



Date: 14/11/2021

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.: Management Presentation

Dear Sir / Madam,

Please find enclosed herewith Management Presentation on standalone financial results of the Company for the quarter and six months ended September 30, 2021.

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

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

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PC Jeweller

PC JEWELLER LTD

Results Presentation

November 14th, 2021

Safe Harbor



PC Jeweller

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Financial Updates



Quarterly highlights



PC Jeweller

Q2 FY 2022 Sales : Rs 559 crores

Q2 FY 2022 EBITDA : Rs 39 crores

Q2 FY 2022 PBT : Rs (75) crores

Q2 FY 2022 PAT : Rs (76) crores

Q2 FY 2022 Domestic Retail Sales : Rs 363 crores

Q2 FY 2022 Domestic EBITDA : Rs 36 crores

Q2 FY 2022 Export Sales : Rs 196 crores



Highlights: Overall Business



PC Jeweller

Particulars (Rs. Crores)	Q2 FY 2022	Q2 FY 2021	H1 FY 2022	H1 FY 2021
Revenue from Operations	559	382	805	429
Domestic Retail	363	327	609	374
Exports	196	55	196	55
Gross Margins (%)	11.5%	23.8%	13.4%	23.0%
Domestic Retail	17.2%	28.2%	17.5%	26.7%
Exports	0.8%	(2.6%)	0.5%	(2.7%)
Expenses (% of total Revenue)				
Employee Expenses	2.0%	2.6%	2.3%	3.6%
Advertisements	0.1%	0.1%	0.1%	0.1%
Rentals	0.2%	0.1%	0.2%	0.3%
Other Income	(0.5%)	5.0%*	(2.2%)	(1.5%)
Other Costs	2.7%	3.1%	3.2%	3.3%
EBITDA Margins	7.0%	12.9%	9.8%	17.2%
PBT Margins	(13.5%)	(16.2%)	(16.8%)	(33.4%)

- The overall other income is negative during the quarter on account of forex loss.



Highlights: Domestic Business



PC Jeweller

Particulars (Rs. Crores)	Q2 FY 2022	Q2 FY 2021	H1 FY 2022	H1 FY 2021
Revenue from Operations	363	327	609	374
Gross Margins (%)	17.2%	28.2%	17.5%	26.7%
EBITDA Margins (%)	10.0%	23.9%	10.1%	22.9%

Highlights: Export Business

Particulars (Rs. Crores)	Q2 FY 2022	Q2 FY 2021	H1 FY 2022	H1 FY 2021
Revenue from Operations	196	55	196	55
Gross Margins (%)	0.8%	(2.6%)*	0.5%	(2.7%)
EBITDA Margins (%)	1.4%	(53.6%)	8.9%	(21.8%)

- The export margins are negative only due to the gap between foreign exchange rates of import and export stipulated by CBIC.



Business Updates



Business update – Q2 FY 22



PC Jeweller

- Though the impact of 2nd wave of Covid -19 had started declining marginally in Q2, the company continued to face the head winds of the pandemic. The impact of the localized lock downs continued to be felt right through the months of July & August. The last eleven days of September month were marked by shradh which is considered as an inauspicious period and purchases are avoided by the consumers.
- The company has taken a very conservative stand on re-opening of its stores and maintained all the safety protocols and followed all the applicable guidelines in this aspect.
- However with increasing vaccination and decline in the cases, the operating environment and consumer sentiments have shown an improvement in the festive and wedding season beginning in Q3.
- The company has continued to maintain a tight control on its running expenditure.



Business update – Q2 FY 22



- There is an increase in the overall domestic turnover on QoQ basis though the gross margins have come down to 17.24% vis a vis 28.2% in the corresponding period last year. In this connection the company submits that the gross margins as on 30.09.20 were inflated on account of one time inventory gain and did not represent the normal profitability levels of the business.
- The export turnover during the quarter represents conversion of exports done earlier on consignment basis into sales. It is an accounting entry only and does not represent any fresh exports. The overall export turnover in the H1 of FY 21-22 is Nil.
- There are no major changes in the company's balance sheet figures. The company's debt equity ratio continues to remain in the comfort zone in spite of the losses.
- The company's accounts are currently classified as NPA and it will be approaching its Lenders for initiating resolution/restructuring of its working capital loans/borrowings.



New Collection launch- RAKHI COLLECTION



PC Jeweller



Sub Brand - AZVA



PC Jeweller



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.



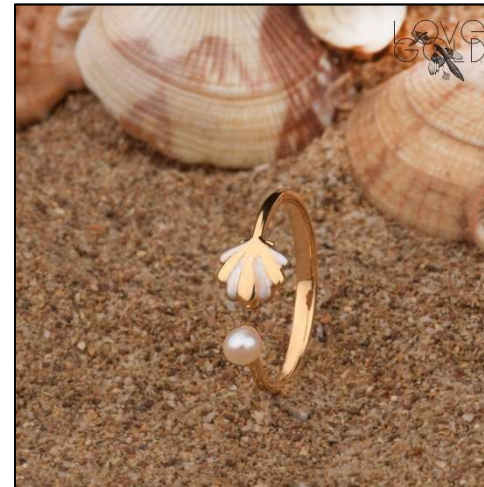
Sub Brand – LOVE GOLD



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 - MIROSA



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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 - INAYAT



PC Jeweller



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



Sub Brand – SWARNA DHAROHAR



PC Jeweller

स्वर्णा धारोहार

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.



