



PRICE "LESS" FASHION

09th November, 2017

Ref. No. CS/S/L-220/2017-18

The Listing Department
**NATIONAL STOCK EXCHANGE OF
INDIA LIMITED**
"Exchange Plaza"
Bandra-Kurla Complex
Bandra (E), Mumbai-400 051
Scrip Code: VMART
Fax: 022-26598120
Email: cmlist@nse.co.in

The Corporate Relationship Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400 001
Scrip code: 534976
Fax: 022-22723121
Email: corp.relations@bseindia.com

Sub: Presentation to Analysts/ Investors

Sir,


Please find enclosed herewith presentation being forwarded to Analysts/Investors on the unaudited financial results of the Company for the quarter ended 30th September, 2017.

The above presentation is also available on Company's website: <http://www.vmart.co.in>.

We request you to kindly take the above information on record.

Thanking you,

Yours truly,
For V-Mart Retail Ltd.,


Megha Tandon
Company Secretary

(Encl.- As above)

V-MART RETAIL LTD.

CIN- L51909DL2002PLC163727

Corporate Office : Plot No. 862, Udyog Vihar, Industrial Area Phase V, Gurgaon - 122 016 (Haryana)
Tel. : 0124-4640030, Fax No. : 0124-4640046 Email : info@vmart.co.in Website : www.vmart.co.in
Registered Office : 610-611, Guru Ram Dass Nagar, Main Market, Opp. SBI Bank, Laxmi Nagar, New Delhi - 110092

Review of Financial Result Q2 FY'18

Key highlights : Apr-Sep FY'18 vs FY'17 results



- **Number of Stores increase to 157 in H1**
- **Revenue growth 32%**
- **Same Store Sales growth (Apparel):**
 - **By Value 17%**
 - **By Volume 21%**
- **Sales per sq. feet (per month) : Rs. 791**
- **Contribution of segment to total revenue :**
 - **Fashion 93%**
 - **Kirana 7%**
- **Net profit increases by 190% to Rs. 251 millions**

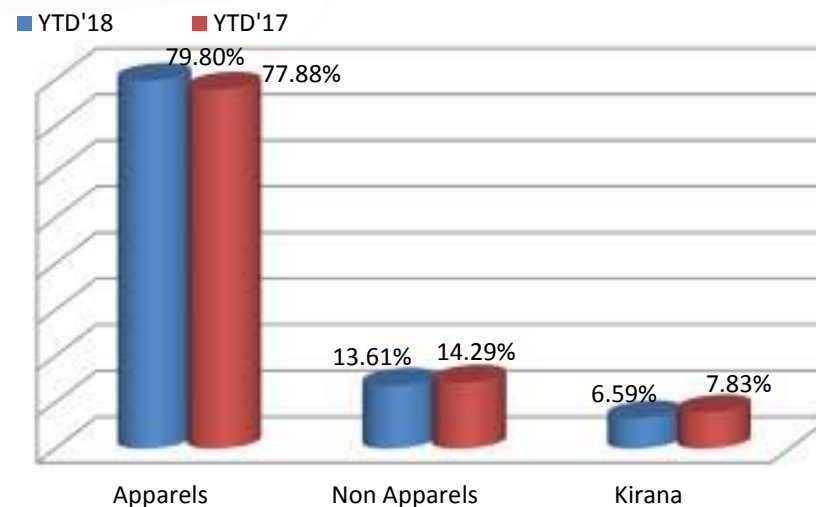
Financial Parameters : Apr-Sep FY'18 vs FY'17



Sales (Millions)



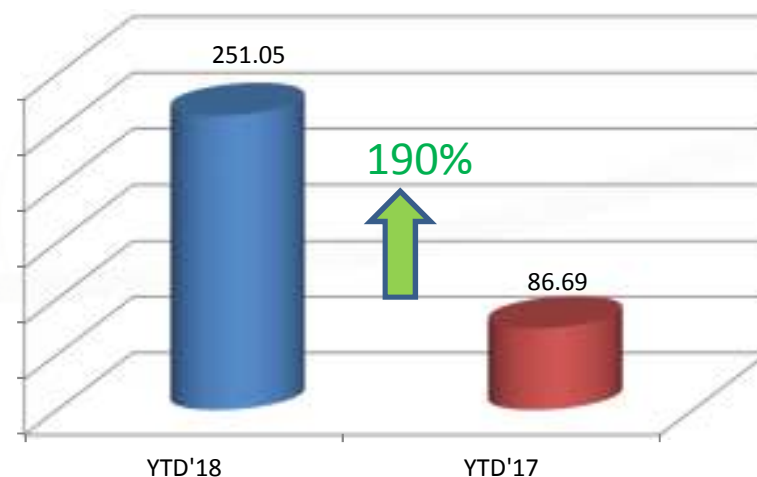
Sales Mix (%)



EBITDA (Millions)



PAT (Millions)



