

Date: May 30, 2019



To,
The Listing Compliance Department,
BSE Limited,
P. J. Tower, Dalal Street,
Mumbai – 400 001

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

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

Sub.: Management Presentation

Dear Sir/Madam,

Please find enclosed herewith Management Presentation on the audited standalone financial results of the Company for the quarter / year ended March 31, 2019.

Kindly take the same on record.

Thanking you.

Yours sincerely,

For PC Jeweller Limited

A handwritten signature in black ink, appearing to be 'S. Bhatia', written over a blue circular stamp.

(SANJEEV BHATIA)

Chief Financial Officer



Encl.: As above

PC Jeweller Limited

REGD. & CORPORATE OFF: C - 54, PREET VIHAR, VIKAS MARG, DELHI - 110 092 PH: 011 - 49714971 FAX : 011 - 49714972

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



PC Jeweller

Results Presentation

May 30th, 2019



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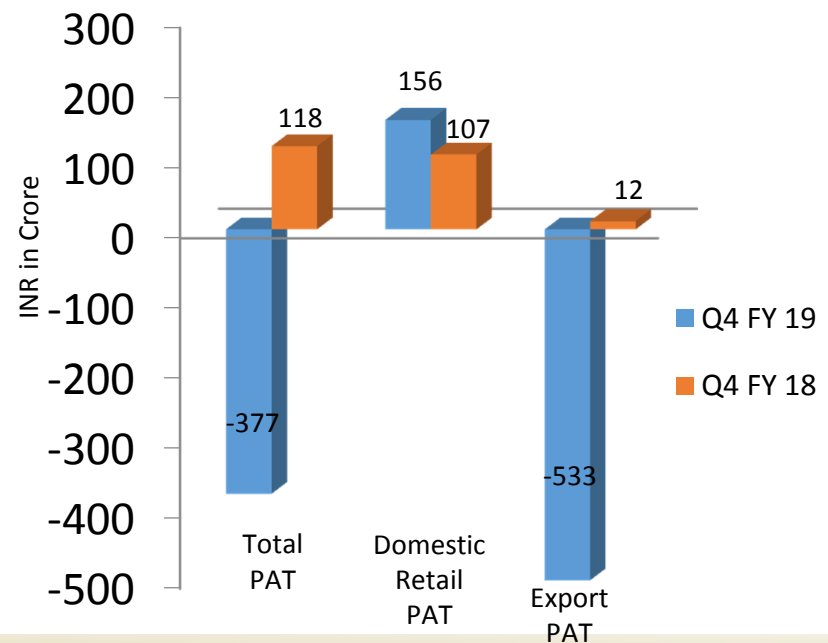
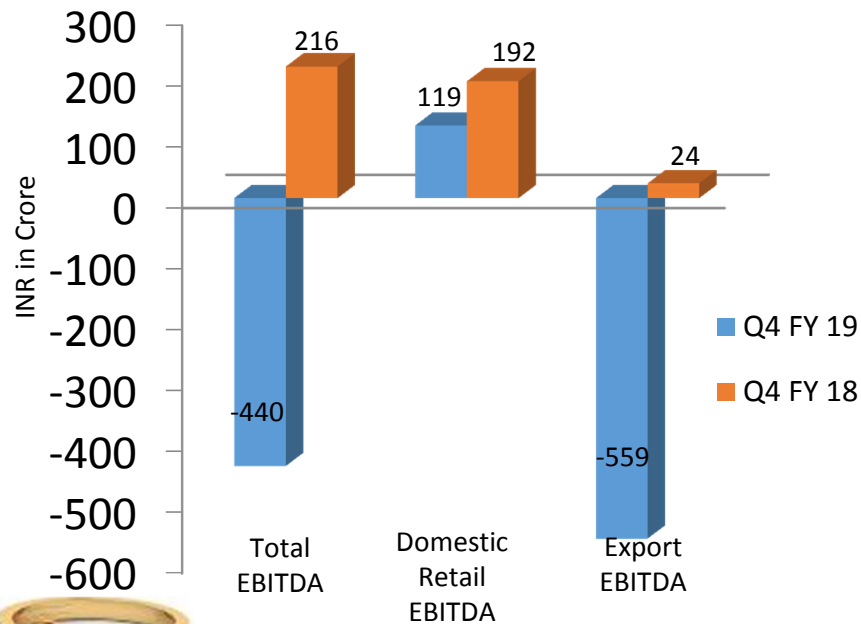
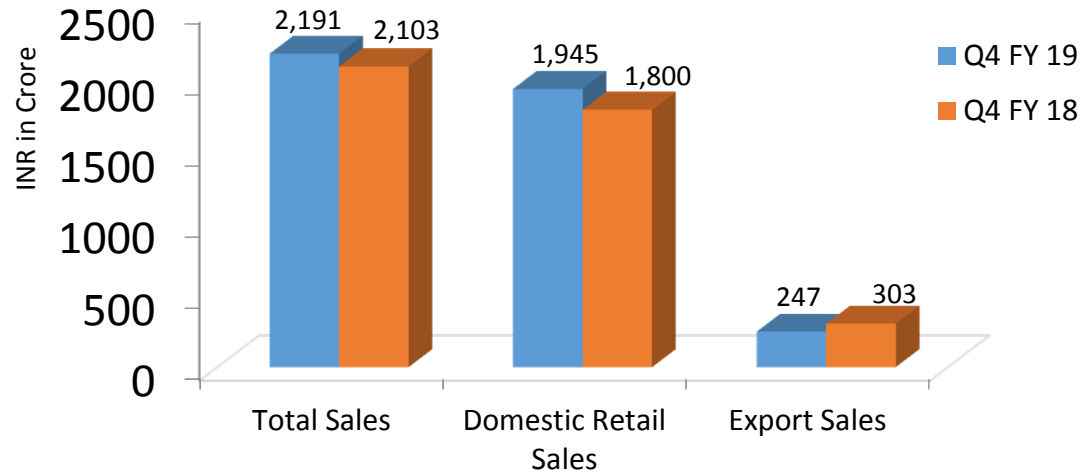


