



VAIBHAV GLOBAL LIMITED

Ref: VGL/CS/2024/46

Date: 23rd May, 2024

**National Stock Exchange of
India Limited (NSE)**
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra, Mumbai – 400 051
Symbol: VAIBHAVGBL

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 532156

Subject: Financial Results Presentation

Dear Sir / Madam,

Pursuant to regulation 30(6) of the SEBI (LODR) Regulations, 2015 please find enclosed Financial Results Presentation of Q4 and FY24.

This is for your information and record.

Thanking you,

Yours Truly,

For Vaibhav Global Limited

Sushil Sharma
Company Secretary
M. No. – F6535



VAIBHAV GLOBAL LIMITED

Q4 & FY24 Investor Presentation



Disclaimer



This presentation contains “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Vaibhav Global Limited (VGL) and its group companies’ future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, government and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. Vaibhav Global Limited undertakes no obligation to periodically revise any forward-looking statements to reflect future/likely events or circumstances.



MD's Message



**Commenting on Q4 FY24 results,
Mr. Sunil Agrawal,
Managing Director,
Vaibhav Global Limited said:**

Delighted to announce that we have achieved our stated guidance revenue numbers. On a full-year basis, group's topline crossed ₹ 3,000 crores mark for the first time and was ₹ 3,041 crores as against ₹ 2,691 crores, showing a growth of 13%. Consolidated revenue in Q4 was at Rs. 789 crores, which is 14% YoY. Our gross margin for the quarter remained robust at 62.7%, with a cumulative margin of 62.0% for the full year. The EBITDA margin for the quarter was 8.1%. Adjusted for Germany, EBITDA margin during the quarter was 11.6%. Better gross margins and operating leverage helped expand the EBITDA margin.

The global economy continues to be resilient and showing signs of recovery. We remain vigilant of the broader macroeconomic landscape and are swiftly adapting our airtime strategies to align with consumer behaviors, optimizing broadcasting schedules to capitalize on peak demand periods. Consequently, during this quarter, our volume went up by 26% YoY. We continue to report robust revenue growth in Germany with annual and quarterly growth rates of 48% and 37%, respectively. We maintain our stance of achieving breakeven point in Germany in H2 of FY25 at the operating level.

We remain committed to strengthening our performance based on the 4Rs i.e., Widening Reach, New Registrations & Acquisition, Customer Retention, and Repeat Purchases. In Q4 FY24 the reach of our TV networks was 130 million households. New customer acquisition in Q4 on TTM basis is 2.7 lakhs and customer retention stood at 39%. Customers bought an average of 24 pieces on TTM basis.

'Ideal World' achieved profitability on a direct cost basis for the full second half of FY24. We are confident of achieving profitability in the next 6 months on a full-cost allocation basis. Meanwhile, 'Mindful Souls' is contributing positive leverage to overall business. Further, we have started utilizing the supply chain strength of VGL Group for Mindful Souls, which is expected to improve its profitability going forward.

Sustainability is at the core of our business operations. We are delighted to share that this quarter we reached the milestone of 87 million meals being donated to school children under our flagship mid-day meal program- '**Your Purchase Feeds...**'. Presently, we are serving ~56,000 meals every school day.

We believe in creating long-term value for our shareholders. The Board has recommended a final dividend of Rupee 1.5 per equity share, which is subject to shareholder's approval. Including 3 interim dividends, total dividend payouts against earnings of FY24 would be 78%. We expect a robust performance in FY25 and achieve 14% to 17% revenue growth with strong operating leverage. We are positioned to capitalize on future growth opportunities, generate robust cash flows, and deliver meaningful returns to stakeholders.

Q4 FY24 Highlights



14% YoY



Revenue Growth

26% YoY



Volume Growth

15% YoY



EBITDA Growth

Rs. 230 cr.



Free cash flows



Quarterly and yearly revenue grew by 14% & 13% respectively, in line with our stated guidance



A Strong Balance Sheet: Free Cashflow of Rs. 230 crores with net cash position of Rs. 167 crores



Unique customer base of ~580k suggesting a YoY growth of 26%



Recommended final dividend of Rs. 1.50 / equity share, cumulative dividends of Rs. 6.00 / equity share (a 78% payout)



India, US, UK and China conferred with **'Great Place To Work[®]'** certifications



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VAIBHAV GLOBAL LIMITED



COMPANY

Overview



Vertically-integrated Digital Retailer of fashion jewellery & lifestyle products

- End-to-end B2C business model
- Presence through proprietary TV channels and digital platforms

Strong Management and Governance

- Professional management team
- Experienced Independent Board

Solid Infrastructure Backbone

- Continued investment in building digital capabilities
- Scalable model with limited capex requirement



Strong Customer Visibility

- TV Homes accessed (*FTE): ~ 130 mn households
- Growing digital presence

Exceptional one for one social program – ‘Your Purchase Feeds...’

- Every piece sold results in one meal for school-going child
- Served 87 million meals till date

Robust Customer Engagement

- Omni-channel B2C retail presence
- Cross selling potential



Our Vision

Be the Value Leader in Electronic Retailing of Jewellery & Lifestyle Products



Our Mission

To deliver 1 million meals per school day to children in need by FY31 through our flagship mid-day meals program- 'Your Purchase Feeds....'

CORE VALUES



Team-Work



Honesty



Passion



Positive Attitude



Commitment



Vaibhav Global Limited

Global Retailer on TV and Digital Platforms of Fashion Jewelry, Lifestyle Products and Accessories



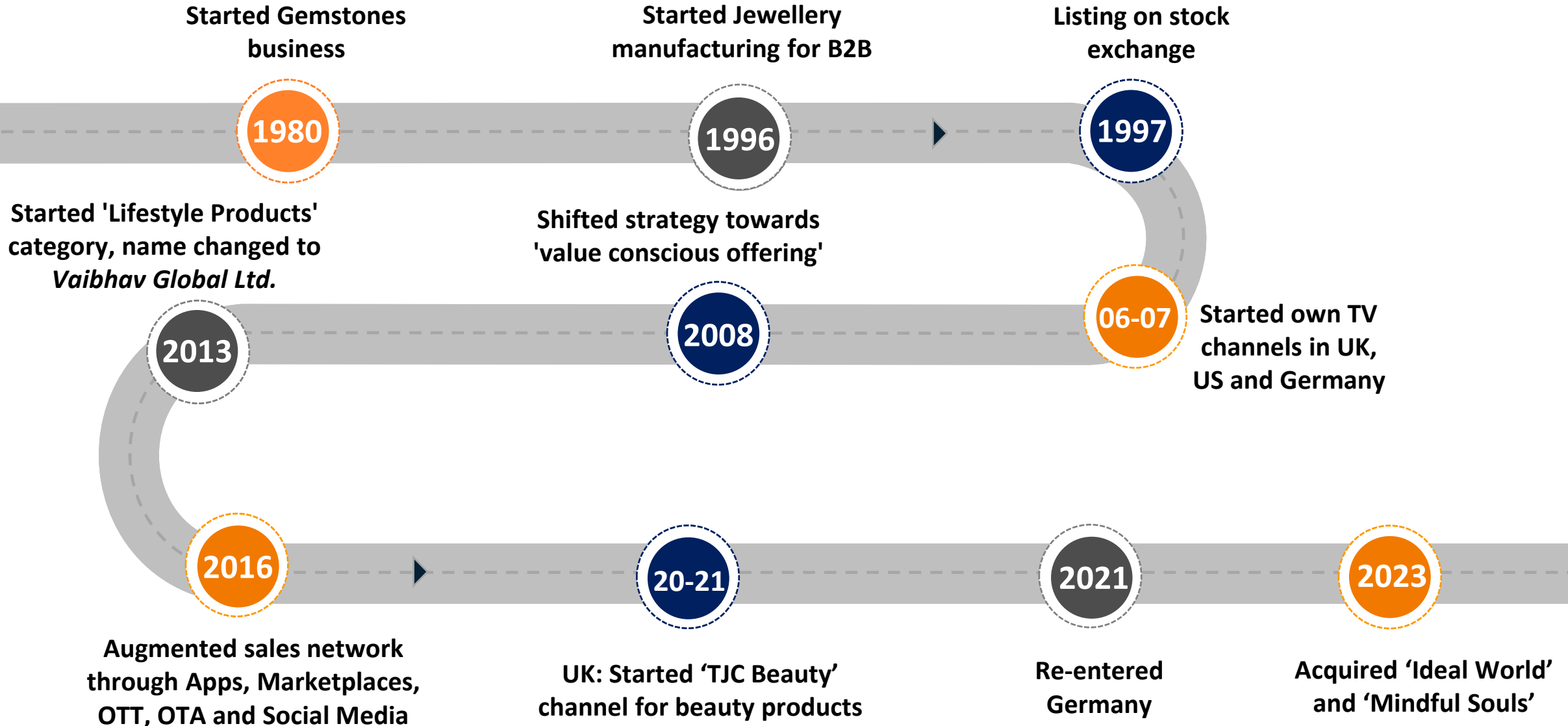
Germany



UK



An Evolving Journey



Strong & Experienced Management



Mr. Sunil Agrawal
Managing Director, VGL Group



Mr. Nitin Panwad
Group CFO, VGL Group



Mr. Vineet Ganeriwala
President, Shop LC (US)



Ms. Srikant Jha
*Managing Director,
Shop TJC (UK)*



Mr. Deepak Mishra
*Managing Director,
Shop LC (Germany)*



Mr. Ankur Sogani
*Vice President, Commercial,
Shop LC (US)*



Mr. Deepak Sharma
*Vice President, Operations,
Shop LC (US)*



Mr. Raj Singh
*Vice President, Supply Chain,
VGL Group*



Mr. Pushendra Singh
*Vice President, Human
Resources, VGL Group*



Mr. Mohammed Farooq
Group Chief Technology officer



Mr. Ashish Dawra
Vice President, Global IT



VAIBHAV GLOBAL LIMITED



BUSINESS

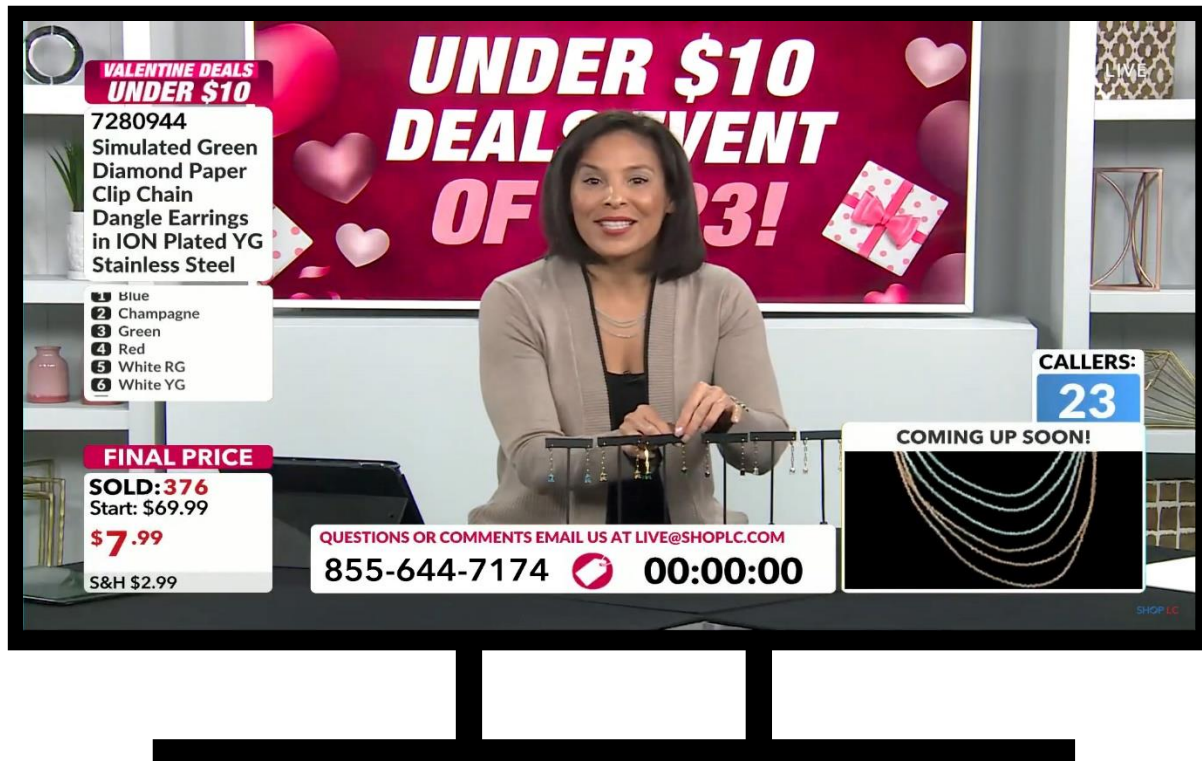
Overview



A Global Retailer on Proprietary TV Channels



Proprietary 'TV Channels'