Note : Previous year numbers adjusted on account of Ind-AS adoption

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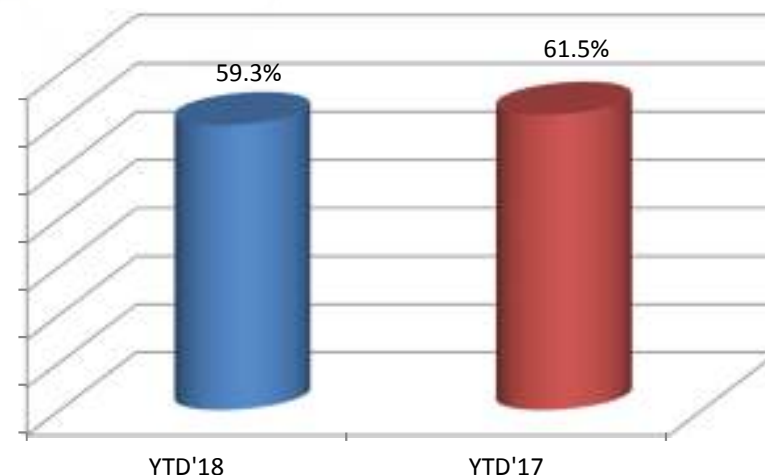
Operational Parameters : Apr-Sep FY'18 vs FY'17



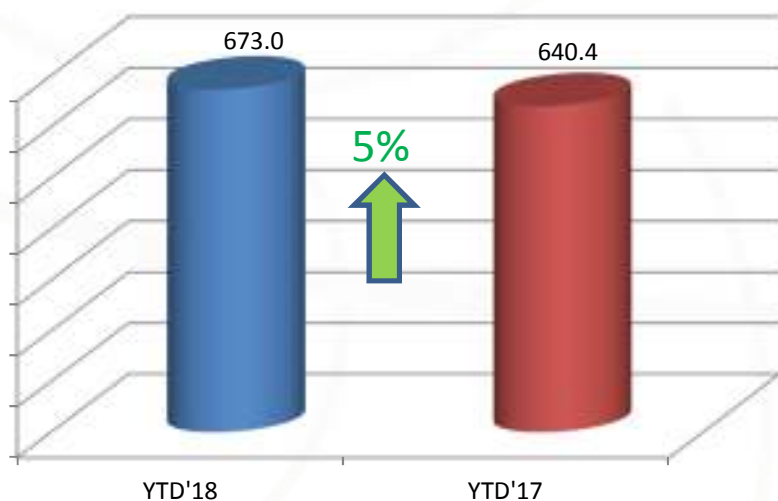
Footfall (lakhs)



Conversion Rate (%)

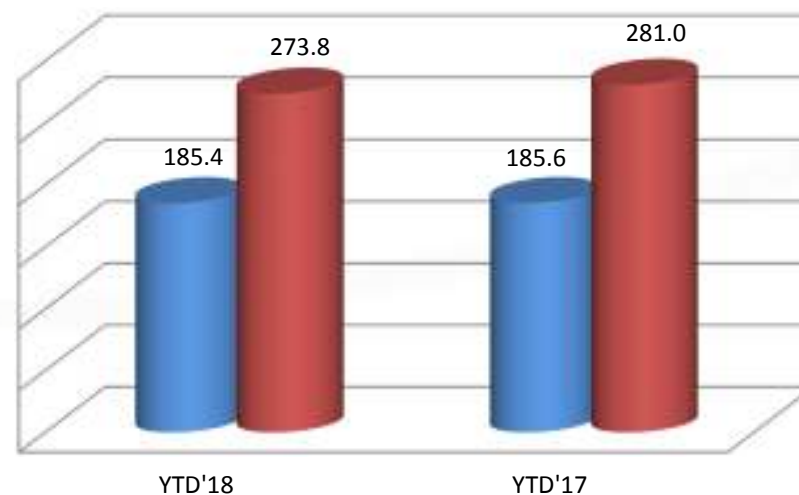


Transaction size (Rs.)



Average Selling Price (Rs)