Quarterly highlights - 4QFY19 vs 4QFY18

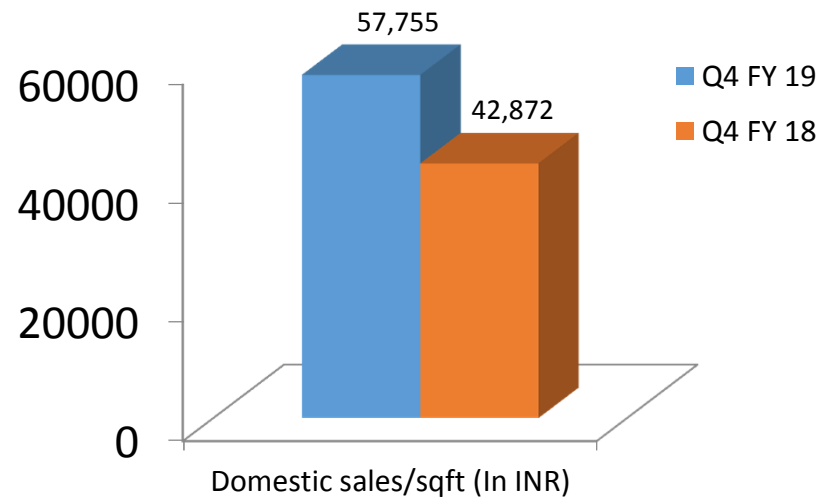
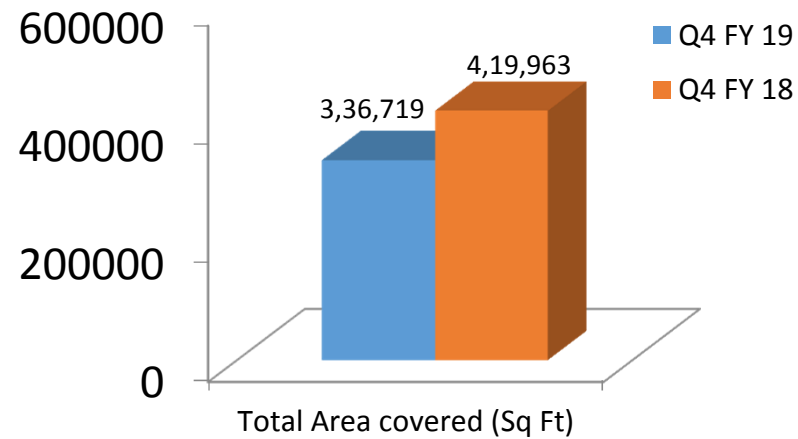
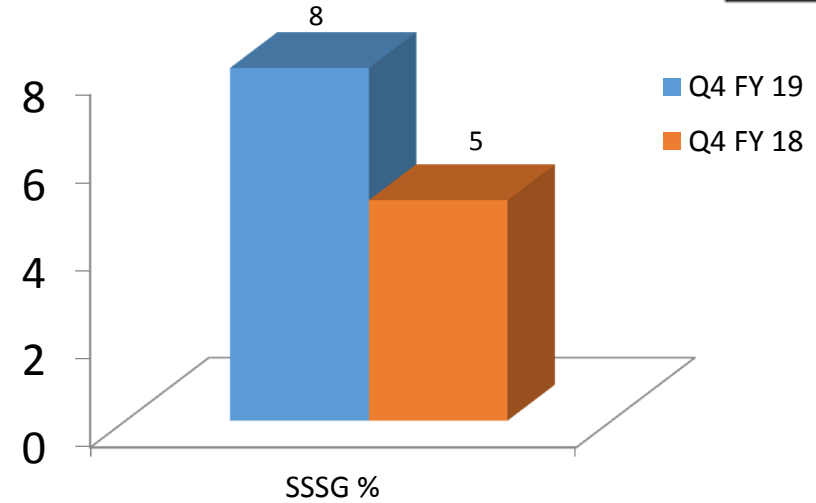
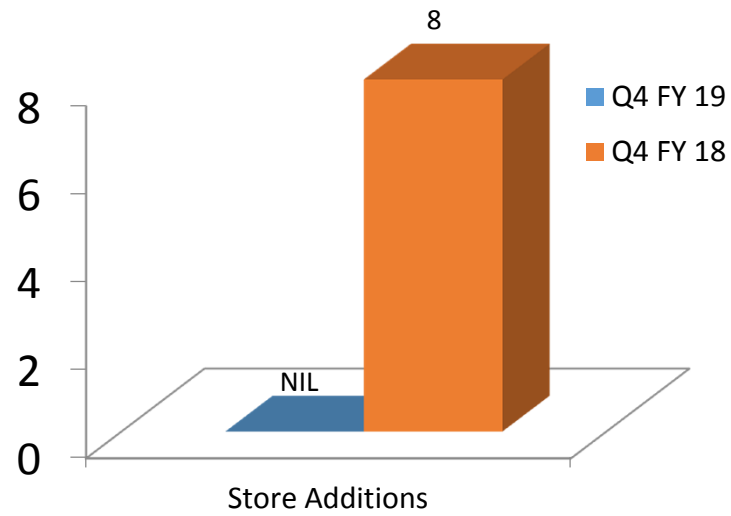
- Overall Revenue grew by 4.2 %
 - Domestic revenue grew by 8.0 %
 - Exports revenue de grew by 18.6 % - voluntary reduction
- Number of stores as on 31st March 2019 at 86 (FY19 was a year of consolidation)
 - Reduction of 19.8 % in Total square feet on YoY basis due to store rationalization
 - Same store sales growth > 8%.
- Segmental revenue contribution
 - Domestic Retail 88.7 % (85.6 % in 4Q FY 18)
 - Exports 11.3 % (14.4 % in 4Q FY 18)
- Net loss of INR 376.8 crore in Q4 FY19 is due to loss in the export business on account of one time discount against the outstanding export trade receivables aggregating to INR 513 crore. The domestic business continues to remain profitable though with slightly reduced margins
- De-leveraging balance sheet
 - Reduction in financial liabilities (including bank Loans & MGL) from INR 4,409 crore as on 31.03.18 to INR 3,211 crore as on 31.03.2019.



