

August 13, 2018

To,

Department of Corporate Relationship BSE Ltd. Phi.oze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400001	Corporate Relationship Department National Stock Exchange of India Ltd. Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051
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Dear Sir/Madam,

Sub.: Case Study on Nextgen Vakrangee Kendra - Mumbai Metropolitan Region (MMR)

Ref.: Scip Code – 511431/VAKRANGEE



With reference to the abovementioned subject and Pursuant to Regulation 30 of SEBI (listing Obligations and Disclosure Requirements) Regulations, 2015, Please find attached herewith Case Study on Nextgen Vakrangee Kendra - Mumbai Metropolitan Region (MMR).

Kindly acknowledge its receipt.

Thanking you

Yours faithfully,

For Vakrangee Limited

Dinesh Nandwana
Managing Director & CEO
DIN:00062532

Encl.: A/a



MUMBAI METROPOLITAN REGION (MMR) CASE STUDY

August 13, 2018

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COMPANY OVERVIEW : KENDRA EVOLUTION

COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 1 : INITIALLY AN E-GOVERNANCE PLAYER

PHASE 1: CSC & E-MITRA MODEL



Services Offered :

- E-Governance

OUTLETS WERE PRIMARILY TERMED AS
“COMMON SERVICE CENTRE - CSC” OR
“E-MITRA KENDRA” :-

- NON-EXCLUSIVE STORE MODEL
- SINGLE LINE OF SERVICE PRIMARILY E-GOVERNANCE SERVICES
- NO STANDARDIZED DESIGN LAYOUT & BRANDING
- KIRANA STORE MODEL

COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 1 : INITIALLY AN E-GOVERNANCE PLAYER



COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 2 : E-GOVERNANCE PLAYER TO A BANKING BC POINT MODEL



PHASE 2 : BANKING BC POINT MODEL



Services Offered :

- E-Governance
- Banking

COMPANY RECEIVED THE BUSINESS
CORRESPONDENCE BANKING MANDATE AND
STARTED THE BC POINT SERVICES THROUGH
THE KENDRA –

- NON-EXCLUSIVE
- DUAL LINE OF SERVICE - E-GOVERNANCE & BANKING SERVICES
- NO STANDARDIZED DESIGN
- INITIATED STANDARD BRANDING IN TERMS OF BASIC SIGNAGE & HOARDINGS

COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 2 : E-GOVERNANCE PLAYER TO A BANKING BC POINT MODEL



COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 3 : E-GOVERNANCE PLAYER TO MULTI SPECIALITY STORE MODEL



PHASE 3 : MULTI-SPECIALITY STORE MODEL



Services Offered :

- E-Governance
- Banking
- E-Commerce
- Insurance
- ATM (Optional)

EVOLVED INTO A MULTI SPECIALITY STORE MODEL :-

- PLANNED AS AN EXCLUSIVE STORE MODEL
- MULTI-LINE OF SERVICES – BANKING, E-GOVERNANCE, INSURANCE, E-COMMERCE & OPTIONAL ATM SERVICES
- STANDARDIZED DESIGN
- INITIATED STANDARD BRANDING IN STORE LAYOUT AS WELL AS SIGNAGE
- PARALLEL EFFORTS TO ACTIVATE VARIOUS SERVICES ACROSS ALL OUTLETS AND CONVERSION TO EXCLUSIVE MODEL

COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 3 : E-GOVERNANCE PLAYER TO MULTI SPECIALITY STORE MODEL



COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 4 : E-GOVERNANCE PLAYER TO AN EXCLUSIVE NEXTGEN ASSISTED DIGITAL CONVENIENCE STORE



PHASE 4 : NEXTGEN KENDRA MODEL – ASSISTED DIGITAL CONVENIENCE STORE



Services Offered :

- E-Governance
- Banking & Financial Services
- E-Commerce
- Insurance
- ATM (Mandatory)
- Logistics

EVOLUTION INTO AN EXCLUSIVE ASSISTED DIGITAL CONVENIENCE STORE MODEL –

- EXCLUSIVE STORE MODEL
- MULTI-LINE OF SERVICES – BANKING & FINANCIAL SERVICES, E-GOVERNANCE, INSURANCE, E-COMMERCE, LOGISTICS & MANDATORY ATM SERVICES
- STANDARDIZED LAYOUT & DESIGN BY L&H (LEWIS & HICKEY)
- STANDARD BRANDING IN STORE LAYOUT AS WELL AS SIGNAGE
- ATM MANDATORY
- DIGITAL SIGNAGE & CCTV MANDATORY
- PINPAD DEVICES TO ENABLE ALL KIND OF PAYMENT MODES ACROSS SERVICES

NEXT GEN VAKRANGEE KENDRA – KEY FEATURES



NEXTGEN VAKRANGEE KENDRA: STANDARDIZED LOOK & FEEL



NEXTGEN VAKRANGEE KENDRA: SILVER AND GOLD MODEL

SILVER MODEL
MIN. 200 SQ.FT., 2 COUNTERS & ATM



GOLD MODEL
MIN. 300 SQ.FT., 4 COUNTERS, OWNER DESK & ATM



KEY FEATURES – EXCLUSIVE STORE WITH STANDARDISED LOOK & FEEL
MANDATORY ATM, DIGITAL SIGNAGE & CCTV
PIN-PAD DEVICE TO ENABLE ALL KIND OF PAYMENT MODES

NEXT GEN VAKRANGEE KENDRA : KEY FEATURES



STORE EXCLUSIVITY & CONSISTENT BRANDING



- Exclusive store model with same service level and same Customer experience
- Standardized layout & design by L&H (Lewis & Hickey)
- Huge Improvement in the Franchisee pedigree
- Consistent Branding in store layout as well as signage

