

Ref: VGL/CS/2022/79

Date: 2<sup>nd</sup> August, 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: Financial Results Presentation** 

Dear Sir / Madam,

Pursuant to regulation 30(6) of the SEBI (LODR) Regulations, 2015 please find enclosed Financial Results Presentation of Q1 FY 2023.

Kindly take the same on record.

Thanking you,

Yours Truly,

For Vaibhav Global Limited

Sushil Sharma
Company Secretary



# Commenting on Q1 FY23 Performance

## MD's Message



Mr. Sunil Agrawal

Managing Director

Vaibhay 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.

## Q1 FY23 : KEY HIGHLIGHTS





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



Gross margins continue to be strong at 62%



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...'

## TABLE OF CONTENTS



1 Business Background Details

Highlights for the Quarter

Q1 FY23 Financial Performance

Financial Performance Trends















## GUIDING PILLARS THAT DEFINES VGL



# **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
on electronic
retail platforms

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



(US), Shop LC **TJC** (UK) Shop Shop LC and (Germany) are with brands strong customer visibility

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



- Professional management team
- Strong and Independent Board
- > BSR & Co. LLP Global Auditor
- > Deloitte Internal Auditor



Exceptional one for one social program – 'Your Purchase Feeds...'

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



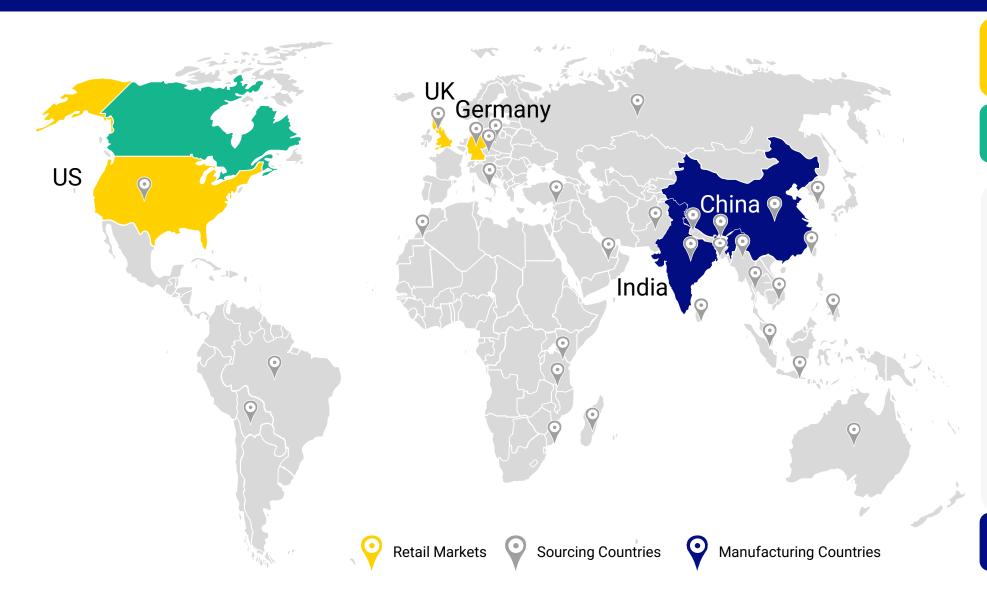
- Continued investment in building digital capabilities
- Scalable model with limited capex requirement



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

## TRULY GLOBAL





#### **Retail Markets**

Shop LC | Shop TJC | Shop LC (US) (Germany) (UK)

#### **Operate Through Marketplaces** Canada

#### Sourcing

- India

- Kenya
- Vietnam
- Brazil

- UK
- China
- Thailand
- Indonesia
- Tanzania
- Russia
- Morocco
- Myanmar
- Madagascar
- Bolivia
- South Korea

- Sri Lanka

- UAE Japan
- Bangladesh
- Philippines
- Czech Republic

Mozambique

Germany

Italy

Turkey

Poland Singapore

- Taiwan
- Australia
- US

#### **Manufacturing Countries** India | China

## **COMPLETING 25 YEARS OF PUBLIC LISTING**



## **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

\*as on 31st March 2022 Results Presentation, Aug 2022



# **KEY PILLARS**

## **KEY PILLARS**





Wider Product Bouquet

An Efficient Interplay of



Vertically Integrated Supply Chain



Omni-Channel Presence

(Proprietary TV, OTA's, OTT, Marketplaces & Social Media)

In-House Brand Strength Higher Consumer & Wallet Share

Industry Leading Highest Gross Margin

Continuous Consumer Engagement

**Strong Balance Sheet** 

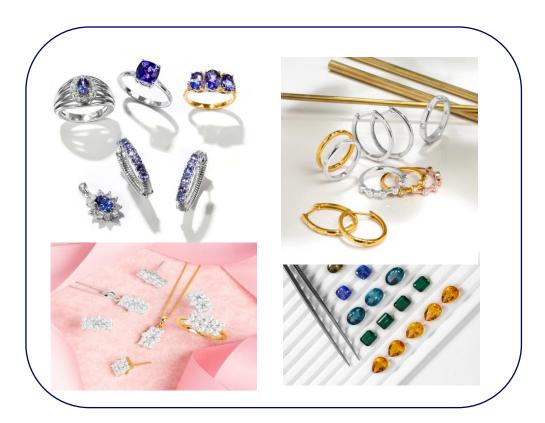
Value Creation for Stakeholders

## 2 POOLS OF PRODUCT VERTICALS



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

Fashion Jewellery, Gemstones & Accessories



Life-Style, Home Décor, Beauty Care, Apparels & Accessories



## VERTICALLY INTEGRATED SUPPLY CHAIN



#### **ASIAN BASE**

Serving

**WESTERN COUNTRIES** 

**Primary Retail Markets** 



- Low-cost manufacturing and value sourcing base
- Serving affluent but value-conscious customers in Western Developed Markets









