



VAIBHAV GLOBAL LIMITED

Ref: VGL/CS/2023/101

Date: 28th September, 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) further consolidated its reach: Partnered with Vodafone’s HD Channel & Tele Columbus AG”**

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) further consolidated its reach:
Partnered with Vodafone's HD Channel & Tele Columbus AG***

Jaipur, September 28, 2023:

Shop LC (Germany), a wholly owned subsidiary of Vaibhav Global Limited, is delighted to announce that its proprietary teleshopping channel – ‘**Shop LC**’ will now also be airing on Vodafone’s high-definition channels in approx. 13 million households. Earlier Shop LC entered into a similar agreement with Vodafone in March-23 to broadcast over Vodafone’s SD channels across ~13 million households.

Further, Shop LC (Germany) has also entered into an agreement with ‘Tele Columbus AG’ network and will gain access to additional ~2 million households in Germany (high-definition channel). With these arrangements in place, Shop LC (Germany) will be present in approx. 95% households. We hope that these HD channels will expand our reach and connect with a larger audience base.

Mr. Deepak Mishra, Managing Director, Shop LC GmbH, said, “Having achieved 95 % household penetration within 2.5 years of operations is encouraging. We believe that these new broadcasting rights will further strengthen our visibility with market leading growth”.



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 ~141 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 in the US, www.tjc.co.uk in the UK and 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 78 million meals in US, UK, Germany, and India at a run rate of 48,000 meals being donated every school day since program's inception.

For further information, please contact:

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Safe Harbor

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.