



## PC JEWELLER LIMITED

Issue Period	-	10 Dec to 12 Dec, 2012
Issue Size	-	4,51,33,500 Equity shares
Issue Size	-	Rs. 564.17 – 609.30 Crore
Issue Price	-	Rs. 125 to Rs. 135
Market Lot	-	90 Equity Shares
Listing At	-	BSE, NSE



PC Jeweller Ltd is an established jewellery retailer in North India. Company's operations include the manufacture, retail and wholesale of jewellery. PCJ offers a wide range of products including gold jewellery, diamond jewellery and other jewellery including silver articles. They provide 100% Hallmarked jewellery and Certified Diamond jewellery. PC Jeweller have 30 showrooms under the "PC Jeweller" brand. Company is planning to expand their showroom network across India by adding 20 more in next two years.

PC Jeweller Ltd has two jewellery manufacturing facilities in Uttarakhand that cater to domestic market and two facilities at Noida for export market. PCJ also exports gold and diamond jewellery on a wholesale basis to distributors in Dubai, Hong Kong and Singapore.

PC Jeweller Ltd proposes to utilise the IPO funds for its expansion plans and towards working capital requirements.

The Company's total income for FY 2011-12 was Rs. 3674.20 Crore and net profit after tax at Rs. 231.29 Crore, for FY 2010-11 the total income was Rs. 2209.62 Crore and net profit after tax at 144.86 Crore. For the period ended 30 Sep 2012 the total income was 2064.24 crore and net profit after tax at 141.30 crore.

Its peer group includes Gitanjali Gems Ltd , Titan Industries Ltd , TBZ , Shree Ganesh Jewellery House Ltd.

PC Jeweller Ltd is offering a discount of Rs 5 to retail investors and employees.

SBI Capital Markets Ltd and Kotak Mahindra Capital Company Ltd are the book-running lead-managers to the issue.

## IPO CORNER

Issue Name	Issue Period	Issue Price	Market Lot	Rating*	CRISIL Rating
PC Jeweller Ltd	10/12/2012 TO 12/12/2012	Rs.125-135	90	48	3/5

# **Plz. Note Rating Criteria** : 30 or lower = Avoid Investment, 31 – 40 = Risky, 41 – 50 = Invest with limited exposure 50 – 60 = Investment Recommended, 60 and above = Excellent Investment