

October 15, 2018

To, <b>Bombay Stock Exchange Limited</b> P.J. Towers, Dalal Street, Fort, Mumbai - 400 001.	To, <b>Corporate Relationship Department</b> <b>National Stock Exchange Limited</b> Exchange plaza, Bandra Kurla complex, Bandra (E) Mumbai 400051
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**Sub: Press Release for "Vakrangee Launches its 40+ NextGen Vakrangee Kendras in the National Capital Region".**

Dear Sir/Madam,

With reference to the abovementioned subject and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith Press Release titled "Vakrangee Launches its 40+ NextGen Vakrangee Kendras in the National Capital Region".

This is for your information and record.

Thanking you,

Yours Faithfully,

For Vakrangee Limited

  
Mehul Raval  
Company Secretary



## Vakrangee Launches its 40+ NextGen Vakrangee Kendras in the National Capital Region

**Mumbai, 15<sup>th</sup> October 2018:** Vakrangee Limited, launches its 40+ NextGen Vakrangee Kendras in the National Capital Region (NCR), New Delhi. After our successful launch in the Mumbai Metropolitan Region, we have now announced our ingress into the capital city. Our Kendras have been launched in the sub-urban and semi-rural areas of Delhi. Since our inception in 2011, Vakrangee Kendra has evolved from being a non-exclusive store with a single line of service to an exclusive digital convenience store model providing access to multi line of services spread across Banking, ATM, Insurance, Financial services, E-Commerce, E-Governance and Logistics.

The Next Gen Kendras boast of a modern and standardized format with a uniform look and feel in all the Kendras aimed towards building consistent service levels and uniform consumer experience. This model also embodies technological advancements such as mandatory ATMs that enable the ease of financial transactions; centralized monitoring with the help of CCTV Cameras which would provide remote assistance to the pan-India Kendras, digital advertising through digital signage for brand partners, along with biometric and pin pad devices to enable all kind of payments mechanisms. We are now looking to upgrade all the existing 45,000+ outlets within 2019.

Commenting on the launch, **Mr. Dinesh Nandwana, MD & CEO, Vakrangee Ltd** said, “We have successfully launched 50+ Next Gen Vakrangee kendras in Mumbai Metropolitan Region recently, and the launch of these 40+ Next Gen Vakrangee Kendras in the NCR region is another key milestone in our journey towards the up-gradation of the Vakrangee Kendra stores.

I am happy to share that, with our progressive efforts and strong positive response received from our franchisees, there will be 4,000+ outlets upgrading to the Next Gen model during this quarter before December, which are already in the advanced stage of completion. These outlets are spread across 380 districts and 2,548 postal codes of the country, out of which more than 3,000 outlets are from Tier 5 and Tier 6 cities. Simultaneously, we have started the process for upgrading all the remaining 41,000 outlets into Next Gen Vakrangee Kendras and which will be upgraded within 2019.

Our belief under the Vision 2020 of setting up 75,000 NextGen Vakrangee Kendras all over India, covering each pin code by the year 2020, aims at providing all types of services under one roof.”

With this behemoth undertaking, we are putting forth our foray in not only the expansion of our viability in providing a bouquet of services to the customers, but also as a step towards bringing about employment, equality and minimizing the rural-urban disparity.

In our pursuit of bringing about an evolution in the Rutail (rural-retail) sector of India; Vakrangee, with this launch, also focuses on creating a separate and a stronger brand identity across India. We are aspiring to be the most trustworthy physical as well as online convenience-store across India, positively moving towards Vakrangee Kendra's new brand philosophy of '**AB Poori Duniya Pados Mein**'.

**About Vakrangee Ltd.:**

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 & Financial Services, ATM, insurance, e-governance, e-commerce and logistics services to the unserved rural, semi-urban and urban markets. The Assisted Digital Convenience stores are called as "Vakrangee Kendra" which acts as the "One-stop shop" for availing various services and products. Vakrangee is currently operating more than 45,000 "Vakrangee Kendra" outlets across India. The company has plans to setup and manage a total of 75,000 "Nextgen 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 public sector 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, inter-operability and real-time transactions. In addition to banking "Vakrangee Kendra" outlets also provide insurance products, e-governance services and ecommerce products.

**For further information, please contact:**

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