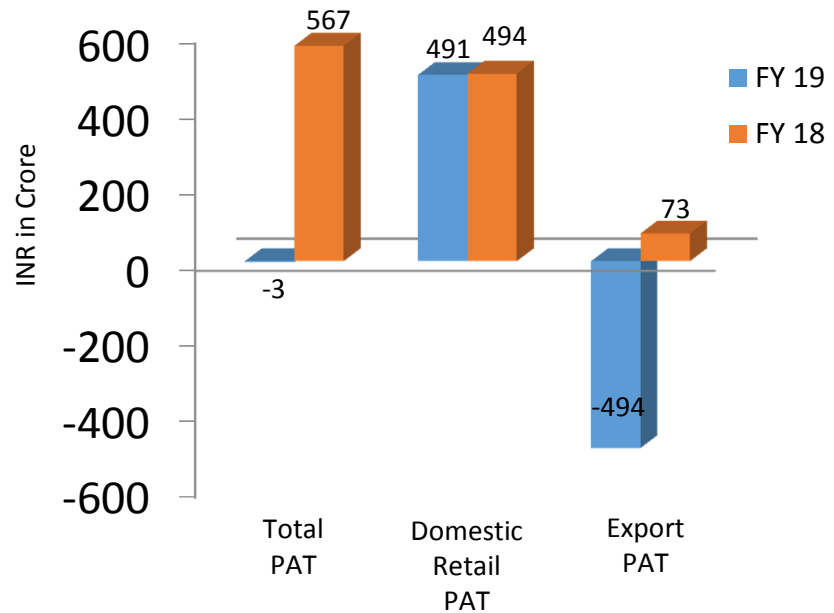
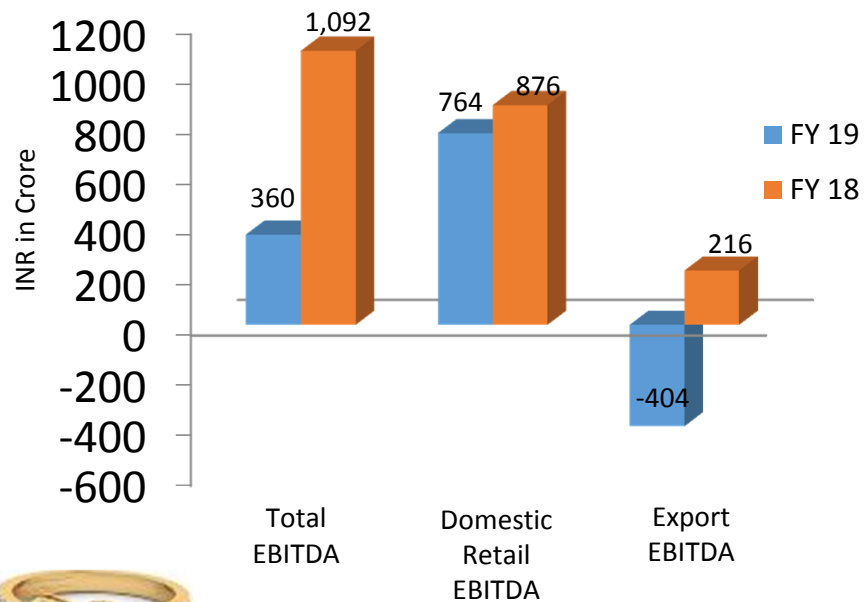
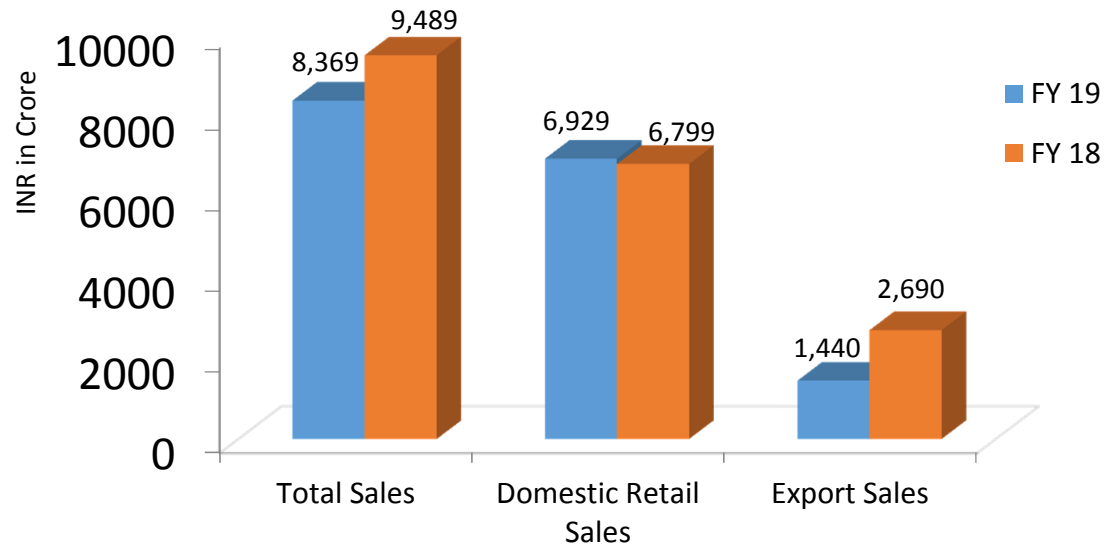
Financial Parameters- Qrtly Comparison



