

Ref: VGL/CS/2022/95

National Stock Exchange of India Limited (NSE) Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra, Mumbai – 400 051 Symbol: VAIBHAVGBL Date: 27<sup>th</sup> August, 2022

BSE Limited Phiroze JeejeeBhoy Towers, Dalal Street, Mumbai – 400 001 Scrip Code: 532156

#### Subject: Intimation for participation in Non-deal Roadshow

Dear Sir / Madam,

Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, we wish to inform that the Mr. Sunil Agrawal, Managing Director – Vaibhav Global Limited is participating in a Non-Deal Roadshow in USA which is scheduled by Equirus Securities (P) Limited from Monday, August 29, 2022 to Wednesday, August 31, 2022.

A copy of the latest results presentation will be discussed during the roadshow which is hereby enclosed for your information.

The details of the said meetings and presentation is also made available on Company's website <u>www.vaibhavglobal.com</u> and also available on BSE Limited's website - <u>www.bseindia.com</u> and NSE's website - <u>www.nseindia.com</u>

**Note:** Any unforeseen exigency on the part of Company / Host may lead to change in date / time.

Thanking you,

Yours Truly,

For Vaibhav Global Limited SUSHIL Digitally signed by SUSHIL SHARMA Date: 2022.08.27 15:15:15 +05'30'

Sushil Sharma Company Secretary

E-69, EPIP, Sitapura, Jaipur-302022, Rajasthan, India • Phone: 91-141-2770648, Fax: 91-141-2770510

# **Vaibhav Global Limited** Global E-tailer of Fashion Jewellery, Apparels, Lifestyle Products and Accessories on

777777

**TV and Digital Platforms** 

**DELIVERING JOY** 

Q1 FY23 **Financial Results Presentation** 







#### Commenting on Q1 FY23 Performance

### MD's Message



#### Mr. Sunil Agrawal Managing Director Vaibhav Global Limited

The quarter gone by reflects effect of two macro environments: First is the opening up of economies after two years of travel restrictions led people to go out for revenge outings impacting all digital retailers like VGL. Secondly the high inflation in western economies constrained consumers to spend on discretionary items. Recent quarterly performance was softer over an otherwise elevated base of 2 years with revenue reaching Rs. 628 crores. This was 8% down YoY, however, this performance is encouraging vs a pre-covid period of Q1 FY20, with a growth of 43%. Amidst all broader challenges, we see a visible improvement during last 3 months, with revenue trend improving month-over-month. We believe that this transitory phase will be behind us soon and we will get back on our revenue and profitability growth path again.

It is worthy to note that despite this transient phase, the gross margins improved sequentially and were 62% owing to our vertically integrated supply chain and better product mix. EBITDA margin for the quarter was 7%, excluding Germany it is 9.1%. YoY comparison shows decline in EBITDA margin largely due to operating deleverage. Continuing with our strategy of enhancing our digital capabilities, we continued investments on new OTA homes, digital marketing spends on OTTs, social media and third-party marketplaces. Digital is the future with huge growth potential, hence, we will continue to build on our future strengths here.

During the quarter, VGL's German subsidiary, Shop LC GmbH, expanded its presence by launching its proprietary TV channel on nationwide OTA platform 'Freenet TV'. With this arrangement, Shop LC GmbH also marked its foray into OTA platforms and increased coverage by approx. 2.5 million households. At Shop TJC (UK), the Freeview channel upgradation has started yielding positive outcomes in terms of 'new TV customer acquisition'. In Feb-22, when 'new TV customer' acquisition rate was -17%, today it is positive 24%. We expect that the current trend will continue to benefit TJC with market leading growth in the long run. Our vertically integrated supply chain network spanning 30 countries is the backbone of our business and a key differentiator, vis-à-vis our peers. The low-cost manufacturing with value sourcing enables to serve value conscious customers in our addressable market in U.S., UK and Germany, thus achieving industry leading gross margins. Further, the four R's, widening Reach, new customer Registration, customer Retention and Repeat purchases, remains to be our key priorities for overall growth. The reach of our TV networks by end of Q1 FY23 was approximately 127 million TV homes, which is 24% higher YoY. Our sustained investments on OTAs, digital channels is yielding desired results in terms of increase in customer acquisition and sustained retention rates. Our unique customer base is at half a million, new registrations on TTM basis are at 3.2 lakh. Similarly, new customer acquisition on TTM basis stands at 2.6 lakh, which is higher by 12% YoY and significantly higher by 27% over Q1 FY21.

On the sustainability aspects, we are pleased to announce the publication of our First Integrated Annual Report and Annual ESG Report for the VGL Group for the financial year 2021-22. These reports reflect our continued efforts towards value creation along with greater transparency, strong governance, and ethical business practices. Further, we are glad to announce that 2 of our office buildings in US have received 'GOLD' certificate by LEED. The certification reaffirms our focus on efficient operations and recognises our efforts towards sustainability. Another important aspect of sustainability efforts is our midday meal program, 'Your Purchase Feeds....'. Recently, we have crossed a milestone of 67 million meals with a run rate of 59,000\* meals being donated every single school day.

Towards the conclusion, the broader economic environment is bit uncertain, our outlook for the year and mid-term remains intact. We expect to deliver mid-single digit growth in this fiscal year and mid-teens revenue growth in subsequent periods. We closely monitor our liquidity position and deploys funds accordingly while maintaining overall profitability. The Board of Directors of your Company have declared an interim dividend Rs. 1.50 per share for the quarter, implying a firm belief in our business model and strong performance going forward.





Softer revenue performance YoY amidst broader economic challenges. Grew 43% vs Q1 FY20 with 3 years CAGR of 13%





EBITDA margins in Q1 FY23, excluding Germany, were at 9.1% vs 14.4% last year. Margins impacted due to drop in gross margins and sustained investments in digital marketing and OTA segment



Healthy base of Unique Customers (TTM basis) of **4,96,879** (5.2% and 16.7% higher than June-21 and June-20 respectively)



Seeding investments for future on Digital Platforms and Automation



Gaining market share amidst macro challenges



Declared interim dividend of Rs. 1.50 per equity share



Shop LC (US) conferred with 'Ethics in Business Award'



Provided 67 million meals since inception of one-for-one meal program 'Your Purchase Feeds...'

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1	Business Background Details		
2	Highlights for the Quarter		
3	Q1 FY23 Financial Performance		
4	Financial Performance Trends		
5	Annexures		

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DOUVAL

Creamy Argan Body Butter



## **BUSINESS BACKGROUND DETAILS**









# **OUR VISION**

Be the Value Leader in Electronic Retailing of Jewellery & Lifestyle Products

# **OUR MISSION**

To deliver one million meals per day to children in need by 'FY31' through our one for one meal program **'Your Purchase Feeds...'** 



### **CORPORATE OVERVIEW**





Verticallyintegrated fashion retailer electronic on retail platforms

- End-to-end B2C business model >
- Presence on >
  - Proprietary TV home-shopping & OTAs
  - Proprietary e-commerce platforms
  - Social
  - **Third-party Marketplaces**

Shop LC TJC Shop Shop and (Germany) brands strong customer

(US),

(UK)

LC

are

with

- > TV Homes accessed (\*FTE): ~ 127 mn
- > Growing online presence
- > Improving customer engagement metrics



- > Professional management team Strong and Independent Board
  - > B S R & Co, LLP Global Auditor
  - Deloitte Internal Auditor >



visibility

- > Every piece sold results in one meal for a school-going child
- Provided 67 mn meals across India, US, > **UK and Germany**



- Continued investment in building digital capabilities
- > Scalable model with limited capex requirement



- > Omni-channel B2C retail presence
- > Growing recognition of deep value fashion jewellery enables scaling to adjacent categories