Primary Retail Markets



61 million HH



27 million HH



42 million HH

Reaching TV homes through Cable, Satellite and OTA broadcasts (Over The Air)



Digital Platforms



Our Presence

Proprietary Digital Platform

www.shoplc.com
www.tjc.co.uk
www.shoplc.de
www.idealworld.tv
www.mindfulsouls.com

Mobile Applications



Third Party Marketplaces



Social Retail



OTT Platforms



With Huge Growth Potential: TAM of USD 20 bn



UNITED STATES

Opportunity
size

\$14- \$15 bn



UNITED KINGDOM

\$2-\$2.5 bn



GERMANY & AUSTRIA

~\$3 bn

- Target customers: Baby Boomers (65+ years) & Gen X (45+ years)



- Value-buying proposition of \$25-\$45
- Widest product range comprising ~25,000 SKUs

Vertically Integrated Supply Chain

Leveraging Global Jewellery Manufacturing Hub: Jaipur



**Global manufacturing hub
of Fashion Jewellery &
Gemstones**

Availability of skilled manpower

169,000 sq. ft.

Fully-integrated Manufacturing Set-up in **Jaipur**

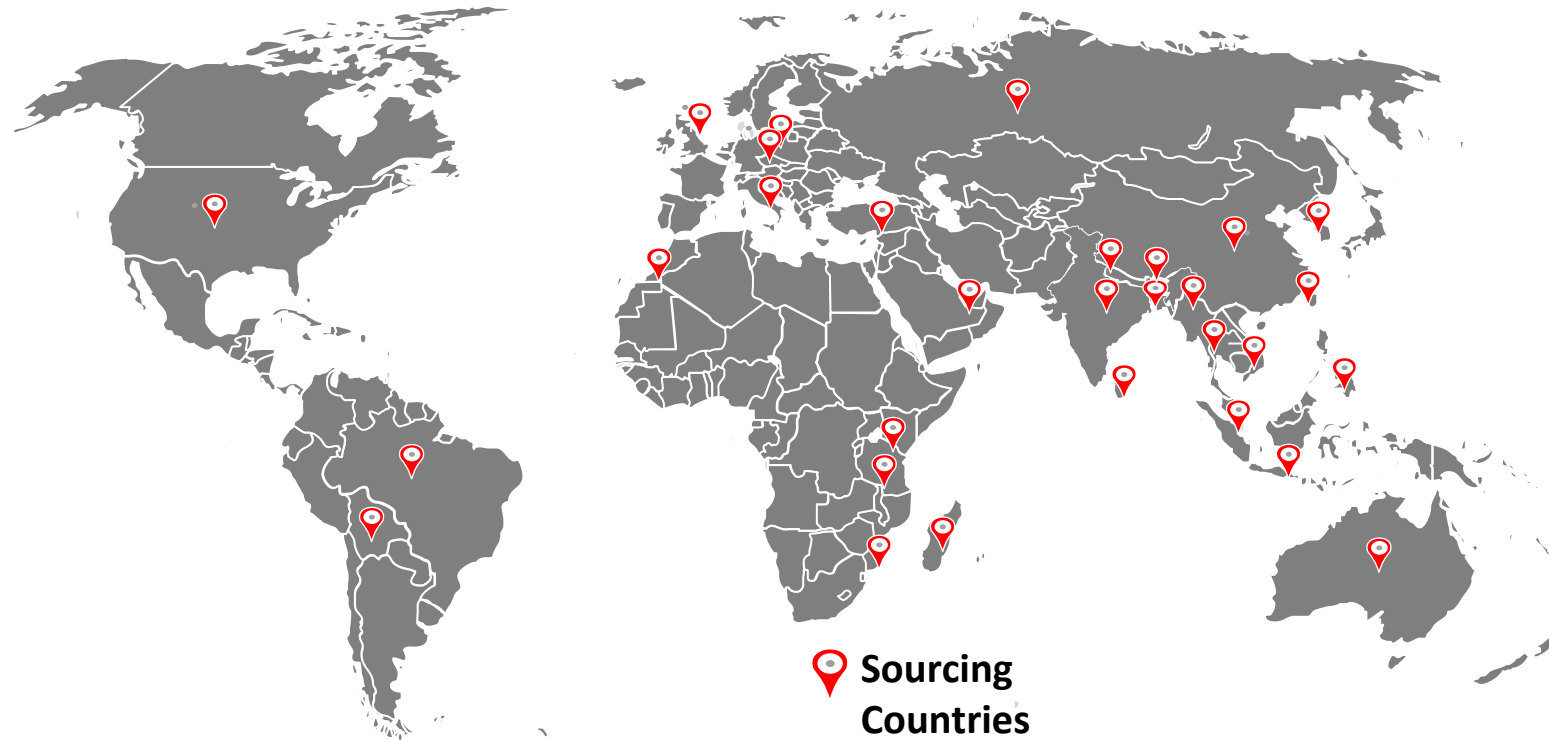
Production Capacity: **5 million pcs** p.a.

**Making in India for
'Western Markets'**



Vertically Integrated Supply Chain

Complemented by a Strong Global Sourcing Base



Sourcing Countries

- India
- China
- Thailand
- Indonesia
- Tanzania
- Russia
- Morocco
- Myanmar
- Madagascar
- Bolivia
- Kenya
- South Korea
- Vietnam
- Brazil
- Sri Lanka
- UK
- Mozambique
- Germany
- Italy
- Turkey
- Poland
- Singapore
- UAE
- Japan
- Bangladesh
- Philippines
- Czech Republic
- Taiwan
- Australia
- US

Resulting in Industry Leading Highest Gross Margins



Fashion Jewellery & Gemstones

**Spinner
Ring**



Murano



- ~14K-15K new jewellery designs launched annually
- In-house testing lab and manufacturing

Life-Style Products

**Detangler Hair-Brush
(Retractable Bristle Technology)**



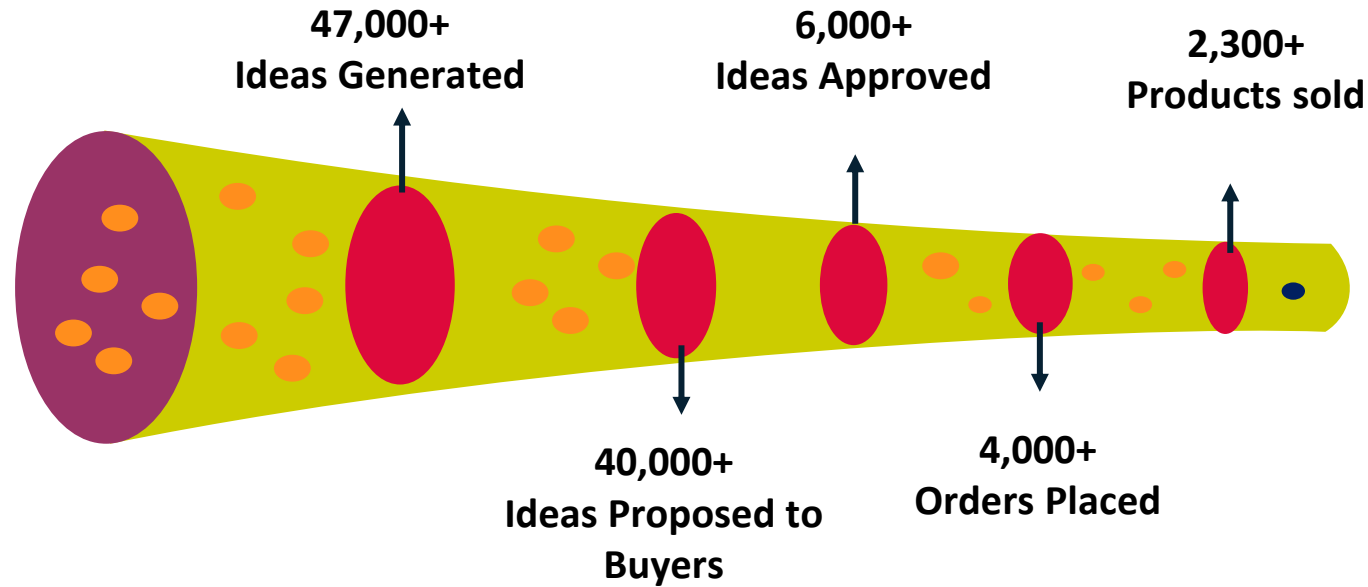
**Trending Beauty
Products**



- A rich product basket of ~5000 unique SKUs
- Facilitated by innovation & global sourcing base of 30 countries



'Innovation' Focused

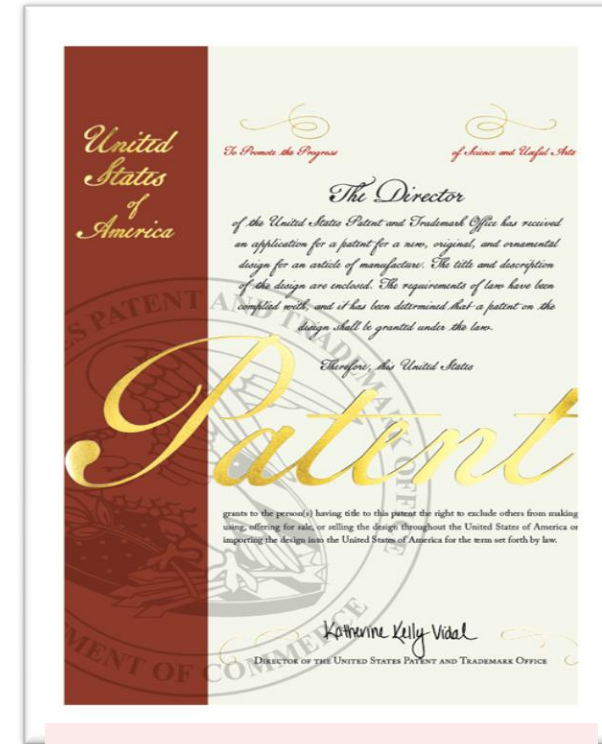


Global Search Program

A Global product innovation and search program

Crowdsourcing of Ideas

From employees, customers and external stakeholders



Received 'Design Patent' for 'Hanabi Cut Ring'

Other Programs



Revenue contribution of 'new items introduced' (TTM basis):
~70%

Numbers are cumulative since inception

Strengthening Own Brand Portfolio



- Leveraging manufacturing & digital capabilities
- Number of brands: **30**
- Current revenue mix: **~28%** of B2C revenue
- Target revenue mix: **~50% by FY27 of B2C revenue**
- **Strategic brand matrix** (price laddering and offering)
- Increase repeats and retention using **Brand Archetype Frameworks**
- Inorganic opportunities (example: Rachel Galley, Mindful Souls, Ideal World)





Resulting In



Growing Consistently

Parameters (Rs. in crores)	CAGR (25 years)	Return (x times)
Revenue	16%	42
EBITDA	15%	35
Profit After Tax	14%	26

~24% CAGR in market cap. since listing (~340 times), excluding dividend

4 R's of Customer Engagement



TV:
Linear | OTA

Digital:
Browsers | Mobile Apps |
Market-places | OTT |
Social Media

Reach (HH)



130mn



Diverse Products

Deep value proposition

Engrossing Content

Registrations[^]



2.7 lakh (TTM)