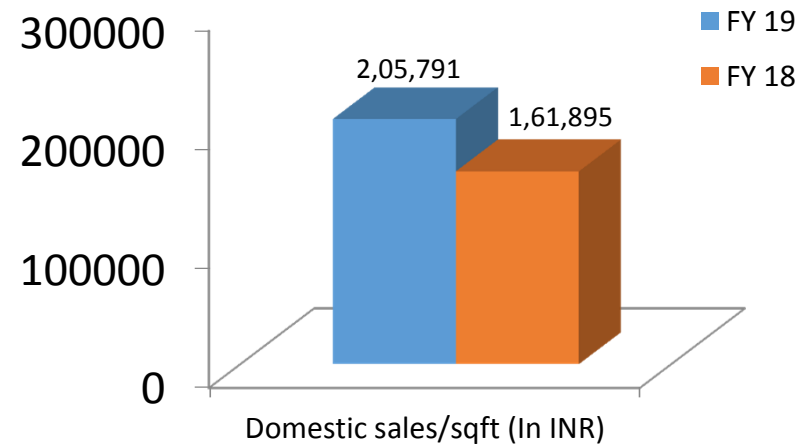
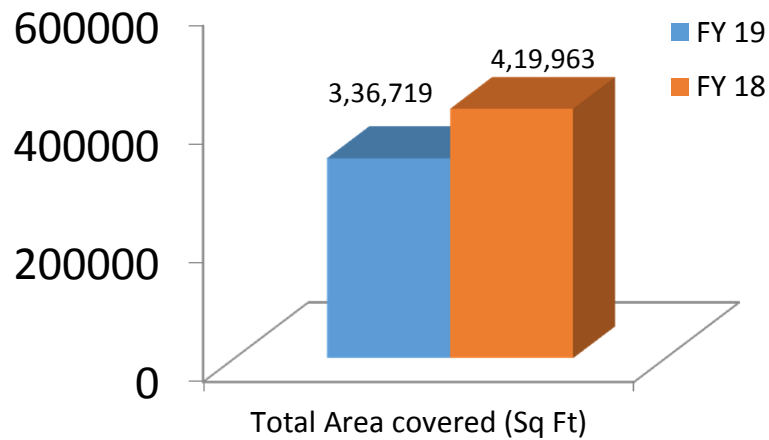
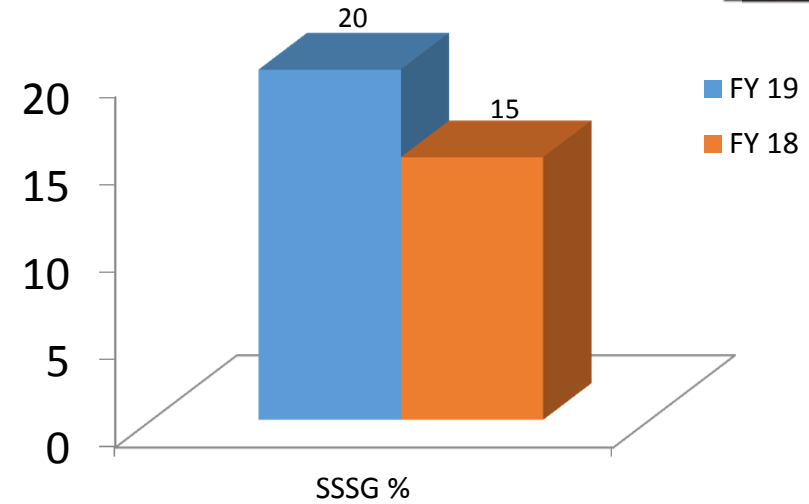
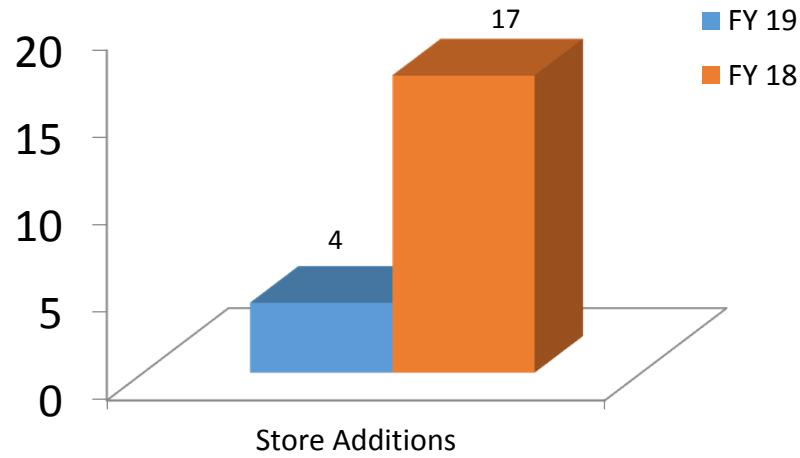
Operating Parameters- Qtly Comparison



