

Date: 07/08/2020

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.: 15<sup>th</sup> Annual General Meeting held on August 7, 2020**

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

Dear Sir / Madam,


15<sup>th</sup> Annual General Meeting of the Company was held on August 7, 2020 through Video Conferencing / Other Audio Visual Means. In this regard, please find attached the following:

- 1) Proceedings of the meeting as required pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015; and
- 2) the Chairman's speech as read out during the meeting.

Kindly take the same on record.

Thanking you.

For **PC Jeweller Limited**

  
(VIJAY PANWAR)  
Company Secretary

**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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## GIST OF PROCEEDINGS OF 15<sup>TH</sup> ANNUAL GENERAL MEETING OF PC JEWELLER LIMITED

### Date, Time and Venue:

15<sup>th</sup> Annual General Meeting of PC Jeweller Limited (the “Company”) was held on Friday, August 7, 2020, at 1:00 P.M. (IST), through Video Conferencing / Other Audio Visual Means, in compliance with the provisions of the Companies Act, 2013, the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and General Circular No. 20/2020 dated May 5, 2020 read with General Circulars Nos. 14/2020 dated April 8, 2020 and 17/2020 dated April 13, 2020 issued by Ministry of Corporate Affairs.

### Brief Proceedings:

In accordance with Article 66 of Articles of Association of the Company, with the consent of the Directors present, Shri Balram Garg, Managing Director, Chaired the meeting. All other Directors including Dr. Manohar Lal Singla, Chairman of Audit Committee and Shri Krishan Kumar Khurana, Chairman of Nomination and Remuneration Committee as well as Stakeholders Relationship Committee also joined the meeting. Secretarial Auditor and the representative of Statutory Auditor’s have also joined the meeting.

The requisite quorum being present, the Chairman, Shri Balram Garg called the meeting to order. He also informed Members that Statutory Auditor’s certificate regarding ESOP and requisite statutory registers are open for inspection during the meeting and delivered the Chairman’s speech.

Thereafter, Shri Vijay Panwar, Company Secretary informed that the Company had provided to its Members the facility to cast their votes electronically by remote e-voting and that the Company has engaged the services of KFin Technologies Private Limited, as the agency to provide facility for remote e-voting, participation in the AGM through Video Conferencing / Other Audio Visual Means and e-voting during the AGM. Remote e-voting commenced at 9:00 A.M. (IST) on August 4, 2020 and ended at 5:00 P.M. (IST) on August 6, 2020. The Company had also provided e-voting facility during the AGM to those Members, who have not already casted their votes by remote e-voting and joined the meeting. The voting rights of Members were in proportion to their share in the paid-up equity share capital of the Company as on the Cut-off Date i.e. July 31, 2020.

Members were also informed that Shri Randhir Singh Sharma, Practicing Company Secretary had been appointed as the Scrutinizer to scrutinize remote e-voting and voting during this Annual General Meeting in a fair and transparent manner.

Members were also informed about the qualifications / reservations / comments in Statutory Auditor’s as well as Secretarial Auditor’s Reports and the Board’s explanations or comments on them.

Thereafter, following business items as per the Notice of 15<sup>th</sup> AGM dated June 29, 2020 were transacted at the meeting:

Item No.	Resolutions	Type of Resolution
<b>Ordinary Business</b>		
1	To receive, consider and adopt:  a) the audited standalone financial statements of the Company for the financial year ended March 31, 2020, the reports of the Board of Directors and Statutory Auditors thereon; and	Ordinary

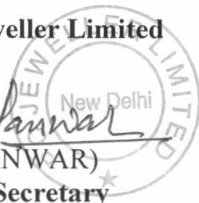
PC Jeweller Limited

	b) the audited consolidated financial statements of the Company for the financial year ended March 31, 2020 and the report of Statutory Auditors thereon.	
2	To appoint a Director in place of Shri Ramesh Kumar Sharma (DIN: 01980542), who retires by rotation and being eligible, offers himself for re-appointment.	Ordinary
3	To appoint Statutory Auditors and fix their remuneration.	Ordinary

Members, who have registered as Speakers, were provided opportunity for expressing their views and raise queries. The queries raised by them were duly replied. Further, Members were informed that the results of voting will be announced within 48 hours from the conclusion of the meeting. Thereafter, the meeting concluded with vote of thanks.

