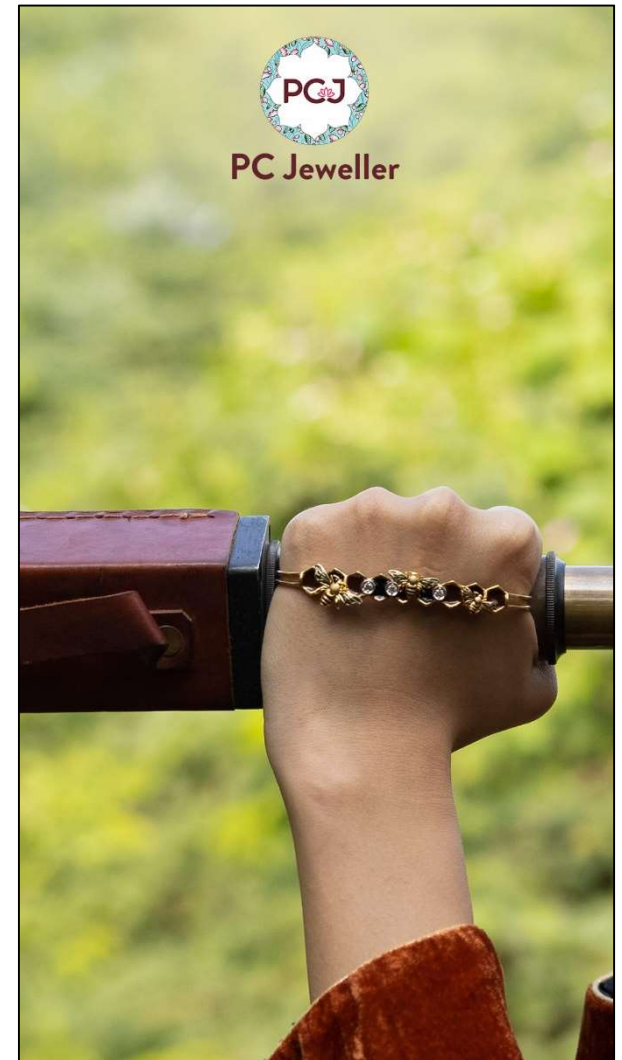
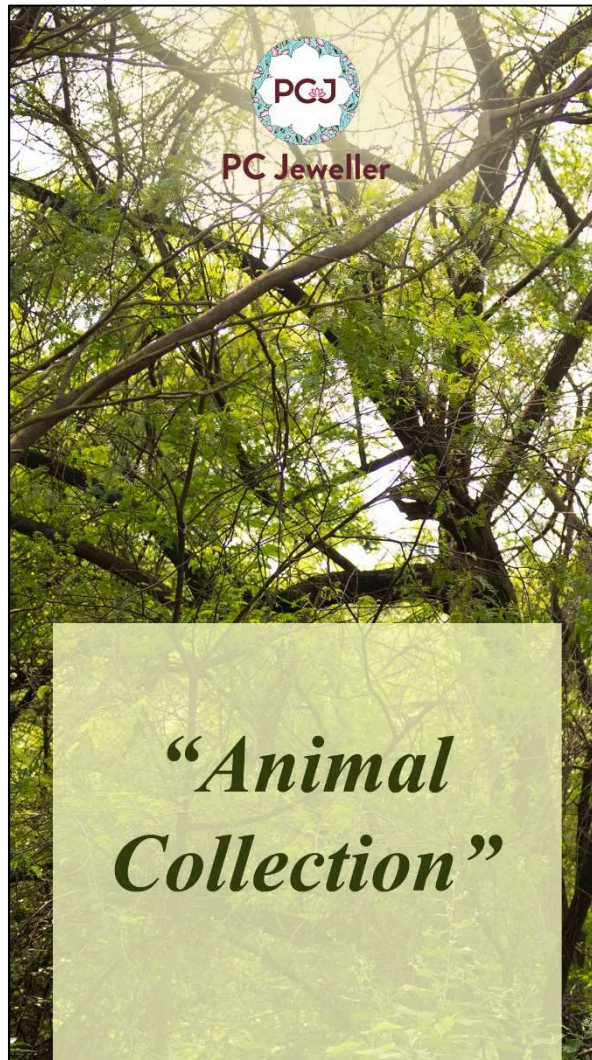