### TRULY GLOBAL







## **Growing Consistently**

Parameters (Rs. in crores)	FY 97	FY 22	CAGR (25 years)	Return (x times)
Revenue	32.8	2,752.4	19.4%	84
EBITDA	4.2	303.2	18.7%	72
Profit Before Tax	4.1	242.3	17.7%	59
Profit After Tax	3.6	237.1	18.2%	66
Net Worth	17.7	1,126.8	18.1%	64

### 26.1% CAGR in Market Capitalization since IPO (331 times\*), excluding dividend

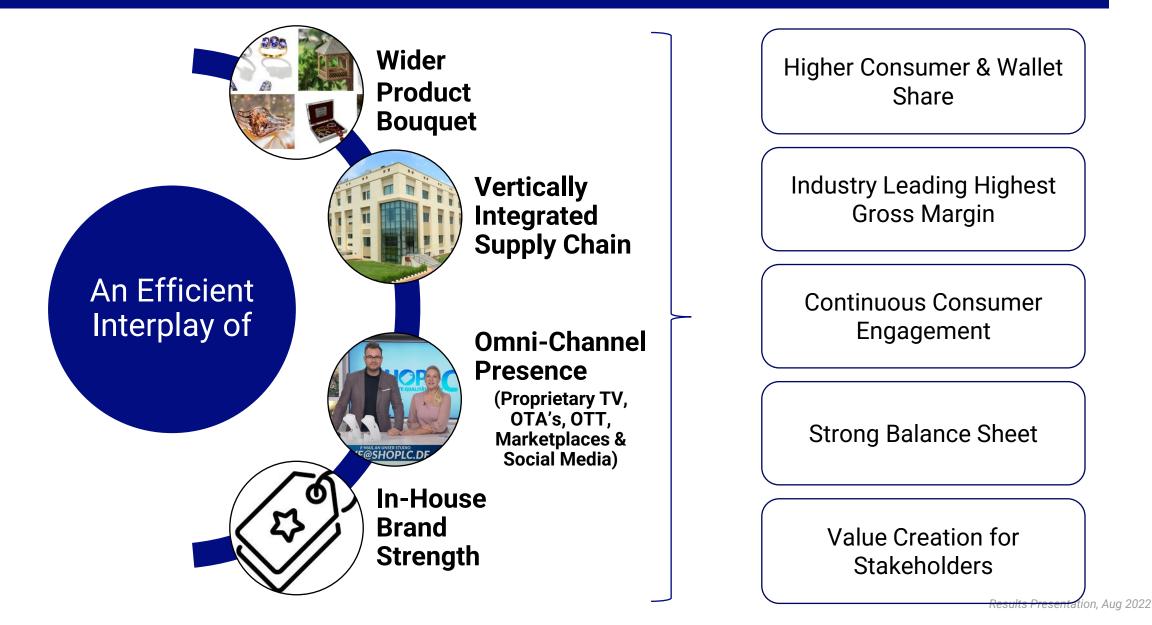


# **KEY PILLARS**

Results Presentation, Aug 2022

### **KEY PILLARS**

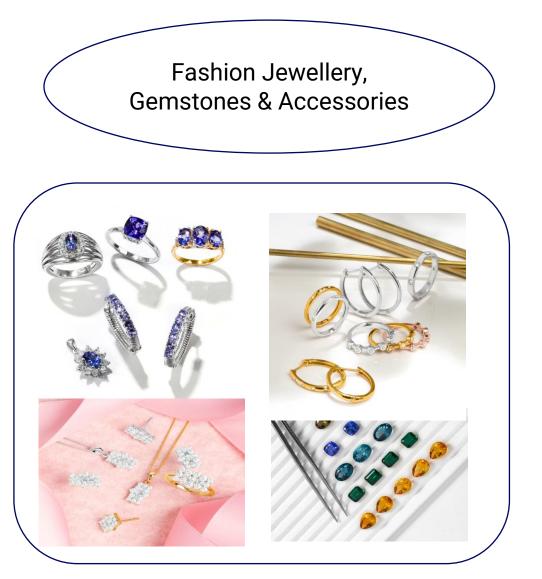




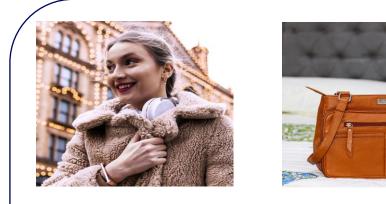
### 2 POOLS OF PRODUCT VERTICALS



### Huge Opportunity: Immediate Addressable Market of ~USD 20 bn







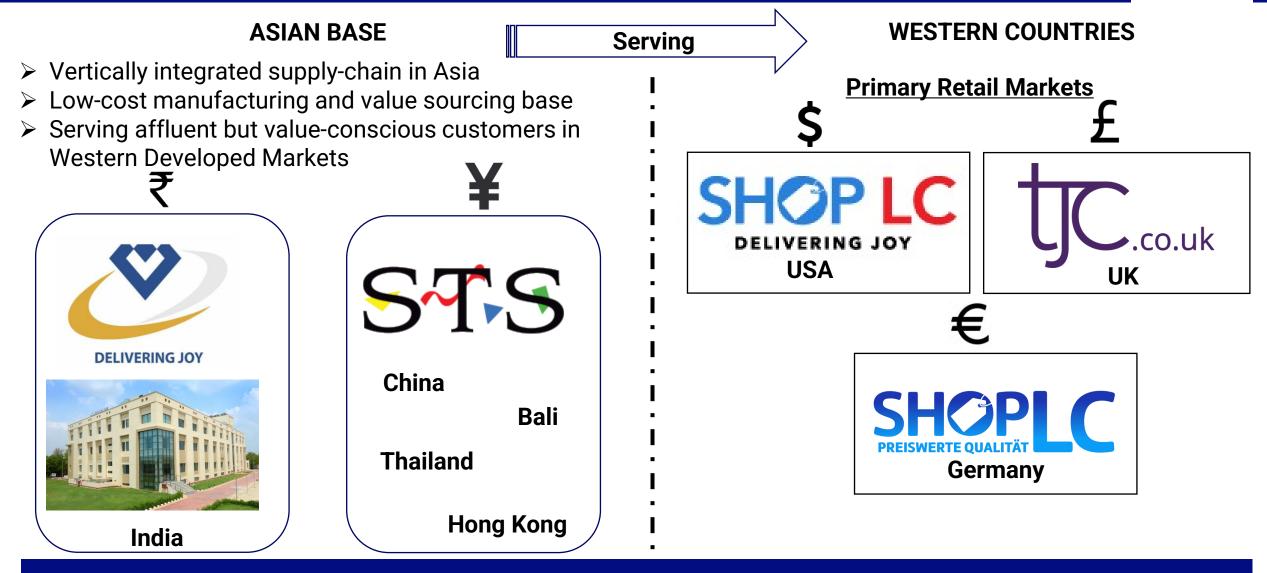




Results Presentation Aug 202

## VERTICALLY INTEGRATED SUPPLY CHAIN

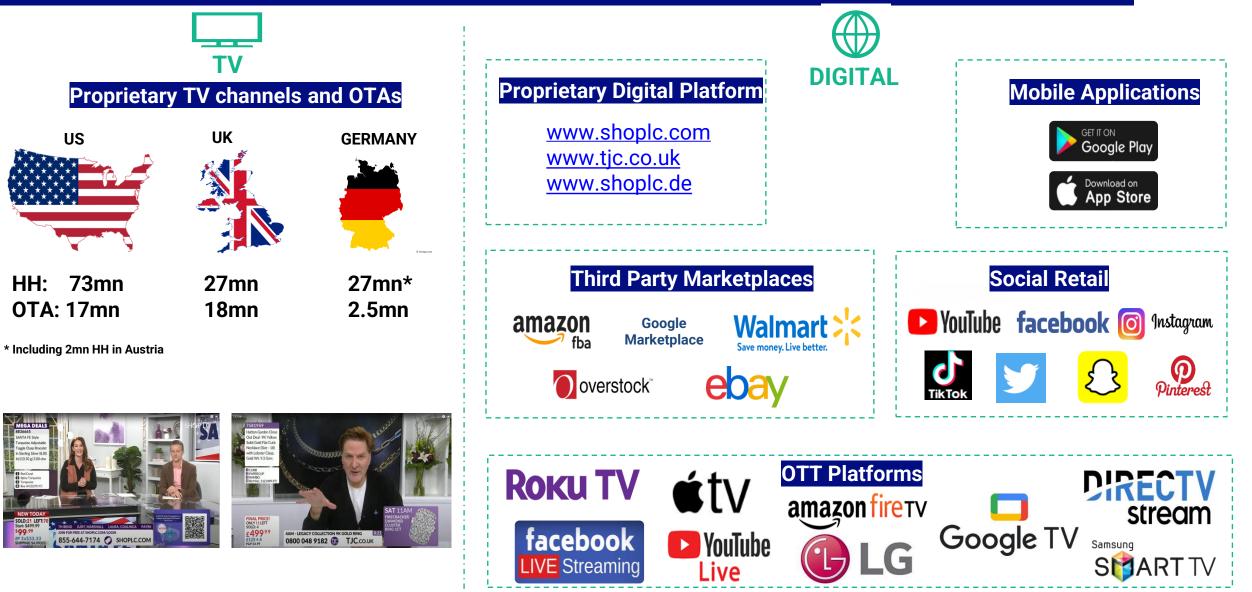




### **Resulting in Industry Leading Highest Gross Margins**

## **OMNI-CHANNEL SALES PLATFORM**





Note: OTT - Over the Top

Results Presentation, Aug 2022

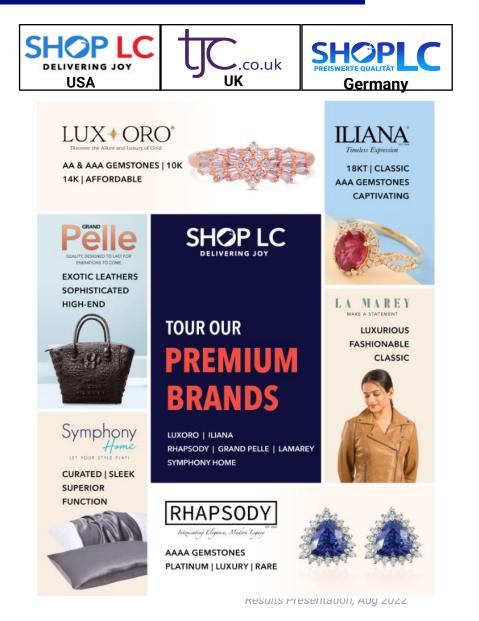