Enduring relationships

Convenience

Digitalization/AI

Retention



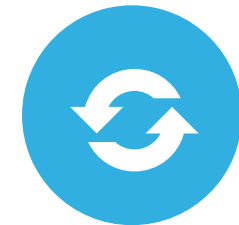
39% (TTM)



Expanding wallet share

Cross-selling

Repeat Purchases



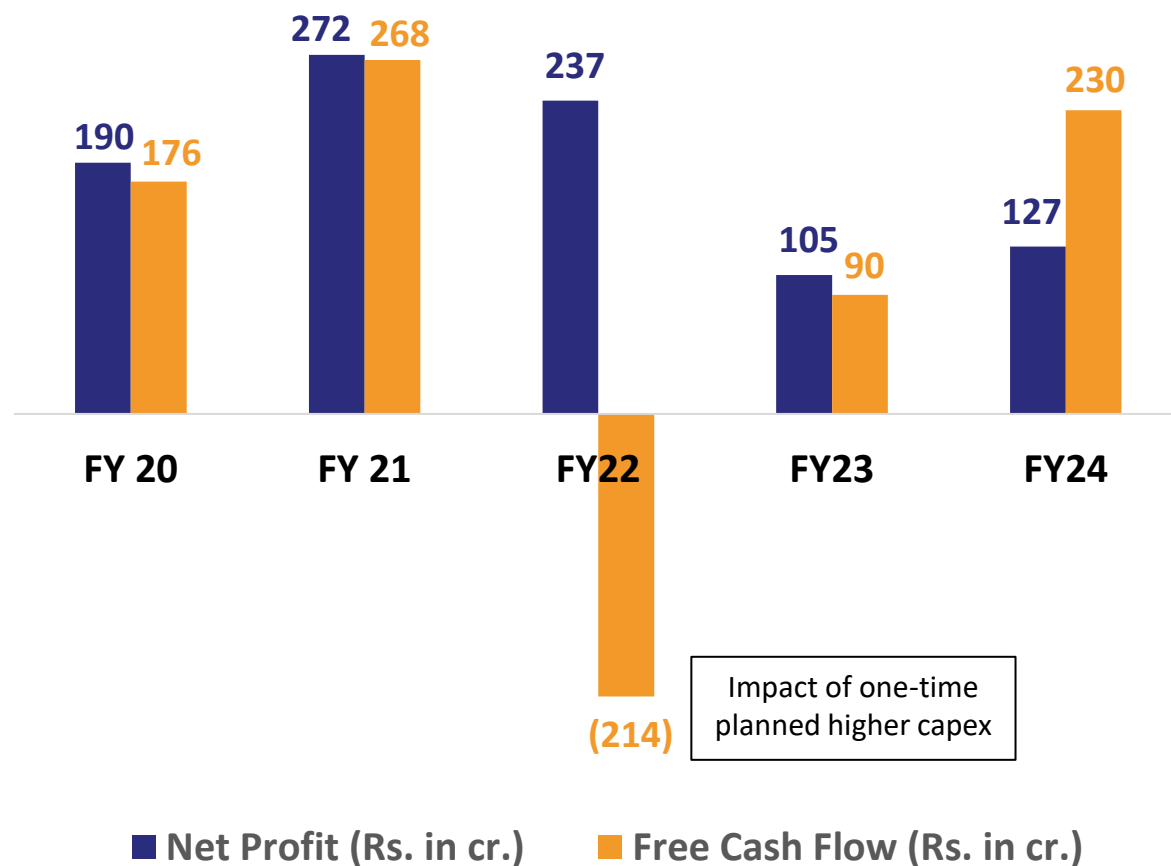
24* (TTM)

Note: TTM: Trailing Twelve Months | *pieces per customer | HH: Households
[^] Refer to customers who have never purchased previously

With long term value creation



Cash accretive business model



With strong dividend payouts

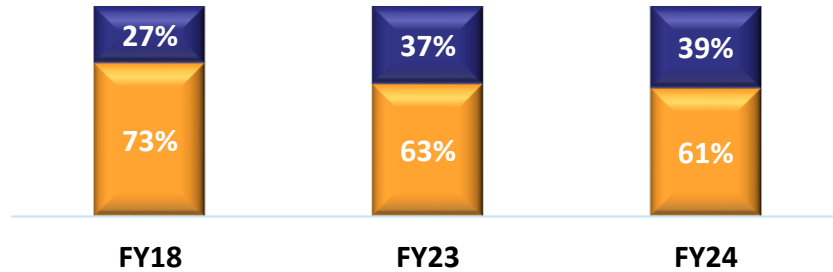
Since FY20	Rs. in crores
Profits After Tax	931
Dividend payout	485
Dividend payout	52%

Broad Based E-tailer



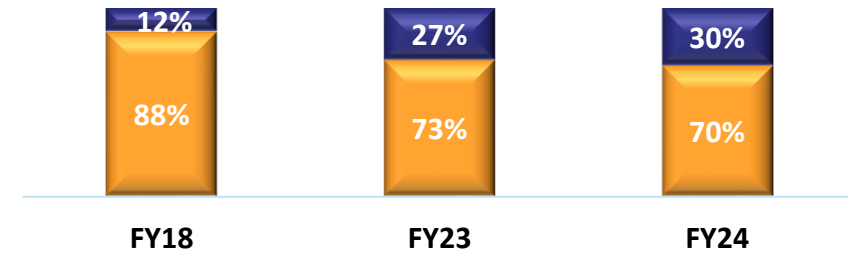
B2C Revenues by Format

■ TV revenues ■ Digital revenues



B2C Revenues by Product Category

■ Jewellery ■ Lifestyle

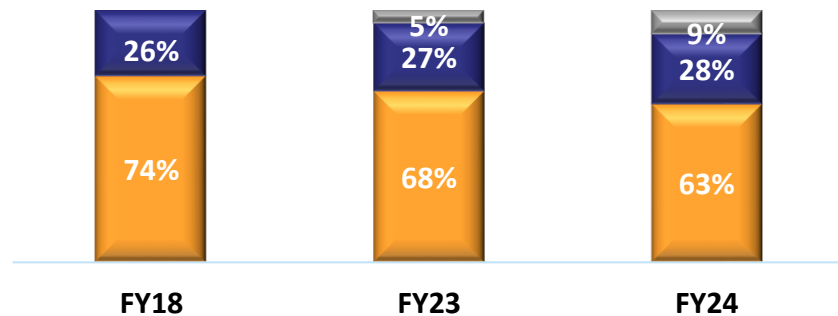


Jewellery : Fashion Jewellery, Gemstones and Accessories

Lifestyle : Home Décor, Beauty & Hair Care, Apparels & Accessories

B2C Revenues by Geography

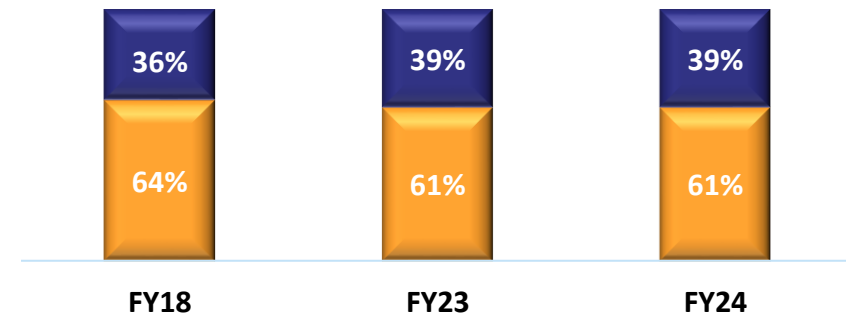
■ US ■ UK ■ Europe



Revenue breakup based on figures in USD million

Budget Pay penetration of B2C Revenues

■ Non-Budget Pay revenues ■ Budget Pay revenues



Budget Pay revenues refer to products sold on EMI basis



VAIBHAV GLOBAL LIMITED



An update on
**GERMANY AND
RECENT ACQUISITIONS**

SHOPLC
PREISWERTE QUALITÄT



**MINDFUL
SOULS**

An update on Germany

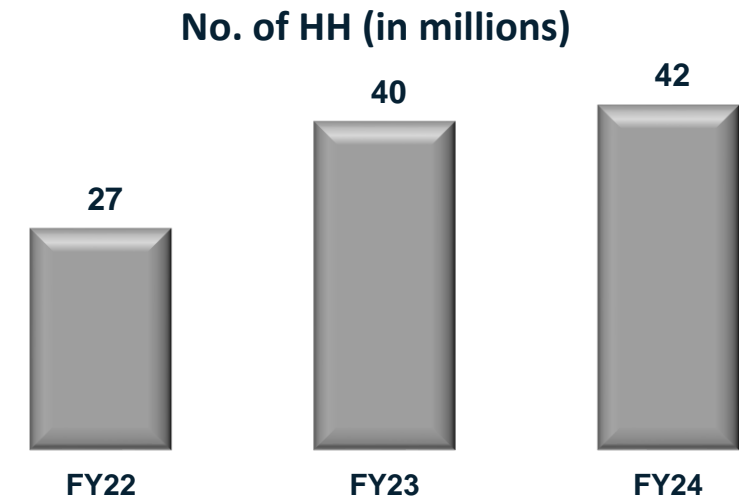
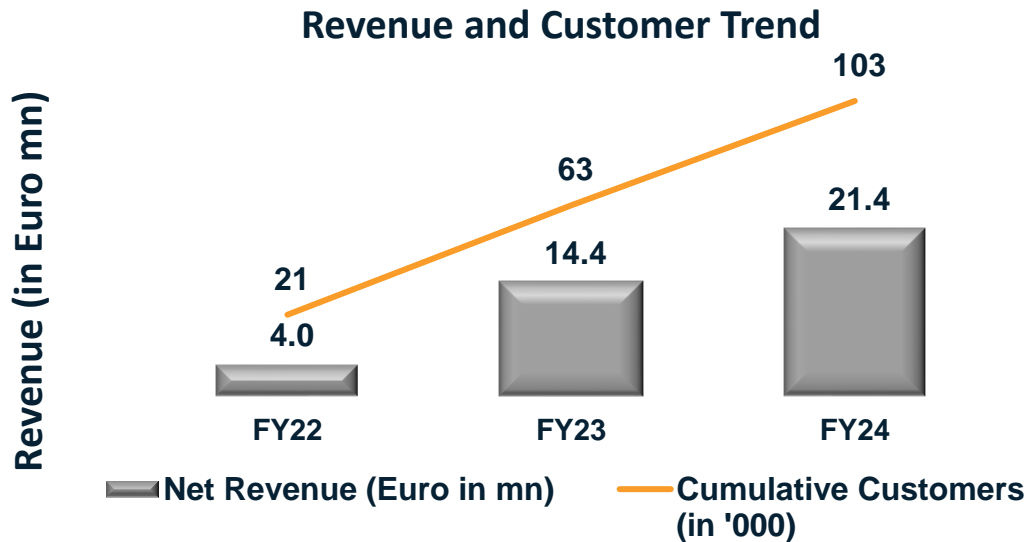


Increased TAM (immediate target addressable market) by ~20%

- Monthly revenue of Euro 1.8 mn+ at 60%+ gross margins
- Repeat purchase of 22 pieces
- Omni-channel presence (digital is now 28%)
- Presence in 42 million households (95% penetration)
- Dispatching 3.5k+ pieces/day

SHOPPLC

PREISWERTE QUALITÄT



(95% households penetration)

Operational update

- Transponding on all major TV networks across UK
- Unique customers: 54k
- Q1 FY25 plans:
 - New studio
 - 'SKY' upgradation to HD

Financial update

- Monthly revenue of £1.2mn at healthier gross margins of 62% +
- Achieved profitability in H2 of FY24 on direct cost basis
- To become profitable on a fully allocated cost basis in the next 6 months



Operational update

- Unique customers: ~72K*
- Acquiring ~4-5k news customers per month
- Utilising VGL's supply chain

Financial update

- Q4 revenue at €4.1mn
- Healthy PBT margins of ~10%
- Cost arbitrage to improve margins:
 - Leveraging vertically integrated supply chain
 - Warehouse integration





