

Date: 01/08/2018

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

Sub.: Press Release

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

Dear Sir/Madam,

Please find enclosed herewith press release issued by the Company on the occasion of roll out of real time 'Augmented Reality Jewellery Buying Experience'.

Kindly take the same on record.

Thanking you.

Yours sincerely,

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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PC Jeweller Rolls out India's First Real Time 'Augmented Reality Jewellery Buying Experience'

- *The 'Augmented Reality (AR) Buying Experience' is available at 11 PCJ showrooms in Delhi-NCR and will soon be progressively implemented in other showrooms*
- *In the first phase, the 'AR experience' will cover the Earrings category, which will be available across all the showrooms in the country*
- *This revolutionary new age customer experience will bring convenience, variety and a premium jewellery buying experience to customers*
- *This will also revolutionize in-store inventory management to increase conversions with lesser inventory thereby creating leaner jewellery stores of the future*
- *PCJ is creating / implementing the 'AR Experience' on the iPad with the 'MirrAR', by Styledotme*

New Delhi, August 1, 2018: PC Jeweller, one of India's most trusted and preferred jewellery brands, has been at the forefront of redefining the jewellery buying experience for the customers. After a successful pilot program that was run in select showrooms beginning November 2017, the company announced the roll out of India's first 'Augmented Reality Jewellery Buying Experience' on a dynamic and real time basis. In the first phase, the 'AR Experience' showcases the complete earrings catalogue across 11 showrooms in Delhi-NCR. In the coming months, the company plans to expand both the locations as well as the range of jewellery to other markets.

PCJ is implementing the 'AR Experience' on the iPad with 'MirrAR,' by StyleDotMe, a platform that lets users virtually try-on jewellery in real time without actually wearing it and get instant fashion advice from experts before making a purchase. This would not only increase the conversions at the store but would also reduce the requirement for the in-store inventory to a large extent.

Announcing the roll out, Mr Nikhilesh Govil, President, PC Jeweller, said, "*We at PC Jeweller always believe in customer first policy and have designed our business processes to create complete customer experience. Be it our in-store lounges or very friendly buyback policies, we believe that our customers value their relationships with us beyond purchase. Our 'Augmented Reality Experience' is one more step in this direction. By combining technology and our years of experience in customer engagement and behavioral understanding, we are empowering our customers to enjoy an individualized and immersive experience of buying jewellery.*"

Key Features

- Unique and personalized shopping experience – Depending on age, face type complexion
- Customer Convenience - Browse through and 'virtually try on' entire range of jewellery
- Real Time, dynamic and intelligent customer experience

To browse through the earring collection, all customers need to do is look into the iPad, which doubles up as a 'Smart Mirror,' and generates a dynamic catalogue of thousands of earrings designs across stores as per the customers' age. A customer can even virtually try



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on the jewellery pieces on a real time basis by merely touching the earring she likes and the same will be placed real time on her ears. She can further see the earrings dynamically from different angles to make her choice not only from those available in a particular store she is present but also across all the company stores in the country. This will ensure she never runs out of choices of a jewellery she wants to purchase.

He further added, ***"We received plenty of interesting feedback during the pilot stage which we incorporated in the 'Augmented Reality Jewellery Buying Experience" to bring to the customer convenience of choosing the jewellery of desired price range, collections, categories etc. herself and buy or order from the iPad."***

Mr Balram Garg, MD, PC Jeweller said ***"We have started with Delhi-NCR and will soon be introducing AR platform to other locations as well. Our objective is to create more such experiences at malls, movie theatres, airports and other public places to take the brand beyond stores and reach out to customers in the near future."***

Ms Meghna Saraogi, CEO, Styledotme, said ***"We at StyleDotMe are creating the 21st-century shopping experience for the fashion industry, starting with jewellery. I believe this will be a game changer for the Jewellery retail Industry."***

About PC Jeweller

PC Jeweller Limited is one of the leading jewellery companies in India and listed on BSE Limited and National Stock Exchange of India Limited. The company offers a wide range of products including gold jewellery, diamond jewellery and other jewellery with a thrust on diamond jewellery and jewellery for weddings. The Company has 95 showrooms in 75 cities.

One of the leading jewellery brands in the country today, PCJ houses diverse collections in varieties of diamond, stones, gold, polki and kundan. Known for their contemporary designs and innovations, their showrooms are laced with their best collections for wedding and special occasions. PC Jeweller also has significant jewellery manufacturing capabilities that cater to their sales in India and abroad.

For additional details, please visit www.pcjeweller.com.

About Styledotme

StyleDotMe is a fashion tech company that lets users virtually try-on products along with getting instant fashion advice from experts around the world. Through our platform users can see themselves in products without actually wearing it through our Augmented Reality technology (starting with jewelry) and get instant fashion advice from experts around the world. The experience is quick and in real time for instant advice. We are world's first real-time AR tech platform for jewelry and are working towards expanding in other domains like makeup, eyewear and apparels.

For Further details please contact:

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For PC Jeweller Limited

Nikhillesh Goil

President