### STRENGTHENING PRIVATE LABEL BRANDS

### > Our Strength:

- Leveraging manufacturing & digital capabilities
- Number of PL brands: 31
- Revenue Mix: ~25% of global B2C revenue
- Margin accretive
- Brand Laddering (value and mass-premium)

#### Long-Term Objectives:

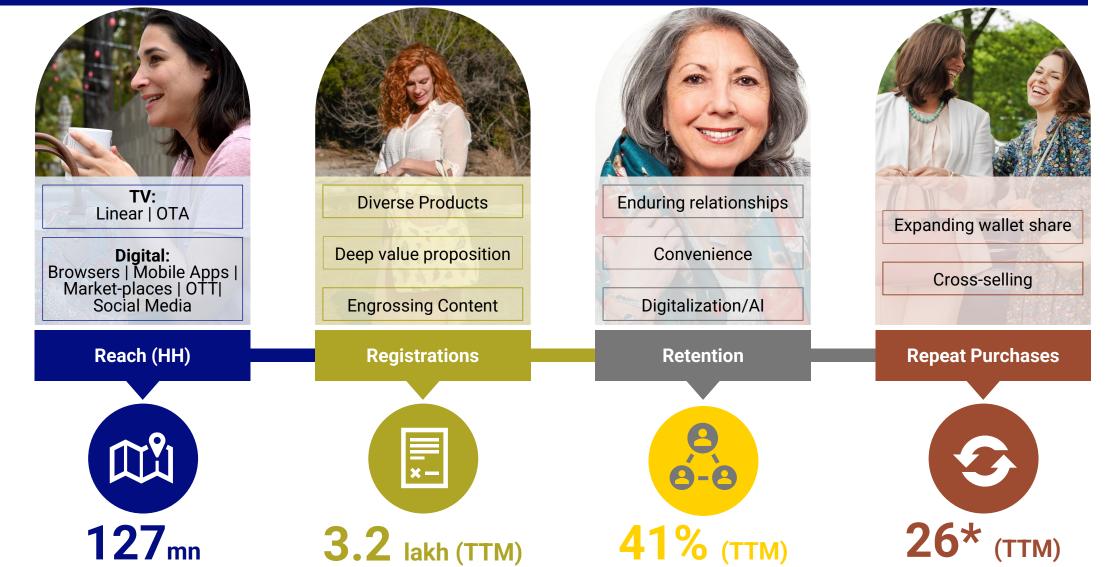
- Focus on 'IPR' rights for brand loyalty
- Future revenue mix: ~35% of global B2C revenue
- New brand launches regularly
- Inorganic opportunities (example: Rachel Galley)





### 4R'S OF CUSTOMER ENGAGEMENT





Note: TTM: Trailing Twelve Months | \*pieces per customer | HH: Households

All data points are for US and UK except for HH and Registration which includes figures of Germany as well



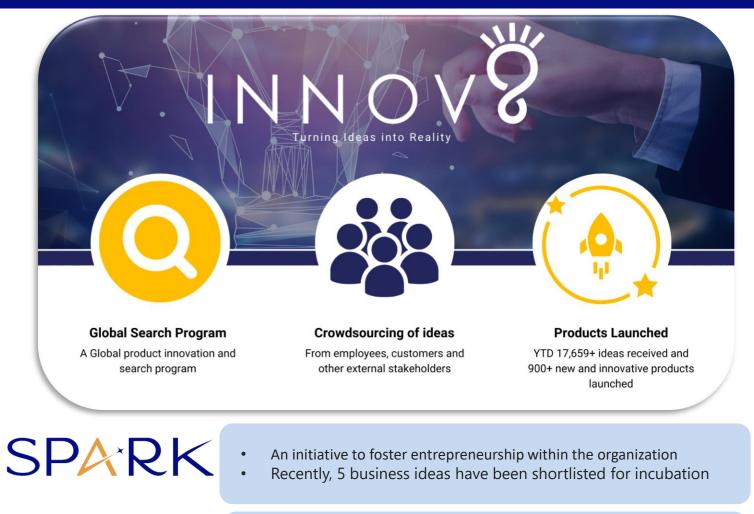
#### Consistent Focussed **Strong Execution Global Households Reach Repeat Purchases** Retention (no. of pieces) (in million) (20+ Purchases) 89.3% 127 89.1% 124 88.9% 30 88.1% 104 99 27 27 26 **FY20 FY21 FY22** Jun-22 **FY20 FY21 FY22** Jun-22 **FY22 FY20 FY21** Jun-22 Retention Rate for 20+ Purchases\*\* Reach **Repeat Purchases**