Financial Parameters- Annual Comparison



Operating Parameters- Annual Comparison



Showroom Details



Particulars	Own Showrooms		Franchisee		Total	
	FY 19	FY 18	FY 19	FY 18	FY 19	FY 18
Number of Cities	57	63	14	10	71	73
Number of showrooms	72	82	14	10	86	92
Total Area (in sqft)	3,04,731	3,93,414	31,988	26,549	3,36,719	4,19,963
Area/Showroom (in sqft)	4,232	4,798	2,285	2,655	3,915	4,565
Domestic sales/sqft (in INR)	-	-	-	-	2,05,791	1,61,895

	FY 2019	FY 2018
Studded Jewellery Percentage to Domestic sales	38.0%	32.1%
Domestic Grammage sold (in kgs)	11,560	15,537
SSSG (%)	20%	15%



Highlights: Overall Business

Particulars (INR Crore)	Q4 FY 2019	Q4 FY 2018	FY 2019	FY 2018
Revenue from Operations	2,191	2,103	8,369	9,489
Domestic Retail	1,944	1,800	6,929	6,799
Exports	247	303	1,440	2,690
Gross Margins (%)	-14.8%	15.3%	6.9%	14.2%
Domestic Retail	9.7%	16.1%	14.6%	16.7%
Exports	-207.4%	10.2%	-29.9%	7.9%
Expenses (% of total Revenue)				
Employee Expenses	1.1%	1.1%	1.3%	0.9%
Advertisements	0.4%	1.8%	0.4%	0.8%
Other Costs	3.2%	2.3%	2.0%	2.0%
Other Income	-0.6%	0.5%	1.1%	1.0%
EBITDA Margins	-20.1%	10.6%	4.3%	11.5%
Finance Cost	3.2%	4.0%	4.1%	3.2%
Depreciation	0.2%	0.2%	0.2%	0.2%
PBT Margins	-23.5%	6.4%	0.03%	8.1%
PAT Margins	-17.2%	5.6%	-0.03%	6.0%



