

October 21, 2022

To,

<b>Department of Corporate Relationship BSE Ltd.</b> Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400001	<b>Corporate Relationship Department National Stock Exchange of India Ltd.</b> Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051
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Dear Sir/Madam,

**Sub.:** Press Release titled "**VAKRANGEE DELIVERS ROBUST OPERATIONAL QUARTER WITH REVENUE INCREASING BY 12.98% ON YOY BASIS AND 3.56% ON QOQ BASIS**"

**Ref.:** Scrip Code – 511431/VAKRANGEE

With reference to the captioned subject and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith Press Release titled "VAKRANGEE DELIVERS ROBUST OPERATIONAL QUARTER WITH REVENUE INCREASING BY 12.98% ON YOY BASIS AND 3.56% ON QOQ BASIS".

Thanking you,

Yours faithfully,

For **Vakrangee Limited**

**Sachin Khandekar**  
**Company Secretary**  
**(Mem. No.: A50577)**

Encl.: A/a

## VAKRANGEE DELIVERS ROBUST OPERATIONAL QUARTER WITH REVENUE INCREASING BY 12.98% ON YOY BASIS AND 3.56% ON QOQ BASIS

- **24,887 Number of Vakrangee Kendras Outlets spread across 32 States & UTs**
- **Quarterly Gross Transaction Value (GTV) crossed Rs. 129.41 Billion**
- **Quarterly No. of Transactions crossed 33.04 Million**
- **Appointed Master Franchisees in 53 Districts across 15 States across the Country. Master Franchisee to provide on-ground operational support to the existing franchisee outlets as well as drive new franchisee acquisition**

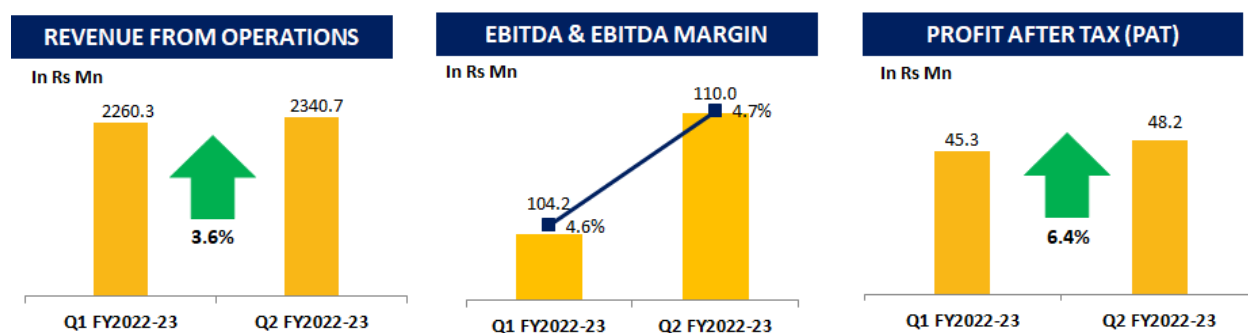
**MUMBAI, October 21, 2022:** Vakrangee Limited (VL), announced its unaudited Financial Results for the quarter ended September 30, 2022.

### **KEY FINANCIAL HIGHLIGHTS FOR Q2 FY2022-23 (CONSOLIDATED) – QOQ BASIS**

- Revenue from Operations stood at ₹ 234.07 crore in Q2FY2022-23, increased by 12.98% on YoY basis and 3.56% on QoQ basis due to increase in Number of outlets as well as services becoming normalized and operational..
- PAT stood at ₹ 4.82 crore in Q2FY2022-23, increased by 6.40% on QoQ basis. However, Near Term Profitability has been impacted as we are re-investing our Operational cash flows for enhancing Franchisee incentives.
- Profit Margins have bottomed out and are improving on QoQ basis. Company is confident to deliver improved profitability & sustainable growth in the subsequent quarters.
- Margins have been impacted primarily due to the Launch of Additional Franchisee incentive schemes. The Impact would keep on reducing over the next few quarters thereby Gross Margins and Profitability will keep on improving henceforth in the subsequent quarters.
- Our Focus has been on Market Expansion & to Strengthen our First Mover Advantage.
- Further, we have introduced New attractive pricing as well as Master Franchisee Initiative which would help us scale at a much faster pace and thereby achieve our Long Term targets well ahead of targeted timelines.
- Our Plan is to achieve Long Term Outlet expansion Target of 75,000 Next-Gen outlets within the next 18 Months.