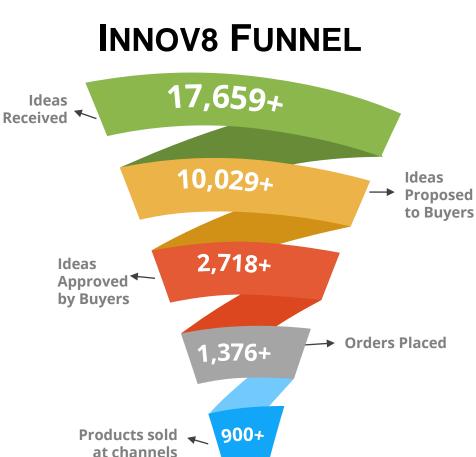
\* All data is for Shop LC (US) & Shop TJC (UK) except for HH

\*\* Refers to retention rate of customers who have bought more than 20 times on TTM basis

### 'DELIVERING JOY' THROUGH INNOVATION







Innovation Segment: FY22 Revenue: \$17mn (~5% of group revenue) FY21 Revenue: \$3.5mn (~1% of group revenue)

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- A launchpad for outside innovators and product owners
- 1,200+ ideas received from participants across 38 countries
- 11 shortlisted and 4 already went live on channels in US and UK



### **Jewellery Design**



- Strong team of professional designers
- > ~24,000 new designs proposed annually
- ➤ ~60% acceptance rate of new designs

### Few examples of highly successful designs:





Rhapsody Platinum Tanzanite Ring

#### Gemstones

- Deals in 250+ gemstones including rare gemstones
- Widest possible global sourcing
- New gemstones contributing 3%-4% of group's annual turnover
- > Strengths:
  - In-house Testing Lab & Manufacturing
  - Employees trained at globally benchmarked institutes

### Few examples of highest selling new gemstones in FY22:



Turkizite <sup>™</sup> Sales: \$ 7.03 Mn



**Teal Grandidierite** 

Sales: \$ 1.20 Mn



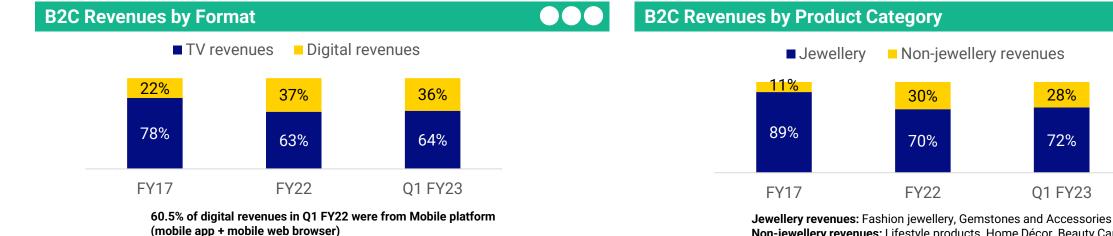


RubelliteEthiopian EmeraldSales: \$ Pt:06 Min<sup>ntation</sup>Sales: \$ 860K

### **BROAD BASED E-TAILER**



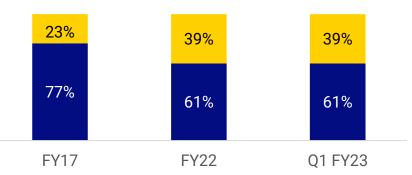
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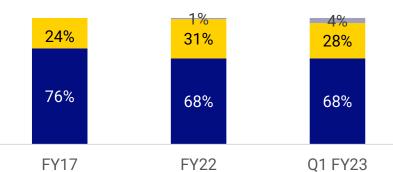
Jewellery revenues: Fashion jewellery, Gemstones and Accessories Non-jewellery revenues: Lifestyle products, Home Décor, Beauty Care, Hair Care and Accessories

#### Budget Pay penetration of B2C Revenues

Non-Budget Pay revenues Budget Pay revenues



#### B2C Revenues by Geography



■US ■UK ■Germany

Breakup based on revenue in USD million



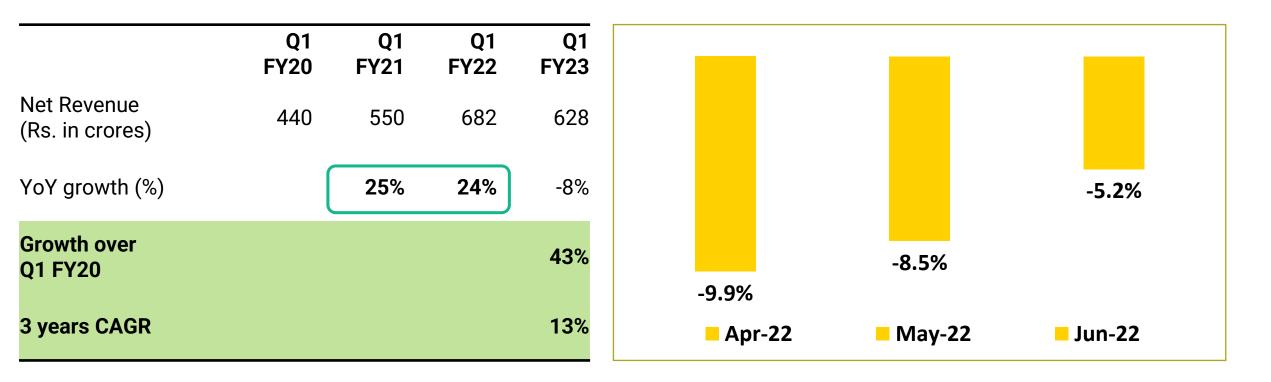
# HIGHLIGHTS FOR THE QUARTER



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Q1 performance reflects impact of otherwise elevated base of 2 years owing to COVID

Recent revenue trend improving month-over-month



### UK: FREEVIEW CHANNEL UPGRADATION YIELDING POSITIVE OUTCOMES

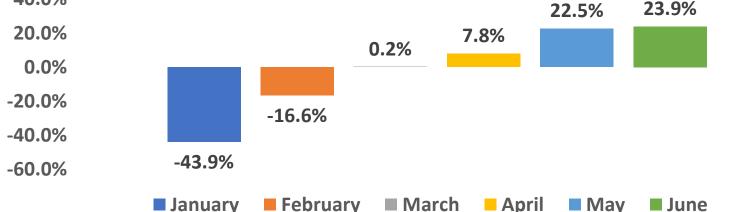
TJC (UK) upgraded channel position to 22<sup>nd</sup> from erstwhile 50<sup>th</sup> position in Jan-22

Investment now yielding positive results in terms of new customer acquisition on TV

Expect market leading growth in the long run

40.0%





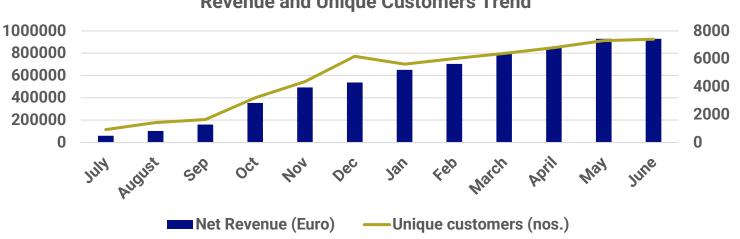






## **GERMANY: PERFORMANCE REASSURING OUR INVESTMENT**

#### Germany venture increased TAM (Total Addressable Market) by ~20%



**Revenue and Unique Customers Trend** 

- Good revenue traction and customer base
- $\blacktriangleright$  Broadcasting in ~27.5 mn HH (incl. 2mn HH in Austria)
- Ventured into OTA through 'Freenet'; launched on 'Amazon'
- Positive Customer Orientation: CSAT 96+; NPS 60
- Digital now 31%
- To breakeven by H2 of FY24, being one year earlier than projected

