

Ref: VGL/CS/2022/45

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: Financial Results Presentation** 

Dear Sir / Madam,

Pursuant to regulation 30(6) of the SEBI (LODR) Regulations, 2015 please find enclosed Financial Results Presentation of Q4 & FY 2022.

Kindly take the same on record.

Thanking you,

Yours Truly,

Sushil Sharma

**Company Secretary** 

For Vaibhav Global, Lim

Y.P



# Commenting on Q4 FY22 Performance

# MD's Message



Mr. Sunil Agrawal

Managing Director

Vaibhay Global Limited

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 which is slightly lower YoY. However, the numbers are significantly higher by 79% over FY20. 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 equity share.

# Q4 FY22 : KEY HIGHLIGHTS





Revenues grew by 2.9% Y-o-Y (annual growth of 8.4% over FY21)



Gross margins continue to be strong at 60%



EBITDA margins in Q4 FY22, excluding Germany, were at 8.9% vs 12.8% in Q4 last year. Margins impacted owing to conscious investments in digital marketing and OTA segment



Healthy base of Unique Customers (TTM basis) of 4,97,459 vis-à-vis 5,01,169 for same period last year which also had a decent proportion of customers who bought essential items



Healthy Return Ratios: ROCE of 31% and ROE of 23% (TTM basis)



Seeding investments for future on Digital Platforms and Automation



Consistently Gaining Market Share



Recommended final dividend of Rs. 1.50 per equity share making annual dividend to be Rs. 6.00 per equity share



Conferred with 'IGJ Award 2020' for being highest exporter of Silver Jewellery from India-for 6th consecutive year

**)** 

Provided 63 million meals since inception of one-for-one meal program 'Your Purchase Feeds...'

# TABLE OF CONTENTS

DELIVERING JOY

- 1 Business Background Details
- 2 Highlights for the Quarter
- 3 Q4 & FY22 Financial Performance
- (4) Financial Performance Trends
- 5 ) Annexures





















# VAIBHAV GLOBAL LIMITED (VGL) AT A GLANCE



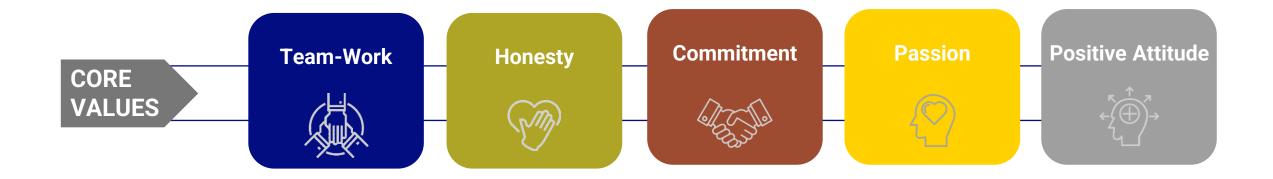
VISION

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



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
  - 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): ~ 124 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 63 mn meals across India, US, UK and Germany



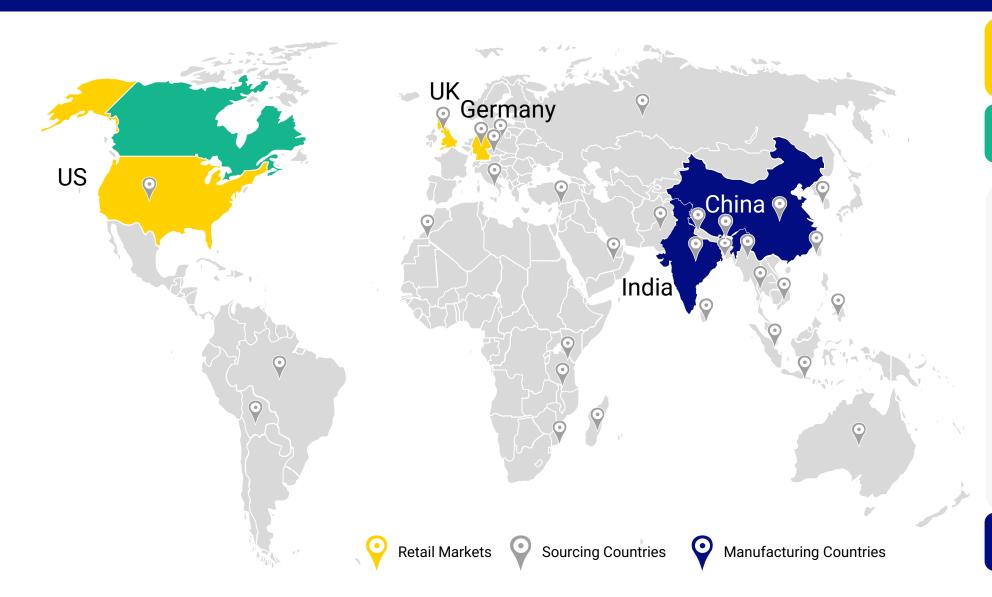
- Continued investment in building digital capabilities
- Scalable model with limited capex requirement