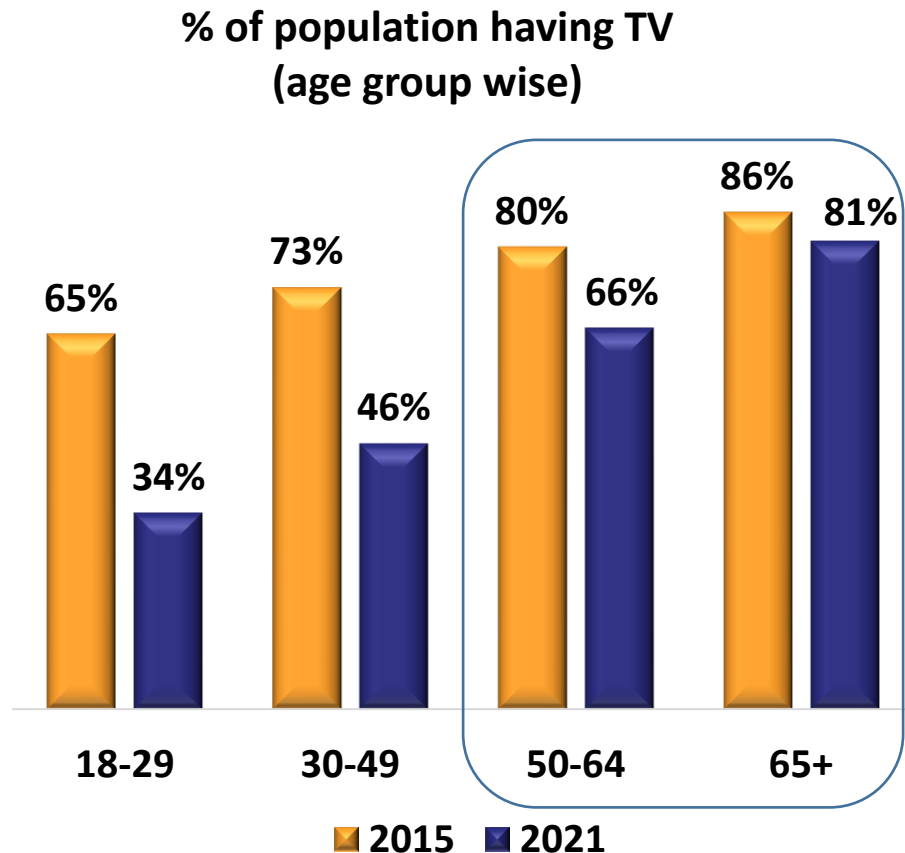
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Emerging **INDUSTRY TRENDS**



Our target demographics prefer watching traditional Pay-TV



Source: PEW Research and Industry Estimates

Expanding presence through OTA

Total OTA HH in US:
23mn

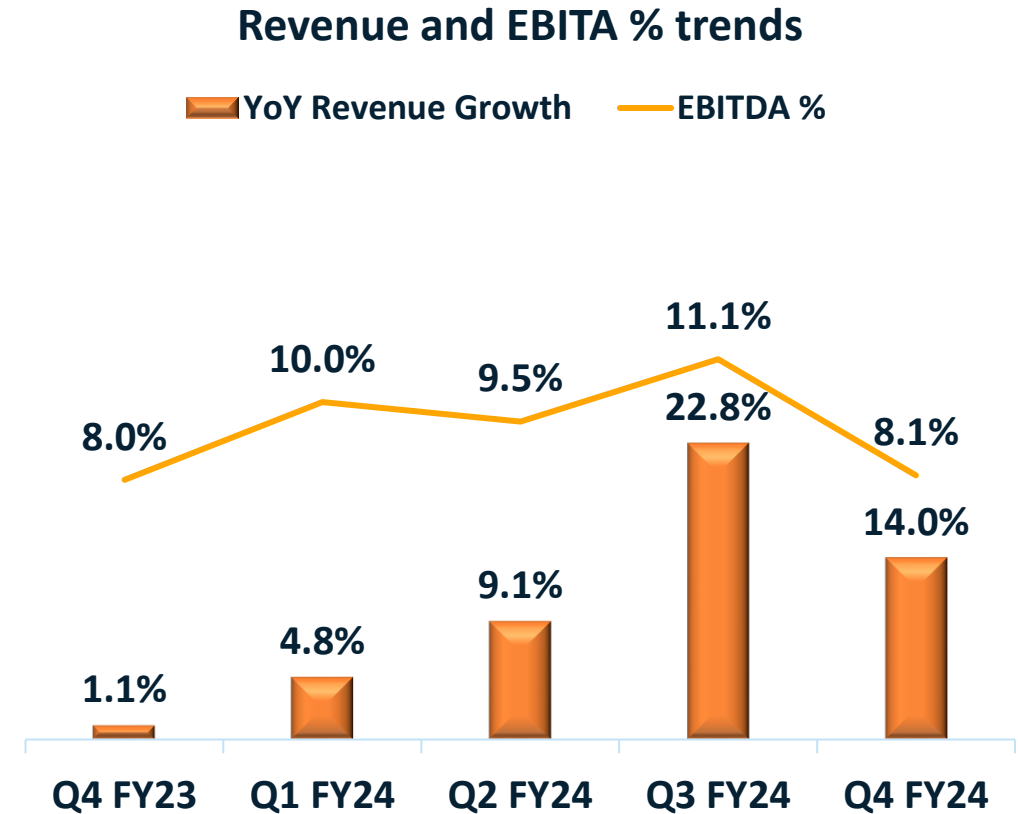
Shop LC's Presence
Low Power: ~18mn HH
Full Power: ~5mn HH

Revenue Mix
~31% of TV revenue

HH: Households



- Sustaining growth momentum
- Key macro indicators stabilising
- Consumer demand reviving
- Better pricing and product mix aiding gross margin
- Continuing market leading growth



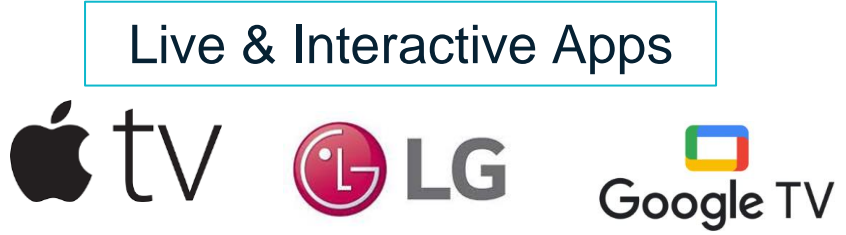
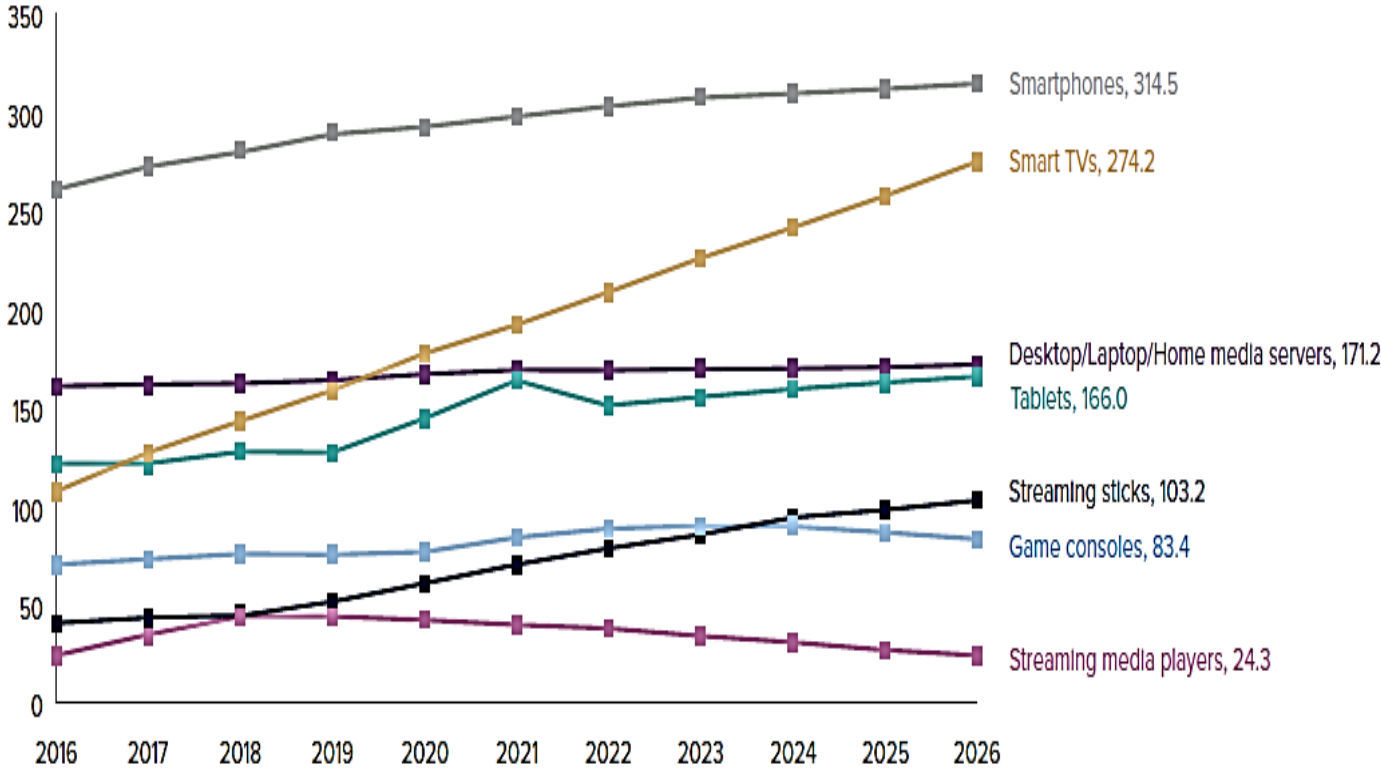
Widening Digital Presence

OTT: Huge Growth opportunity

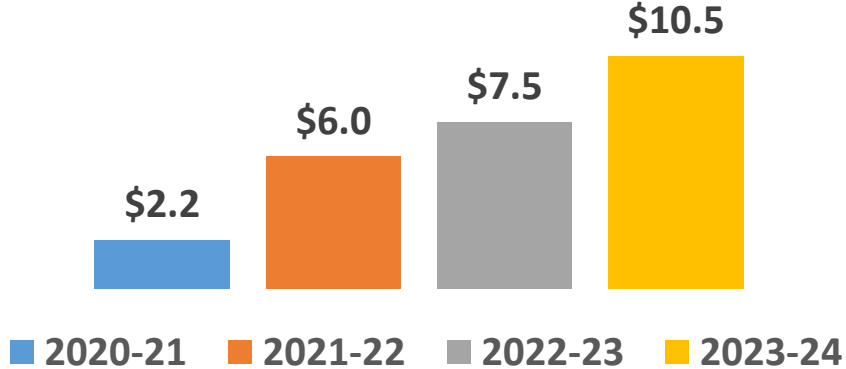


In US, OTT's are projected to be the fastest growing video distribution medium

US internet connected device installed base, 2016 to 2026



Shop LC (US)
OTT revenue trend (USD mn)



Source: Industry estimates

By 2026, there would be 1.1 bn connected devices in US, implying 3 devices per person- 'A HUGE OPPORTUNITY FOR OTT'



