



Date: 14/08/2024

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,

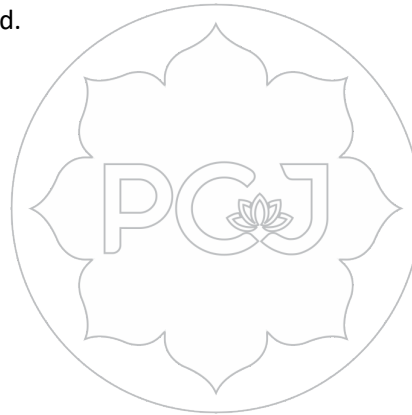
Please find enclosed herewith the presentation on standalone financial results of the Company for the quarter ended June 30, 2024 as well as supplement to the results presentation.

Kindly take the same on record.

Yours sincerely,
For **PC Jeweller Limited**

(SANJEEV BHATIA)
Chief Financial Officer

Encl.: As above



PC Jeweller Limited

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



PC Jeweller

PC JEWELLER LTD

Results Presentation

August 14th, 2024

Safe Harbor



PC Jeweller

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This presentation contains certain forward looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the company.



Financial Updates



Quarterly highlights



PC Jeweller

Q1 FY 2025 Domestic Sales : Rs 401 crores v/s Rs 67 crores in Q1 FY 2024

Q1 FY 2025 EBITDA : Rs 89 crores v/s Rs (42) crores in Q1 FY 2024

Q1 FY 2025 PBT : Rs 83 crores v/s Rs (173) crores in Q1 FY 2024

Q1 FY 2025 PAT : Rs 155 crores v/s Rs (173) crores in Q1 FY 2024



Highlights: Sales



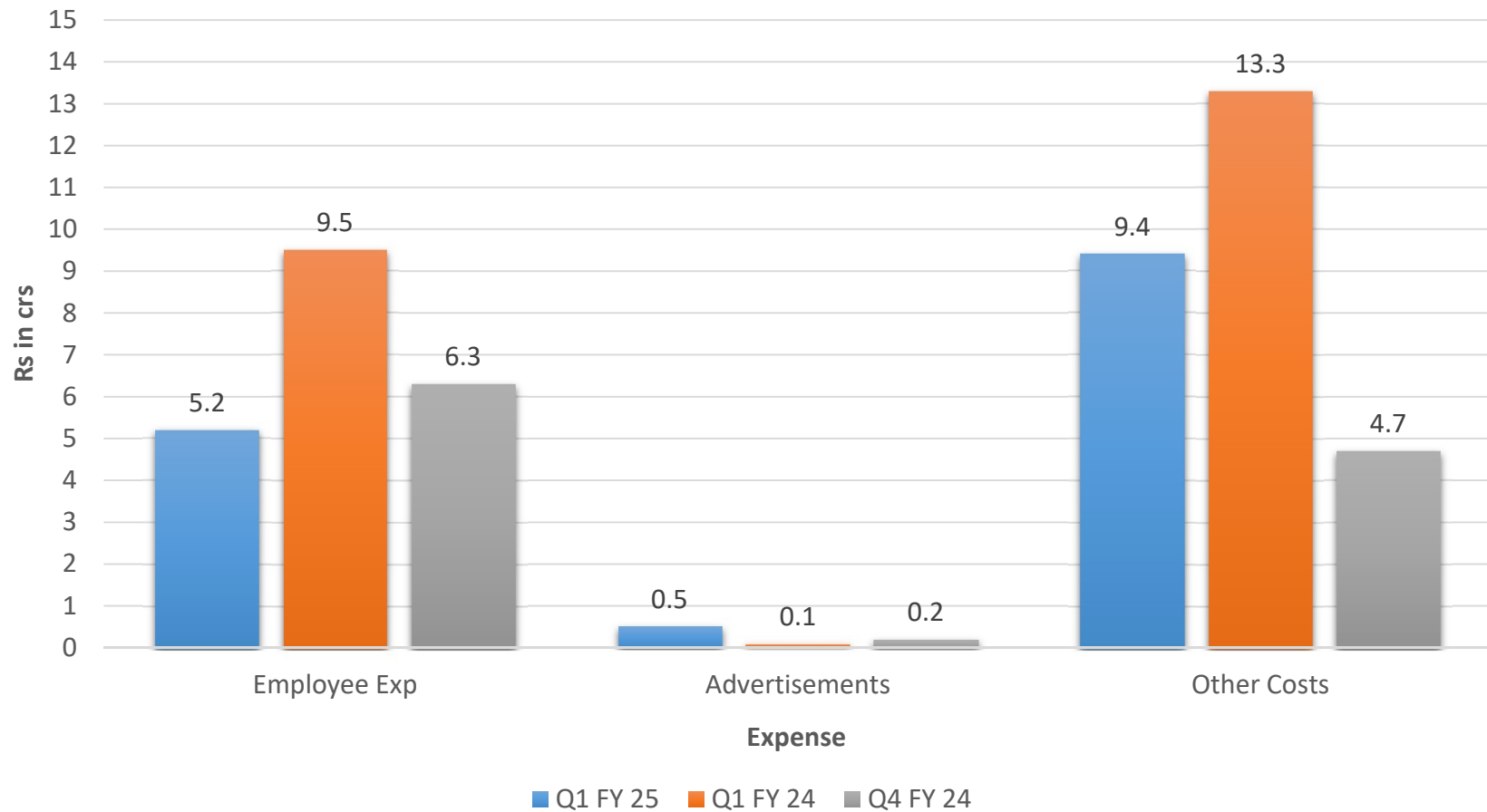
PC Jeweller

Particulars (Rs. Crores)	Q1 FY 2025	Q1 FY 2024	Q4 FY 2024	FY 2024
Revenue from Operations	401	67	48	189
Domestic Retail	401	67	48	189
Exports	-	-	-	-