Highlights: Domestic Business

Particulars (INR Crore)	Q4 FY 2019	Q4 FY 2018	FY 2019	FY 2018
Revenue from Operations	1,944	1,800	6,929	6,799
Gross Margins (%)	9.7%	16.1%	14.6%	16.7%
EBITDA Margins (%)	6.1%	11.1%	11.0%	12.9%
PBT Margins (%)	2.8%	6.9%	7.2%	9.8%
PAT Margins (%)	8.0%	6.2%	7.1%	7.3%

Highlights: Export Business

Particulars (INR Crore)	Q4 FY 2019	Q4 FY 2018	FY 2019	FY 2018
Revenue from Operations	247	303	1,440	2,690
Gross Margins (%)	-207.4%	10.2%	-29.9%	7.9%
EBITDA Margins (%)	-226.5%	8.0%	-28.1%	8.0%
PBT Margins (%)	-230.6%	5.0%	-34.5%	3.9%
PAT Margins (%)	-215.9%	3.9%	-34.3%	2.7%



Deleveraging of balance sheet

Key balance sheet items

INR Crore	Mar 19	Mar 18
Inventory	4,988.1	5,161.3
Receivables	1,773.0	1,761.8
<u>Debt</u>		
Short term	2,090.6	1,024.9
Gold on Lease	1,120.2	3,384.5
Total	3,210.8	4,409.4
Bank Balances		
(i) Other bank balances	236.2	1,108.7
(ii) Cash and cash equivalents	82.7	382.7
Total	318.9	1,491.4



Balance Sheet

Particulars (INR Crore)	FY 19	FY 18
Inventory	4,988	5,161
Inventory - Exports	-	395
Inventory - Domestic	4,988	4,766
Receivables	1,773	1,762
Domestic	51	62
Exports	1,722	1,700
Bank Balances		
Other Bank Balances	236	1,109
Cash and Cash equivalents	83	383
Other Current Assets	168	152
SUB TOTAL (A)	7,248	8,567
Gold Loan Payables	1,120	3384
Other trade Payables	144	177
JFL and other customer advances	163	160
Short Term Borrowings	2,091	1025
Other Current Liabilities	152	253
SUB TOTAL (B)	3,670	4999
Net Block (C)	59	77
Total (A-B+C)	3,637	3,645
Net Worth	3,936	3,926

- The export receivables of INR 1,722 crore as on 31st March 19 include receivables of INR 760 crore of exports done in Q4 FY 19 whose payment would be realised only in FY 20
- Reduction in gross debt from INR 4,409 crore FY 18 to INR 3,211 crore in FY 19
- Debt-Equity ratio
 - FY 2018 – 1.12
 - FY 2019 – 0.82



Domestic Retail - Business strategy

- The FY 2018-19 has been a year of consolidation and rationalization for the Company
- Store rationalization:
 - Relocated 5 stores, reduced store size of 4 stores and renegotiated rent for 4 stores during the year.
 - It has also merged four stores and closed six to optimize store performance,
 - The Company has however shown ~ 2% growth in its yearly domestic turnover which has resulted in sales/sq feet increasing from INR 1.62 lac as on 31.03. 2018 to INR 2.06 lac as on 31.03.2019.
- Optimising showroom inventory, identifying fast moving items with emphasis on diamond jewellery
- Working on contemporary brand positioning and developing a new brand logo
 - The company has started rolling out its new look on a pilot basis from its Karol Bagh Store
- Focus on light weight jewellery at attractive price points (starting from INR 6,000) to drive footfalls



Exports - Business strategy

The demerger will help both the business achieve accelerated growth given the deep market potential. The enhanced management focus on the domestic business will allow it to pursue strategies to ensure above industry growth rates thereby allowing all stakeholders to benefit

- Export business is a credit driven business where credit terms >6 months backed by long export credit lines by banks
- Company has voluntarily reduced this business by nearly 47% during FY19
- The De Merger Scheme is subject to various lender/ creditor and statutory approvals and is expected to be completed only by end of FY20



Business Outlook going forward

- Company has significantly reduced its leverage and is now poised to open around 10 stores in FY20
 - Open 1 owned store in 1QFY20
 - Going forward, new stores opening will be a mix of COCO & Franchisee
- CY 2019 has more auspicious wedding days (vs CY 2018) - bridal sector accounts for more than half of Indian gold jewellery consumption
- Benefits of store & Inventory rationalisation to accrue from H2FY20