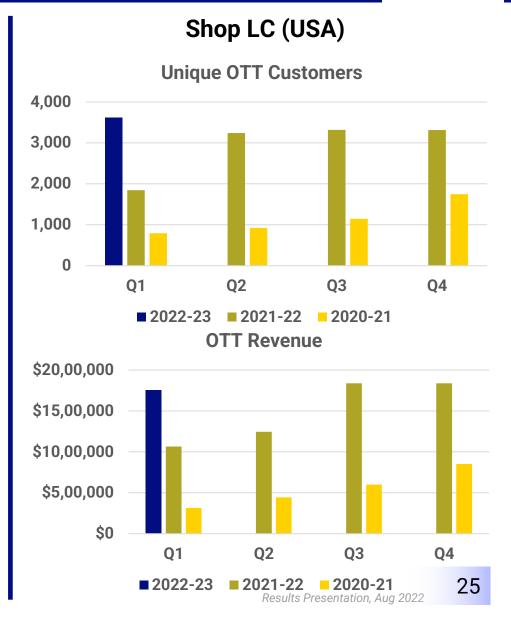


#### **Omni-Channel Presence**



### OTT: LEVERAGING AND WIDENING DIGITAL PLATFORM





New Launch – Live & Interactive Apps

**E**LG

Google TV

Marketing & Engagement Roku & Apple TV

The in-app Pop-up marketing has four use cases & has started with the 1st case on Roku

- Message to all devices
- Message to newly installed apps
- Message to app users that have logged in
- Message to app users that have not logged in

Messages for specific campaign periods & specific platforms. Detailed reporting on message delivery



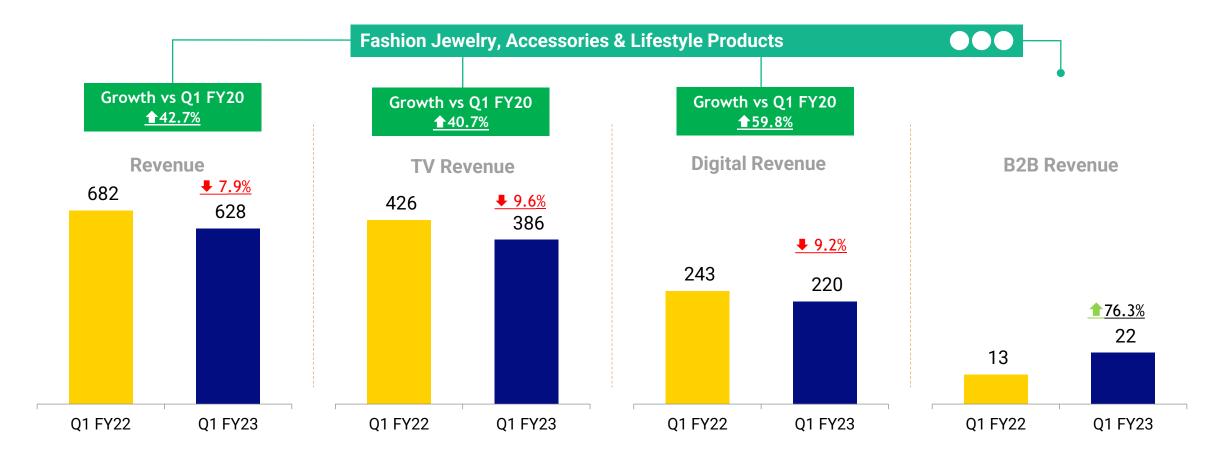
# Q1 FY23 FINANCIAL PERFORMANCE









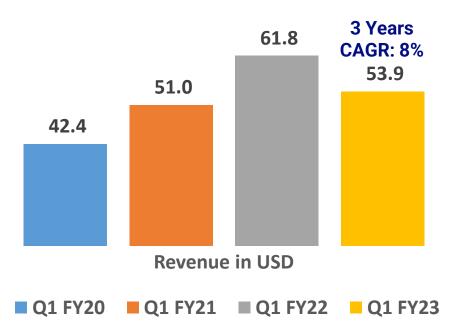




#### Shop LC (US)

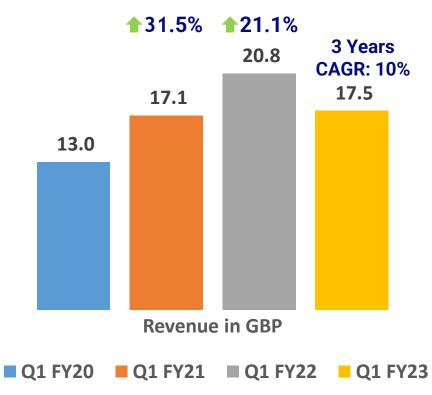
#### Q1 Revenue: 4 years trend & YoY Growth

**120.3% 121.2%** 



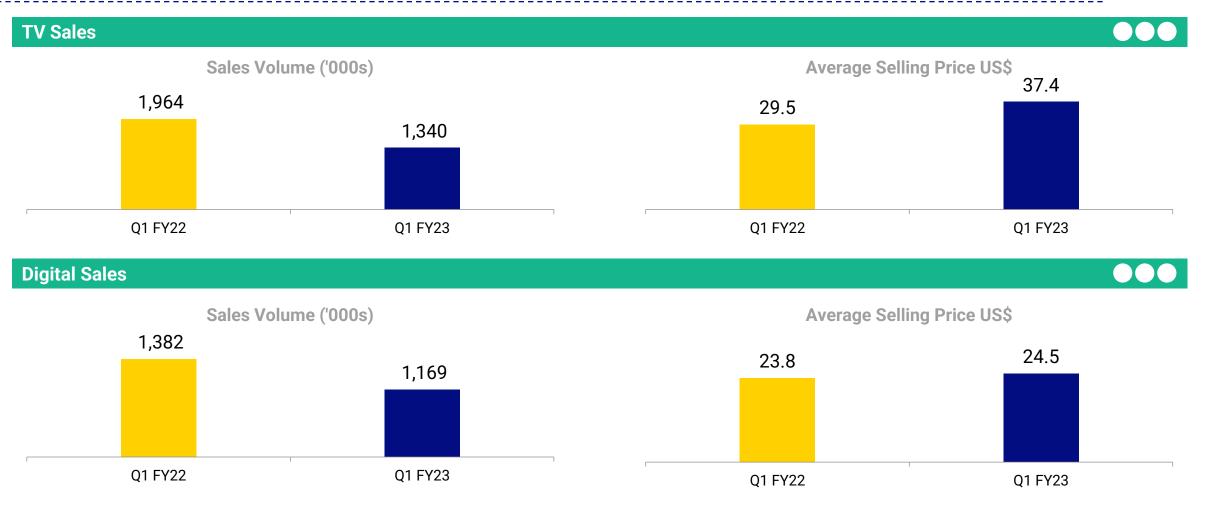
#### Shop TJC (UK)

#### Q1 Revenue: 4 years trend & YoY Growth



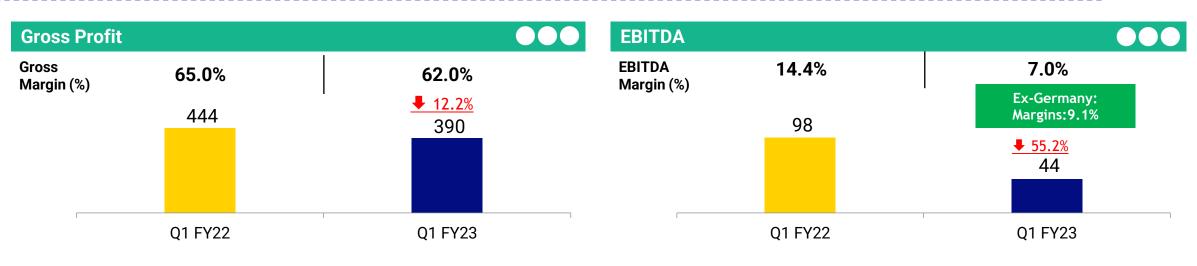
## RETAIL PERFORMANCE TRENDS – Q1 FY23

### Volume and ASP



## FINANCIALS – Q1 FY23 PERFORMANCE

Profits - (Rs. crore)