■ Total ■ Apparel

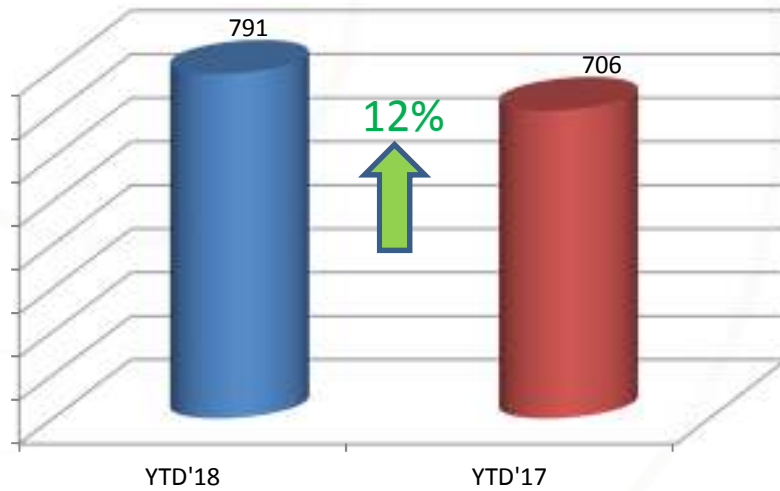


Note : Method of calculation for ASP is on Gross Sales basis

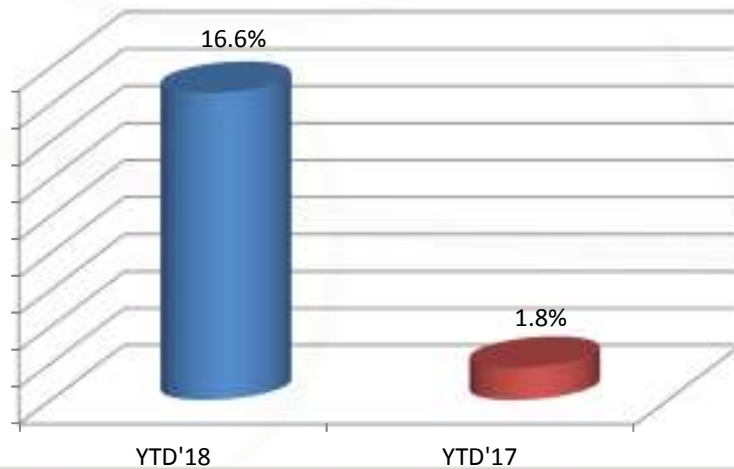
Operational Parameters : Apr-Sep FY'18 vs FY'17



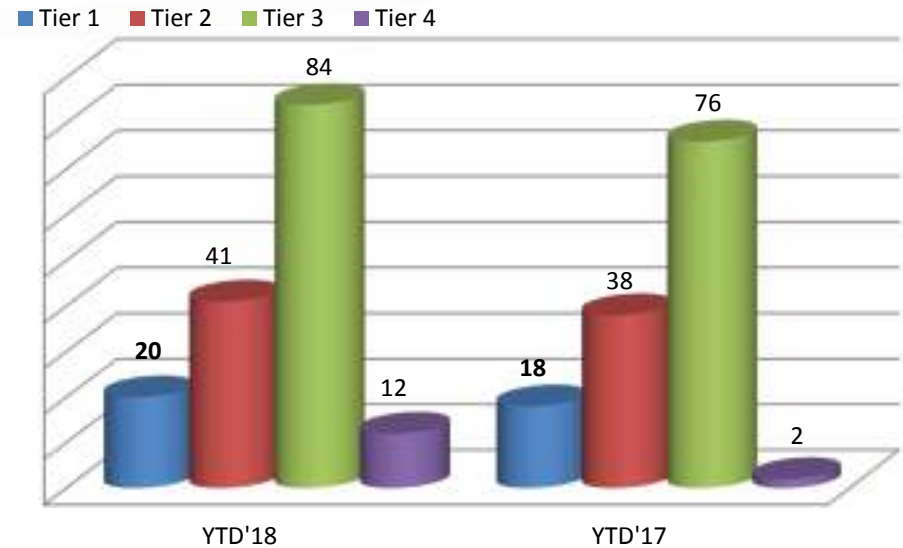
Sales per sq feet (per month)



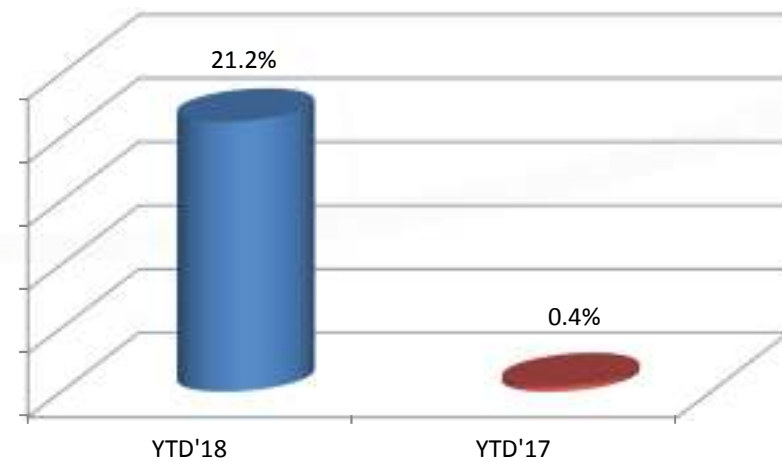
Same Store Sales Growth (Apparel) (%)



Store Count (Nos)