India



China

Bali

**Thailand** 

**Hong Kong** 









## OMNI-CHANNEL SALES PLATFORM

**GERMANY** 

27mn\*

2.5mn





#### Proprietary TV channels and OTAs

UK



**73mn** 

**27mn OTA: 17mn** 18<sub>m</sub>n

\* Including 2mn HH in Austria







www.shoplc.com www.tjc.co.uk www.shoplc.de



#### **Mobile Applications**





#### Third Party Marketplaces



Google Marketplace









































Results Presentation, Aug 2022 Note: OTA - Over the Air; HH - Households Note: OTT - Over the Top

## 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:

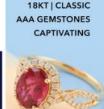
- Focus on 'IPR' rights for brand loyalty
- Future revenue mix: ~35% of global B2C revenue
- New brand launches regularly
- Inorganic opportunities (example: Rachel Galley)













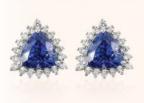




LUXORO | ILIANA RHAPSODY | GRAND PELLE | LAMAREY SYMPHONY HOME

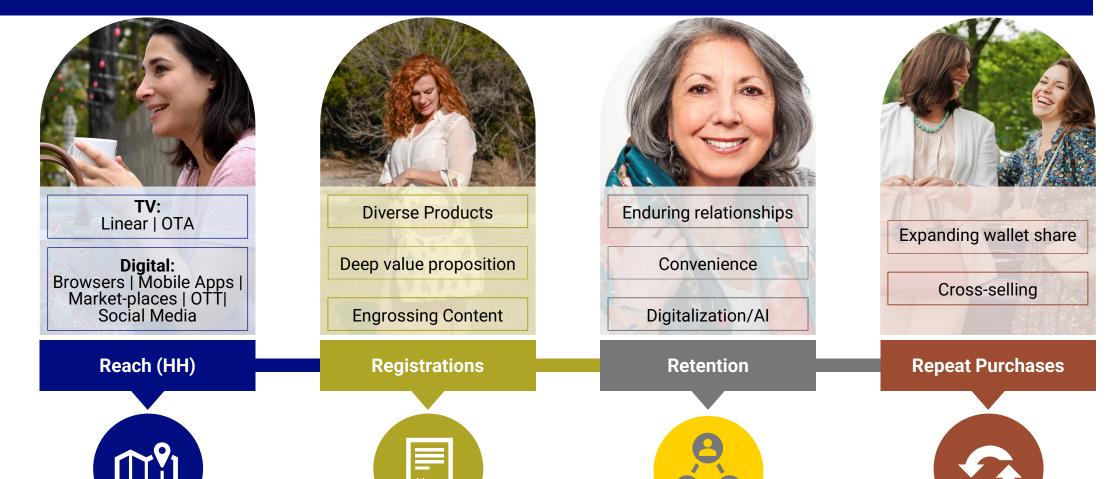






## 4R'S OF CUSTOMER ENGAGEMENT





41% (TTM)

 $\textbf{Note:} \ \mathsf{TTM:} \ \mathsf{Trailing} \ \mathsf{Twelve} \ \mathsf{Months} \ | \ \mathsf{*pieces} \ \mathsf{per} \ \mathsf{customer} \ | \ \mathsf{HH:} \ \mathsf{Households}$ 

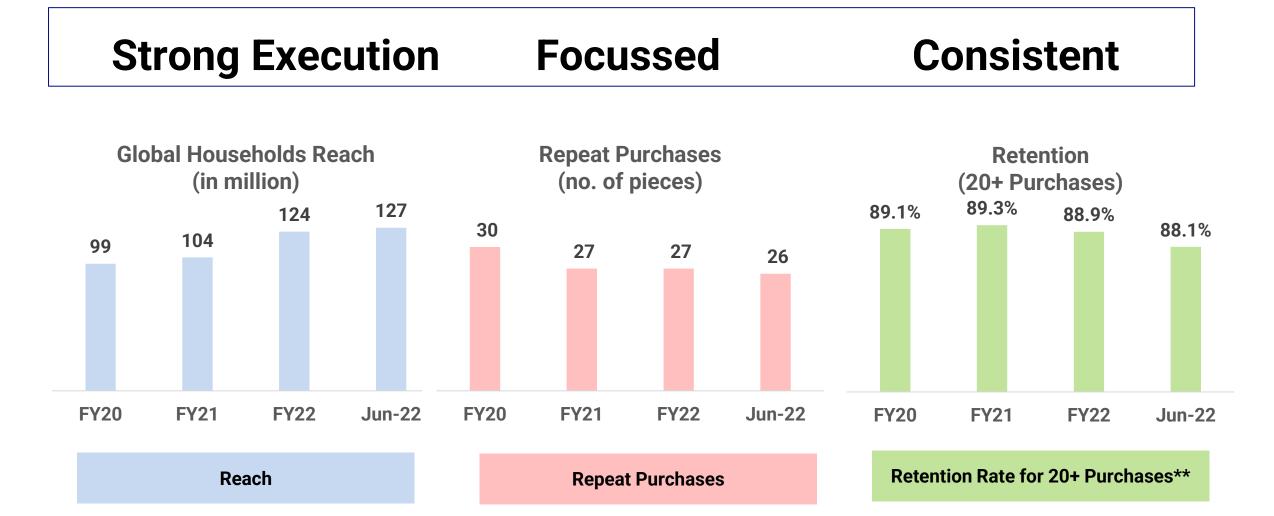
**127**<sub>mn</sub>

26\* (TTM)