MANDATORY ATM IN EACH OUTLET



- Mandatory ATM at each store and located within the store
- Potential to enhance the footfalls significantly
- Additional stream of revenues for both the Franchisee and the company

CENTRALIZED MONITORING SYSTEM



- Centralized CCTV system to monitor all outlets
- Better Security at the store
- Full compliance with RBI guidelines to maintain more than 90 days video recording back up

DIGITAL ADVERTISING



- Digital Signage to enable centrally monitored advertisement campaigns
- To enhance the interaction between Customers and Partners
- Focus to initiate advertising revenue

PIN-PAD DEVICES



- To enable various kinds of payment modes at any Vakrangee Kendra
- Integration in process to start accepting RuPay / Debit / Credit card payments

MMR OUTLETS : BEFORE UPGRADATION

MMR OUTLETS : BEFORE UPGRADATION

- KEY OBSERVATIONS : -
- Non Exclusive stores, Not all Outlets had ATM
 - Inconsistent Service levels & Customer experience



MMR OUTLETS : BEFORE UPGRADATION

- KEY OBSERVATIONS : -
- Separate entry for the ATM and the Store
 - Inconsistent Branding



MMR OUTLETS : NEXT GEN MODEL

MMR OUTLETS : NEXT GEN MODEL - URBAN



MMR OUTLETS : NEXT GEN MODEL - RURAL



MMR OUTLETS : NEXT GEN MODEL - IOCL



MMR LAUNCH : BRAND AWARENESS CAMPAIGN

MMR LAUNCH : BRAND AWARENESS CAMPAIGN



Vakrangee Kendra

Key features at every Nextgen Vakrangee Kendra

- ALL PAYMENT MODES ACCEPTED
- ATM FACILITY
- VAKRANGEE NEXTGEN KENDRA
- CENTRALIZED MONITORING SYSTEM
- DIGITAL ADVERTISING

Vakrangee Kendra

WALK-IN TODAY TO OUR NEXTGEN VAKRANGEE KENDRAS FOR THESE SERVICES

- ATM • Banking • Online Shopping • Recharge
- E-Ticket Booking • Bill Payments • Insurance
- Courier • Loans • Money Transfer

50+

OUTLETS ACROSS MUMBAI METROPOLITAN REGION

MMR LAUNCH : BRAND AWARENESS CAMPAIGN



Vakrangee Kendra

AB POORI DUNIYA PADOS MEIN

- ATM
- Banking
- Online Shopping
- Recharge
- E-Ticket Booking
- Bill Payments
- Insurance
- Courier
- Loans
- Money Transfer

Vakrangee Kendra

SAB KAAM EK DUKAAN

- ATM
- Banking
- Online Shopping
- Recharge
- E-Ticket Booking
- Bill Payments
- Insurance
- Courier
- Loans
- Money Transfer

MMR LAUNCH :
BRAND AWARENESS CAMPAIGN



**COURIER BOOKING AUR ONLINE SHOPPING
AB PADOS MEIN**



Vakrangee
Kendra  **AB POORI DUNIYA
PADOS MEIN**

MMR LAUNCH :
BRAND AWARENESS CAMPAIGN



**BANKING AUR RECHARGE
AB PADOS MEIN**



Vakrangee
Kendra  **AB POORI DUNIYA
PADOS MEIN**

MMR LAUNCH : BRAND AWARENESS CAMPAIGN



AB POORI DUNIYA PADOS MEIN

BANKING

ATM

50+ NOW OPEN IN LOCATIONS ACROSS MUMBAI METROPOLITAN REGION

ONLINE SHOPPING

RECHARGE & BILL PAYMENTS

TICKET BOOKING

INSURANCE

SAB KAAM EK DUKAAN

COURIER BOOKING

ONLINE GOLD & JEWELLERY

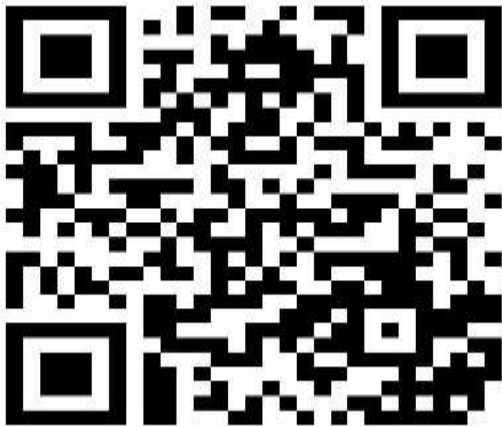
Vakrangee Kendra

For more information log on to www.vakrangee.in. The Vakrangee Kendra provides a wide range of services for the convenience of the customers. The services include: Banking, ATM, Online Shopping, Recharge & Bill Payments, Ticket Booking, Insurance, Courier Booking, Online Gold & Jewellery. The Vakrangee Kendra is a one-stop solution for all your needs. The Vakrangee Kendra is a one-stop solution for all your needs. The Vakrangee Kendra is a one-stop solution for all your needs.

MMR LAUNCH :
BRAND AWARENESS CAMPAIGN



NEXT-GEN VAKRANGEE KENDRA LOCATOR :
MUMBAI METROPOLITAN REGION



**[MMR NEXT-GEN KENDRA LOCATOR –
CLICK HERE](#)**

NEXT-GEN VAKRANGEE KENDRA :
LAUNCH VIDEO LINK

[MMR NEXT-GEN KENDRA LAUNCH VIDEO – CLICK HERE](#)



Thank You