

Vakrangee

सशक्त परिवर्तन



Vakrangee Limited "Vakrangee Corporate House", Plot No. 93,
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June 16, 2022

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| To, BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001 | To, National Stock Exchange of India Ltd. Exchange plaza, C-1, Block G, Bandra Kurla complex, Bandra (E), Mumbai - 400051 |
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Sub: Intimation titled " VAKRANGEE PARTNERS WITH DECATHLON TO PROVIDE COMPLETE SPORTS PRODUCTS ACROSS ITS PLATFORM."

Dear Sir,

With reference to the abovementioned subject and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith Intimation titled " **VAKRANGEE PARTNERS WITH DECATHLON TO PROVIDE COMPLETE SPORTS PRODUCTS ACROSS ITS PLATFORM."**

This is for your information and record.

Thanking you,

Yours Faithfully,

For Vakrangee Limited

Sachin Khandekar
Company Secretary
(Mem. No. A50577)



VAKRANGEE LIMITED

Intimation for new collaboration

VAKRANGEE PARTNERS WITH DECATHLON TO PROVIDE COMPLETE SPORTS PRODUCTS ACROSS ITS PLATFORM

- Vakrangee platform will be the one-stop-shop for complete Sports Products requirements for its customers.
- Customers will be able to get the end to end sports goods as well as get access to a wide range of quality products at extremely affordable prices.
- Vakrangee to offer services across the platform i.e. BharatEasy Digital mobile app as well as Physical Vakrangee Kendra outlets

Mumbai, June 16th, 2022: Vakrangee Limited has entered into a Seller Agreement with Decathlon Sports India Pvt Ltd, a world leader in sports equipment's to offer a complete range of sports equipment's and products to the unserved and underserved population of India.

Decathlon provides world-class products both for enthusiastic beginners as well as passionate professionals at extremely affordable prices

Under this collaboration via the Seller Agreement, Vakrangee through its Nextgen physical Kendras and BharatEasy Mobile Superapp will now be able to provide sports equipment's & products in remote areas of the country. With 84% of Vakrangee Kendra outlets in Tier-4 and 6 towns, Vakrangee will offer these services to the communities in the unserved/underserved parts of the country. The customers will also be able to avail various discount offers and get significant savings on their purchases of sports products.

Commenting on this collaboration, **Mr. Dinesh Nandwana, Managing Director & Group CEO, Vakrangee Ltd.** said, *"We are happy to partner with Decathlon to offer our customers sports goods & products in underserved rural locations at a very affordable prices. With this collaboration, we have strategically added a complete bouquet of sports equipment's products at our Nextgen Kendras & BharatEasy Mobile App making them into a one-stop for all the sports goods requirements of our customers.*

With this collaboration, we have expanded the bouquet of services available at our exclusive Nextgen Vakrangee Kendras making them into one stop shop for all the requirements of our customers."

Nextgen Vakrangee Kendras exclusively offer a comprehensive range of products and services across banking, insurance, ATM, Assisted e-Commerce, e-Governance, and logistics. Vakrangee

currently has 22,042 Nextgen Vakrangee Kendras spread across 32 States & UTs, 564 districts and 5,510 postal codes. 84% of these outlets are in Tier 4 and 6 towns.

Our franchisees in remote areas of the country can now enhance their revenue stream by offering sports products & services too. We will continue to add more products and services and tie-up with leading business partners to offer our customers a one-stop solution to all their needs. We are aspiring to be the most trustworthy physical as well as online convenience store across India and positively moving towards Vakrangee Kendra's new brand philosophy of 'AB Poori Duniya Pados Mein'.

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.

About Decathlon

Decathlon Sports was founded in 1976 in France. We aim to make the pleasure and benefit of sports accessible to everyone across the globe and we do that by providing world-class products both for enthusiastic beginners as well as passionate professionals at extremely affordable prices.

In India, it is our aim to do our best to help Indians play more by paying less for their sports equipment. It is our commitment to attract and nurture talent to create growth opportunities in-sync with our progress in India.

Decathlon Sports has been present in India for more than 10 years and our first cash and carry flagship store was set up in May 2009 at Sarjapur in Bangalore. As of September 26th 2018, we are at 65 stores spread across India with further expansion plans.

For further information, please contact at:

Email: investor@vakrangee.in