For PC Jeweller Limited

  
(VIJAY PANWAR)  
Company Secretary



## Chairman Speech



Dear All,

I would like to thank all the shareholders for joining this meeting. I hope that all of you are safe and in good health.

Though the business situation is very tough since the first week of March itself, the company is doing its best to cope up with this new normal by working even harder than before. It has also tried to cope up with the slowdown in business by reducing costs at all levels and at all points.

At the same time we are fully confident that the jewellery demand in India will continue to remain robust and durable and it will soon overcome the demand disruption witnessed in the last few months.

In India no wedding can happen without jewellery. The weddings which got postponed from March onwards will start happening soon.

We feel that the average expenditure on jewellery in the forthcoming weddings will be higher than the usual because the functions would become smaller with limited guests. Hence the expenditure which used to incur on Venue, catering, decorations, garments etc. would go down and definitely will go up on jewellery.

Also the recent increase in the gold prices has only reinforced its reputation as a store of value and increased the customer confidence in gold.

However, at the same time the consumer buying pattern are changing and the concept of online purchases is gaining ground. Your company keeping abreast of changing consumer behaviour by leveraging technology. Some of the new initiatives taken by us in this regard include:

**1. Launch of Digital Gold:** Gold in the physical form can only be procured in a certain prefixed quantity which is, minimum of one gram. However, digital gold provides the consumers flexibility to procure in accordance with their available funds and they can accumulate gold over time and use it to buy Jewellery or coins as well. This also helps us in getting a customer for the long term.

**2. Video Call Service:** We have started the Video Call service for the customers who would like to make a purchase but is unable to walk in the showroom due to the current scenario. Customers can also see wide range of our products in any of the showrooms, thereby helping in finalising purchase after viewing an actual product. The video call is done from the showroom itself to give an as good as real feeling to the customer. Once customer purchases a product, it gets delivered to their home.

**3. On line Off line integration:** Our Omni channel integration of showing showroom products online for faster delivery has shown good results. We currently have almost 10,000 products

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from 60 showrooms on display on our website for ready delivery and have plan to increase the same to over 20,000 to give customers wider variety.

**4. Augmented Reality:** We have integrated Augmented reality platform with our website to showcase products for try-on by customers. This helps in enhancing the customer experience as they can view how products would look on them and increases conversion.

**5. Studded Silver Jewellery:** In order to cater to the younger generation, we have launched sub Rs.10,000 design range of Silver Diamond Jewellery. For Rakhi we recently launched Silver diamond Rakhis and got very good response. We continue our endeavour to bring out new collections to target the younger audience.

**6.** Due to the current pandemic, wearing a mask has become mandatory and will continue to be so for a long time. It is going to be the new normal and for working professionals there would be a demand for designer masks. We are launching silver embroidered designer masks to cater to the new customer demand.

All of the above steps are very necessary to remain relevant in the eyes of the new age consumers. In addition the company continues to work on its designs, inventory range and price points. It has adopted a new brand identity which is much more contemporary and close to the customers.

The last two years have been very tough from the business view point. But I would like to assure the shareholders that their company is on a strong footing and the management as well as its Board continues to remain committed for company's growth and prosperity. The company is confident of regaining its past glory soon and requests its shareholders for their support & cooperation.

Thank you,

Place: Delhi  
Date: 07/08/2020  
**Director**



A handwritten signature in blue ink, appearing to read "Balram Garg".

(BALRAM GARG)  
**Chairman of the Meeting & Managing**