**3.2** lakh (TTM)

## CONSISTENT DELIVERY





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

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

## 'DELIVERING JOY' THROUGH INNOVATION





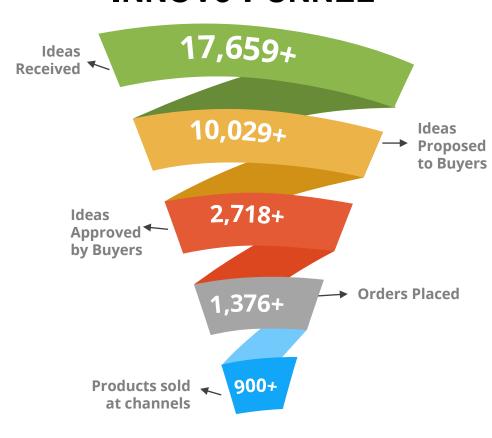
## SPARK

- An initiative to foster entrepreneurship within the organization
- Recently, 5 business ideas have been shortlisted for incubation



- 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

## **INNOV8 FUNNEL**



#### **Innovation Segment:**

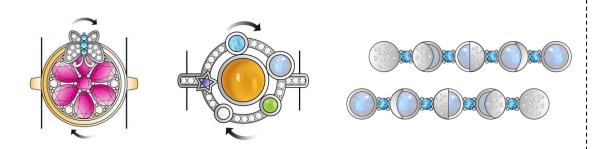
FY22 Revenue: \$17mn (~5% of group revenue)

FY21 Revenue: \$3.5mn (~1% of group revenue)

## CONSTANTLY REIMAGINING GROWTH WITH NEW DESIGNS & PRODUCTS



#### 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



Rubellite E



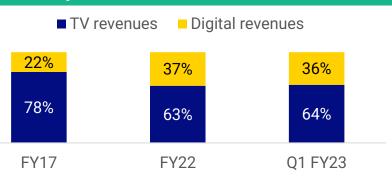
Ethiopian Emerald 6 Mm<sup>ntation</sup> Sales: \$ 860K

## BROAD BASED E-TAILER



#### **B2C Revenues by Format**

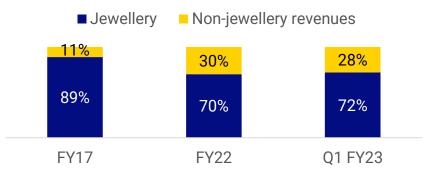




60.5% of digital revenues in Q1 FY22 were from Mobile platform (mobile app + mobile web browser)

#### **B2C Revenues by Product Category**

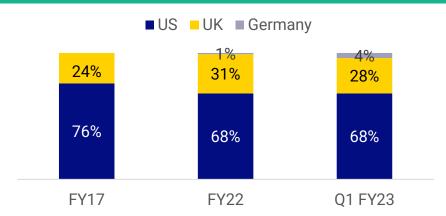




Jewellery revenues: Fashion jewellery, Gemstones and Accessories
Non-jewellery revenues: Lifestyle products, Home Décor, Beauty Care, Hair Care
and Accessories

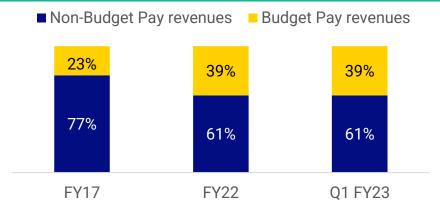
#### **B2C Revenues by Geography**





#### **Budget Pay penetration of B2C Revenues**







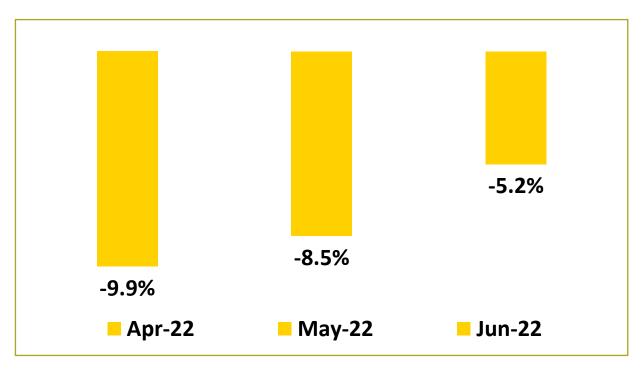
## RECENT TRENDS SHOWING VISIBLE IMPROVEMENT



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

	Q1 FY20	Q1 FY21	Q1 FY22	Q1 FY23
Net Revenue (Rs. in crores)	440	550	682	628
YoY growth (%)		25%	24%	-8%
Growth over Q1 FY20				43%
3 years CAGR				13%