Highlights: Major Expenses

Comparison of business expenses



Business Updates



Business update – Q1 FY 2025



PC Jeweller

- The Q1 FY 2025 has been a turnaround quarter for the company. The company has started regaining its customer trust and goodwill which has resulted in an exponential growth in its topline and profitability.
- The company has recorded domestic sales of Rs 401 crores in Q1 FY 2025 as compared to Rs 67 crores in Q1 FY 2024, Rs 48 crores in Q4 FY 2024 and Rs 189 crores for the FY 2023-24.
- The company's EBITDA (a profit of Rs 89 crores in Q1 FY 2025 as against a loss of Rs 42 crores in Q1 FY 2024) has also shown substantial improvement.
- The company has recorded operating profit (PBT – Interest on refund of income tax) amounting to Rs 49 crores for Q1 FY 2025.
- The company refers to the unpaid income tax liability of Rs 81.26 crore outstanding in its financials as on 31st March 2024 and submits that the same stands adjusted against the income tax refunds for the AY 2015-16 and AY 2016-17. The interest on the aforesaid income tax refunds amounting to Rs 34.53 crores has been duly recorded as other income. This has cleared the aforementioned income tax liability and the company does not have any pending income tax demands as on date.



Business update – Q1 FY 2025



PC Jeweller

- The company's had submitted its Offer for Settlement (OTS) to the consortium of 14 banks. The consortium had given its in-principle approval to the OTS offer subject to acceptances from their respective internal authorities. In a positive development, as on date, the internal authorities of 12 out of 14 banks of the consortium have accepted the company's OTS offer and the same is under active consideration with the competent authorities of the remaining 2 consortium banks and the company is positive and confident of receiving their acceptances in the ongoing month itself.
- Further, in Q1 FY 2025, State Bank of India (Lead Bank) had also filed an application for withdrawal of its petition filed before Hon'ble NCLT, Delhi seeking initiation of Corporate Insolvency Resolution Process under section 7 of IBC against the company. The said petition was disposed as withdrawn, by Hon'ble NCLT, Delhi vide its order dated April 30th, 2024.
- The Company has received its shareholders approval to raise funds to the tune of Rs 2705.14 crore by preferential issue of fully convertible warrants. These funds will be utilized towards repayment of bankers outstanding debt as well as meeting its working capital requirements as well as general corporate purposes.



Business update – Q1 FY 2025



PC Jeweller

- Keeping in view the aforesaid positive developments, specially related to withdrawal of petition from Hon'ble NCLT by SBI on 30th April, 2024 and favorable consideration of its OTS proposal by the banks, the company has again started focusing on increasing its brand presence and has started its marketing initiatives for the same, which had a visible impact in the Q1 of FY 25.
- The company continues to maintain a wide network of 57 showrooms (including 4 franchisee showrooms) located in 42 cities spread across 15 states across India as on June 30th, 2024. Also, the core strengths of the Company in the form of manufacturing & designing capabilities, manufacturing facilities, skilled staff, soft skills in the form of systems and procedures, customer policies, etc. remain intact. The company is also revamping & revitalizing all other aspects of its business operations as well.
- All the above efforts have led to an increase in the company's operational levels, its revenue, customer footfalls and most importantly, regaining its customer's trust and goodwill.
- With the rise in its sales and operational levels and positive response from its customers, the company is confident of regaining its lost market share and business and of continuing to show good performance in the coming quarters as well.



Showroom Network



Showroom Network



PC Jeweller



Ajmer (Rajasthan)



Allahabad (Uttar Pradesh)



Alwar (Rajasthan)



Bahadurgarh (Haryana)



Bareilly (Uttar Pradesh)



Bhilai (Chattisgarh)



Showroom Network



PC Jeweller



Bhilwara (Rajasthan)



Bhopal (Madhya Pradesh)



Bhubaneswar (Odisha)



Bilaspur (Chattisgarh)



Chandigarh



Dehradun (Uttarakhand)



Showroom Network



PC Jeweller



Durgapur (West Bengal)



Dwarka (Delhi)



Faridabad (Haryana)



Gaya (Bihar)



Ghaziabad (Uttar Pradesh)



Gurgaon (Haryana)



Showroom Network



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Guwahati (Assam)