Digital Transformation

✓ E-Commerce

- ✓ www.pcjeweller.com is a great complement to our physical showrooms and this aligns with our strategy of targeting future wedding jewellery customers at an early age
- ✓ Target the growing Work Wear/ Daily Wear jewellery segment with regular new collections
- ✓ Helps us catch the target segment young - A regular visitor/ buyer at www.pcjeweller.com is more likely to visit/ prefer nearby PCJ Showrooms when she/ he has to evaluate a high-ticket wedding jewellery purchase
- ✓ Better Analytics - Enhanced data collections and analysis of customers' preferences and behaviour to develop effective marketing, communication and targeting strategies for both online and offline stores

✓ Omni Channel Roll Out

- ✓ Online - Offline Integration is the way forward for any retailer, especially in jewellery sector. The ability to provide customers with variety of ready to ship products online will drive the conversions online.
- ✓ We piloted our omni channel with over 2500 designs from Delhi - NCR showrooms in Q3 and have seen very good response.
- ✓ Currently we have over 4000 designs (15,000+ products) from 60 showrooms across 15 states live online under same day shipping.
 - ✓ Specially curated designs are currently digitised and we continue to evaluate and add to the selection
- ✓ Additionally, this also helps in discovery of high value products online and conversion offline, as customers can checkout the products available at nearby locations.
- ✓ Average Selling Price of products under Omni is 30% higher than for online and marketplace make to order products.
- ✓ Started pilot for Omni integration with TataCliq

- ✓ Our products are currently listed on leading marketplaces – Amazon, Flipkart and TataCliq, which enhances our ability to showcase products to a larger customer segment. We are also one of the few jewellers on SBI Yono App.



Company overview



The world of PC Jeweller

Established in 2005 today
the 2nd Largest listed
jewellery retailer in India

A Leading player in Indian
Wedding Jewellery
Market

Featured
in the list of 20 fastest growing
Luxury Goods companies
across the world

#40 in the Top 100 Luxury
Goods Companies
Globally – Deloitte report



Source: Deloitte – Global Power of Luxury Goods 2019

Our DNA built for performance...

*Grown from 1 showroom in Karol Bagh (in 2005) to **87** showrooms today*

- ✓ Focussed on Tier I & Tier II locations to leverage the income growth and brand awareness in such locations
- ✓ Consistently innovating in terms of designs, product ranges and leveraging technology

Committed to our principles

- ✓ Hedging Gold and Currency since initial years
- ✓ Continuously enhancing design team and manufacturing facilities to ensure we are ahead of competition in terms of designs and cost efficiency
- ✓ Focus on diamond jewellery and wedding jewellery

And combining Key Elements

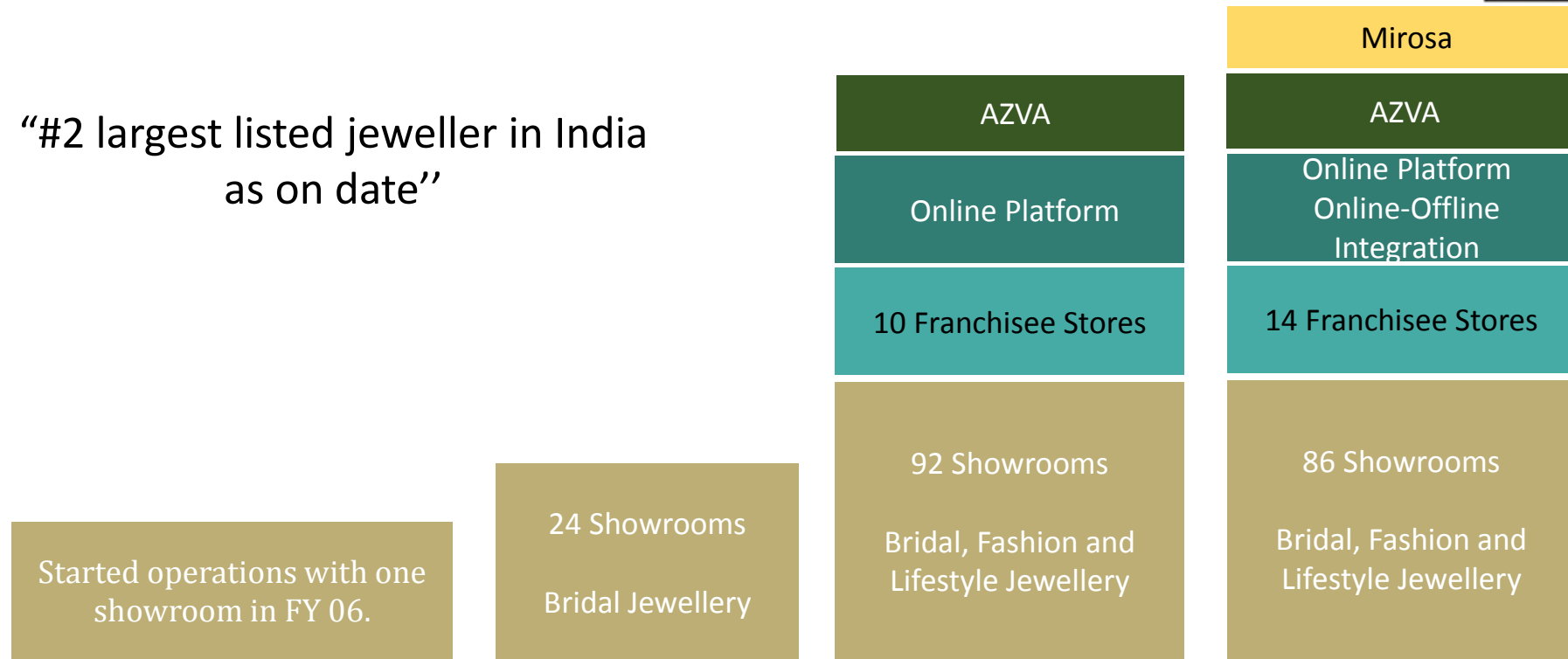
- ✓ Ability to have a long term vision and plan ahead
- ✓ Ability scale up existing operations
- ✓ Customer – centric mindset