# Recent revenue trend improving month-over-month



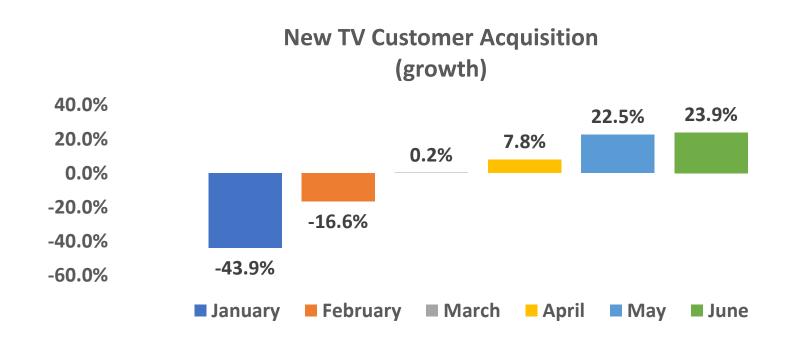
## UK: Freeview Channel Upgradation Yielding Positive Outcomes



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



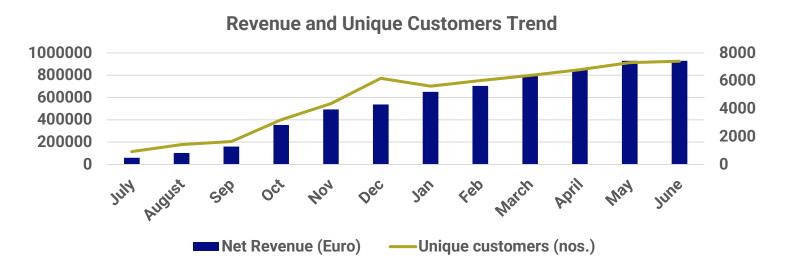




## GERMANY: PERFORMANCE REASSURING OUR INVESTMENT



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



- > Good revenue traction and customer base
- ➤ 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







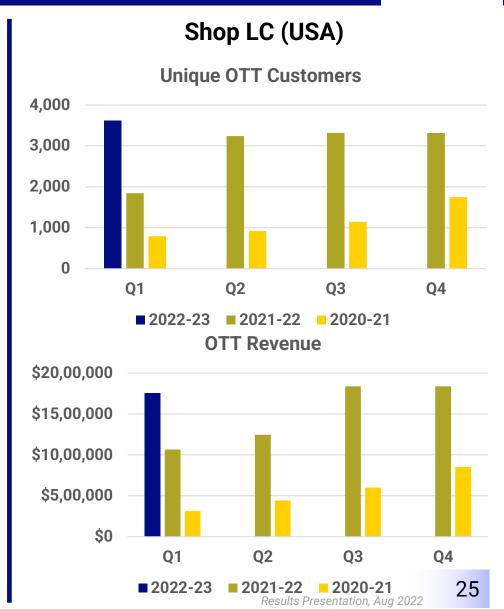
# Marketing & Engagement Roku & Apple TV

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







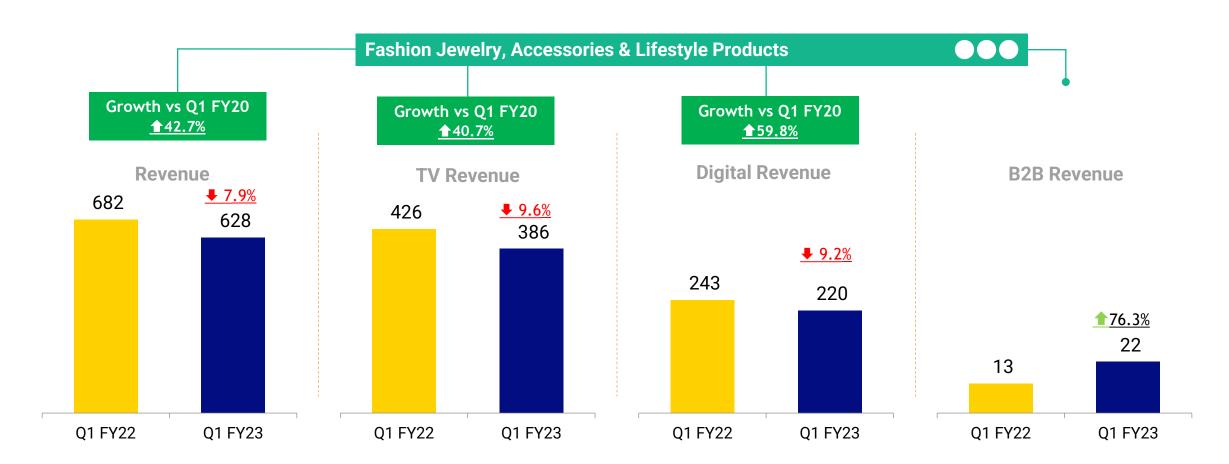




## FINANCIALS – Q1 FY23 PERFORMANCE



Revenue Breakdown - (Rs. crore)



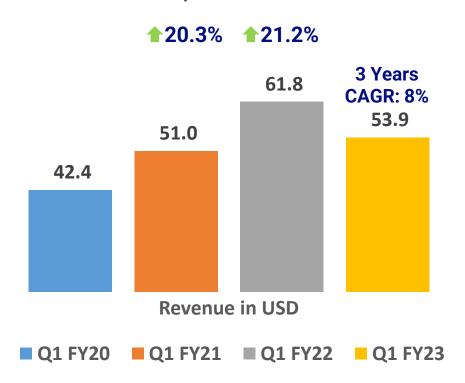
#### Note:

## RECENT PERFORMANCE ATTRIBUTED TO HIGHER BASE OF 2 YEARS



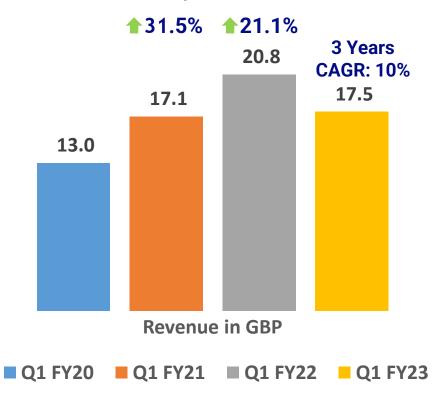
#### **Shop LC (US)**

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



#### **Shop TJC (UK)**

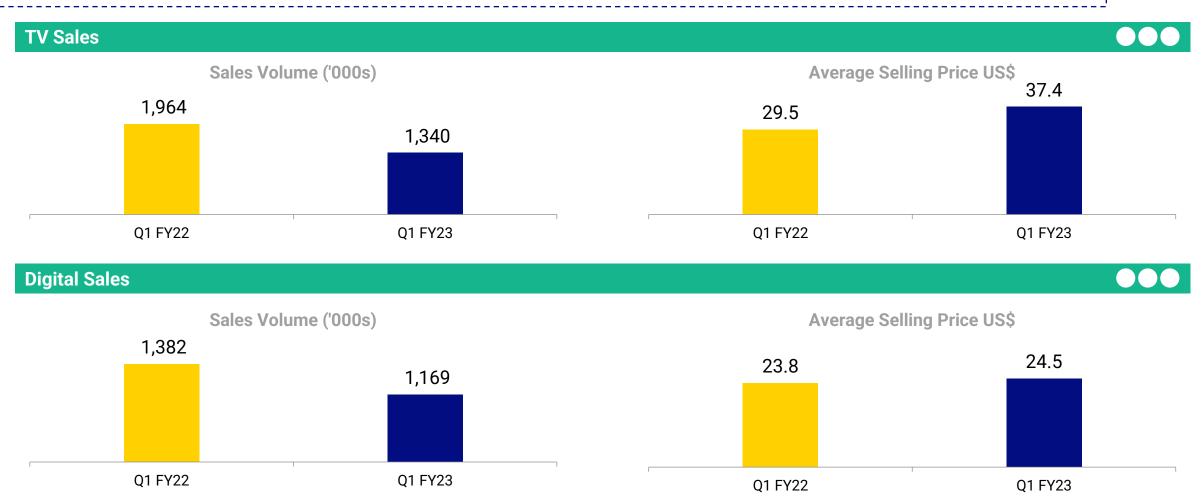




## RETAIL PERFORMANCE TRENDS – Q1 FY23



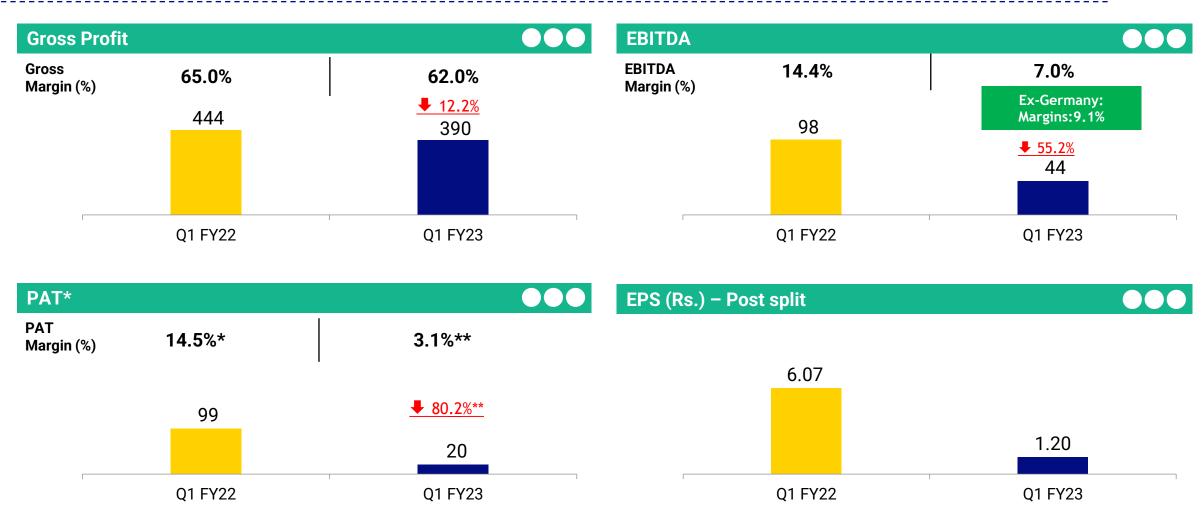
#### Volume and ASP



## FINANCIALS – Q1 FY23 PERFORMANCE



**Profits – (Rs. crore)** 



#### Note:

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

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

## EBITDA MARGIN WALK



Particulars	% To Revenue	Remarks
EBITDA Q1 FY22	14.4%	
Gross Margin	<b>♣</b> (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**



Cost Arbitrage: Call Centre Annual Visible Savings (FY23)

\$ 1-2 mn



Shipping & Warehousing

by IndiaFocus to further increase India's share in future

Presently ~50-60% volume of US & UK catered

- Shipping: Renegotiating and evaluating new vendors
- Labour productivity
- GEEK+: Warehouse Robotics Automation (to boost picking productivity)
- Warehouse consolidation