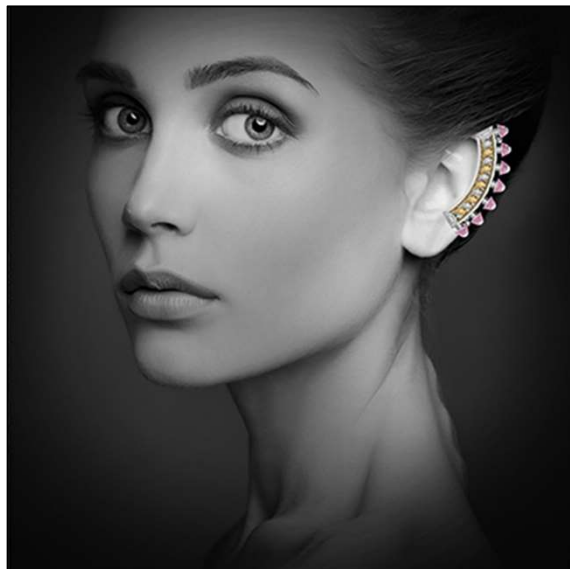
Collection - DASHAVATAR



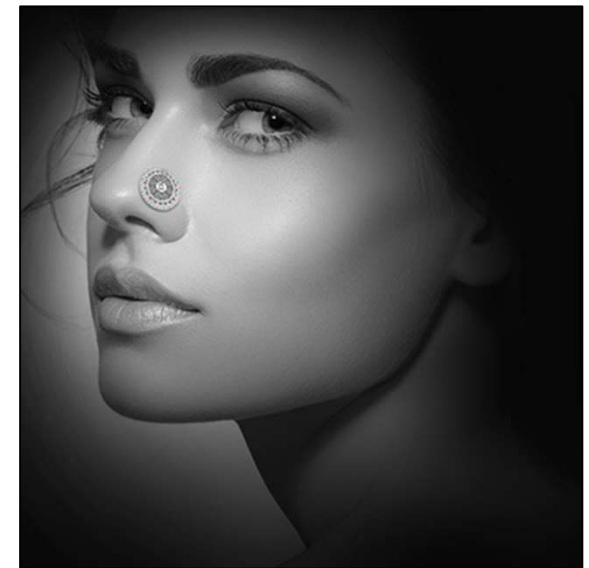
PC Jeweller



*Dashavatar
Collection*



Bold and Stylish



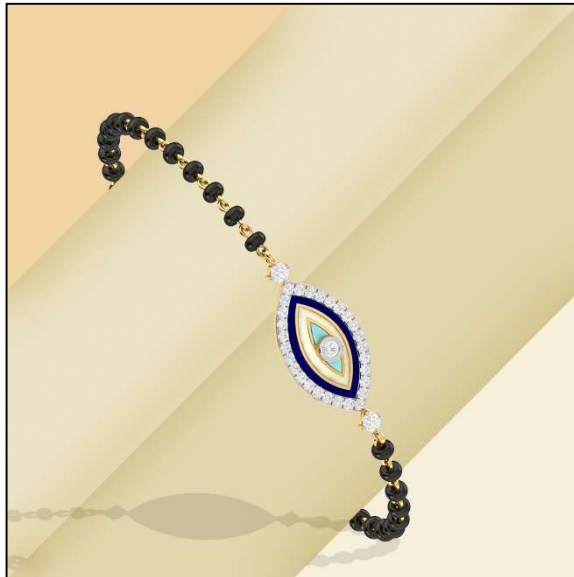
Collection - ENAMEL



Collection – HAND MANGALSUTRA



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Collection – WATCH ACCESSORIES



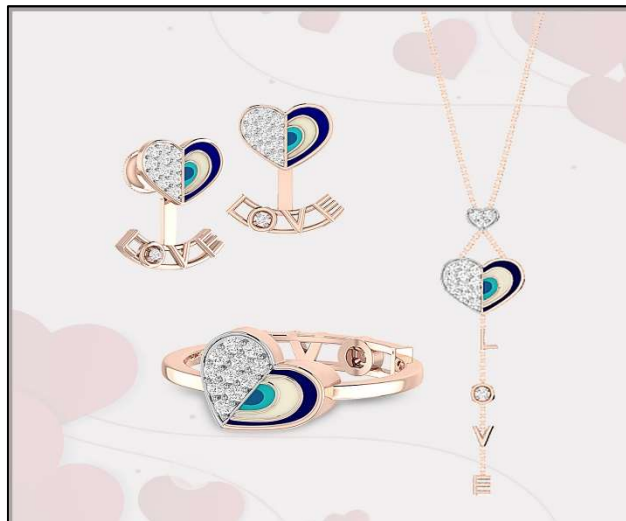
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Collection – PIK SEE




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Collection – BLOOMING DALE



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PC Jeweller

Present

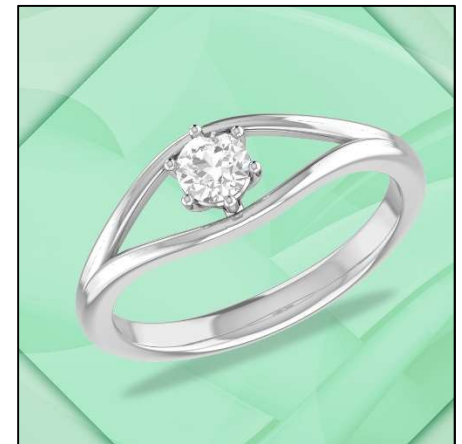
BLOOMING DALE



Collection – RING IT ON



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Thank you