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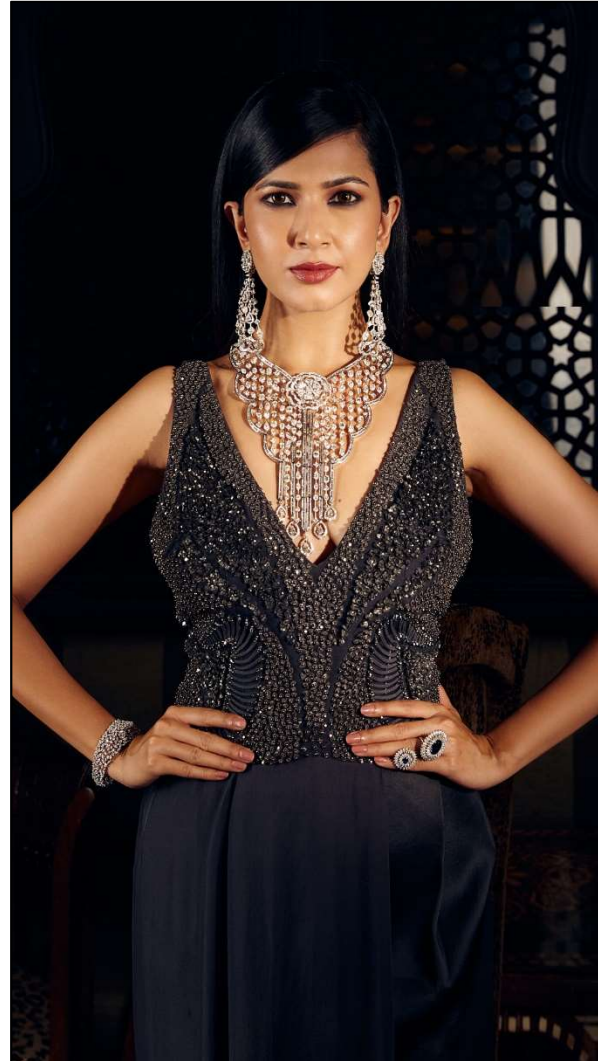
# Recently launched collection – ANIMAL COLLECTION



# Recently launched collection – WEDDING COLLECTION



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# Other running collection – WATCH ACCESSORIES



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## WATCH ACCESSORIES



*The Monsoon  
Diamond Watch Chain*

DW00022

## WATCH ACCESSORIES



*The Dolphin  
Diamond Silver Watch Chain*

DW00032

## WATCH ACCESSORIES



*The Anchor & Wheel  
Diamond Silver Watch Chain*

DW00036



# Other running collection – DIAMOND MANGALSUTRA



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# Other running collection - DASHAVATAR



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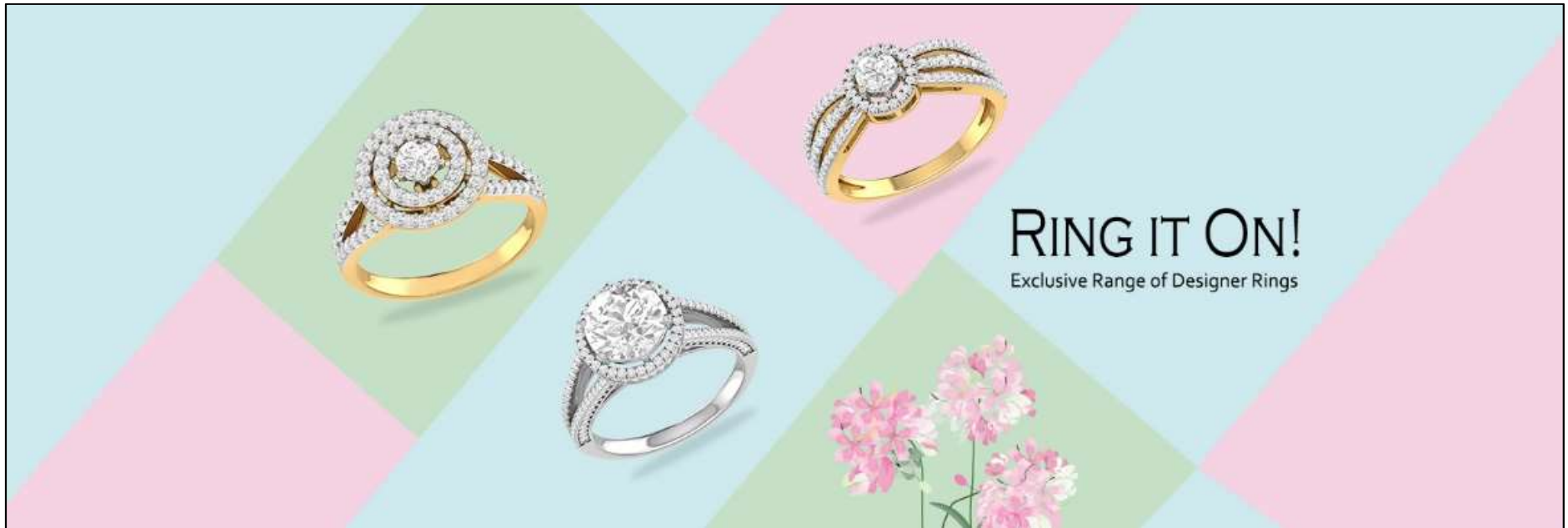
 Dashavatar  
Collection



# Other running collection – RING IT ON



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# Other running collection – PIK SEE



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**Pik-See**  
Shades of Expression



# Other running collection – HAND MANGALSUTRA



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The Evil  
Diamond Mangalsutra Bracelet



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



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The Star  
Diamond Mangalsutra Bracelet







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Thank you