\$ 2-3 mn



Contract
Renewals &
Others

- Renegotiating with IT Vendors
- Optimising other costs

\$ 2 mn







# FINANCIAL PERFORMANCE TRENDS



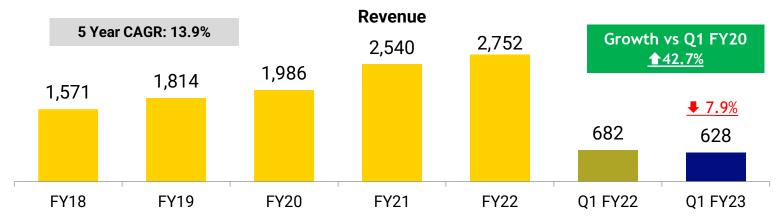


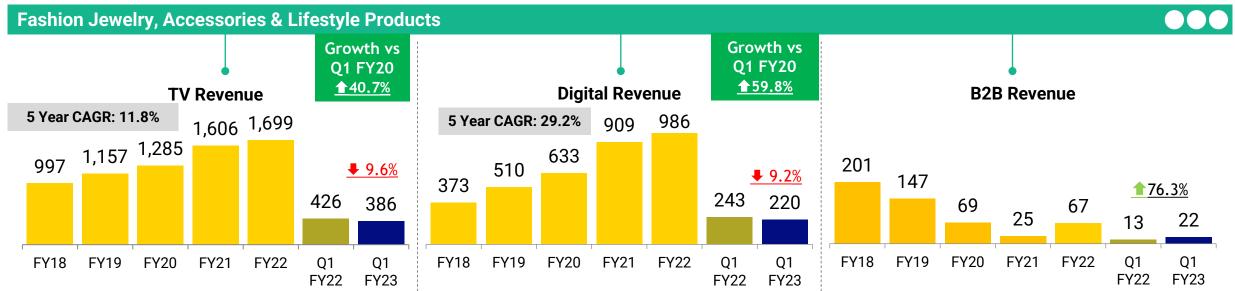


## FINANCIAL PERFORMANCE TRENDS



Revenue Breakdown - (Rs. crore)





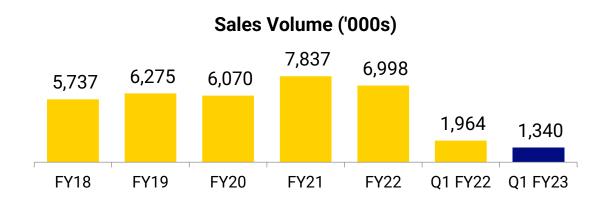
## RETAIL PERFORMANCE TRENDS

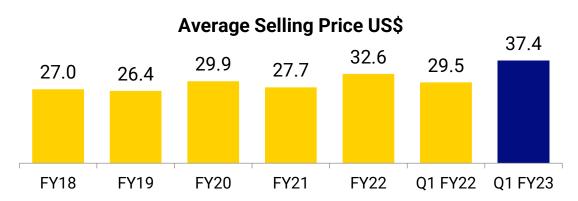


#### **Volume and ASP**

#### TV Sales

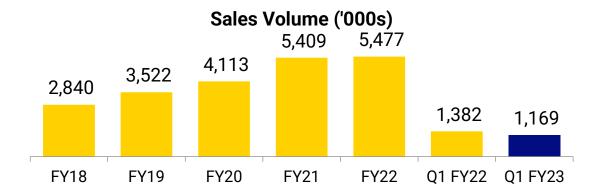


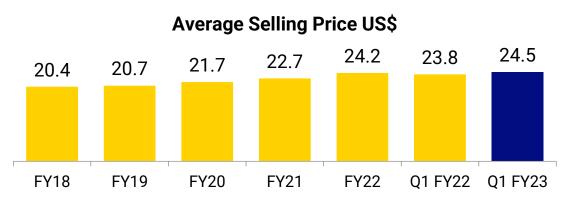




#### **Digital Sales**

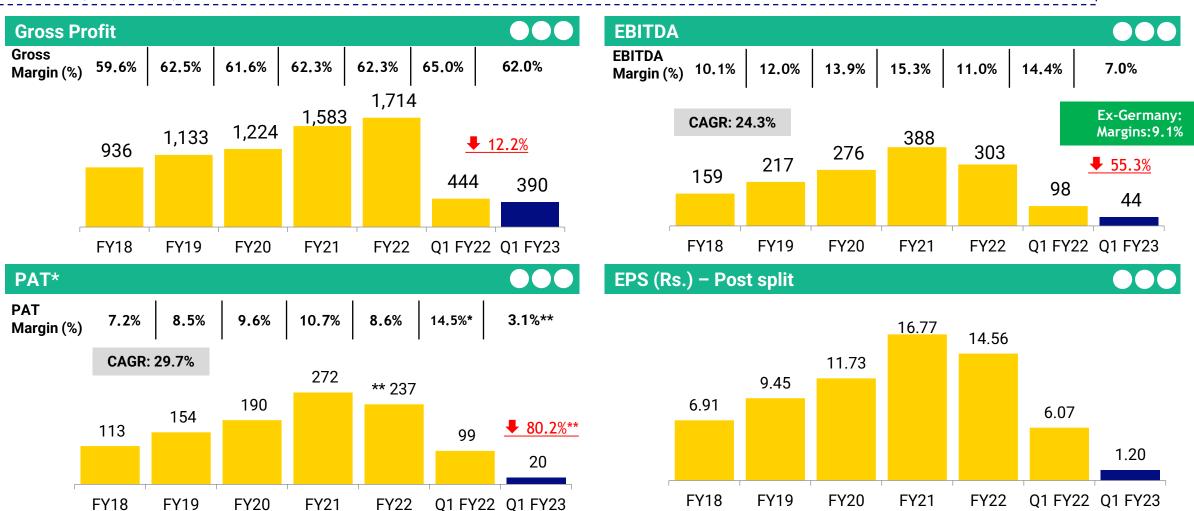








Profits – (Rs. crore)