## KEY HIGHLIGHTS FOR Q2 FY2022-23:

### Key Highlights – Q2 FY2022-23 (Q-o-Q Basis)



## KEY HIGHLIGHTS: PERFORMANCE UPDATE

VAKRANGEE : PHYSICAL + DIGITAL ECO-SYSTEM "GO TO MARKET PLATFORM" : BUILDING INDIA'S LARGEST LAST MILE DISTRIBUTION PLATFORM				
PERFORMANCE UPDATE FOR Q2 FY2022-23				
Our Presence	Total No. of Outlets	Presence in States/UTs	Presence in districts	Presence in Tier IV & VI
	24,887	32	595	~82%
Our Platform – Key KPIs	Total Transactions	Total GTV	No. of Active Customers	
	~ 33.0 mn	~ ₹ 1,29,405.0 mn	~ 25 mn	
ATM Service	No. of ATMs	Total Transactions	Total GTV	Presence in Tier IV & VI
	5,987	~ 12.9 mn	~ ₹ 30,062.5 mn	~77%
Banking Service	No. of Account opened	No. of Insurance / Pension Schemes sold	Total Transactions	Total GTV
	~ 0.6 mn	~ 0.2 mn	~ ₹ 19.3 mn	~ ₹ 96,887.1 mn

Note: GTV – Gross Transaction Value

## STRATEGY UPDATE:

### ➤ LAUNCH OF NEW PRICING FOR ALL KENDRA MODELS

**Vakrangee**  
KENDRA

## NEW BUSINESS OPPORTUNITY VAKRANGEE MODELS

75 Azadi Ka Amrit Mahotsav  
Limited Period Offer  
Valid for 1st 1,000 Applicants Only!

**Option: 1**

Vakrangee Kendra with ATM  
**Rs. 2,09,999/-**  
all inclusive

FREE ATM SERVICES  
(Upfront fee of ₹ 9,999 & Refundable Security Deposit of ₹ 2,00,000\*)

**Option: 2**

Vakrangee Only ATM  
**Rs. 2,00,000/-**  
all inclusive

100%\* Refundable Security Deposit of ₹ 2 Lakhs

**Option: 3**

Vakrangee Kendra without ATM  
**Rs. 9,999/-**  
all inclusive

FREE ASSURED BANKING BC POINT

ZERO MAINTENANCE CHARGES INCLUDING FREE PARTS REPLACEMENT

HIGHEST COMMISSION

BANKING BC POINT  
POWERED BY SBM BANK

TOTAL HEALTHCARE SERVICES

MONEY TRANSFER

ONLINE DEMAT & TRADING ACCOUNT OPENING

ONLINE SHOPPING, TRAVEL SERVICES & MANY MORE

- Launch of new attractive pricing for all kendra models
- To lead to quick franchisee payback as well as drive strong franchisee interest
- Received overwhelming response & on track to achieve the target of 75,000 kendra

➤ **LAUNCH OF MASTER FRANCHISEE SCHEME**

- Launch of new attractive Master Franchisee Scheme : A Unique Lifetime Earning Opportunity whereby the Master Franchisee is eligible to earn a % of active franchisee’s earnings on a on-going perpetual basis
- District level Master Franchisee being appointed. This initiative would lead to help us scale at a faster pace and expand on a Pan India basis
- Master Franchisee shall be responsible for end to end monitoring and ensuring operational compliances for their respective franchisees

- **APPOINTED MASTER FRANCHISEES IN 53 DISTRICTS ACROSS 15 STATES ACROSS THE COUNTRY.**
- **MASTER FRANCHISEE TO PROVIDE ON-GROUND OPERATIONAL SUPPORT TO THE EXISTING FRANCHISEE OUTLETS AS WELL AS DRIVE NEW FRANCHISEE ACQUISITION.**
- **THIS WOULD LEAD TO HELP US SCALE AT A FASTER PACE AND EXPAND ON A PAN INDIA BASIS.**

**Plan to achieve 100% District coverage over the next 12 months !**

**MASTER FRANCHISEE DISTRICT LEVEL OFFICES**



District : Balaghat  
State : Madhya Pradesh



District : Patna  
State : Bihar



District : Pithoragarh  
State : Uttarakhand

**About Vakrangee Limited****(BSE Code: 511431; NSE Code: VAKRANGEE)**

Incorporated in 1990, Vakrangee has emerged as one of India's largest Last Mile Distribution Platform with a Physical as well as Digital Eco-system in place with a PAN INDIA Presence. We are delivering real-time banking & Financial Services, ATM, insurance, e-governance, e-commerce (including Healthcare services) and logistics services to the unserved rural, semi-urban and urban markets and enabling Indians to benefit from financial, social and digital inclusion.

Vakrangee has emerged as the “Go To Market Platform” for various Business verticals including Fintech and Digital platforms. The Assisted Digital Convenience stores (Physical Outlets) are called as “Vakrangee Kendra” which acts as the “One-stop shop” for availing various services and products and Digital platform is called as BharatEasy Mobile Super app.

**For further information, please contact at:**

Email: [investor@vakrangee.in](mailto:investor@vakrangee.in)