- > 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
- China
- Thailand
- Indonesia
- Tanzania
- Russia
- Morocco
- Myanmar
- Madagascar
- Bolivia
- Kenya
- South Korea
- Vietnam
- Brazil
- Sri Lanka
- US

- UK
- - Germany

Mozambique

- Italy
  - Turkey
  - Poland
  - Singapore
  - UAE
  - Japan
  - Bangladesh
  - Philippines
  - Czech Republic
  - Taiwan
  - Australia

  - Bhutan

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

# **COMPLETING 25 YEARS OF PUBLIC LISTING**



# **Growing Consistently**

## Top decile returns to shareholders

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**

# 2 POOLS OF PRODUCT VERTICALS



## **Huge Opportunity: TAM of ~USD 350bn**

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\*





#### Proprietary TV channels and OTAs

UK



69.6mn

27<sub>mn</sub> **OTA: 19mn** 18<sub>m</sub>n

\* Including 2mn HH in Austria





# Proprietary Digital Platform

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



## **Mobile Applications**





## **Third Party Marketplaces**



Google Marketplace































Results Presentation, May 2022 Note: OTT - Over the Top

# 4R'S OF CUSTOMER ENGAGEMENT



~124 mn

Linear / OTA

Digital Browsers / Mobile Apps / Social Media / Market-places / OTT

> Reach (HH)



3.2 lakh (TTM)

**Diverse Products** 

Deep value proposition

**Engrossing Content** 

Registrations



40% (TTM)

**Enduring relationships** 

Convenience

Digitalization/Al

Retention



**27\***(TTM)

Expanding wallet share

Cross-selling

**Repeat Purchases** 



# 'DELIVERING JOY' THROUGH INNOVATION





A Global product innovation and search program

# INNOVÄ

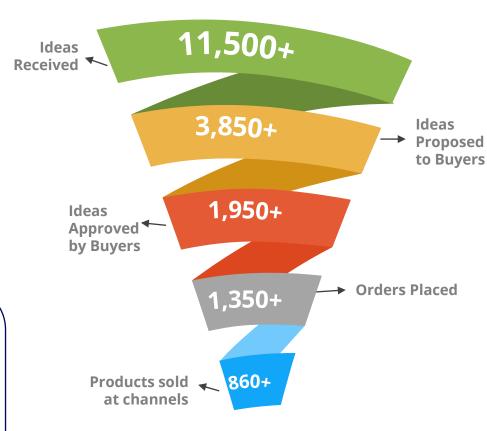


Crowdsourcing of ideas from employees, customers and other external stakeholders



YTD 11,500+ ideas received and 860+ new and innovative products launched

# **INNOV8 FUNNEL**



# CATAPULT

Powered by SHOP LC & TC

- \* A launchpad for **outside innovators** and **product owners**
- \* 1200+ ideas received across 38 countries
- \* 11 shortlisted and 3 already went live on channels in US and UK

# SPARK

- \* Launch of "SPARK" incubator program to foster entrepreneurship within the organization
- \* Out of 63 ideas, Best 5 ideas shortlisted for incubation

#### **Innovation Segment:**

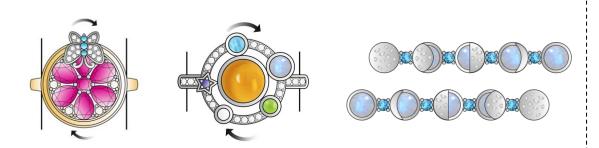
FY22 Revenue: \$17mn (~5% of group revenue)