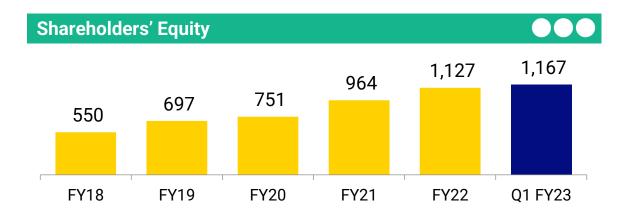
### Note:

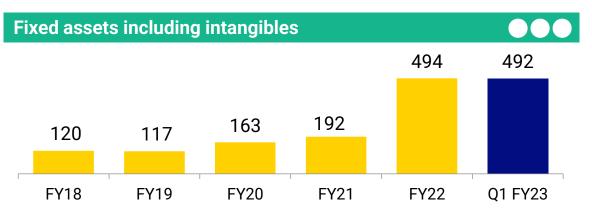
<sup>\*</sup> PAT for Q1 FY22 includes exceptional item of waiver of loan amounting to Rs. 33.22 crore

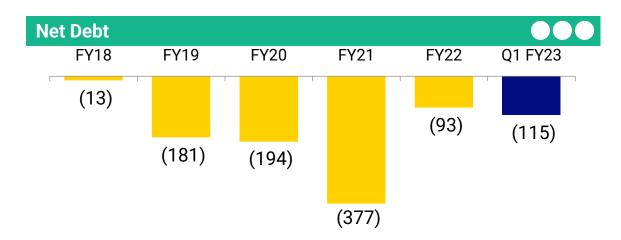
<sup>\*\*</sup>PAT: Excluding Germany & exceptional item: PAT growth: (53.9%); PAT margin: 10.6% and 5.5% for Q1 FY22 and Q1 FY23 respectively

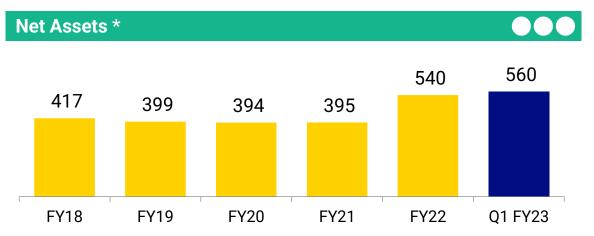


Balance Sheet - (Rs. crore)







