

Date: 14/08/2021



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 ended June 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



PC Jeweller

PC JEWELLER LTD

Results Presentation

August 14th, 2021

Safe Harbor



PC Jeweller

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Quarterly highlights



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Q1 2022 Domestic Sales at Rs 246 cr vis a vis Rs 47 cr in Q1 2021

Q1 2022 Domestic Gross Margins at 18.0 % vis a vis 16.6% in Q1 2021

Q1 2022 Domestic EBITDA at 10.2% vis a vis 15.3% in Q1 2021

Q1 2022 EBITDA at 16.1% vis a vis 52.7%* in Q1 2021

** This was an exceptional figure due to practically Nil sales during the quarter.*

Q1 2022 PAT at -23.9 % vis a vis -167.7% in Q1 2021



Highlights: Overall Business



PC Jeweller

Particulars (Rs. Crores)	Q1 FY 2022	Q1 FY 2021
Revenue from Operations	246	47
Domestic Retail	246	47
Exports	-	-
Gross Margins (%)	17.7%	16.5%
Domestic Retail	18.0%	16.6%
Exports	-	-
Expenses (% of total Revenue)		
Employee Expenses	3.1%	12.2%
Advertisements	0.1%	0.2%
Other Costs	4.5%	9.8%
Other Income	6.1%	58.4%
EBITDA Margins	16.1%	52.7%
PBT Margins	(24.4%)	(173.8%)
PAT Margins	(23.9%)	(167.7%)



Highlights: Domestic Business



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Particulars (INR Crore)	Q1 FY 2022	Q1 FY 2021
Revenue from Operations	246	47
Gross Margins (%)	18.0%	16.6%
EBITDA Margins (%)	10.2%	15.3%

Highlights: Export Business

Particulars (INR Crore)	Q1 FY 2022	Q1 FY 2021
Revenue from Operations	-	-
Gross Margins (%)	-	-
EBITDA Margins (%)	-	-



Q1 Business Updates



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- The company had entered the Q1 FY 22 with high hopes of achieving good sales. The summer wedding season was very promising. And the consumer confidence and the footfalls had started increasing as the COVID fears receded and the life was returning back to normal.
- However, the 2nd COVID wave hit with a ferocity and impact not seen before. The effect was particularly devastating in the northern parts of the country where the majority of the company's stores are located.
- Almost the entire chain of the company's stores got shut w.e.f the 2nd week of April and could start re opening in June only, with severe restrictions on opening hours and days of the week.
- The entire first quarter of FY 22 was therefore again a lost quarter for the company almost like the previous FY, though the impact was lower on a Q-o-Q basis.
- The company also mitigated the lockdown impact to a certain extent by controlling its operating expenses like marketing and rentals.



Q1 Business Updates




- With the receding of the second wave of pandemic the company's stores have commenced their normal operating schedule but the mood of the consumers continues to remain sombre and the fear of the third wave remains in the back ground.
- The company however, continues to remain confident of a gradual uptick in the business, especially in the Q3.
- The company continues to work on improving the margins on its jewellery and increasing the sale of diamond jewellery which has resulted in improvement of its gross margins to 17.96% . It has also managed to keep a tight control on its expenses.
- However, there is a decline in its EBIDTA margins on a Q-o-Q basis on account of a gain in the forex income in Q1 FY 21.
- The company has reduced its exports during the last one year and this year also.



New Collection launch – BLOOMING DALE



PC Jeweller



PC Jeweller

Present

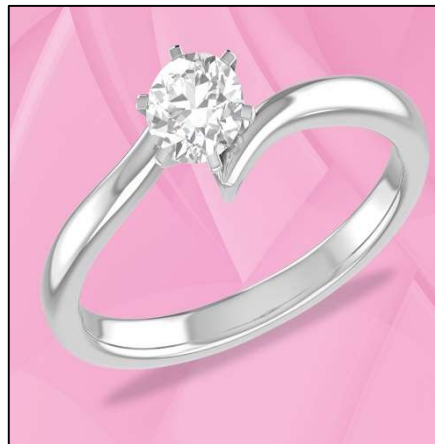
BLOOMING DALE



New Collection launch – RING IT ON



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Sub Brand - AZVA



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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 - AZVA



PC Jeweller



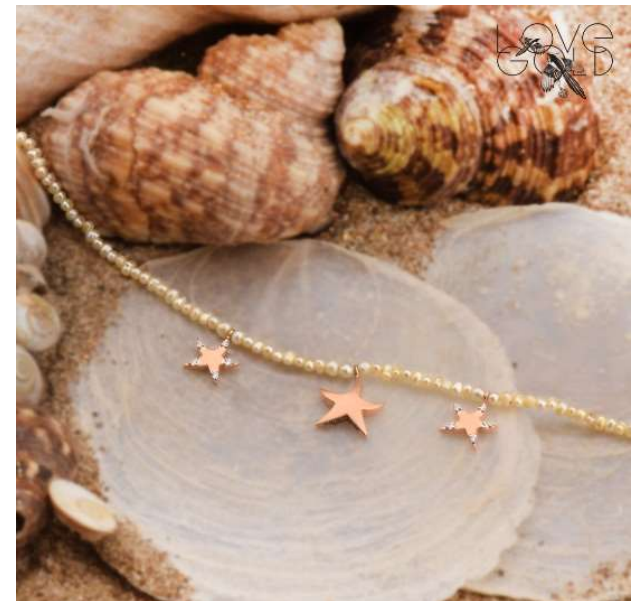
Sub Brand – LOVE GOLD



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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



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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



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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.



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 color of vermilion



Collection - DASHAVTAR



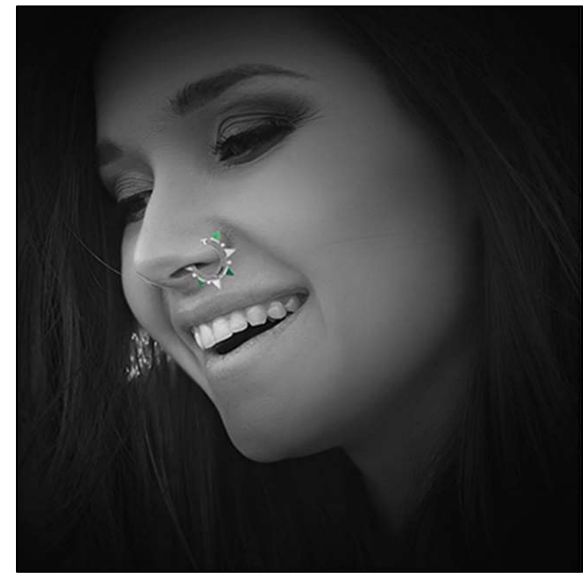
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 *Dashavatar
Collection*



Bold and Stylish



Collection - ENAMEL



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Collection – HAND MANGALSUTRA



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Collection – WATCH ACCESSORIES



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Collection – PIK SEE



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Thank you