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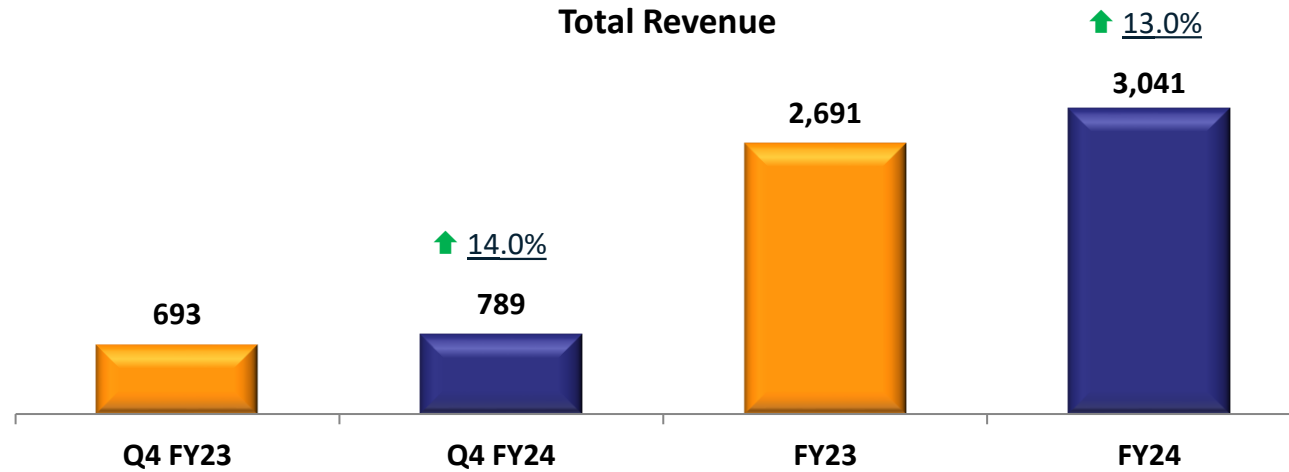


Q4 & FY24
**OPERATIONAL &
FINANCIAL HIGHLIGHTS**

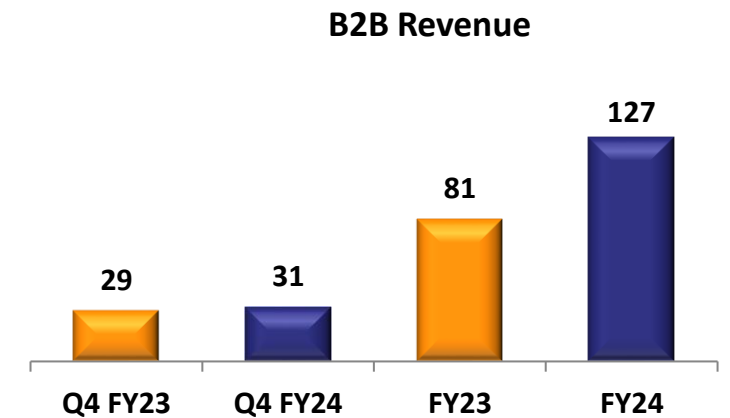
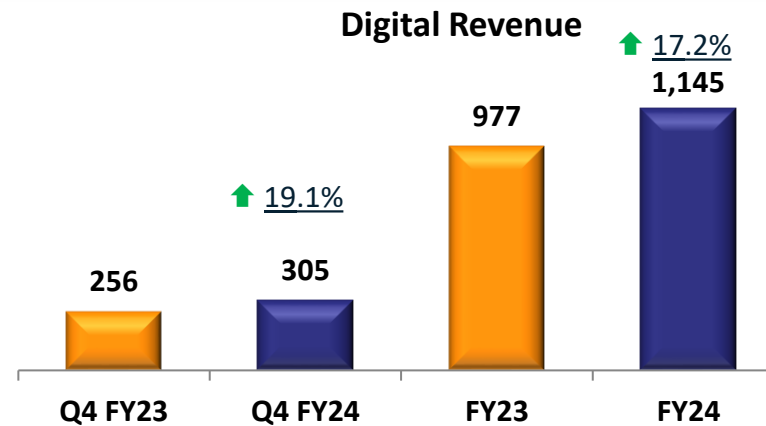
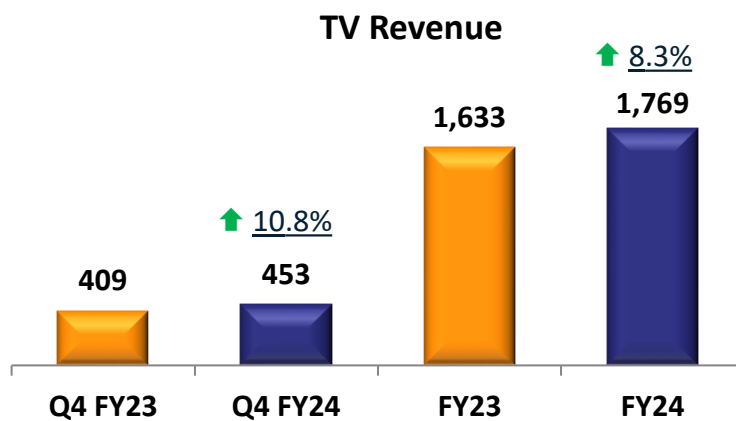
Financial Highlights – Q4 & FY24 Revenue breakup



Revenue (Rs. Cr)



Revenue split (Rs. Cr)



*incl. revenue share from recent acquisitions

Note: B2B has been non-core and opportunistic business segment

Financial Highlights – Q4 & FY24 Revenue breakup

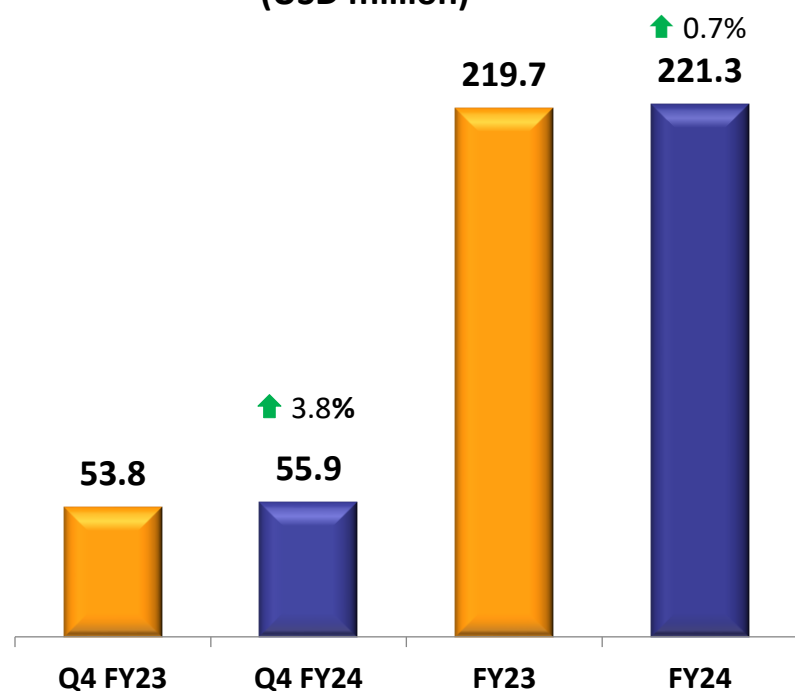


Revenue – (Local Currency)

Shop LC (US)

5 years CAGR
↑ 5%

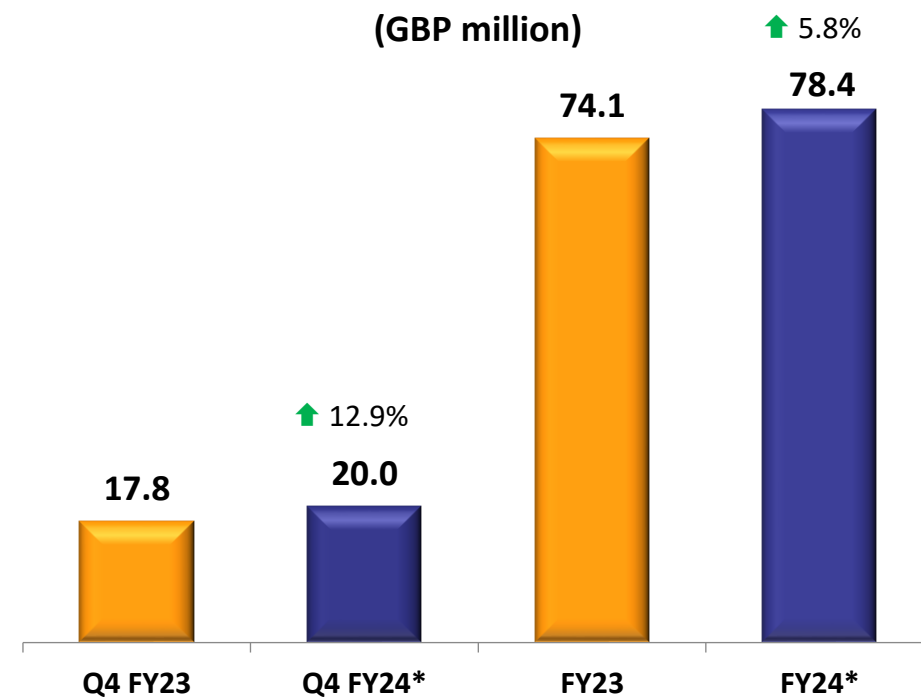
(USD million)



Shop TJC (UK)

5 years CAGR
↑ 9%

(GBP million)