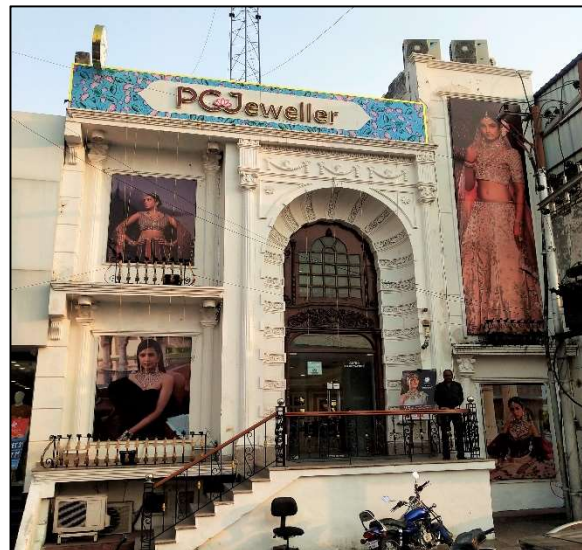
Haldwani (Uttarakhand)



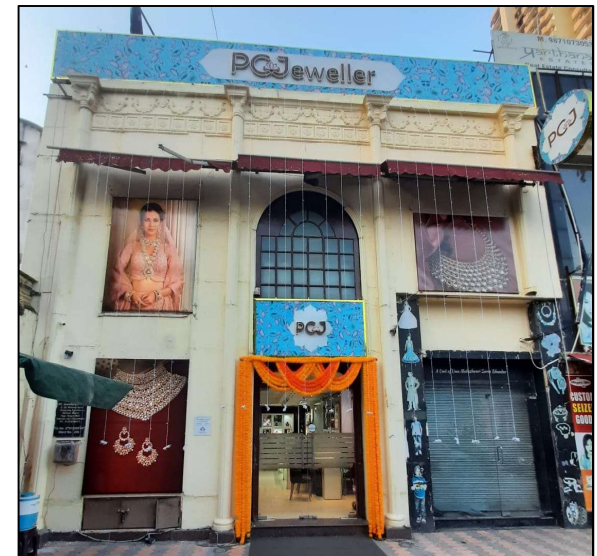
Hapur (Uttar Pradesh)



Hardoi (Uttar Pradesh)



Haridwar (Uttarakhand)



Indirapuram (Uttar Pradesh)



Showroom Network



PC Jeweller



Jabalpur (Madhya Pradesh)



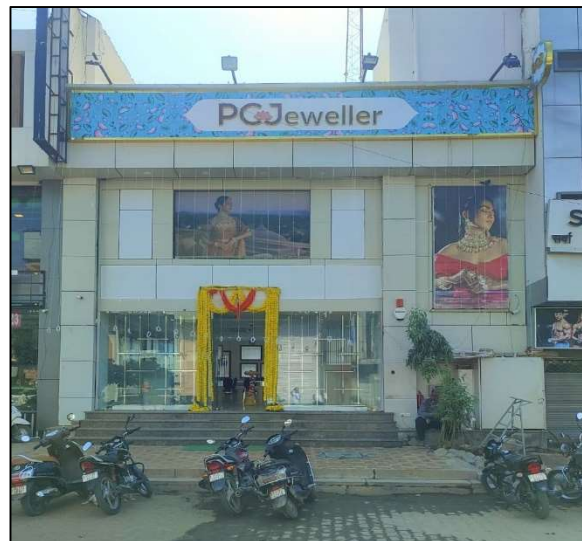
Jammu (Jammu & Kashmir)



Jamshedpur (Jharkhand)



Jhansi (Uttar Pradesh)



Jodhpur (Rajasthan)



Kaithal (Haryana)



Showroom Network



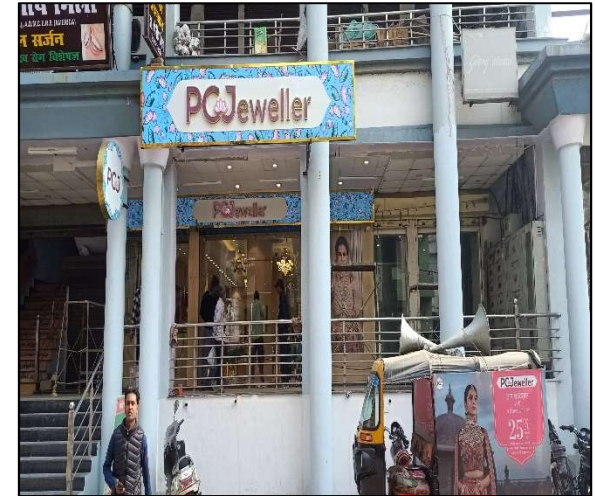
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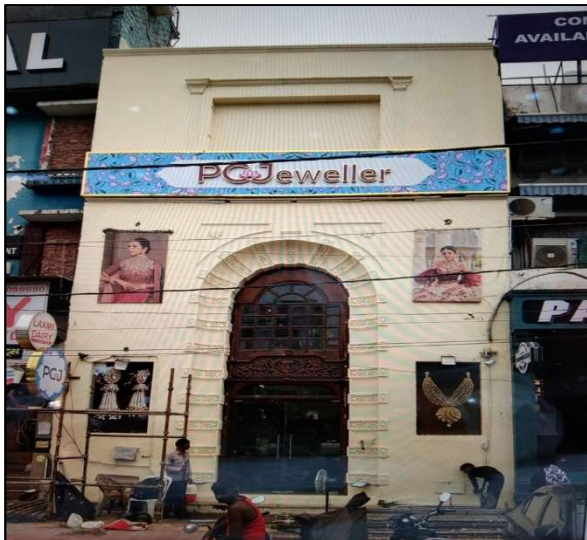
Karol Bagh (Delhi)



