

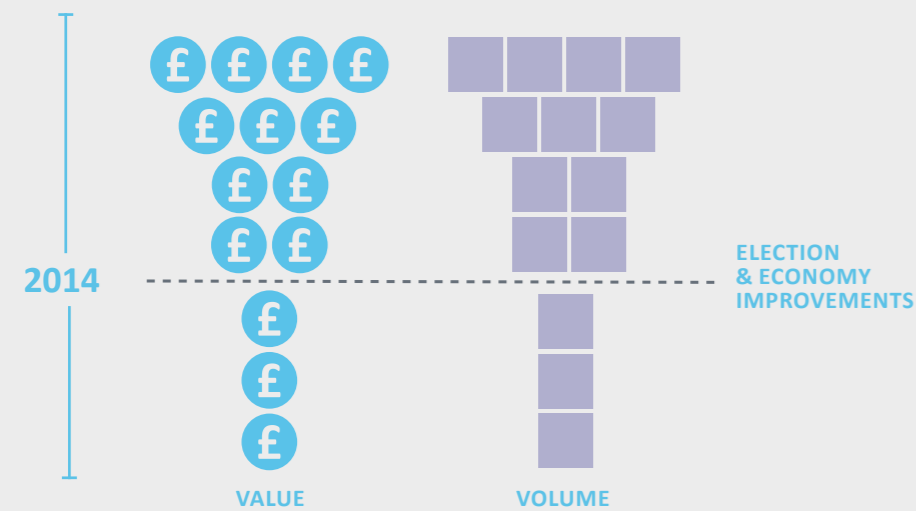
Growth

PGI'S STRATEGIC PARTNERS' SURVEY 2014



PGI India's program efforts have witnessed a productive growth in 2014 with strategic partners showing a growth of 33% and other retailers have grown at a healthy rate of 19%

SALES GROWTH OF PJ HAS BEEN STEADY 28% CY 2014



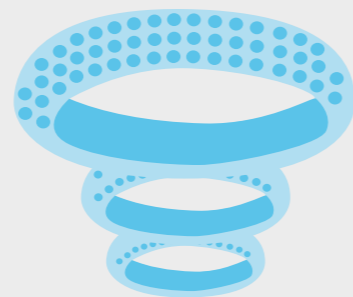
*Reasons for the sluggish growth in first half of the year and then pick up post elections- optimism in the improvement of the Indian economy.

Trends

SHIFT IN PRECIOUS METAL JEWELLERY IN INDIA



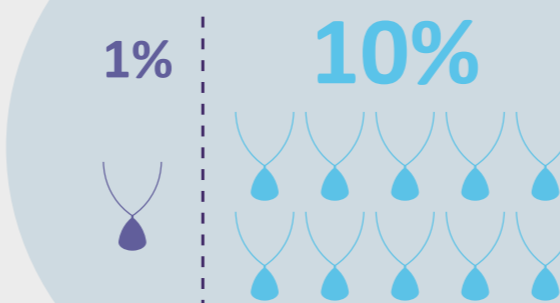
GROWING PREFERENCE FOR STUDED PLATINUM JEWELLERY



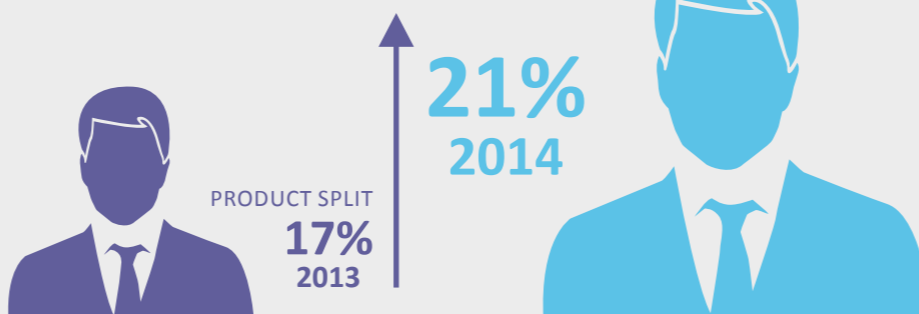
PJ SALES CONTRIBUTION TO RETAILER'S BASKET