*incl. Ideal World and TJC Beauty

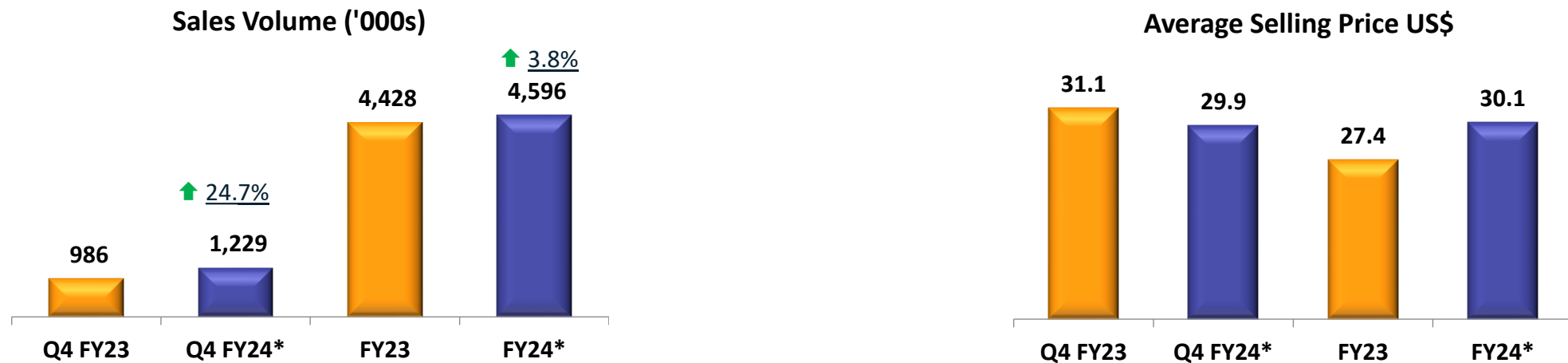
Retail Performance Trends – Q4 & FY24



TV Sales

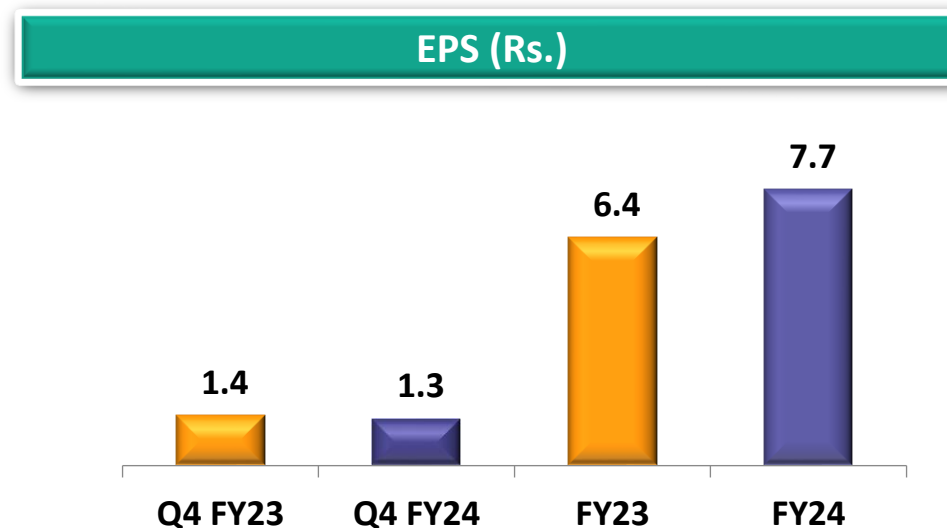
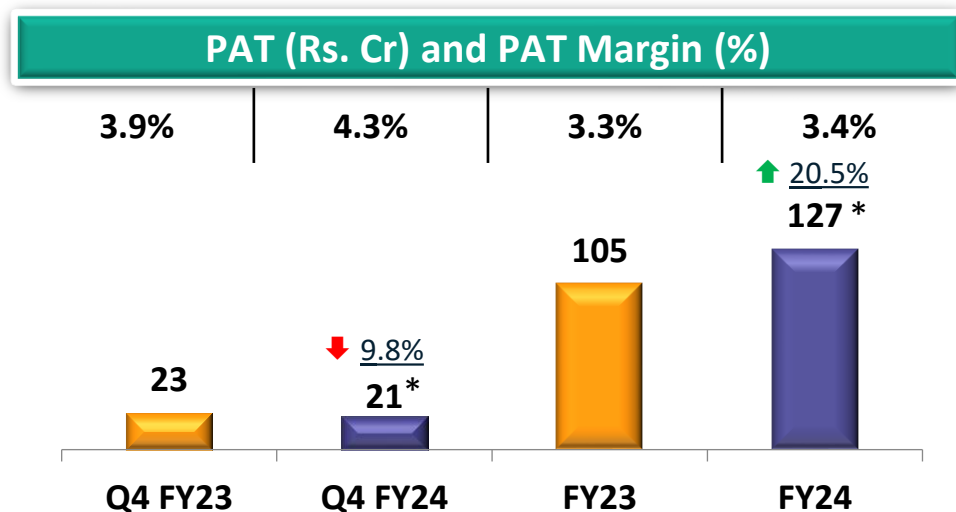
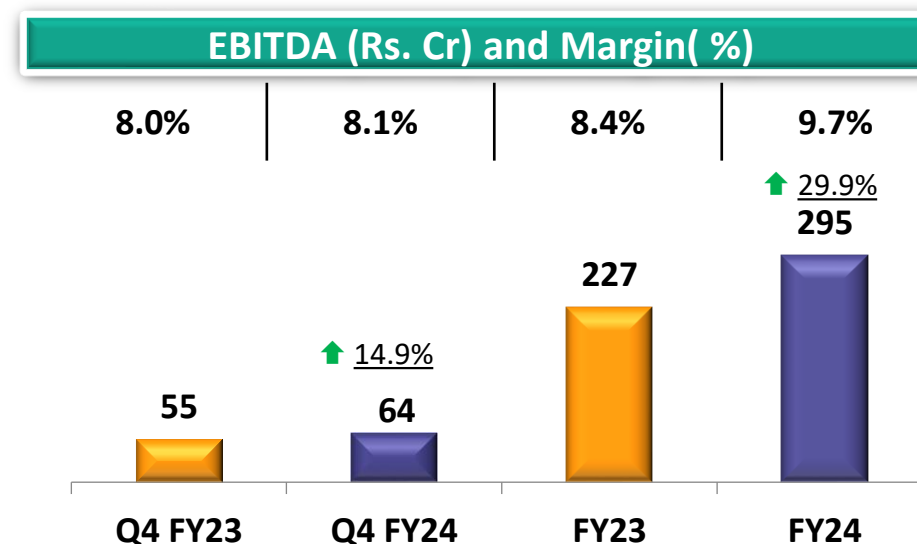
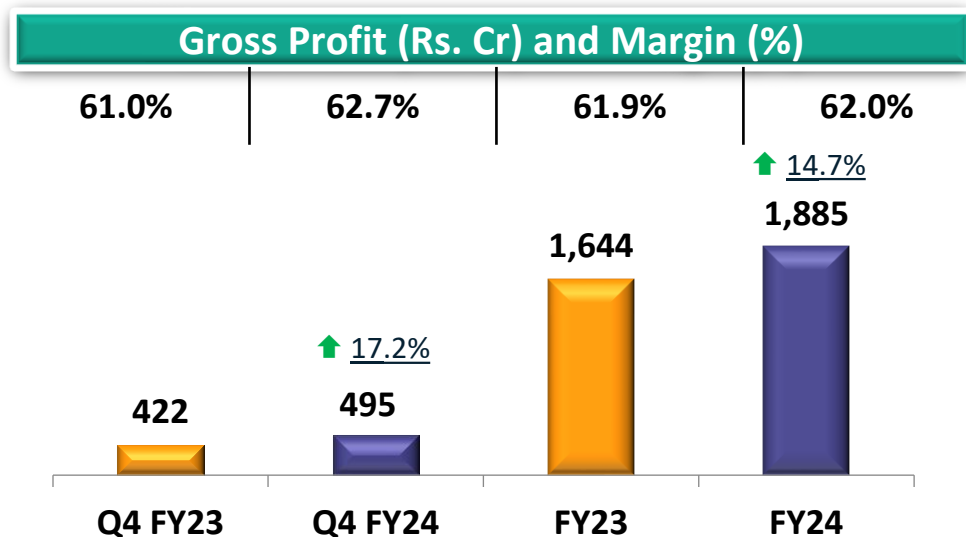


Digital Sales



*incl. revenue share from recent acquisitions. Excl. acquisitions (in Q4 FY24), TV and Digital's volume growth were 20% and 10% respectively

Financials – Q4 & FY24 Performance



*After exceptional items

EBITDA margin walk



Particulars	% to Revenue	Remarks
EBITDA Q4 FY23	8.0%	
Gross Margin	↑ 1.7%	Better pricing and product mix
Broadcasting expenses	↓ 2.1%	Vodafone Germany and acquisition
Packaging & shipping expenses	↓ 1.0%	Owing to increase in volume
IT and call handling	↑ 0.4%	Cost optimisation
Other SG&A	↑ 1.1%	Operating leverage
EBITDA Q4 FY24	8.1%	



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FINANCIAL PERFORMANCE

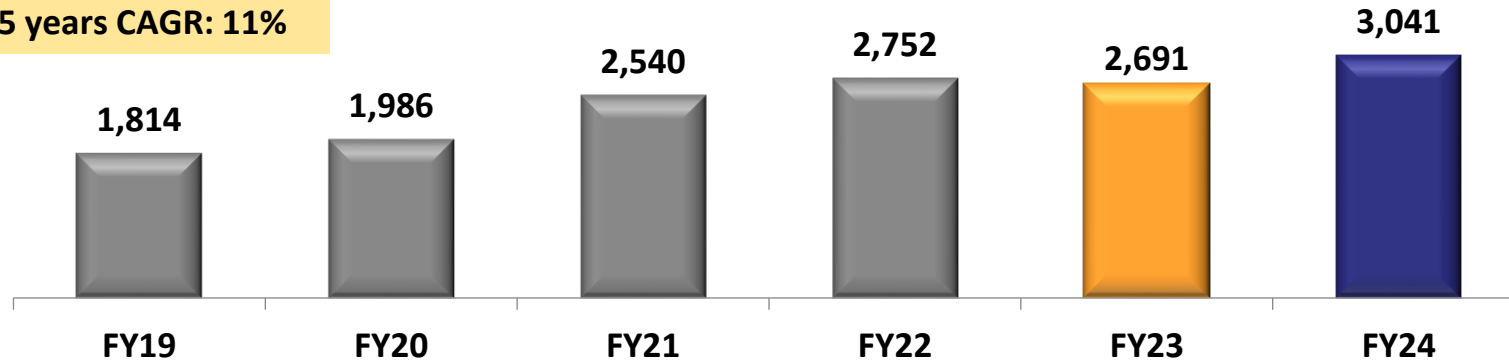
Trends

Financial Performance Trends



Revenue Breakdown – (Rs. crore)

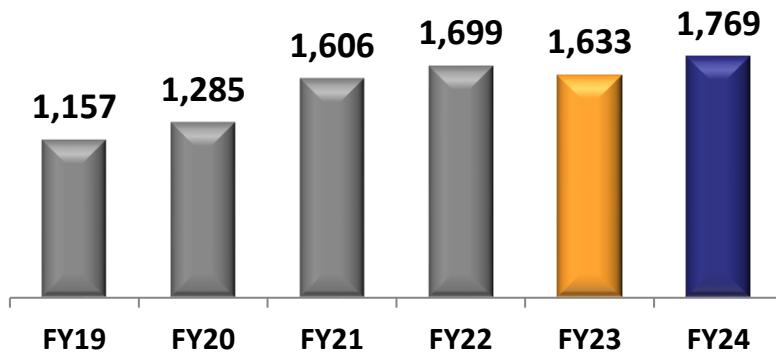
5 years CAGR: 11%



Fashion Jewelry, Accessories & Lifestyle Products (Rs. Crore)

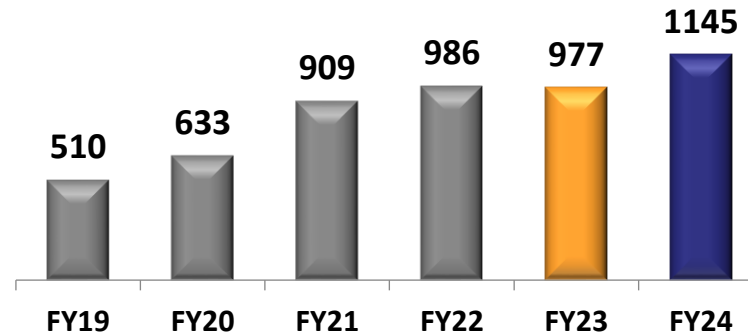
5 years CAGR: 9%

TV Revenue

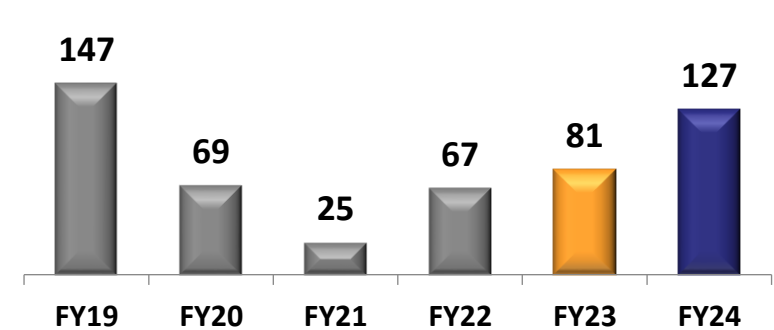


5 years CAGR: 18%

Digital Revenue



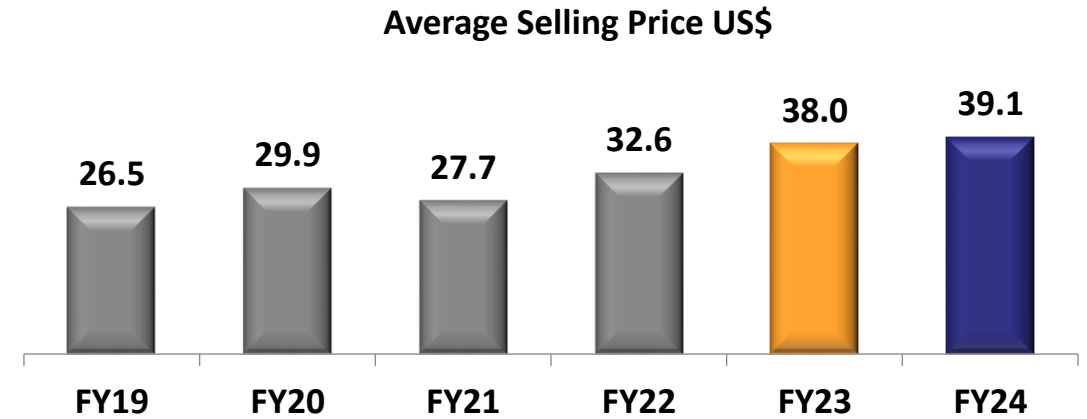
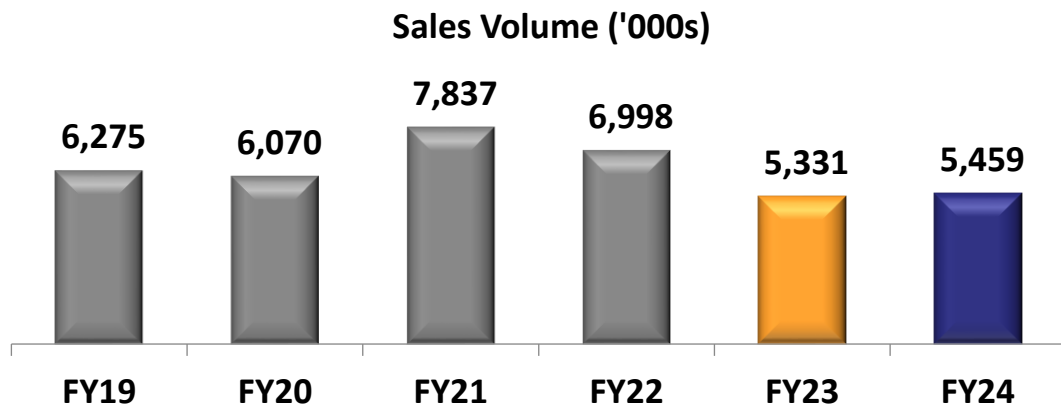
B2B Revenue



