

January 25, 2018

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 – 400051s
--	--

Dear Sir,

**Sub.: PRESS RELEASE – “VAKRANGEE LIMITED ANNOUNCES ALLIANCE WITH CINESTAAN DIGITAL PRIVATE LIMITED**

**Ref.: Vakrangee Limited – 511431 / VAKRANGEE**

With reference to the abovementioned subject and pursuant to the Regulation of 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirement) Regulations, 2015, please find attached herewith the Press Release – **“Vakrangee Limited Announces Alliance with Cinestaan Digital Private Limited”**.

This is for your information and record.

Thanking You.

For Vakrangee Limited



**Dinesh Nandwana**  
**Managing Director & CEO**  
**(DIN: 00062532)**



## PRESS RELEASE

---

### VAKRANGEE LIMITED ALLIANCE WITH CINESTAAN DIGITAL PRIVATE LIMITED

**Mumbai, January 25, 2018:** Vakrangee Limited (VL) announces alliance with Cinestaan Digital Private Limited to offer free and offline videos to citizens from Vakrangee Kendra.

Cinestaan Digital Private Limited is an Internet media company and has introduced a service named Pocketwala App for smartphones. Pocketwala is targeted at users who have smartphones but have limited or no access to data and yet want to consume high definition video entertainment.

Vakrangee would act as the distribution platform where consumers will now be able to get Pocketwala App, choose videos and keep coming back for more videos at their nearest Vakrangee Kendra.

This tie-up further expands our bouquet of services available to citizens through Vakrangee Kendras and is a part of our expansion plan. These open-up new services from our outlets and it will further boost our customer-focused approach.

#### **About Vakrangee Limited**

**(BSE Code: 511431; NSE Code: VAKRANGEE)**

Incorporated in 1990, Vakrangee is the unique technology driven company focused on building India's largest network of last-mile retail outlets to deliver real-time banking, insurance, e-governance, e-commerce and logistics services to the unserved & underserved rural, semi-urban and urban markets. These retail outlets are called as "Vakrangee Kendra" which act as the "One-stop shop" for availing various services and products. Vakrangee is currently operating more than 44,200 "Vakrangee Kendra" outlets across India. The company has plans to setup and manage a total of 75,000 "Vakrangee Kendra" outlets across India by 2020 and covering the presence in all Postal code of the country.

Vakrangee has been at the forefront in financial inclusion space in India. It has signed "Common BC" and "National BC" agreements with various banks for offering real-time banking to unserved and underserved rural population. Banking at "Vakrangee Kendra" outlets is a unique experience with disruptive technology like APS, e-KYC, interoperability and real-time transactions.

In addition to banking "Vakrangee Kendra" outlets also provide insurance products, e-governance services and e-commerce products & services. The company also offers assisted e-commerce services offering strong platform for buying/collecting/delivering large variety of products; alliance with Netmeds Marketplace Limited to offer medicines and other health products; the Company has also alliance with RedBus for offering bus ticketing services and with Mahindra eMarket Limited, a subsidiary of M&M for promoting and booking automobile products using the last-mile distribution network of Vakrangee Kendra outlets.

The Company has alliance with Indian Railway Catering and Tourism Corporation Limited (IRCTC) for offering Railway E-Tickets booking through Vakrangee Kendras and has also alliance with IndusInd Bank Limited for Bharat Bill Payment System platform to deliver wide range of bill payment services from Vakrangee Kendra outlets. The Company also intend to provide GST (Goods and Services Tax) Registration, Filing of Returns, Payment and other value-added services through Vakrangee Kendra Outlets.

The Company has alliance with Vasco Worldwide, an avant-garde travel service enterprise, to provide Travel Concierge & Visa support services and has also tie-up with DMI Finance Private Limited (DMI) to act as a Lead generator for offering its various loan products and collection of EMIs to citizens across Pan India.

The Company has corporate agency tie-up for Life, General and Health insurance with Life Insurance Corporation of India (LIC), HDFC Life Insurance Company Limited, Bajaj Allianz Life Insurance Company Limited and other Insurance Companies.

The Company has also alliance with FedEx Express, Aramex India Private Limited, Delhivery Private Limited and First Flight Couriers Limited for courier and logistics services (Forward Delivery as well as Reverse Pick Up services) using the last-mile distribution network of Vakrangee Kendra outlets.

Vakrangee moves towards its vision 2020 has strategic tie-up with Indian Oil Corporation Limited (IOCL), India's largest commercial enterprise and Vakrangee Kendra shall be set up in about 20,000 plus IOC Retail Outlets (Filling/Gas Station) located PAN India.

The Company has been classified in the Specialty Retail Industry by Bombay Stock Exchange (BSE) and is also included in the Group "A" category of BSE. The Company is also part of indices like BSE 100, BSE 200, BSE 500, NSE 200, NSE 500, Nifty Full Midcap 100, Nifty Free Float Midcap 100 index, Nifty Large Midcap 250 and is also included in MSCI Global Standard Index. Vakrangee is also certified with CMMI Maturity Level 3, ISO 9001:2008, ISO 20000-1:2011 and ISO 27001:2013.

### **About Cinestaan Digital Private Limited**

Cinestaan Digital is an Internet media company. It has been set up with the goal to build 'the home of Indian cinema' online. It is based in Mumbai, the epicenter of India's entertainment industry. Cinestaan Digital thinks like a media company but executes like an engineering company.

While keeping true to its core competencies of building B2C and B2B Internet services, Cinestaan Digital has used strategic investments to bring in non-Internet competencies like film production, distribution and sales. This will complete the ecosystem that is needed.

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

Aditya Jani  
Vakrangee Limited  
Email: [adityaj@vakrangee.in](mailto:adityaj@vakrangee.in)

Ammeet Sabarwal  
Vakrangee Limited  
[ammeets@vakrangee.in](mailto:ammeets@vakrangee.in)