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 Sales: \$19.06 Min tatio



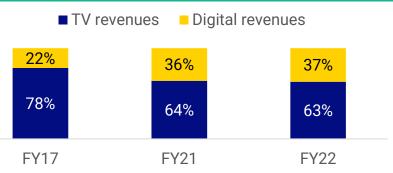
Ethiopian Emerald

# BROAD BASED E-TAILER



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

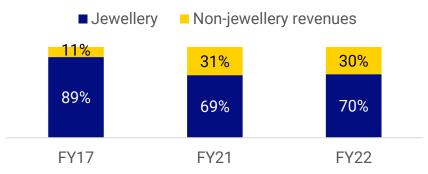




60.4% of digital revenues in FY22 were from Mobile platform (mobile app + mobile web browser)

## **B2C Revenues by Product Category**

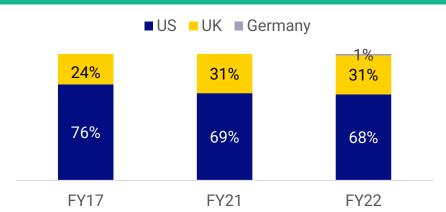




Jewellery revenues: Fashion jewellery, Gemstones and Accessories
Non-jewellery revenues: Lifestyle products, Home Décor, Beauty Care, Hair Care
and Accessories

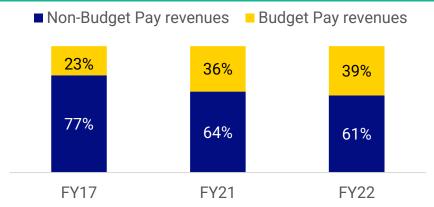
#### **B2C Revenues by Geography**





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



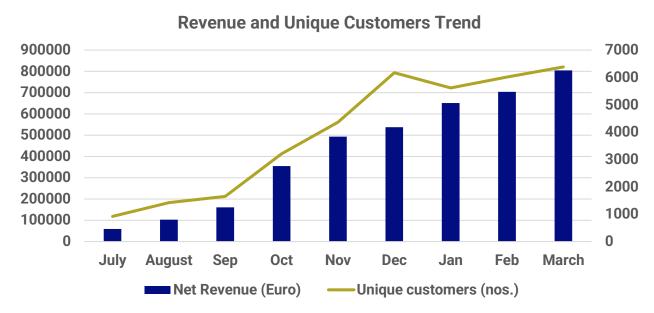




# GERMANY: PERFORMANCE REASSURING OUR INVESTMENT



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



- Good revenue traction and customer base
- Premium transponder on satellite (positioned next to market leader)
- Broadcasting in ~27mn HH (incl. 2mn HH in Austria)
- Positive Customer Orientation: CSAT 96+; NPS 63
- ➤ Digital now 25%
- > To breakeven by Q3 of FY24, being one year earlier than projected
- > FY23: Expand Reach (OTA, OTT), Digital Enhancement, Marketplace launch



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









# **KEY RECENT EVENTS**





#### **Freeview Channel Upgrade:**

- Freeview Channel now at#22 from erstwhile #50
- Opportunity to enhance customer viewership substantially
- Offers huge growth potentialwith market leading growth



#### **Target for Carbon Neutrality:**

- VGL set target to become carbon neutral in Scope 1 & 2emissions by 2031
- Also, to achieve carbon neutrality in Scope 3 emissions in future
- Set series of mid-term sustainability objectives to drive forward our ESG journey



# EVs Distribution to Employees:

- Distributed 84 Electric 2 Wheeler vehicles to employees for commute
- Eliminated fleet of 5 buses
- Would help sequestrate25-28 tons of carbon per annum



#### **IGJ Award:**

- VGL conferred with IGJ award for being highest exporter of Silver Jewelry
- Affirmation to our belief of 'Make in India'
- Earned this award for sixth consecutive year