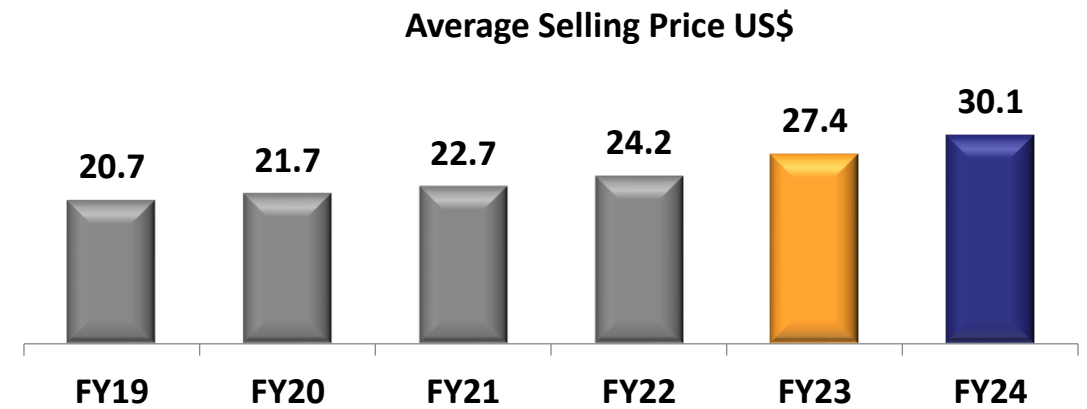
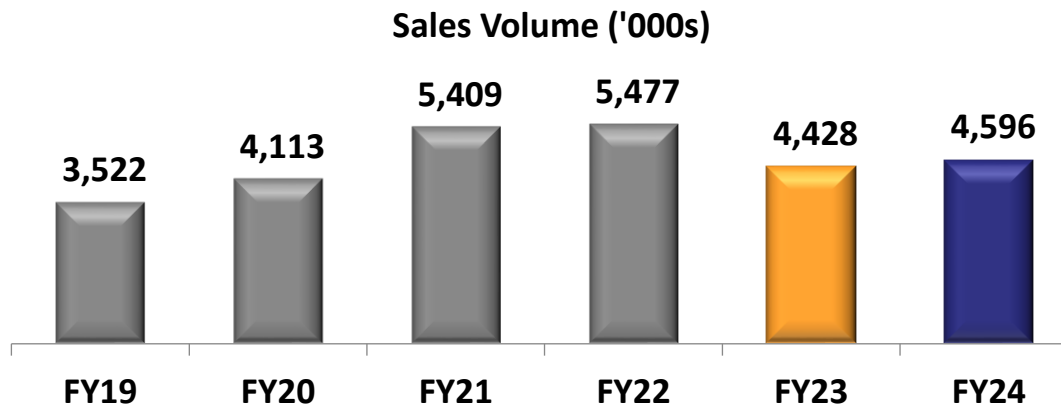
Retail Performance Trends



TV Sales



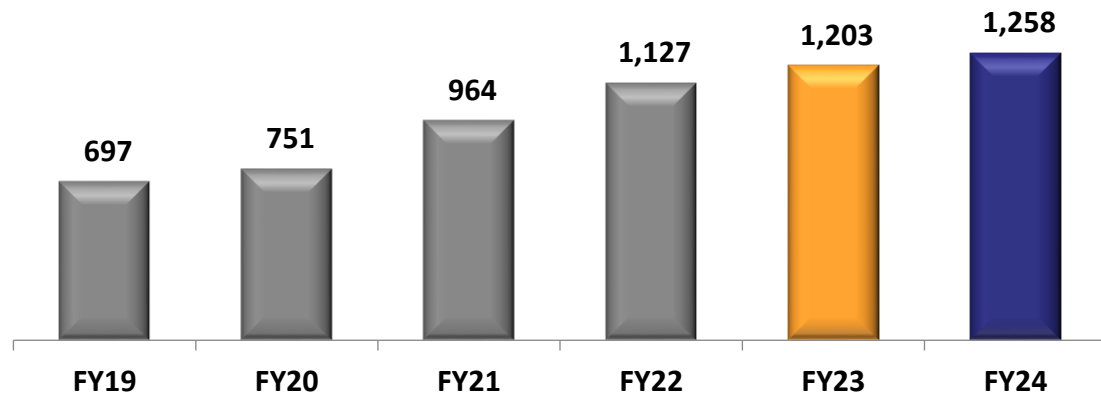
Digital Sales



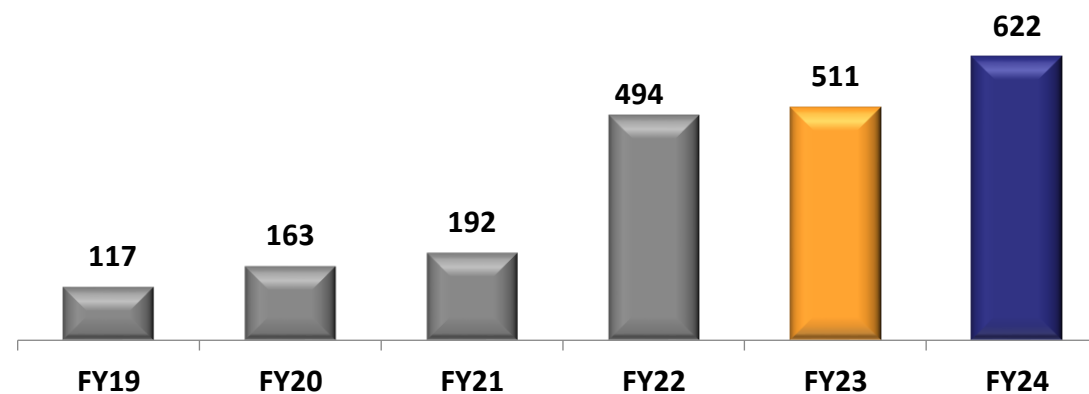
Financials – Annual Financial Performance



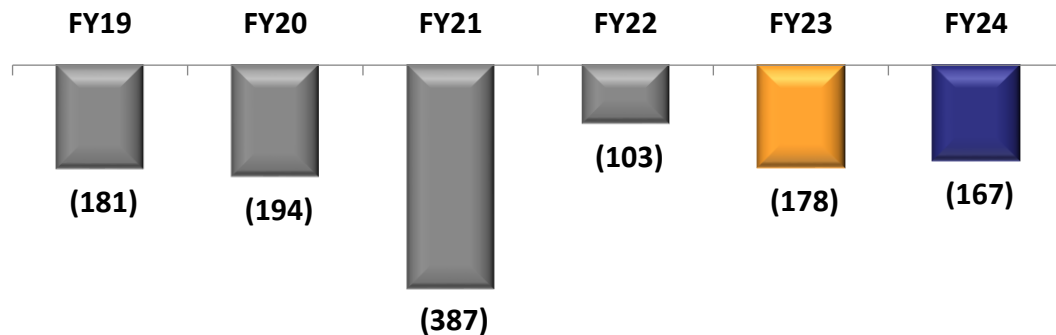
Shareholders' Equity (Rs. Cr)



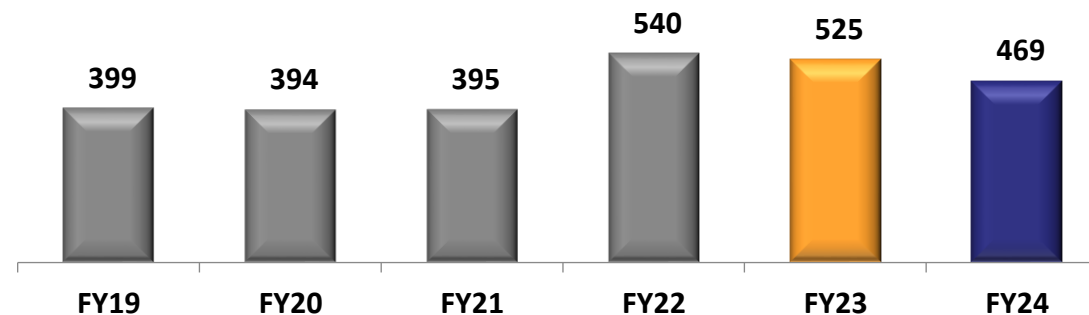
Fixed assets including intangibles (Rs. Cr)



Net Debt* (Rs. Cr)



Net Assets^ (Rs. Cr)



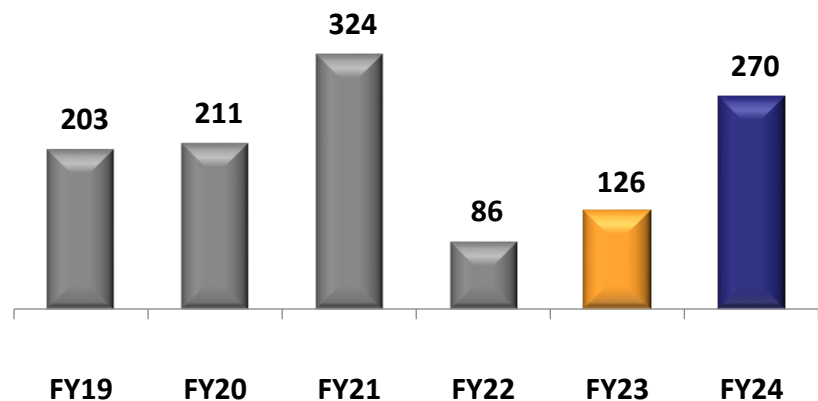
* includes funds lying with payment gateways, which are typically cleared within 3 business days

^ Net Assets is balancing figure arrived at by excluding shareholders equity, net debt, and fixed assets including intangibles