Karol Bagh - 2 (Delhi)



Katihar (Bihar)



Kingsway Camp (Delhi)



Krishna Nagar (Delhi)



Lucknow (Uttar Pradesh)



Showroom Network



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Ludhiana (Punjab)



South Extension (Delhi)



Muzaffarnagar (Uttar Pradesh)



Najafgarh (Delhi)



Nangloi (Delhi)



Noida (Uttar Pradesh)



Showroom Network



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Logix Mall Noida (Uttar Pradesh)



Palwal (Haryana)



Panchkula (Haryana)



Paschim Vihar (Delhi)



Siliguri (West Bengal)



Preet Vihar (Delhi)



Showroom Network



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Rajouri Garden (Delhi)



Ranchi (Jharkhand)



RDC Ghaziabad (Uttar Pradesh)



Rohini (Delhi)



Rohtak (Haryana)



Bhagalpur (Bihar)



Showroom Network



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Varanasi (Uttar Pradesh)



Yamuna Nagar (Haryana)



Yamuna Vihar (Delhi)



Jewellery Collections



Jewellery Collections

Some of our running collections –

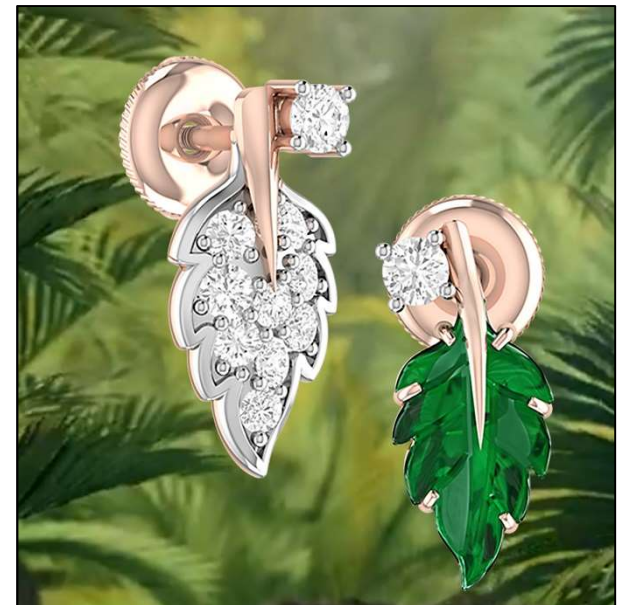
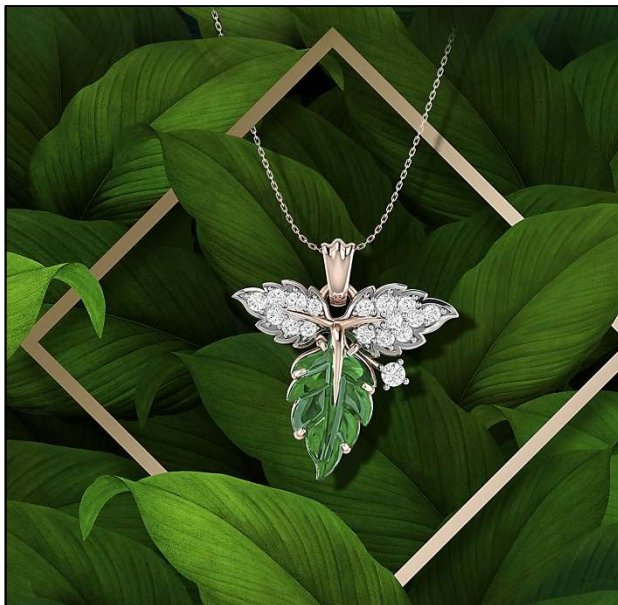
- FOLIA AMORIS
- ANANT
- THE FLUTTERING BEAUTY
- MENS COLLECTION
- ANIMAL COLLECTION
- WEDDING COLLECTION
- DASHAVATAR
- HAND MANGALSUTRA