Results Presentation, May 2022

## OTT: LEVERAGING AND WIDENING DIGITAL PLATFORM



Distribution: Live
 Interactive Apps



androidty

2. Distribution: Live









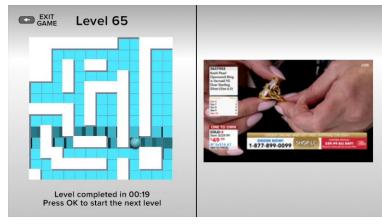




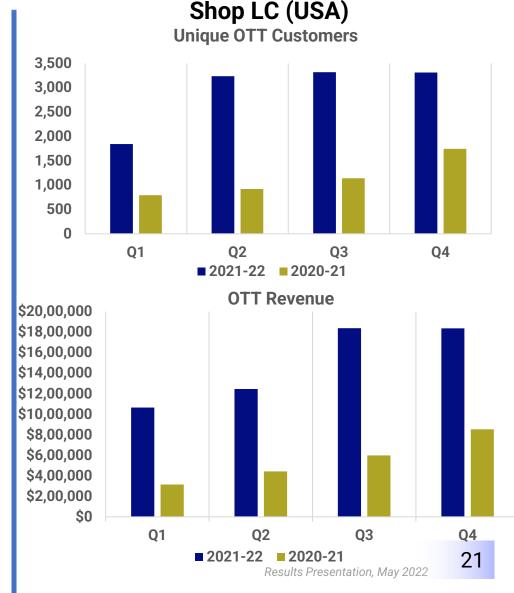




3. Roku & Fire TV: Marketing & Engagement







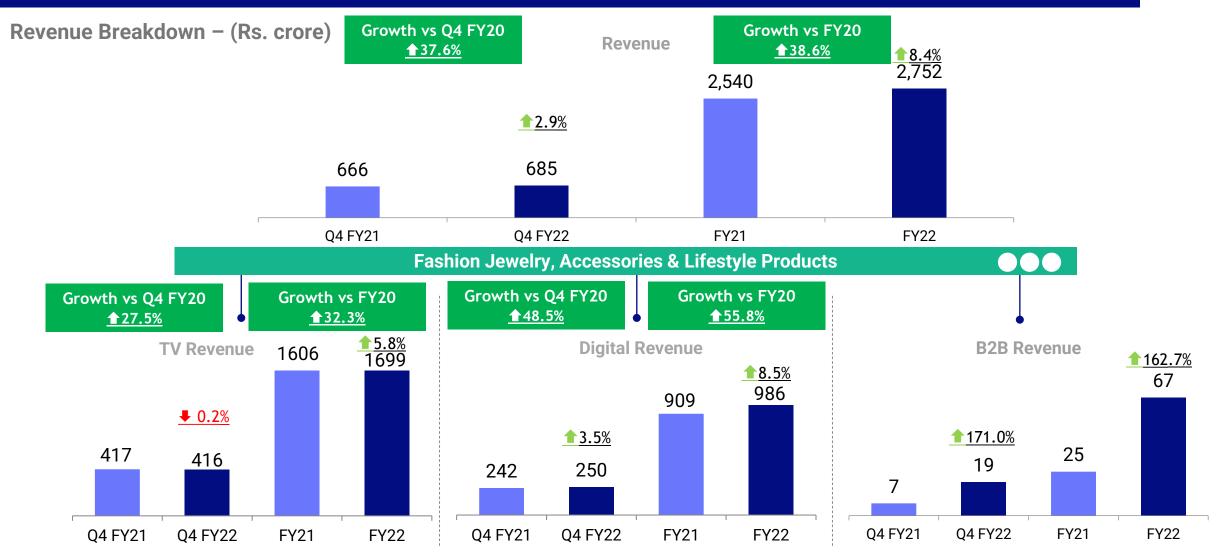