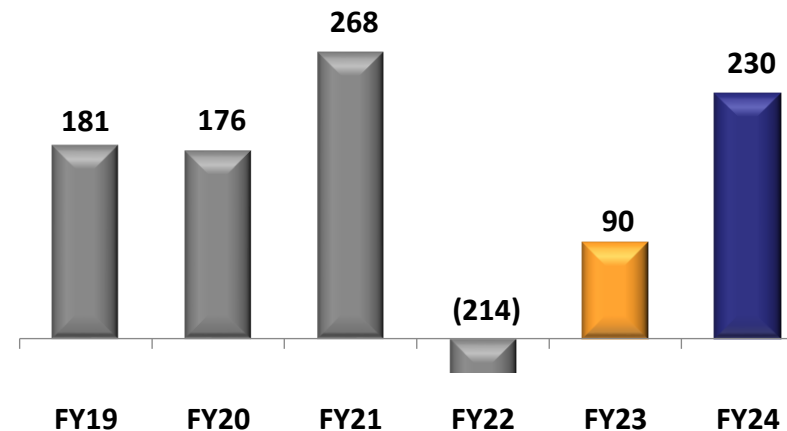
Financial Performance – Trends & Ratios



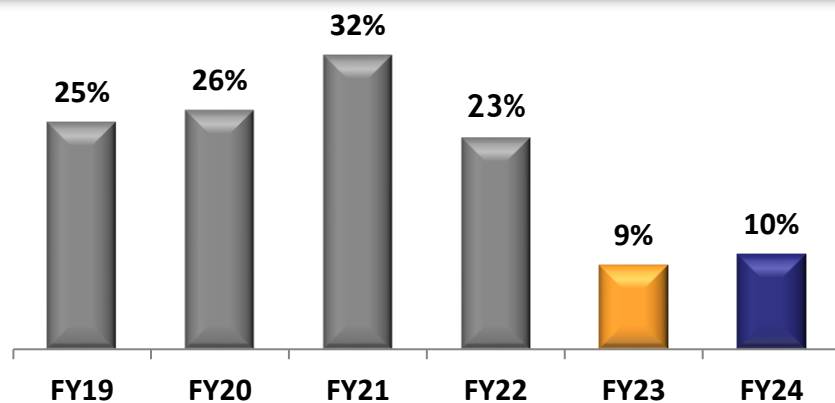
Operating Cash flow (Rs. Cr)



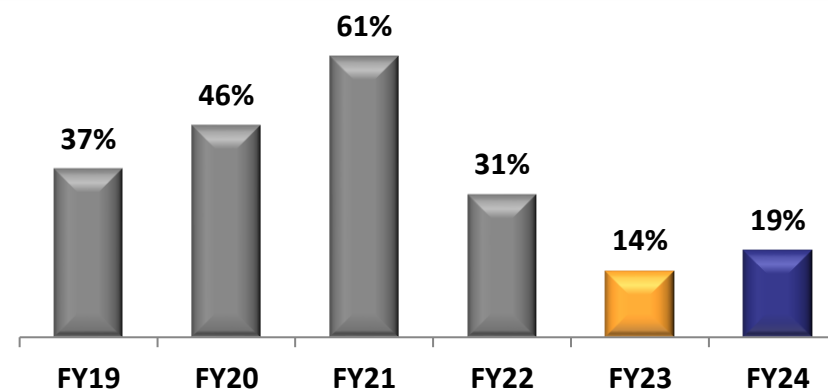
Free Cash Flow (Rs. Cr)



ROE (TTM)



ROCE (TTM)





VAIBHAV GLOBAL LIMITED



ANNEXURES



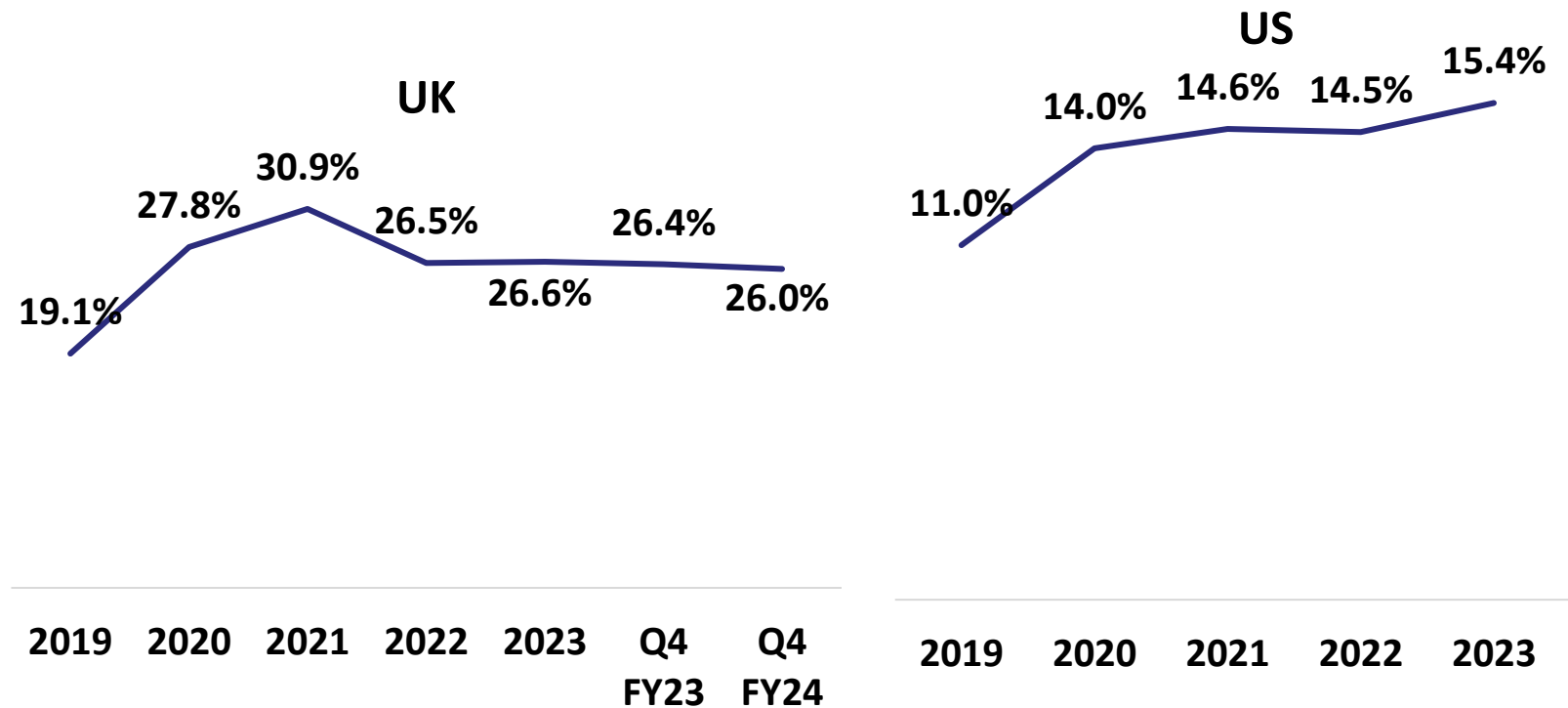
Broader macro challenges tapering down

US

- Positive consumer sentiments driving the consumption
- Market leading growth continues

UK

- Online sales mix stabilizing
- Cautious demand outlook



Online sales mix trend (as a % to total retail sales)

Sustainability Initiatives



ENERGY



Solar 3.23 mw
Solar power capacity
Generated 15.6 Mn KWH units since inception

EV 184 two-wheelers & 3 four-wheelers for employees' commute. Replaced 12 buses till date

BMS Building Management System installed to enhance the productivity in factory

WATER



6100 KL Rainwater harvested per annum

500 KL Rainwater Storage Tanks commissioned

600 KL 3rd Rainwater Storage Tank under construction

BIODIVERSITY



~28,000 Saplings planted for developing 2 Miyawaki Forests

~7,500 Additional saplings planted till date in office premises, RIICO Garden and Government Schools



WASTE

100% Conversion of bio-degradable waste (vegetables, food, leaves) into manure

2,800 Kg E-waste recycled till date

To Become Carbon Neutral in Scope 1 and 2 GHG emissions by 2031

Growth With Responsibility



- Till date Served **87 million** meals to underprivileged children through flagship One for One Program, ***'Your Purchase Feeds...'***
- Local charity partners
 - ✓ Akshaya Patra in India
 - ✓ No Kid Hungry and Backpack Friends in US
 - ✓ Magic Breakfast & Felix Project in UK
- Serving ~56k meals every school day
- To serve 1 million meals per day by FY31

Robust Corporate Governance



FY24

~Rs. 99 crores

78% Dividend Payout

(including interim and final dividend proposed in Q4 FY24)

Dividend Payout Policy

- 20-30% of consolidated free cash flows
- Balance between resource conservation and shareholder reward

BSR & Co. LLP
Statutory
Auditors

DELOITTE

Internal Auditors

Credit Rating
Long-term
ICRA A
(Stable Outlook)

CARE A
(Stable)

Credit Rating
Short-term
ICRA A1

CARE A1

Awards & Accolades

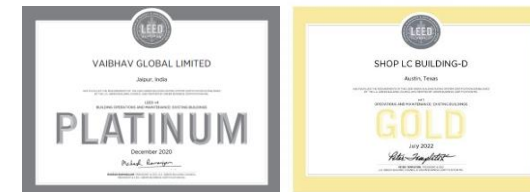
India Risk Management Award
from ICICI Lombard & CNBC-TV18



ICSI National Award for Excellence
in Corporate Governance



LEED's PLATINUM &
GOLD Certification



'Net Zero Energy Building' certified



India, US, UK & China GPTW®
Certified

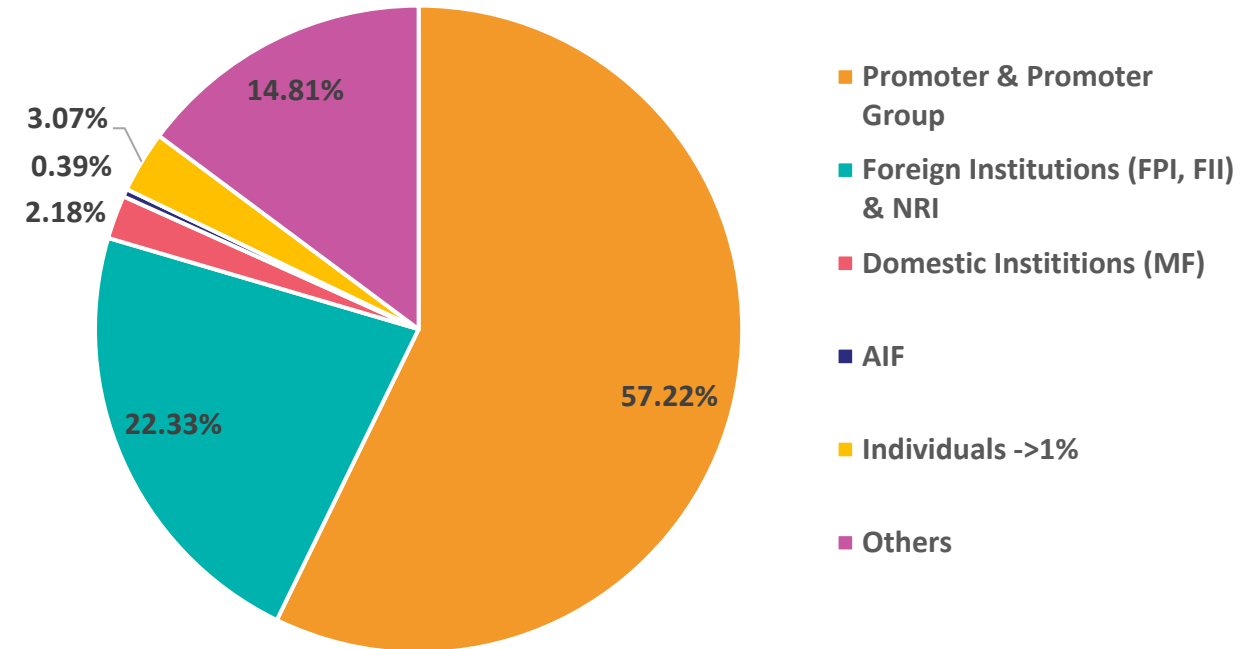
**Great
Place
To
Work®**

Shareholding Pattern as on 31st March 2024



Key Shareholders	Holding as on 31st-Mar-24
Nalanda India Fund Limited	9.3%
Malabar India Fund Limited	5.5%
Taiyo Greater India Fund	3.4%
Motilal Oswal Flexi Cap Fund	2.1%
Vanguard	1.5%
Vijay Kedia	2.0%
Ashish Kacholia	1.1%
Government Pension Fund Global	0.3%

Shareholding Pattern





VAIBHAV GLOBAL LIMITED

Company:

Vaibhav Global Limited

Nitin Panwad, Group CFO

Nitin.panwad@vglgroup.com

Prashant Saraswat

Head-Investor Relations

Prashant.saraswat@vglgroup.com

www.vaibhavglobal.com

Investor Relations Advisors:

Adfactors PR Pvt. Ltd.

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Disha Shah

Disha.shah@adfactorspr.com

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