FOLIA AMORIS



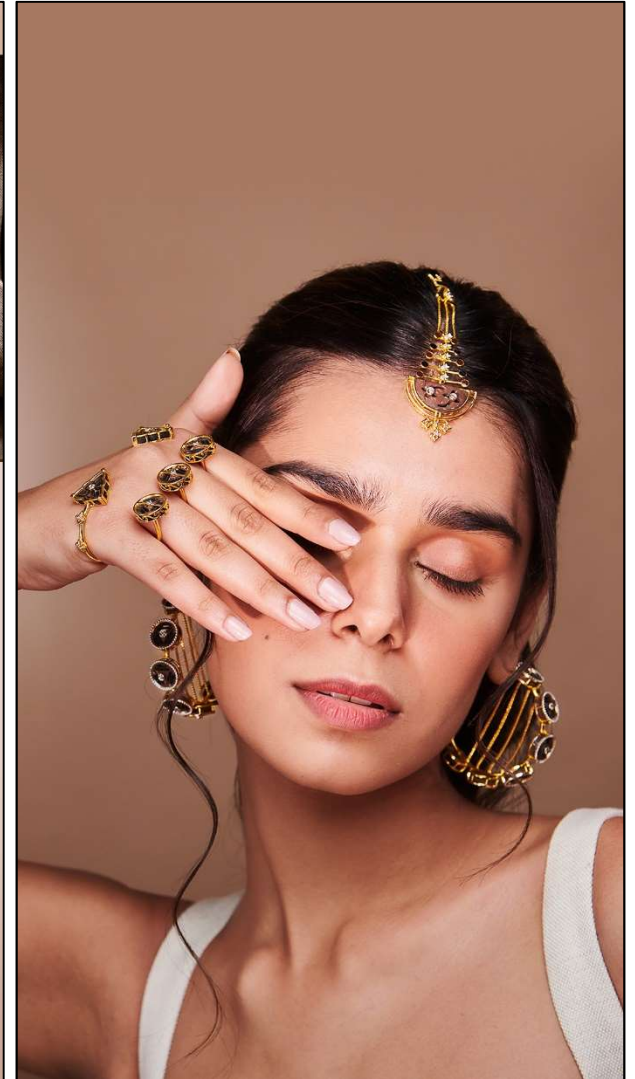
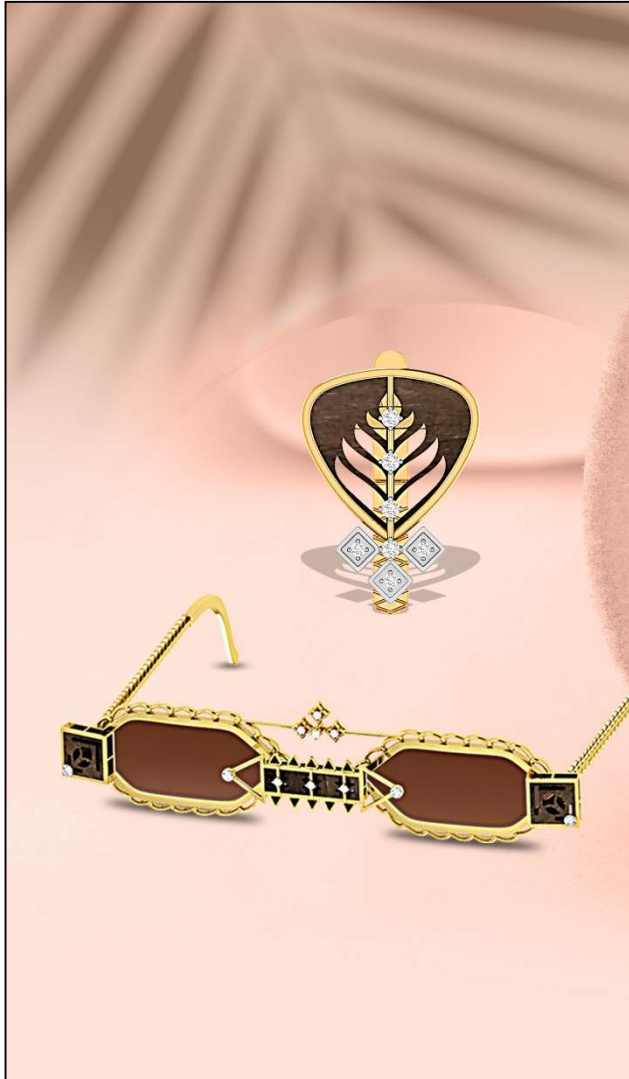
PC Jeweller



