



# VAIBHAV GLOBAL LIMITED

Ref: VGL/CS/2022/46

Date: 23<sup>rd</sup> May, 2022

**National Stock Exchange of  
India Limited (NSE)**  
Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex,  
Bandra, Mumbai – 400 051  
**Symbol: VAIBHAVGBL**

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

**Subject: Press Release**

Dear Sir / Madam,

Please find enclosed press release titled “**Vaibhav Global Limited Q4 & FY22 Financial Results**”

Kindly take the same on record.

Thanking you,

Yours Truly,

For Vaibhav Global Limited

  
Sushil Sharma  
Company Secretary



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# Vaibhav Global Limited

## Q4 & FY22 Financial Results

*Stable Performance: Investing & Creating Growth Enablers*

*Recommended final dividend of Rs. 1.50 per equity share*

**Jaipur, May 23, 2022:** Vaibhav Global Limited (VGL), a global E-tailer of Fashion Jewellery, Apparels, Lifestyle Products and Accessories on TV and Digital Platforms, announced its financial results for the quarter and financial year ended March 31, 2022.

### Financial Performance Highlights:

#### Q4 & FY22 performance overview

- Q4 and FY22 revenue grew by 2.9% and 8.4% Y-o-Y respectively. Compared to same periods of FY20, revenue in Q4 and full year grew strongly by 37.6% and 38.6% respectively.
- Digital revenue mix continuously increasing, now at 37% of total retail revenue
- Industry leading gross margins at 60.0% and 62.3% for Q4 and FY22 respectively
- EBITDA margin in Q4 FY22, excluding Germany at 8.9% vs 12.8% in Q4 FY21. Margin momentarily impacted by accelerated investments in digital marketing, marketplaces, and increased airtime on OTA platforms
- PAT for Q4 and FY22 was Rs. 27 crores and Rs. 237 crores respectively vis-à-vis Rs. 56 crores and Rs. 272 crores for same period last year. Adjusted for loss in Germany, PAT for the quarter and full year would be Rs. 41 crores and Rs. 286 crores respectively.
- ROCE at 31% and ROE at 23% (on TTM basis), return ratios reflecting short-term impacts of conscious business investments but are still at very healthy levels and at par with normal pre-covid years
- Recommended final dividend of Rs 1.50 per share (face value Rs 2 each) making cumulative dividend of Rs. 6.00 per share for FY22

### Key Recent Developments:

- **FY22 was a year of investments:**
  - Made long-term investments in building our digital competencies, automation, channel upgrade and Geographical expansion.
  - Continued with planned investments in new OTA homes, elevated digital marketing spends on OTT's, social media search and third-party marketplaces. We believe these investments to be necessary for future growth and offers long-term profitability prospects, for instance, Life-Time Value of an OTT customer is almost 5 times more than a TV customer.
  - Also invested in our tech infrastructure where we upgraded our website in US- moving it to Salesforce and upgraded our mobile and OTT apps in US & UK.



- Unique Customers (TTM basis) at 4,97,459, almost flattish vs higher levels of last year which also had a decent proportion of customers who bought essential items
- New registrations on TTM basis are 3.2 lakhs which is slightly lower YoY. However, the numbers are significantly higher by 79% over FY20
- Digital platforms are generating desired results. New customer acquisition on TTM basis stands at 2.3 lakhs, adjusted for essentials, it is higher by 16% over FY21 and 60% up over FY20
- Consciously raising awareness on improving productivity and cost efficiency measures. Expecting annualized savings of \$6-7 million through such initiatives
- **Germany:** Increased TAM (Total Addressable Market) by ~20%. Live TV broadcasting in 27mn households. Premium transponder on satellite (positioned next to market leader). Positive Customer Orientation with CSAT and NPS scores of 96 & 63 respectively. To breakeven by third quarter of FY24, being one year earlier than projected
- TJC UK announced Freeview Channel change to #22 from erstwhile Freeview Channel #50, the investment is expected to enhance the viewership of its proprietary TV channel substantially
- Acquired 60% stake in Encase Packaging Pvt Ltd., a packaging company. The acquisition will further consolidate our existing integrated supply chain and give substantial saving in packaging costs
- Provided 63 mn meals since inception of one-for-one meal program '**Your Purchase Feeds...**' averaging ~59,000 meals being donated every single school day
- VGL conferred with '**IGJ Award**' for being 'highest exporter of silver jewellery'. This is the sixth consecutive year that VGL has emerged as highest exporter of silver jewellery in the country