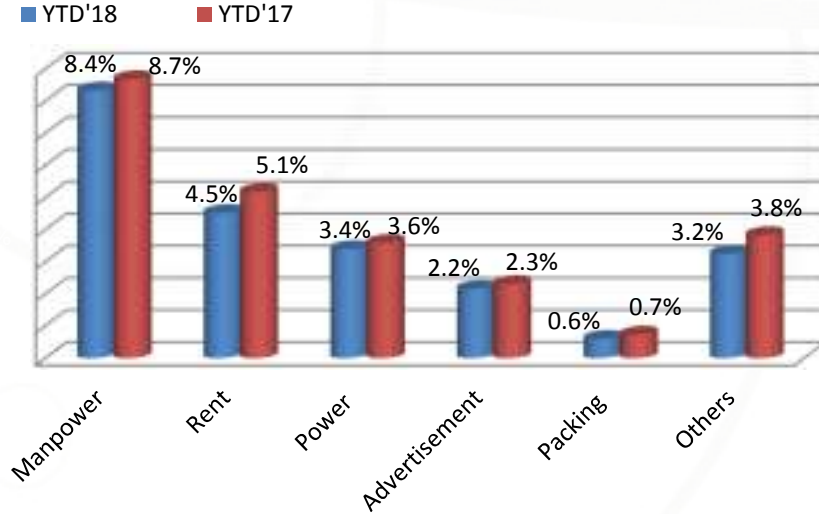
Same Store Volume Growth (Apparel) (%)



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Operational Parameters : Apr-Sep FY'18 vs FY'17

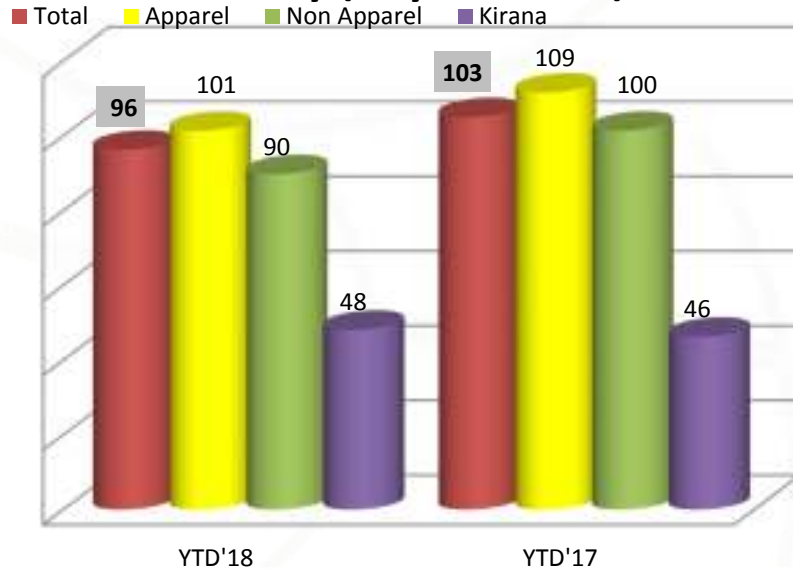
Expenses (% of Sales)



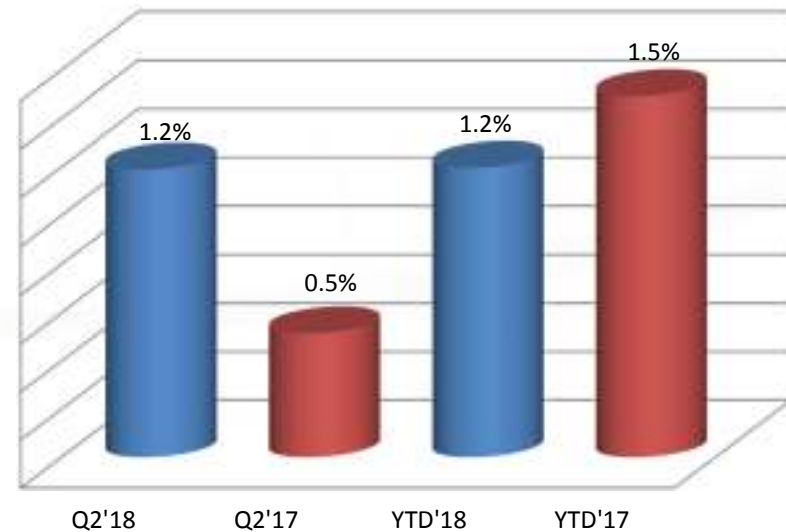
Retail Space (lakhs Sq feet)



Inventory (Days of Sales)



Shrinkage (% of Sales)