ANANT



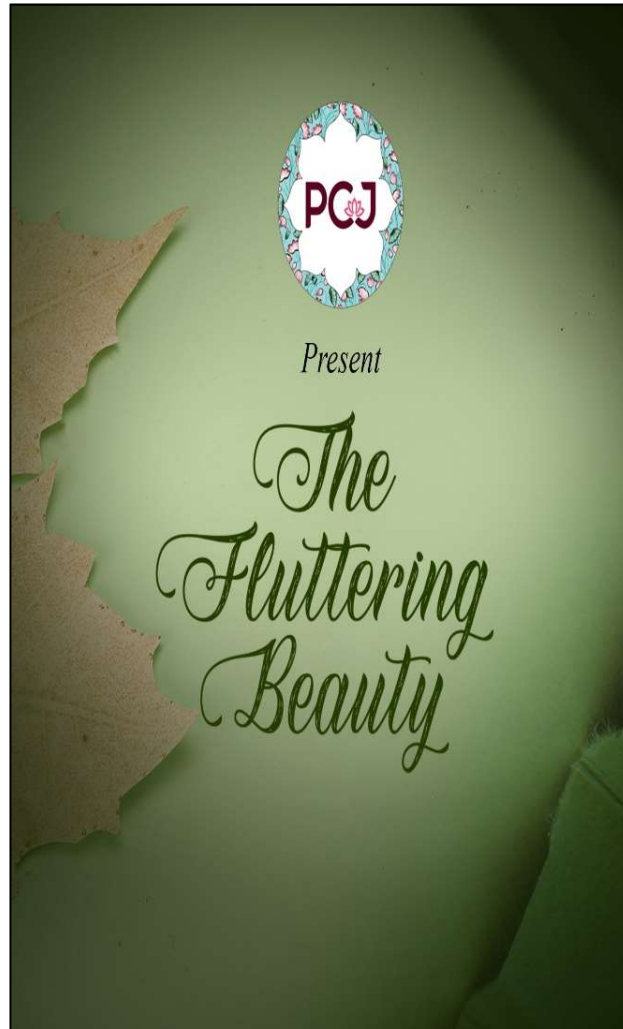
PC Jeweller



THE FLUTTERING BEAUTY



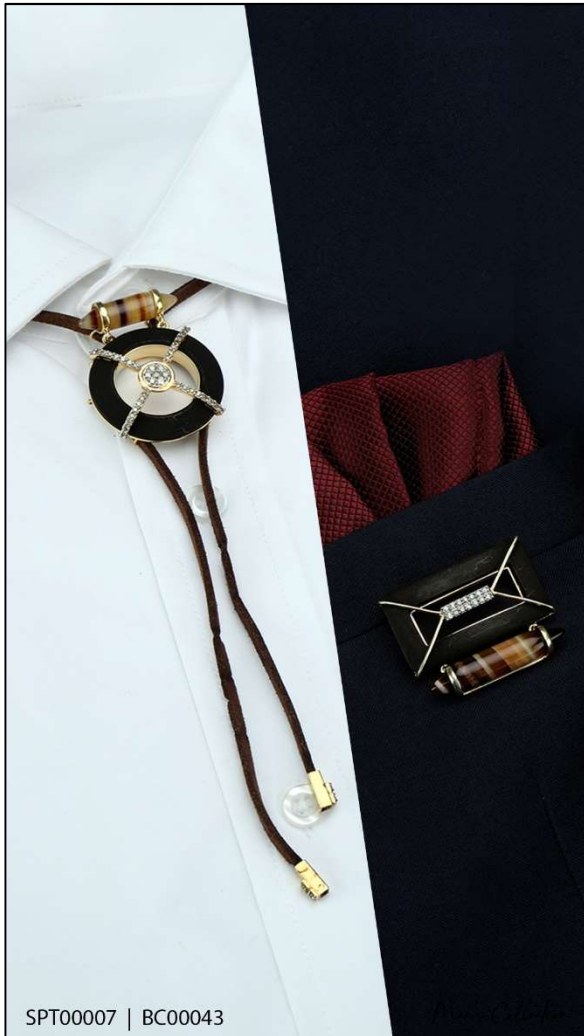
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MEN'S COLLECTION



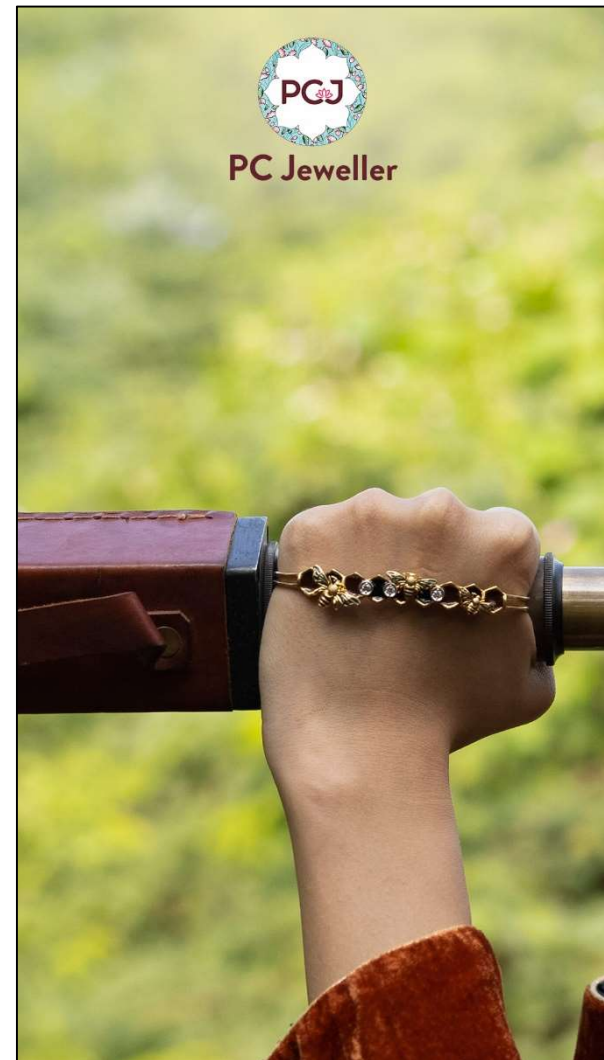
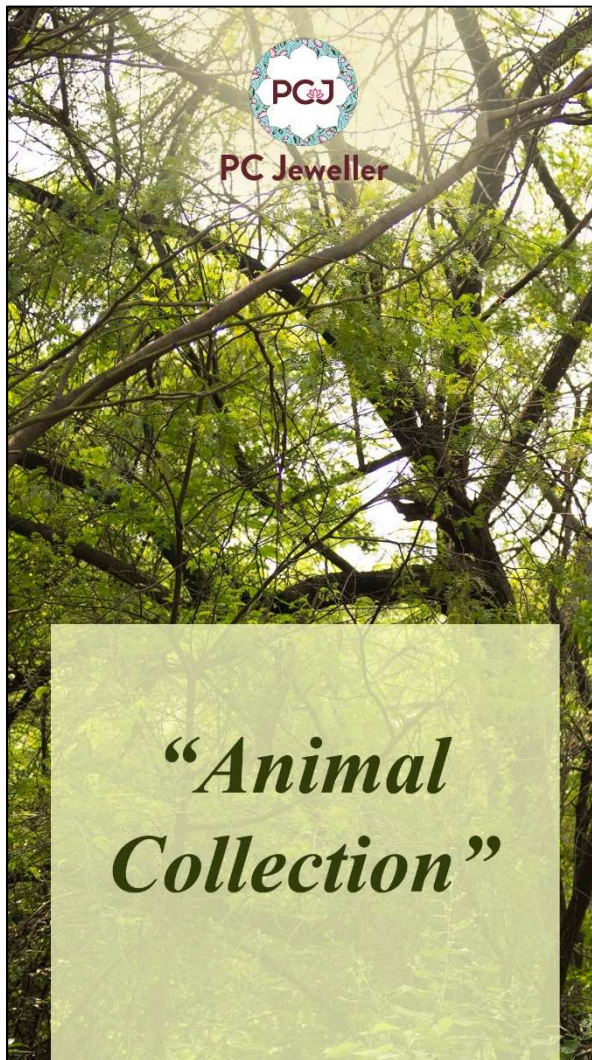
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ANIMAL COLLECTION



