

July 07, 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, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051
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Dear Sir/Madam,

**Sub.:** Press Release titled "VAKRANGEE DELIVERS STRONG OPERATIONAL QUARTER WITH REVENUE INCREASING BY 46.75% ON YOY BASIS AND 8.25% 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 STRONG OPERATIONAL QUARTER WITH REVENUE INCREASING BY 46.75% ON YOY BASIS AND 8.25% ON QOQ BASIS"

This is for your information and record.

Thanking you

Yours faithfully,

For Vakrangee Limited

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



Encl.: A/a

## VAKRANGEE DELIVERS STRONG OPERATIONAL QUARTER WITH REVENUE INCREASING BY 46.75% ON YOY BASIS AND 8.25% ON QOQ BASIS

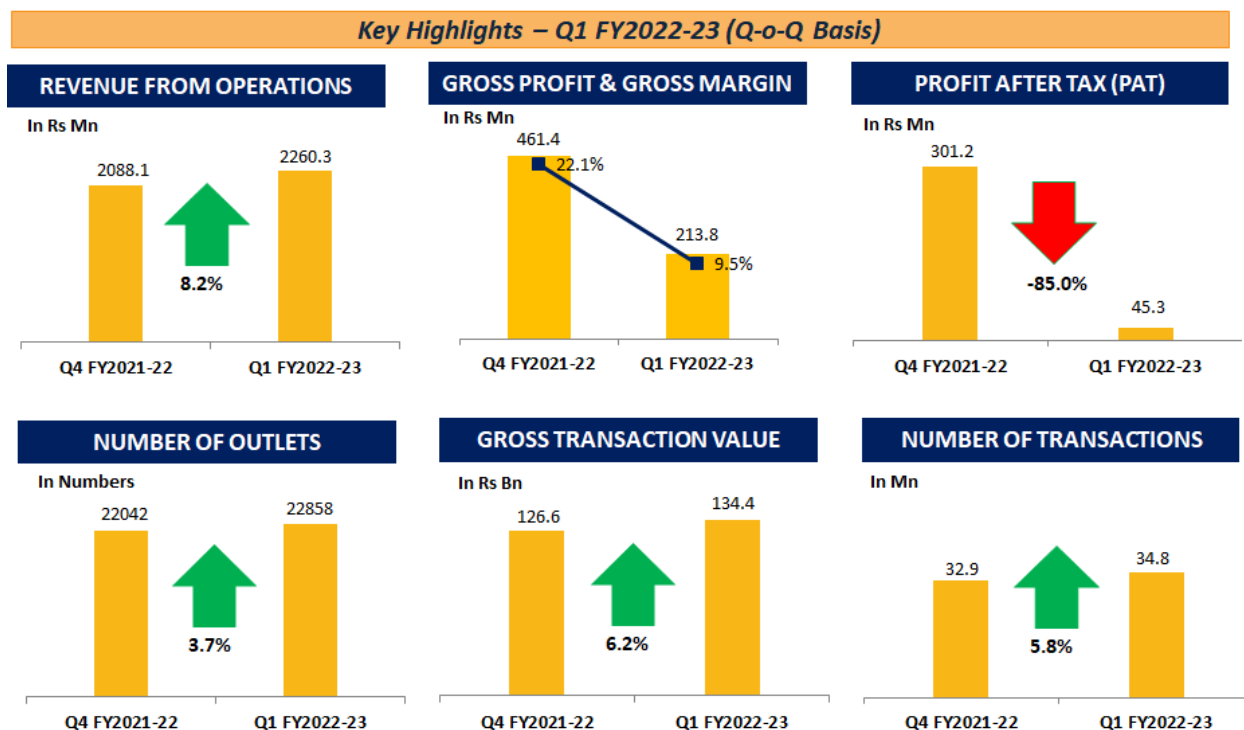
- Quarterly Gross Transaction Value (GTV) crossed Rs. 134.37 Billion registering a growth of 25.58% on YOY basis and 6.16% on QOQ basis
- Quarterly No. of Transactions crossed 34.82 Million registering a growth of 28.96% on YOY basis and 5.78% on QOQ basis
- 22,858 Number of Vakrangee Kendras Outlets spread across 33 States & UTs registering a growth of 92.08% on YOY basis and 3.70% on QOQ basis
- Company has introduced New attractive pricing for all kendra models as well as Introduced Master Franchisee Scheme which would help Company to scale at a much faster pace and thereby achieve its Long Term targets well ahead of targeted timelines

**MUMBAI, July 07, 2022:** Vakrangee Limited (VL), announced its unaudited Financial Results for the quarter ended June 30, 2022.

### **KEY FINANCIAL HIGHLIGHTS FOR Q1 FY2022-23 (CONSOLIDATED) – YOY BASIS**

- Revenue from Operations stood at ₹ 226.03 crore in Q1FY2022-23 as against ₹ 154.02 crore for the corresponding quarter last year
- PAT stood at ₹ 4.53 crore in Q1FY2022-23 as against ₹ 23.33 crore for the corresponding quarter last year.
- **Near Term Profitability has been impacted as we are re-investing our Operational cash flows for enhancing Franchisee incentives.**
- Gross Margins have been impacted primarily due to the Launch of Additional Franchisee incentive schemes. These Additional incentives are transitory in nature but would lead to quick payback for the franchisees thereby driving strong New franchisee interest.
- **The Maximum impact on Gross Margins due to these additional incentives has been in the current quarter and would keep on reducing over the next couple of quarters thereby Gross Margins and Profitability will keep on improving henceforth in the subsequent quarters.**
- Profit Margins have bottomed out and Company is confident to deliver improved profitability & sustainable growth in the subsequent quarters.