#### Note:

\* PAT for Q1 FY22 includes exceptional item of waiver of loan amounting to Rs. 33.22 crore

\*\*PAT: Excluding Germany & exceptional item: PAT growth: (53.9%); PAT margin: 10.6% and 5.5% for Q1 FY22 and Q1 FY23 respectively

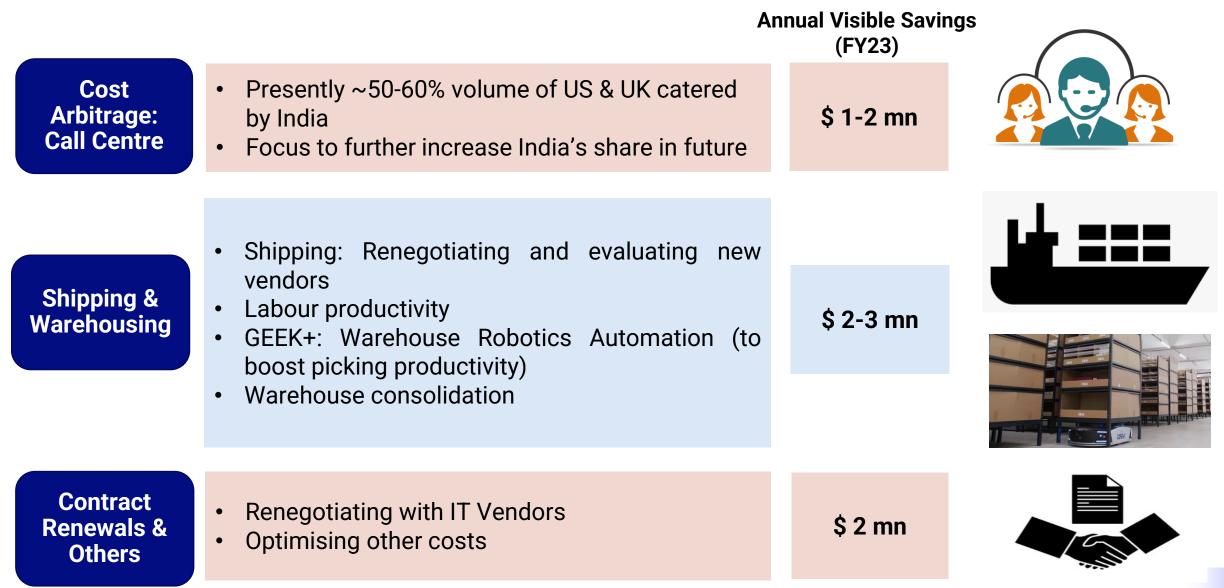
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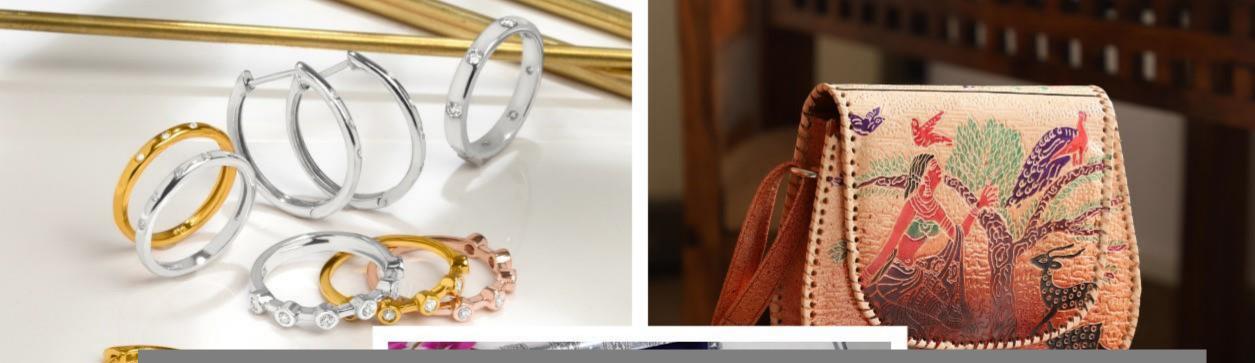
Particulars	% To Revenue	Remarks
EBITDA Q1 FY22	14.4%	
Gross Margin	<mark>♦</mark> (3.0%)	Product mix and deferred price transition
Investment in Germany	<b>↓</b> (2.2%)	Initial losses in Germany. To breakeven by H2 of FY24
Accelerated Investment in Digital & Broadcasting	<b>↓</b> (1.9%)	Continued investments to acquire more TV & OTA homes and increased digital marketing
Others	<b>↓</b> (0.3%)	
EBITDA Q1 FY23	7.0%	