Key highlights of Q2 FY'18 vs FY'17 results



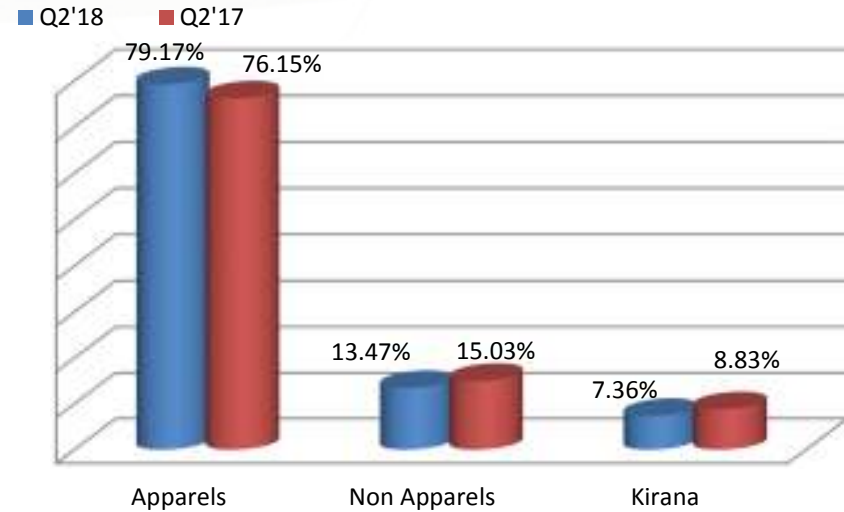
- **Revenue growth : 23% for the quarter**
- **Same Store Sales growth (Apparel)**
 - **By Value 8%**
 - **By Volume 13%**
- **Sales per sq. feet (per month) increases by 7% to Rs. 678 YoY**
- **Stores count increases to 157**
- **Contribution of segment to total revenue**
 - **Fashion 93%**
 - **Kirana 7%**
- **Net profit increases by 494% to Rs. 27 millions**

Financial Parameters – Q2 FY'18 vs FY'17

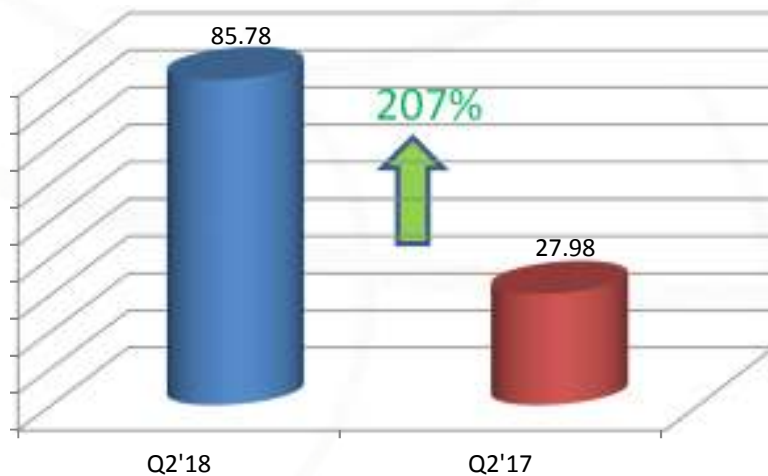
Sales (Millions)



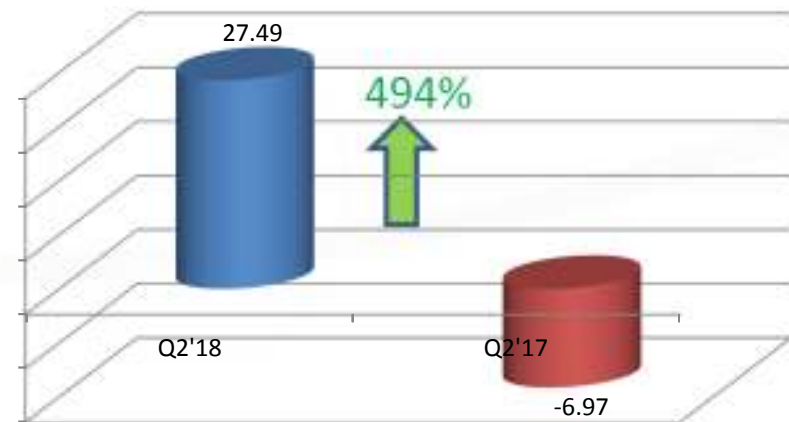
Sales Mix (%)



EBITDA (Millions)



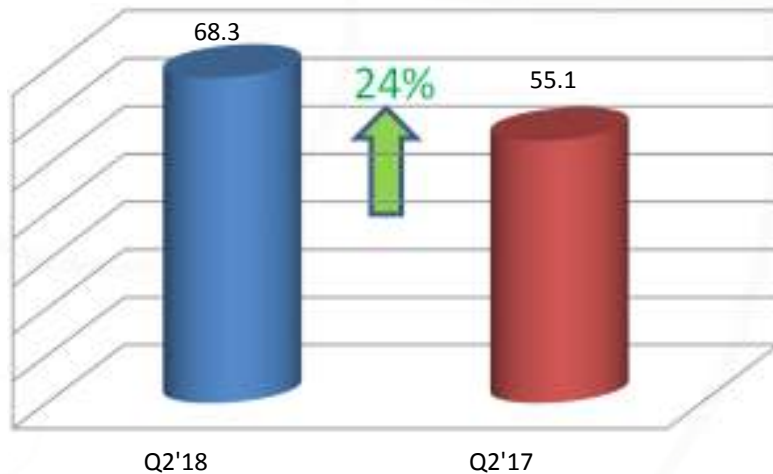
PAT (Millions)