***Commenting on the performance for Q4 FY22 Mr. Sunil Agrawal, Managing Director, Vaibhav Global Limited said,***

*We delivered revenue of Rs. 685 crores for fourth quarter, up by 2.9% Y-o-Y and closed the fiscal year with 8.4% revenue growth, which is in line with the guidance we set out in Q3. The revenue growth is more encouraging when we compare it with Q4 of FY20 and full year FY20 which is 37.6% and 38.6% respectively. We maintained our gross margins at 60.0% in Q4 and 62.3% for FY22, which is at par with FY21. Our industry leading margins are made possible because of high margin product mix, efficient price management, efficient planning, in-house manufacturing and wide sourcing base.*

*FY22 was a year of investments for us wherein we made long-term investments in building our digital competencies, automation, channel upgrade and Geographical expansion. We continued with our planned investments in new OTA homes, elevated digital marketing spends on OTT's, social media search and third-party marketplaces. We believe these investments to be necessary for future growth. We also invested in our tech infrastructure and upgraded our website in US and mobile & OTT apps in US & UK. In UK, our freeview channel upgradation to #22 from erstwhile channel 50 is yielding improved viewership and increased new customer acquisition. Implementation of robotic automation at our UK and US warehouses have started to yield positive results, with complete benefits accruing in coming quarters. Germany has also been faring well and its performance has been as per our plans. We continue with our guidance to achieve breakeven in Germany by H2 of FY24. During the quarter, Shop LC has finalised architect for its upcoming headquarters in Austin, Texas with expected completion by H2 of FY24. This investment is expected to provide cost optimization, functional integration, and resultant growth opportunities. VGL group has also completed acquisition of Encase Packaging Private Limited,*



*this acquisition will further strengthen our supply chain network providing requisite flexibility and cost advantage.*

*Our vertically integrated supply chain network spanning ~30 countries is the backbone of our business and a key differentiator vis-à-vis our peers. Further, the 4R's- widening Reach, new customer Registrations, customer Retention and Repeat purchases remains to be our key priorities for overall growth. The reach of our TV networks by the end of Q4 FY22 was ~124 million TV homes which is 19% higher YoY. New registrations in trailing 12-month period came in at 3.2 lakhs. The number was slightly higher last year owing to essentials customers. As of the end of FY22, we registered an average purchase of 27 pieces on TTM basis by our customers which is at par with FY21. Our customer retention rates stood at 40% on TTM basis. The retention ratio is lower YoY as last year had a wider base of customer who bought essential items. Recently, VGL has been conferred with IGJ Award by The Gem & Jewellery Export Promotion Council (GJEPC) for being the highest exporter of silver jewellery from India and this is the sixth time in a row that VGL has won this award. Sustainability is at the core of everything we do and the same is reflected in our mission and guides our decisions and actions. In our One for One mid-day meal program- **Your Purchase Feeds....** we have crossed a milestone of 63 million meals with a run rate of 59,000 meals donated every single school day.*

*While the greater economy is grappling through inflationary pressures, demand and cost challenges, we being value player, we are optimistic on medium and long-term growth journey of VGL and would like to reiterate that our long-term investments will support our growth ambitions. We are confident to combat the inflationary challenges and deliver continued growth and expect current financial year to have mid-single digit revenue growth. However, our outlook for medium to long term remains unchanged and we are confident to maintain and deliver our original guidance of mid-teens growth. We have a healthy cash and bank balance which we will deploy prudently considering future growth drivers and efficient operations. The Board has paid dividends of Rs. 4.50 per equity share during first 9 months of FY22 and have further recommended final dividend of Rs. 1.50 per share for the year.*

**- ENDS -**

## **About Vaibhav Global Limited**

Vaibhav Global Limited (VGL) is listed on stock exchanges in India (BSE: 532156, NSE: VAIBHAVGBL, ISIN - INE884A01027). VGL is an omni-channel E-tailer of fashion jewellery, accessories, and lifestyle products in developed markets with direct access to ~124 million households (FTE) through its TV home shopping networks – Shop LC in US, Shop TJC in UK and Shop LC in Germany. The Company's ecommerce websites [www.shoplc.com](http://www.shoplc.com) in the US, [www.tjc.co.uk](http://www.tjc.co.uk) in the UK and [www.shoplc.de](http://www.shoplc.de) in Germany, complement TV coverage and diversify customer engagement. The Company is committed to 'Delivering Joy' to all the stakeholders. Through its flagship One for One Program now '**Your Purchase Feeds...**' where a meal is provided for every piece sold at the retail channels, the Company has provided over 63 million meals in US, UK, Germany, and India since program inception.

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