...Growth since inception



“#2 largest listed jeweller in India as on date”



	FY12	FY18	FY19	CAGR
Sales (INR Crore)	3,042	9,489	8,369	16%
EBIDTA (INR Crore)	349	1,092	360	18%
PAT (INR Crore)	230	567	-3	14%



Dominant presence in North and Central India



- ✓ 86 showrooms as of March 19
- ✓ Presence in 72 cities & 18 states



Map not to scale

Sub - Brand



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*. Starting from INR 5,999 upto INR 1,25,000.



Fresh designs added quaterly



Gifting Range

Merchandise consisting of fancy silhouete, delicate design, casual look and affordable wear



Sub - Brand

Inayat

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



Sub - Brand



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.



The Azva gold jewellery is created to highlight the best of handcrafted skill. Shimmering inspirations of gold masterpieces, it is the jewellery story that evolves flawlessly well from an evening of cocktails to your best friend's wedding. With an eye on creating the latest gold designs in jewellery, that pairs just as well with a saree as with that gown selected for the reception.



Sub - Brand

श्वरुनरुन धरुनरुन

An innate ode to the colourful 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.



Gota patti aspires to Weaves the dreams of a fluttering Bride; An innate craft which has been adorned by the royalties. The applique technique where gota, a strip of gold cloth of different widths is woven on red or magenta pink which symbolizes the holy colour of vermilion



Sub - Brand



PERIWINKLE
Blossoming Friendship



PRIMROSE
Long Lasting Relationship



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. Jewellery starting from INR 9,000/-



Collections

Lal Quila

A Nation's Culture; Carved in Gold!

A place where our company PC Jewellers has it's 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.



To north collection pays homage to the cultural flamboyance of the metropolitan.

Perfectly complimenting the tropical richness of the region, the prosperous heritage collection imparts a fresh twist to the elegant and pious gold ornaments.



Paying tribute to the land of colours, the west collection is an accolade to the bold and varied ornaments of adoration worn in the valorous region.

A celebration of the power of Shakti, the east collection which comprises of the styles of jewels prevalent in the harmonious region, is a sonnet dedicated to the culturally rich land of artists.



Collections



expresso
COLLECTION
Express Yourself



A collection to express your feelings through beautifully curated designs in Brown Diamonds, that draws inspiration from coffee beans to awaken the spirit and brighten up the day. Jewellery starting from INR 15,000



Collections



A collection based on alphabet pendants combined with heart to express the love to the loved once. This collection has customised beautiful pendants starting from INR 10,000



Collections



Individualistic jewellery collection which reflects you and your personality. It caters to different personalities like the Music Lover, the Traveller, the Nature Lover etc. and reflects their persona through little things like words and symbols. It is something that you would like to wear everyday talking about your passion and what you like in general in life. Comprising of rings, pendants, bracelets and charms, each jewellery piece truly adds meaning to your life. For Women of age 23-35 years. Mostly millennial who are experimental and value the thought invested in the product rather than the material itself.



Celebrating Cricket



Official ICC Cricket World Cup 2019 Medal



- ✦ First time in India launching a collection medal for ICC Cricket World Cup 2019
- ✦ PC Jeweller has been appointed as the Distributor of Official ICC World Cup 2019 Commemorative Medals in India
- ✦ Launched 2 timeless designs honoring the Indian Cricket Team and The Striker
- ✦ Available in Pure Silver (15.5g, 31.1g) and Pure Gold (5g, 10g).
- ✦ Memories for a lifetime of this exceptional sporting event.



Thank you