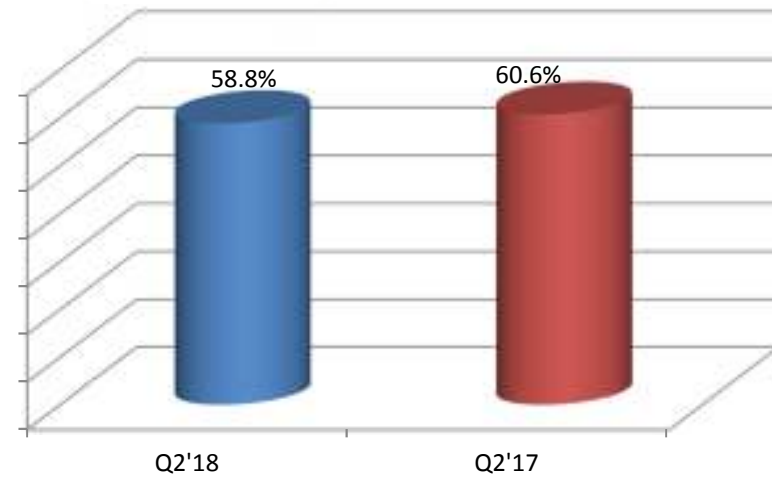
Note : Previous year numbers adjusted on account of Ind-AS adoption

Operational Parameters – Q2 FY'18 vs FY'17

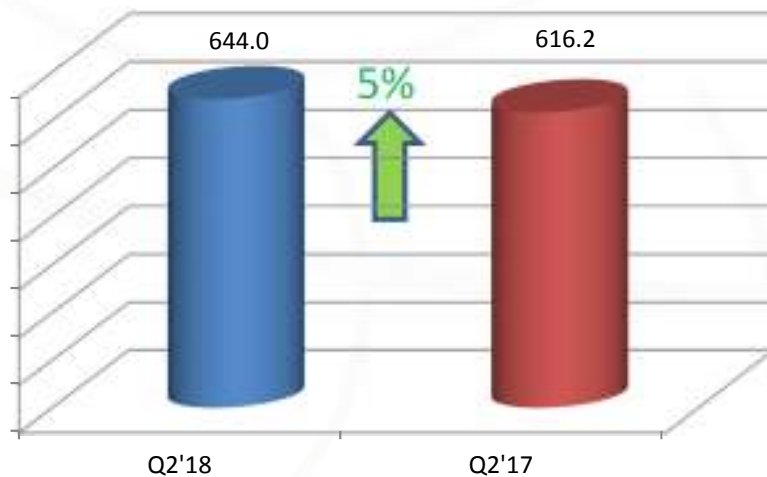
Footfall (lakhs)



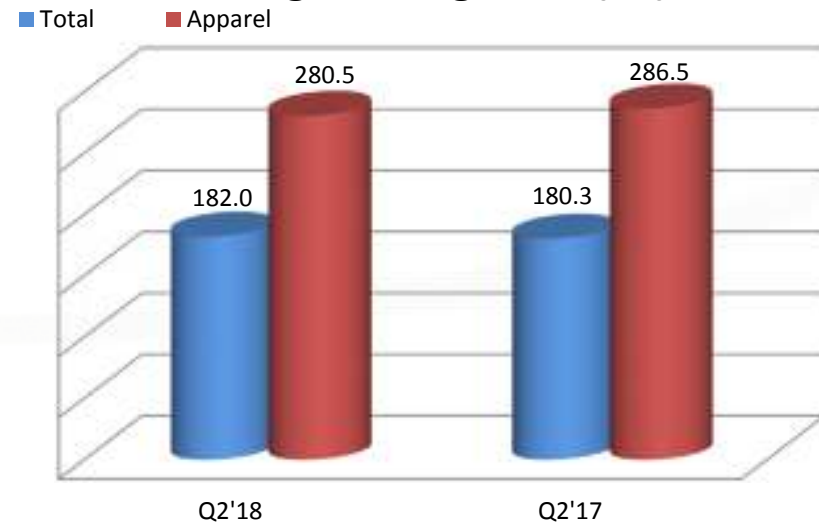
Conversion Rate (%)



Transaction size (Rs.)



Average Selling Price (Rs)



Note : Method of calculation for ASP is on Gross Sales basis

Financial Review – Profit & Loss Statement



₹ in million (except per share data)

Particulars	For the period ended	
	30.09.2017	30.09.2016
	(Unaudited)	(Unaudited)
I. Revenue from operations	5,571	4,230
II. Other income	19	22
III. Total Revenue (I + II)	5,590	4,252
IV Total Expenses (IV)	5,228	4,122
V Profit before tax (III-IV)	362	130
VI Total tax expense* (VI)	111	44
VII Profit for the year (V-VI)	251	86
VIII Other Comprehensive Income	-1	1
IX Total Comprehensive Income for the period (VII+VIII)	250	87
X Earnings per share (before extraordinary items) (of ₹10 each) (not annualised)		
(a) Basic	13.83	0.48
(b) Diluted	13.79	0.48