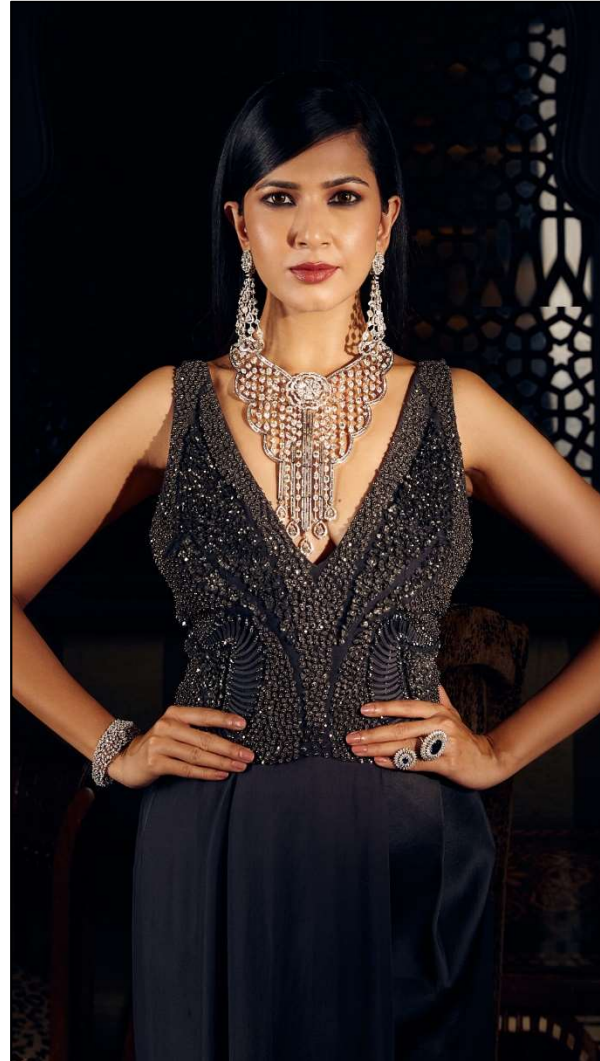
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WEDDING COLLECTION