### **COST OPTIMISATION**





Results Presentation, Aug 2022

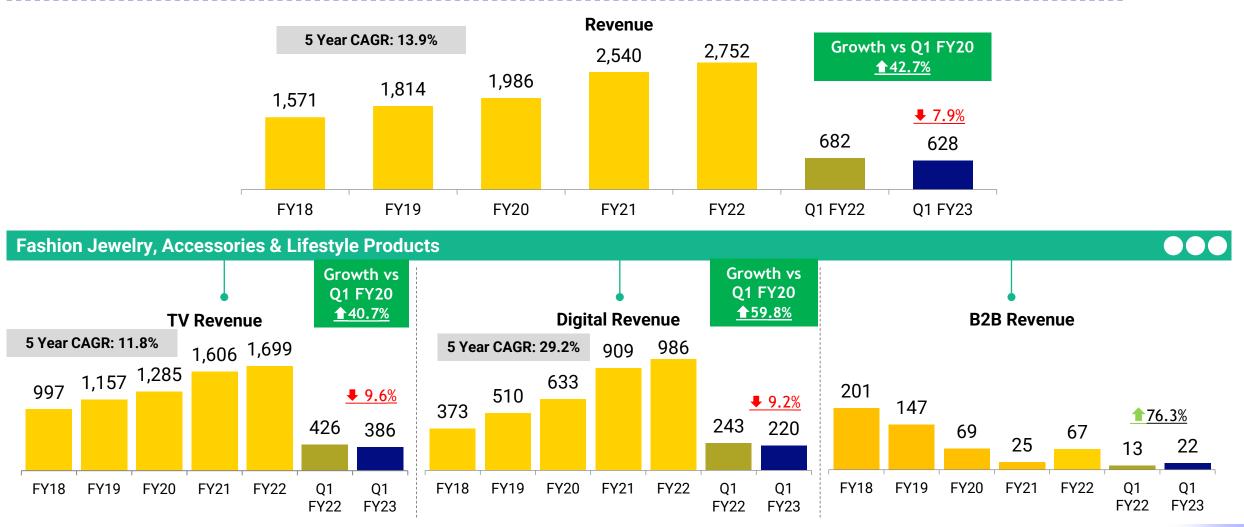


# FINANCIAL PERFORMANCE TRENDS



## FINANCIAL PERFORMANCE TRENDS





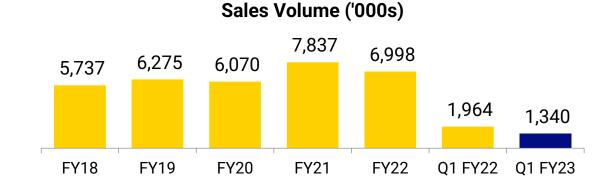
34 Results Presentation, Aug 2022



### **RETAIL PERFORMANCE TRENDS**

### Volume and ASP

#### TV Sales

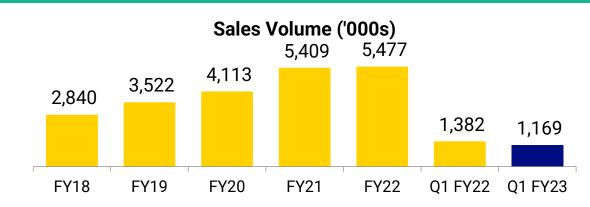


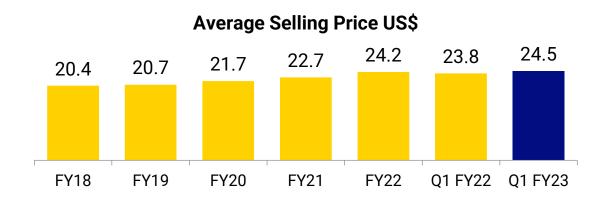
 Average Selling Price US\$

 27.0
 26.4
 29.9
 27.7
 32.6
 29.5
 37.4

 FY18
 FY19
 FY20
 FY21
 FY22
 Q1 FY22
 Q1 FY23

#### **Digital Sales**

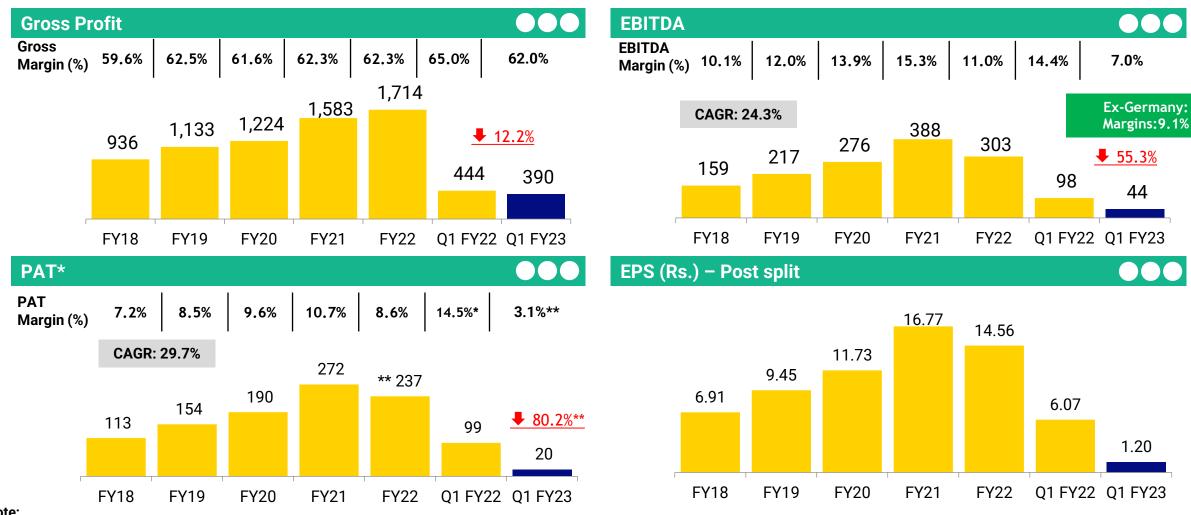






# FINANCIAL PERFORMANCE TRENDS

Profits - (Rs. crore)



#### Note:

\* PAT for Q1 FY22 includes exceptional item of waiver of loan amounting to Rs. 33.22 crore

\*\*PAT: Excluding Germany & exceptional item: PAT growth: (53.9%); PAT margin: 10.6% and 5.5% for Q1 FY22 and Q1 FY23 respectively

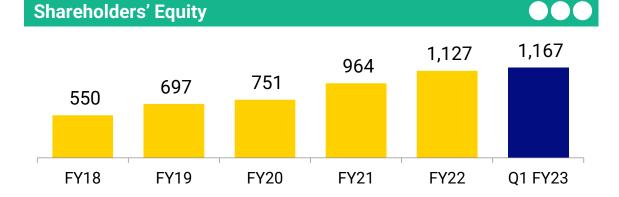
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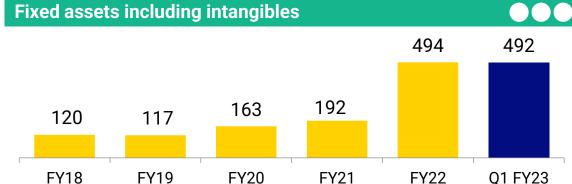


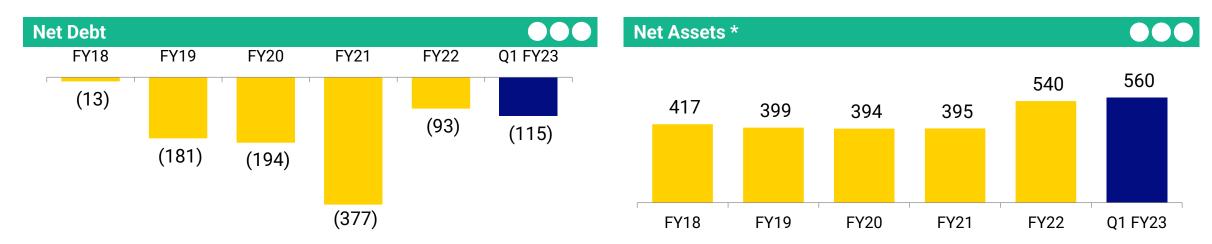
37

# FINANCIAL PERFORMANCE TRENDS

## Balance Sheet – (Rs. crore)







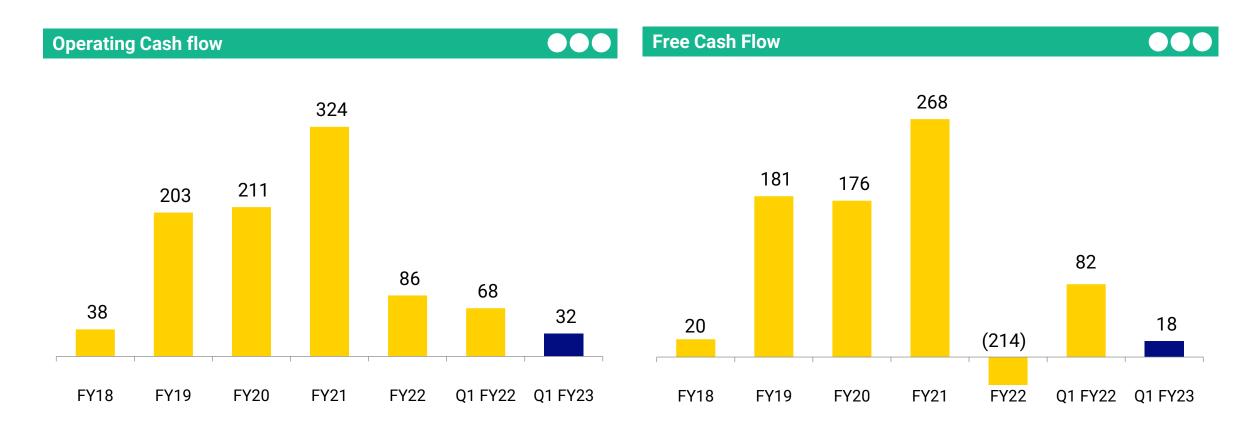


Note:

\* Net Assets is the balancing figure arrived at by excluding shareholders equity, net debt, and fixed assets including intangibles

# FINANCIAL PERFORMANCE TRENDS

Cash Flow – (Rs. Crore)

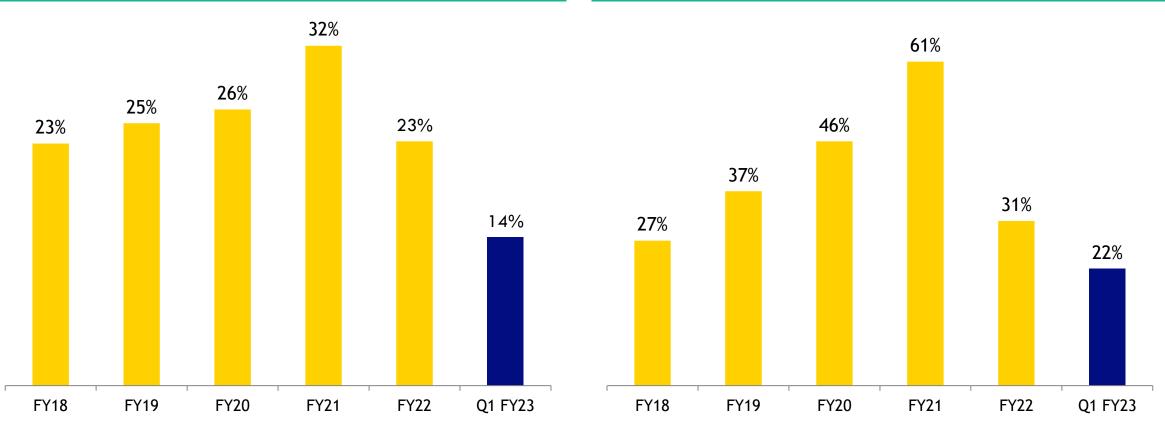


Cashflow reflecting impact of lower profitability though improved sequentially due to efficient capital allocation and focus on costs

# FINANCIAL PERFORMANCE TRENDS

Key Ratios

### ROE (TTM)



ROCE (TTM)

Return ratios imply effect of conscious investments on affiliates, digital marketing and Germany's impact

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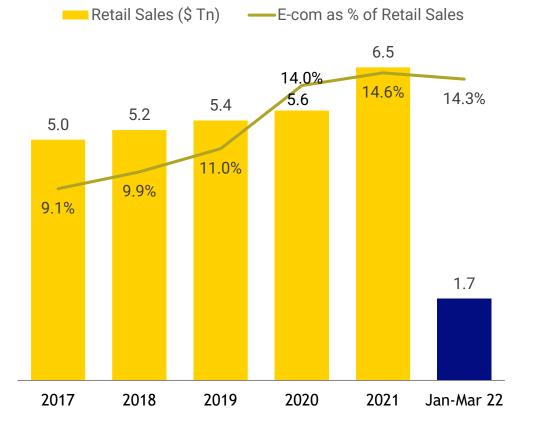
# ANNEXURES





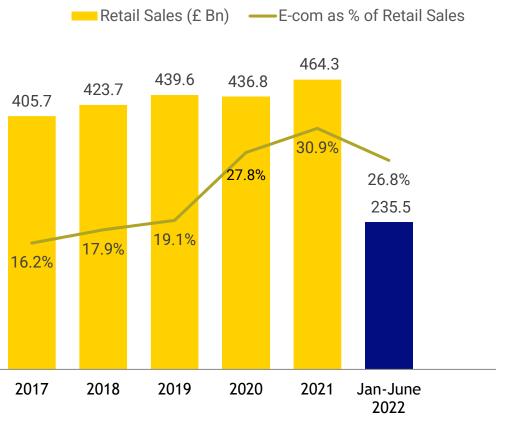


## E-com Industry facing temporary headwinds with declining sales mix in the USA and the UK



### **US Retail & E-com Sales**

**Source:** United States Census Bureau <u>www.census.gov</u> \* This data is published with a time lag of 1 quarter



Source: Office for National Statistics <u>www.ons.gov.uk</u>



# **ROBUST CORPORATE GOVERNANCE**



Q1 FY23

**Rs. 24.7** cr

Interim Dividend

## **Dividend Payout Policy**

- > 20-30% of consolidated free cash flow
- > Higher payout in special circumstances
- > Balance between resource conservation and shareholder reward

**RECOGNITIONS & ACCOLADES** 



B S R & Co. LLP<br/>Statutory AuditorsICRA A<br/>(Stable Outlook)ICRA A1DELOITTE<br/>Internal AuditorsCARE A<br/>(Stable)<br/>Credit Rating - Long-termCARE A1<br/>Credit Rating - Short-term







#### **ENERGY**

Solar

3.23 MW

**EV** 

81.7 Lakh KWH generated since inception

84 2-Wheelers & 3 4wheelers for employee commute

Excellence Award 2021- 'Factory Category'





## WATER

100 кL	Rainwater harvested per annum
KL	Water saved per day with the installation of low LPM faucets
BKL	Water recycled per day, which equals 17,500 kl.
<mark>0</mark> кl	per year RWS Rainwater Storage Tank commissioned

#### BIODIVERSITY

~26,000
Saplings planted for developing 2 Miyawaki forests

~6,500 Additional saplings planted till date





#### WASTE

100%conversion of bio-<br/>degradable waste<br/>(vegetables, food,<br/>leaves) into manure862 kgE-waste recycled

43

~1400 Kg Plastic waste recycled

# COMMUNITY GIVEBACK





- > Till date Served 67 million meals to underprivileged children through flagship One for One Program, 'Your Purchase Feeds...'
- > Local charity partners
  - Akshaya Patra in India
  - No Kid Hungry and Backpack Friends in US
  - Magic Breakfast & Felix Project in UK



## **Social Initiatives**

Providing resources for healthcare services:

- > Distributed 117 Oxygen Concentrators, 31 BIPAP and other key medical equipment in hospitals
- > Facilitated procurement, transport and installation of oxygen plant in hospitals
- > Vaccination drives for employees and their families



Key Shareholders (Holding >1%)	Holding as on 30-June-22	Shareholding Pattern	
Promoter & Promoter Group	57.96%	Others	9.15%
Nalanda India Fund Limited (FII)	10.22%	Individual - >1%	3.17%
Motilal Oswal Flexi Cap Fund (MF)	6.78%	AIF	1.37%
Malabar India Fund Limited (FPI)	5.41%	Domestic Institutions (MF)	6.79%
Vijay Kedia (Individual)	1.95%	Foreign Institutions (FPI, FII) & NRI	21.56%
Ashish Kacholia (Individual)	1.22%	Promoter & Promoter Group	

. . .

57.96%

## MANAGEMENT TEAM





Mr. Sunil Agrawal Managing Director, VGL Group

Mr. Vineet Ganeriwala CFO, VGL Group



Mr. Srikant Jha Managing Director, Shop TJC (UK)



Mr. Ankur Sogani Vice President, Commercial, Shop LC (US)



Mr. Deepak Sharma Vice President, Owned Brands, Shop LC (US)



Mr. Deepak Mishra Managing Director, Shop LC (Germany)



Mr. Raj Singh Vice President, Supply Chain, VGL Group



Mr. Pushpendra Singh Vice President, Human Resources, VGL Group



Mr. Ashish Dawra Vice President, Global IT

# Safe Harbour

This presentation contains "forward looking statements" including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Vaibhav Global Limited (VGL) and its affiliated companies' future business developments and economic performance.

While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, government and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

Vaibhav Global Limited undertakes no obligation to periodically revise any forward-looking statements to reflect future/likely events or circumstances.

# THANK YOU

For more information please contact:

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