



# VAIBHAV GLOBAL LIMITED

**Ref: VGL/CS/2023/25**

**Date: 8<sup>th</sup> March, 2023**

**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: Press Release**

Dear Sir / Madam,

Please find enclosed press release titled “**Shop LC (Germany) partnered with Vodafone (Germany) Cable Network. Added - 13 million households (now present in - 90% of total households)**”

This is for your information and record.

Thanking you,

Yours Truly,

**For Vaibhav Global Limited**

**Sushil Sharma**

**Company Secretary**

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## VAIBHAV GLOBAL LIMITED

***Shop LC (Germany) partnered with Vodafone (Germany) Cable Network***

***Added ~13 million households (now present in ~90% of total households)***

**Jaipur, March 8, 2023:**

Vaibhav Global Limited (VGL's) German subsidiary, Shop LC GMBH, further expanded its presence in Germany by partnering with Vodafone Germany on its nation-wide cable network. With this arrangement, Shop LC added ~13 million additional households in Germany.

Launched in July-2021, Shop LC was airing across cable and satellite TV networks and serving ~25 million households in Germany and additional ~2 million households in Austria. With this move, Shop LC's teleshopping network will now be present in ~90% of total households in Germany (~38 million).

**Speaking on this occasion, Mr. Deepak Mishra, Managing Director, Shop LC GMBH, said, "We are excited that our association with Vodafone Germany will allow us to further expand our reach in the long run. This move has increased our coverage by additional 13 million households. We look forward to leverage upon the potential this partnership offers and are confident to capitalize on upcoming opportunities".**



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### About Vaibhav Global Limited

Vaibhav Global Limited (VGL) is listed on stock exchanges in India (BSE: 532156, NSE: VAIBHAVGBL, ISIN - INE884A01027). VGL is an omni-channel E-tailer of fashion jewellery, accessories, and lifestyle products in developed markets with direct access to ~142 million households (FTE) through its TV home shopping networks – Shop LC in US, Shop TJC in UK and Shop LC in Germany. The Company’s ecommerce websites [www.shoplc.com](http://www.shoplc.com) in the US, [www.tjc.co.uk](http://www.tjc.co.uk) in the UK and [www.shoplc.de](http://www.shoplc.de) in Germany, complement TV coverage and diversify customer engagement. The Company is committed to ‘Delivering Joy’ to all the stakeholders. Through its flagship midday meal program, ‘**Your Purchase Feeds...**’ where a meal is provided for every piece sold at the retail channels, the Company has provided over 73 million meals in US, UK, Germany, and India at a run rate of 51,000 meals being donated every single school day since program’s inception.

### For further information, please contact:

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*Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Vaibhav Global Ltd. will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*