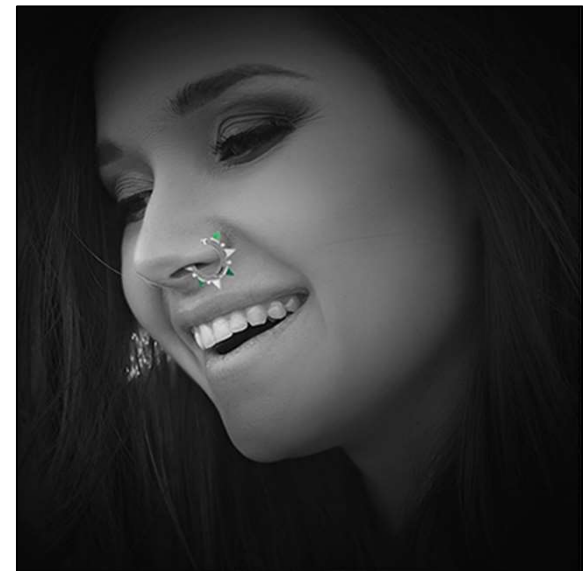
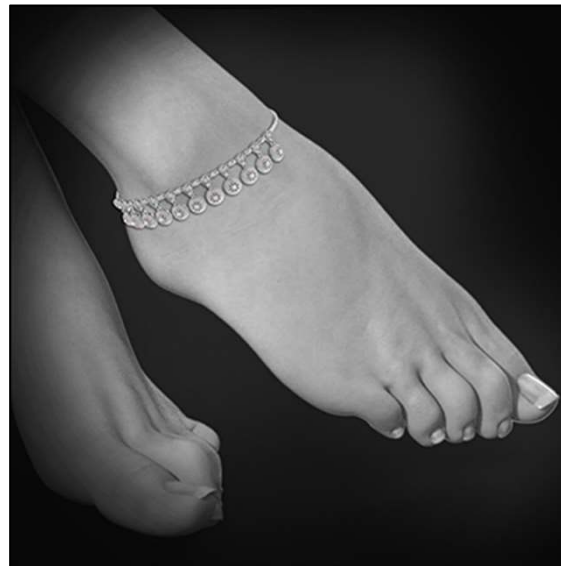
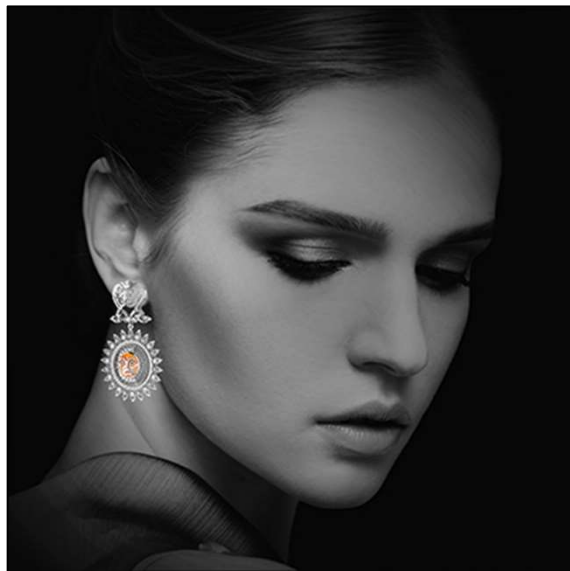
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DASHAVATAR



PC Jeweller



HAND MANGALSUTRA



PC Jeweller



The Evil
Diamond Mangalsutra Bracelet



PC Jeweller

मंगलसूत्रा
Collection
Perfect Fit
for your Soulmate



PC Jeweller



The Star
Diamond Mangalsutra Bracelet





PC Jeweller

Thank you



SUPPLEMENT TO THE RESULTS PRESENTATION

- The company has been one of the leading players in the Indian jewellery industry and a top performer in its segment in the past as well. **The Q1 FY 2025 has been a turnaround quarter for the company. The company has started regaining its customer trust and goodwill which has resulted in an exponential growth in its topline and profitability.** The company's financial performance on a Q-o-Q basis, are being highlighted below –

(Rs in crores)

Parameter	Q1 FY 2025	Q1 FY 2024	Change
Domestic Sales	401	67	Increase by 499%
EBITDA	89	(42)	Increase by 312%
PBT	83	(173)	Increase by 148%

- The company refers to the unpaid income tax liability of Rs 81.26 crore outstanding in its financials as on 31st March 2024 and submits that the same stands adjusted against the income tax refunds for the AY 2015-16 and AY 2016-17. The interest on the aforesaid income tax refunds amounting to Rs 34.53 crores has been duly recorded as other income. This has cleared the aforementioned income tax liability and the **company does not have any pending income tax demands as on date.**
- The company has **recorded operating profit** (PBT – Interest on refund of income tax) amounting to **Rs 49 crores for Q1 FY 2025.**
- The company's had submitted its Offer for Settlement (OTS) to the consortium of 14 banks. The consortium had given its in-principle approval to the OTS offer subject to acceptances from their respective internal authorities. In a positive development, as on date, **the internal authorities of 12 out of 14 banks of the consortium have accepted the company's OTS offer** and the same is under active consideration with the competent authorities of the **remaining 2 consortium banks and the company is positive and confident of receiving their acceptances in the ongoing month itself.**
- Further, in Q1 FY 2025, State Bank of India (Lead Bank) had also filed an application for withdrawal of its petition filed before Hon'ble NCLT, Delhi seeking initiation of Corporate Insolvency Resolution Process under section 7 of IBC against the company. **The said petition was disposed as withdrawn, by Hon'ble NCLT, Delhi vide its order dated April 30th, 2024.**

- The company is therefore confident that its litigation troubles will be over soon and it is now looking ahead to **move on the path of growth and profitability**.
- **The company's shareholders have approved its plan to raise Rs 2705.14 crore via preferential issue of fully convertible warrants** which will be utilized to repay its outstanding debt as well provide it funds for working capital requirements as well as general corporate purposes.
- The aforesaid developments have been instrumental in rebuilding and further strengthening the investor's confidence in the company. As a result, the **company's share price which was quoted at Rs 54.40 per share at the start of Q1 FY 2025, is now averaging above Rs 90.**