INCREASE IN NECKPIECE GROWTH TO 10% IN VOLUME TERMS IN CY 2014

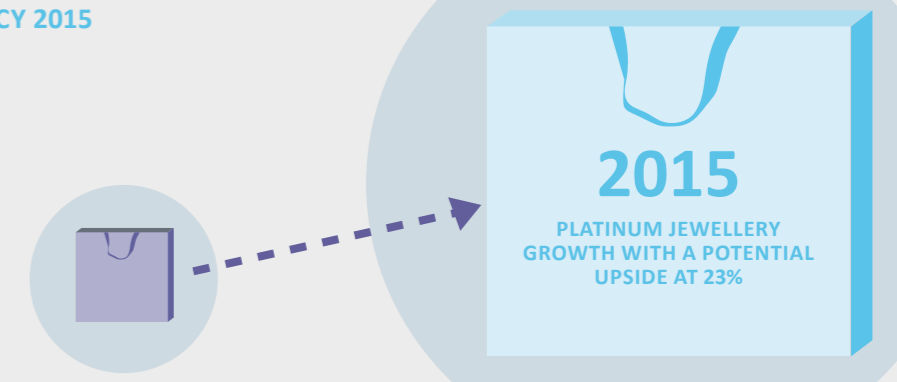


MEN'S SEGMENT CONTINUES TO BE A KEY DRIVER FOR SALES

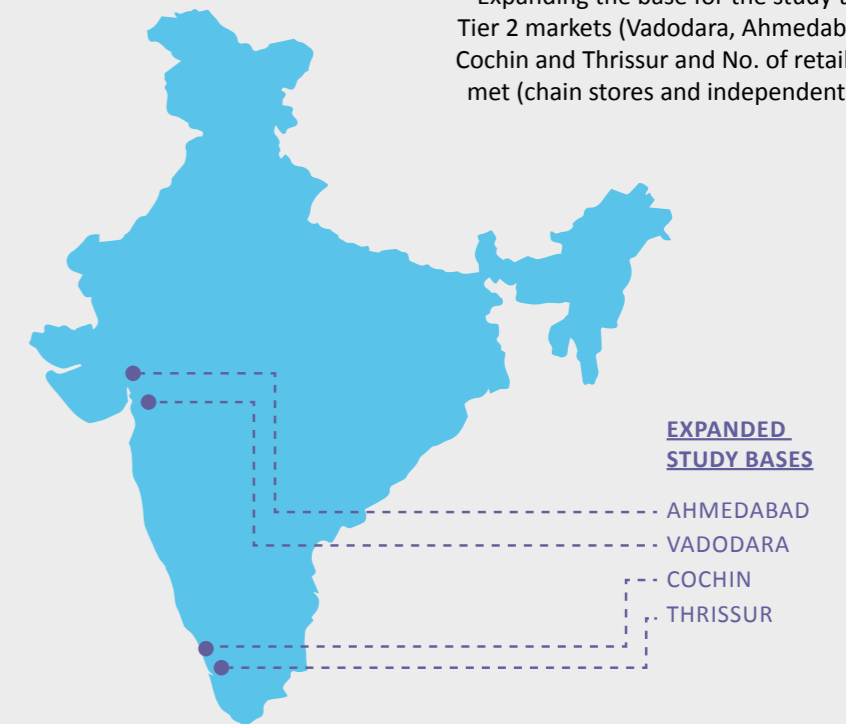


Forecast

RETAILER GROWTH EXPECTATIONS FOR CY 2015



Expanding the base for the study to Tier 2 markets (Vadodara, Ahmedabad, Cochin and Thriassur and No. of retailers met (chain stores and independents).



REVISED STRATEGY FOR 2015 IN INDIA-MARKETS & EVARA