* Tax expense includes deferred tax

Note : Previous year numbers adjusted on account of Ind-AS adoption

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Financial Review - Balance Sheet and CFS



V-Mart Retail Limited
Balance Sheet as at Sept 30, 2017

	Note No.	As at Sept 30, 2017	As at March 31, 2017
Assets			
Non-current assets			
a) Property, plant and equipment	3(a)	1,243	1,102
b) Capital work in progress	3(b)	40	12
c) Other intangible assets	3(c)	20	27
d) Intangible assets under development	3(d)	5	-
e) Financial assets			
i) Investments	4(a)	61	99
ii) Other financial assets	4(b)	67	62
f) Other non current assets	5	100	108
g) Deferred tax asset (net)	6	103	79
Total non-current assets		1,639	1,489
Current assets			
a) Inventories	7	3,204	2,691
b) Financial assets			
i) Investments	8(a)	48	620
ii) Trade receivables		-	-
iii) Cash & cash equivalent	8(b)	112	29
iv) Bank balances other than (ii) above		-	-
v) Loans		-	-
vi) Other financial assets	8(c)	9	7
c) Current tax assets (net)		38	-
d) Other current assets	9	224	28
Total current assets		3,635	3,375
Total assets		5,274	4,864
Equity and liabilities			
Equity			
a) Equity share capital	10	181	181
b) Other equity			
i) Reserve & surplus	11(a)	1,815	1,600
ii) Other reserves	11(b)	934	920
Total equity		2,930	2,701
Liabilities			
Non-current liabilities			
a) Financial liabilities			
i) Borrowings	12	5	6
ii) Other financial liabilities		-	-
b) Provisions	13	37	29
Total non-current liabilities		42	35
Current liabilities			
a) Financial liabilities			
i) Borrowings	14(a)	452	349
ii) Trade payables	14(b)	1,673	1,599
iii) Other financial liabilities	14(c)	131	77
b) Other current liabilities	16	42	57
c) Provisions	15	4	46
Total current liabilities		2,302	2,128
Total equity & liabilities		5,274	4,864

Note : Previous year numbers adjusted on account of Ind-AS adoption

(₹ in million, unless stated otherwise)

V-Mart Retail Limited

Cash Flow Statement for the period ended 30 September 2017

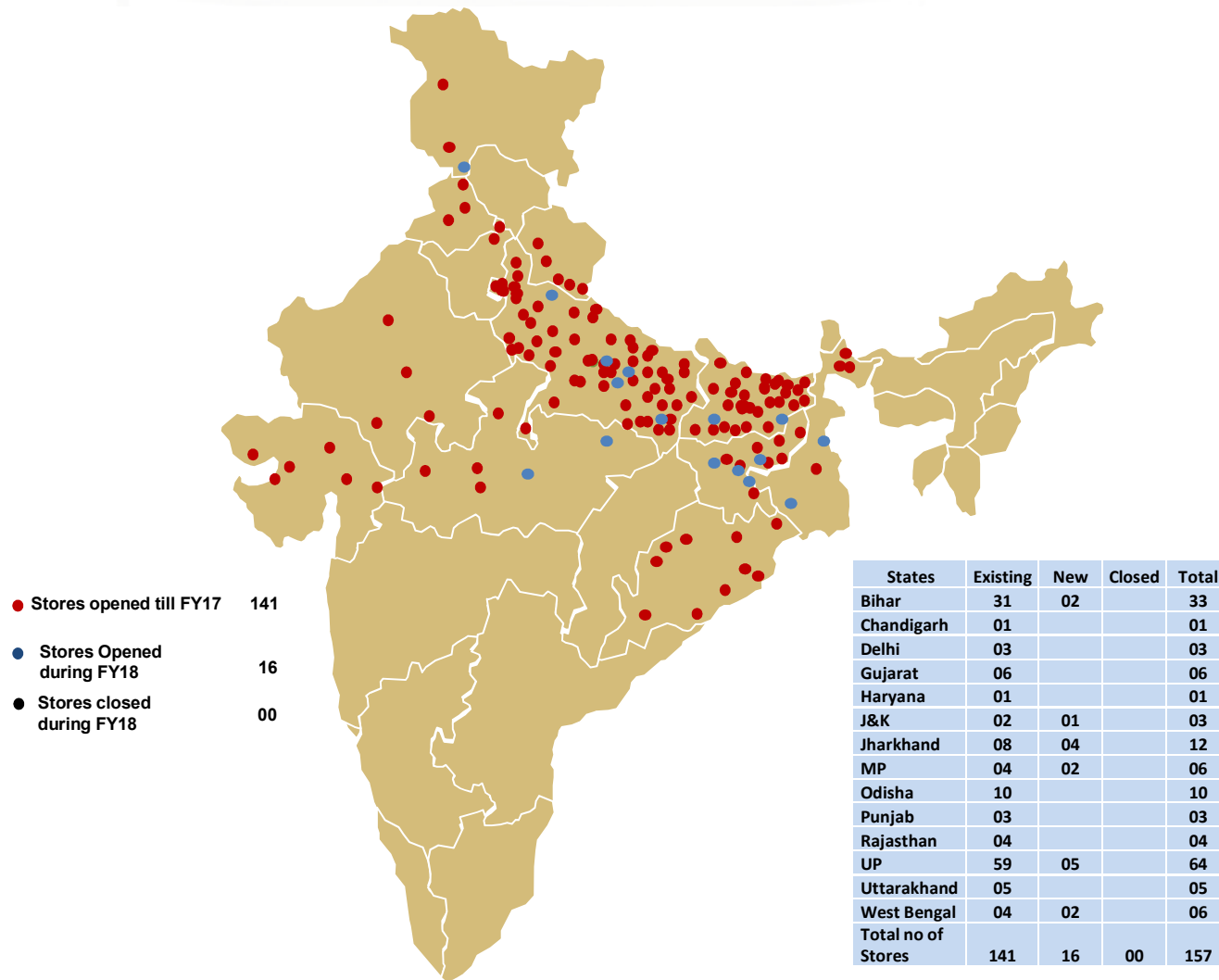
	For the period ended 30 Sept 2017	For the period ended 31 March 2017
A. Cash flows from operating activities		
Net profit before tax and before extra-ordinary items	383	601
Adjustment for:	91	424
Operating profit before working capital changes	474	1,025
Movements in working capital :	(592)	(106)
Cash generated from operations	(118)	919
Taxes paid	(223)	(243)
Net cash flow from operating activities	(341)	676
B. Cash flows used in investing activities		
Net cash flow used in investing activities*	348	(721)
C. Cash flows from/(used in) financing activities		
Net cash flow from/(used in) financing activities	76	52
Net increase/(decrease) in cash and cash equivalents	83	7