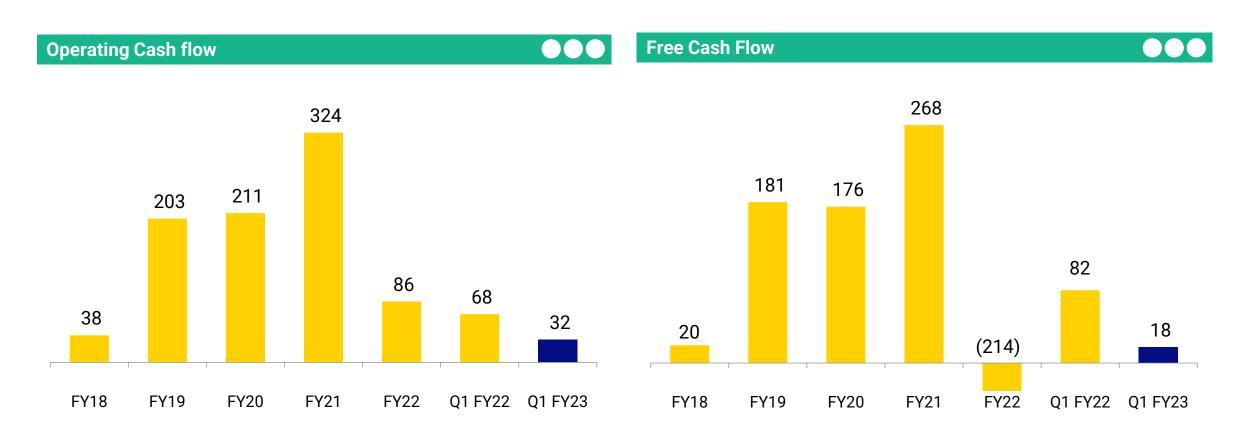


### Note:

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



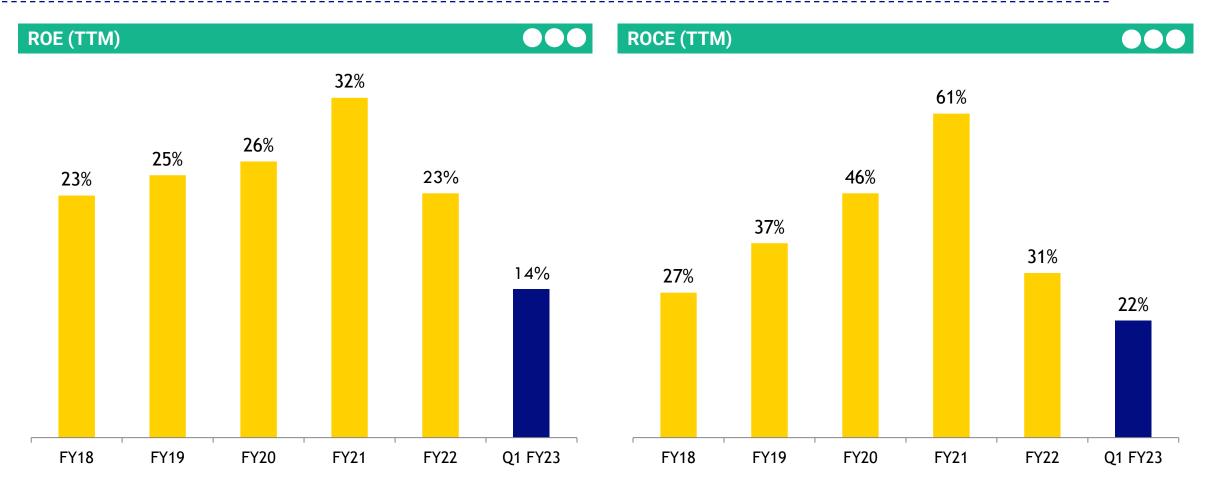
Cash Flow - (Rs. Crore)



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



## **Key Ratios**



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







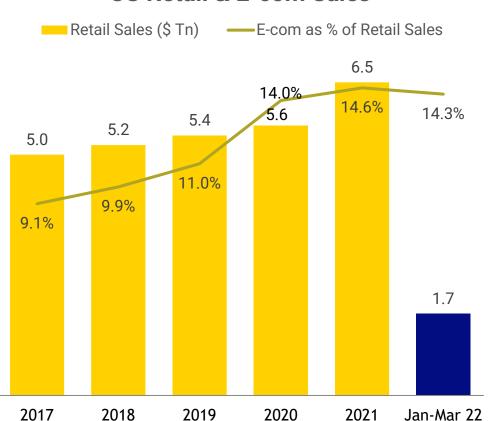


# UPDATES ON DIGITAL COMMERCE MARKETS



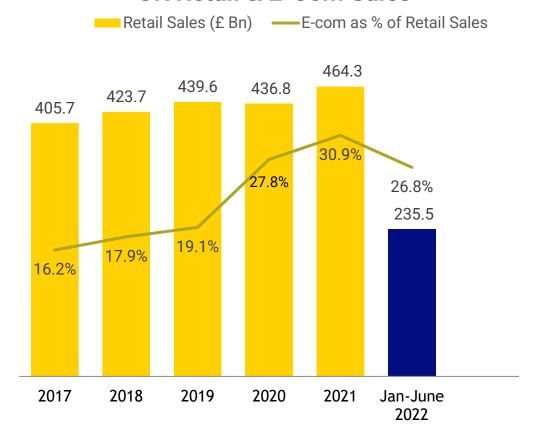
## E-com Industry facing temporary headwinds with declining sales mix in the USA and the UK

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



**Source:** United States Census Bureau <u>www.census.gov</u>

## **UK Retail & E-Com Sales**



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

<sup>\*</sup> This data is published with a time lag of 1 quarter

# 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

## BSR&Co.LLP

**Statutory Auditors** 

## **DELOITTE**

**Internal Auditors** 

## **ICRA A**

(Stable Outlook)

# CARE A (Stable )

Credit Rating - Long-term

**ICRA A1** 

## CARE A1

Credit Rating - Short-term

# **RECOGNITIONS & ACCOLADES**

Excellence Award' for 'IGBC Performance Challenge GPTW

2021 for Green Built Environment Best Leaders in Times of Crisis 2021





India, US & UK GPTW® Certified



IGJ Award- 2020 (highest exporter of Silver Jewellery from India)



# SUSTAINABILITY INITIATIVES



### **ENERGY**

Solar 81.7 Lakh KWH generate since inception

**84** 2-Wheelers **& 3** 4-wheelers for employee

commute

Performance Challenge
Award 2021- 'Factory
Category'



### WATER

Rainwater harvested per annum

Water saved per day

KL with the installation of

low LPM faucets

48<sub>KL</sub> Water recycled per day,

which equals 17,500 kl.

per year RWS Rai

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 biodegradable waste (vegetables, food, leaves) into manure

862 Kg

E-waste recycled

~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:

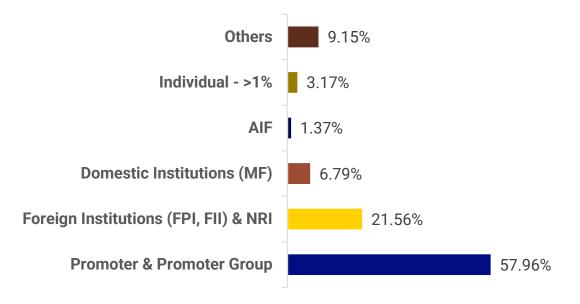
- > Distributed 117 Oxygen Concentrators, 31 BIPAP and other key medical equipment in hospitals
- Facilitated procurement, transport and installation of oxygen plant in hospitals
- > Vaccination drives for employees and their families

# VGL SHAREHOLDER BASE: AS ON 30-JUNE-2022



Key Shareholders (Holding >1%)	Holding as on 30-June-22
Promoter & Promoter Group	57.96%
Nalanda India Fund Limited (FII)	10.22%
Motilal Oswal Flexi Cap Fund (MF)	6.78%
Malabar India Fund Limited (FPI)	5.41%
Vijay Kedia (Individual)	1.95%
Ashish Kacholia (Individual)	1.22%

# **Shareholding Pattern**



# 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



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.