## KEY HIGHLIGHTS FOR Q1 FY2022-23:



## RESULTS PERFORMANCE UPDATE:

- **Strong Revenue Growth:** Strong growth witnessed in Revenues due to increase in Number of outlets as well as services becoming normalized and operational post pandemic.
- **Our Focus has been on Market Expansion & to Strengthen our First Mover Advantage**
- Strong word of mouth and referral incentives along with Pan India marketing have resulted in to Higher lead funnel for Franchisee acquisition. We have received an overwhelming response with more than 60,000 fresh applications in the current quarter.
- Further, we have introduced **New attractive pricing** for all our kendra models as well as **Introduced Master Franchisee Scheme** which would help us scale at a much faster pace and thereby **achieve our Long Term targets well ahead of targeted timelines.**
- We are confident that these strategic initiatives shall lead to significant growth in profitability in the long run.
- **Our Plan is to achieve Long Term Outlet expansion Target of 75,000 Next-Gen outlets within the next 12 -18 Months.**
- **Focus on New Verticals :** Launched a successful pilot for Digital healthcare services across 1,000+ outlets in Q1 FY2022-23. Registered a 500%+ growth on QoQ basis during the said quarter.

## KEY HIGHLIGHTS: PERFORMANCE UPDATE

VAKRANGEE : PHYSICAL + DIGITAL ECO-SYSTEM "GO TO MARKET PLATFORM" : BUILDING INDIA'S LARGEST LAST MILE DISTRIBUTION PLATFORM				
PERFORMANCE UPDATE FOR Q1 FY2022-23				
Our Presence	Total No. of Outlets	Presence in States/UTs	Presence in districts	Presence in Tier IV & VI
	22,858	33	564	~84%
Our Platform – Key KPIs	Total Transactions	Total GTV	No. of Active Customers	
	~34.8 mn	~ ₹ 1,34,369.2 mn	~25 mn	
ATM Service	No. of ATMs	Total Transactions	Total GTV	Presence in Tier IV & VI
	5,900+	~13.2 mn	~ ₹ 31,810.4 mn	~77%
Banking Service	No. of Account opened	Total Transactions	Total GTV	
	~0.4 mn	~17.5 mn	~ ₹ 1,00,017.0 mn	

Note: GTV – Gross Transaction Value

## STRATEGY UPDATE:

### ➤ UPDATE ON NEW BUSINESS PARTNERSHIPS

#### SUCCESSFULLY ADDED NEW BUSINESS PARTNERSHIPS WITH SOME OF THE MARQUEE GLOBAL PLAYERS



- Partnered with Allianz Partners to Provide Assisted Total Healthcare services across our Platform.
- Allianz Partners is a world leader in insurance and assistance services and they would offer a combination of Assisted healthcare services to the unserved and underserved population of India through our platform.
- Pilot Initiated during Q1 FY2022-23



- Partnered with Decathlon Sports India, a world leader in sports equipment's to offer a complete range of sports equipment's and products to our customers.
- Decathlon provides world-class products both for beginners as well as passionate professionals at extremely affordable prices.
- Strategically added a complete bouquet of sports equipment's products at our Kendras.
- Pilot to Start in Q2 FY2022-23



➤ LAUNCH OF NEW PRICING FOR ALL KENDRA MODELS

**Vakrangee Kendra**  
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  
**FREE ATM SERVICES**

**Option: 3**  
Vakrangee Kendra without ATM  
**Rs. 9,999/-**  
all inclusive

**FREE ASSURED BANKING BC POINT** | **0% ZERO MAINTENANCE CHARGES INCLUDING FREE PARTS REPLACEMENT** | **HIGHEST COMMISSION**

**ASSURED BANKING BC POINT** | **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

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

**BECOME A MASTER FRANCHISEE**  
VAKRANGEE KENDRA MODEL  
GET COMPLETE PORTFOLIO OF VAKRANGEE SERVICES AT JUST ₹ 9,999/- & GET VAKRANGEE ATM FOR FREE\*

**Offer Like Never Before** | **Become a Banker & Essential Service Provider of your Neighbourhood**

**FREE ATM SERVICES**  
100%\* Refundable Security Deposit of ₹ 2 Lakhs

**ASSURED BANKING BC POINT** | **TOTAL HEALTHCARE SERVICES** | **MONEY TRANSFER**  
**ONLINE DEMAT & TRADING ACCOUNT OPENING** | **ONLINE SHOPPING, TRAVEL SERVICES & MANY MORE**

**FREE ASSURED BANKING BC POINT** | **FREE ATM\* (100% REFUNDABLE DEPOSIT)** | **0% ZERO MAINTENANCE CHARGES INCLUDING FREE PARTS REPLACEMENT** | **HIGHEST COMMISSION**

- 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

**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)