* Investment in fixed assets is ₹270 million (previous year: ₹416 million) in net cash flow used in investing activities

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**STORES GEOGRAPHIC SPREAD
&
SALES PROMOTIONS
Q2 FY'18**

V-MART RETAIL LTD.



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New Stores



1.



	State	Date of Opening	Retail Space (Sq ft)
1.	Uttar Pradesh	05.08.17	6960
2.	Jharkhand	19.08.17	10976
3.	Bihar	30.08.17	7200

2.



3.



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New Stores



4.



	State	Date of Opening	Retail Space (Sq ft)
4.	Jharkhand	31.08.17	7579
5.	West Bengal	14.09.17	8366
6.	Jharkhand	21.09.17	10972

5.



6.



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New Stores



7.



	State	Date of Opening	Retail Space (Sq ft)
7.	West Bengal	21.09.17	6571
8.	Jharkhand	27.09.17	7300

8.



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PROMOTIONS – CAMPAIGNS – Q2



S. No.	Campaign	Launch	Location
01	EOSS	1 st July 2017	All India
02	Mega Sale Mega Discounts	11 th August 2017	All India
03	Home Mart Special	19 th August 2017	All India
04	Festive Campaign	25 th August 2017	All India

PROMOTIONS – EOSS



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PROMOTIONS – MEGA SALE MEGA DISCOUNTS



71 वें
स्वतंत्रता दिवस
की हार्दिक
शुभकामनाएँ।

**मेगा
SALE
MEGA
DISCOUNTS**

6 DAYS

सबसे सस्ते दिन
11 - 16 AUGUST, 2017

**V
MART**
PRICE "LESS" FASHION

*T&C Apply

The advertisement features a large, 3D, golden-yellow '6' with 'SALE MEGA DISCOUNTS' written on it. A man is sitting on top of the '6', and another man is kneeling next to it. A family of four (mother, father, and two children) are standing to the left, holding shopping bags. The background is grey with green and yellow swooshes. The V MART logo and tagline are on the right. The dates of the sale are at the bottom of the '6'.

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PROMOTIONS – HOME MART SPECIAL



KHUSHIYON KI KHARIDARI

V MART
PRICE "LESS" FASHION

Upto 50% OFF

BED SHEET
MRP ₹ 749/-
Just ₹375/-

WATER BOTTLE
MRP ₹ 89/-
Just ₹45/-

GLASS SET
MRP ₹ 149/-
Just ₹75/-

MILK MUG
MRP ₹ 89/-
Just ₹45/-

And many more items...

*T&C Apply

"Price Less" Fashion,

PROMOTIONS – FESTIVE CAMPAIGN



V MART
PRICE "LESS" FASHION

GET INTO THE FESTIVE SPIRIT

ASSURED GIFTS
AC, Refrigerator, LED, 32 inch Camera Set, Mixer, 10000 worth, Free Gift, Hand Blender

LUCKY DRAW
BIKE, LED, CAR

FESTIVAL LADIES DRESS
₹599*

GIRLS SALWAR SUIT
₹599*

LEHNGA
₹799*

KURTA PYJAMA
₹749*

MUGHO JACKET
₹799

*T&C apply

"Price Less" Fashion,

Thank you!