



Date: December 23, 2025

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.: Memorandum of Understanding with CM Yuva Mission under Department of MSME and Export Promotion, Government of Uttar Pradesh**

**Ref.: Our letter dated December 05, 2025 regarding 'Intimation of receipt of approval from Directorate of Industries and Enterprises Promotion, Government of Uttar Pradesh, for on boarding the Company as a Franchise Brand on the CM-YUVA Portal'**

Dear Sir / Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in continuation to our letter dated December 05, 2025 wherein the company's proposal to establish 1,000 jewellery retail franchisee units had received the approval for onboarding as a Franchise Brand on the CM YUVA Portal from the Directorate of Industries and Enterprises Promotion, Government of Uttar Pradesh, this is to inform that in continuation to the same, the Company has entered into a Memorandum of Understanding with CM YUVA Mission under Department of MSME and Export Promotion, Government of Uttar Pradesh for Entrepreneurship Development & Employment Generation on December 19, 2025 (copy of the same received by the company on December 23, 2025).

This Agreement formalizes the commitment of both Parties to create an enabling entrepreneurial ecosystem, enhance youth employability, promote self-employment and contribute to the economic development of Uttar Pradesh through innovation-driven enterprise creation along with an opportunity for the company to expand its retail footprint.

Kindly take the information on record.

For **PC Jeweller Limited**



(VISHAN DEO)  
**Executive Director (Finance) & CFO**  
DIN: 07634994

**PC Jeweller Limited**

**Regd. Office :** 2713, 3<sup>rd</sup> Floor, Bank Street, Karol Bagh, New Delhi-110005 Ph. : 011 - 49714971 Fax : 011 - 49714972

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