# Q4 & FY22 FINANCIAL PERFORMANCE



# FINANCIALS – Q4 & FY22 PERFORMANCE





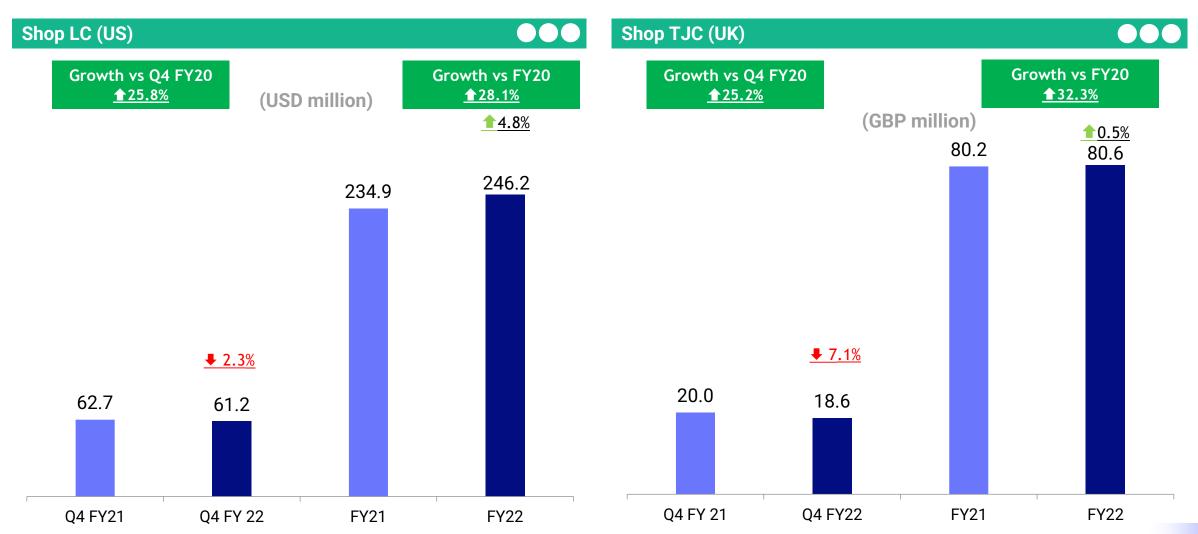
Note:

B2B has been a non-core and opportunistic business segment

# FINANCIALS - Q4 & FY22 PERFORMANCE



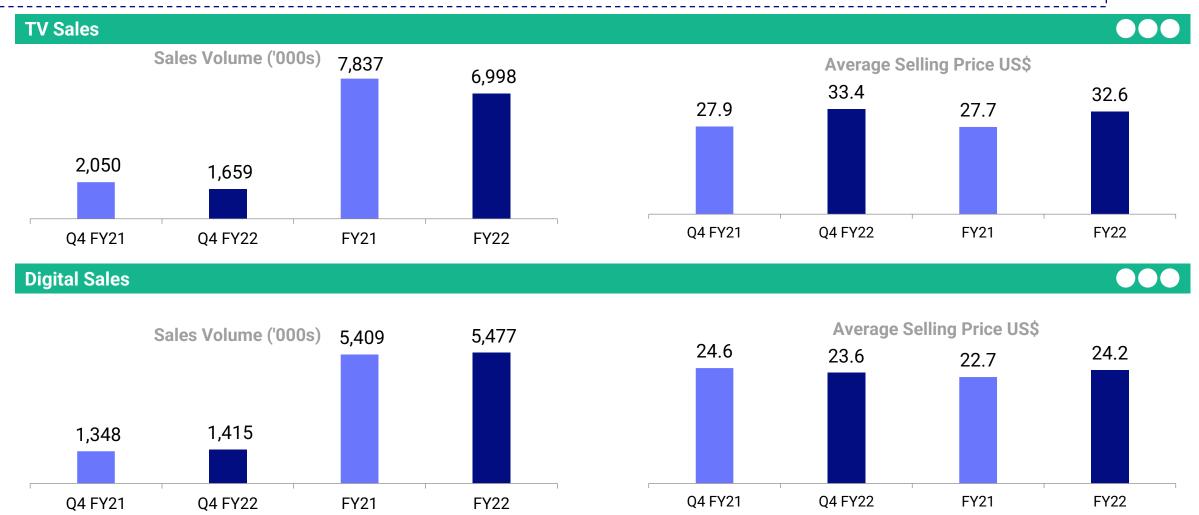
Revenue Breakdown - (Local Currency)



# RETAIL PERFORMANCE TRENDS – Q4 & FY22

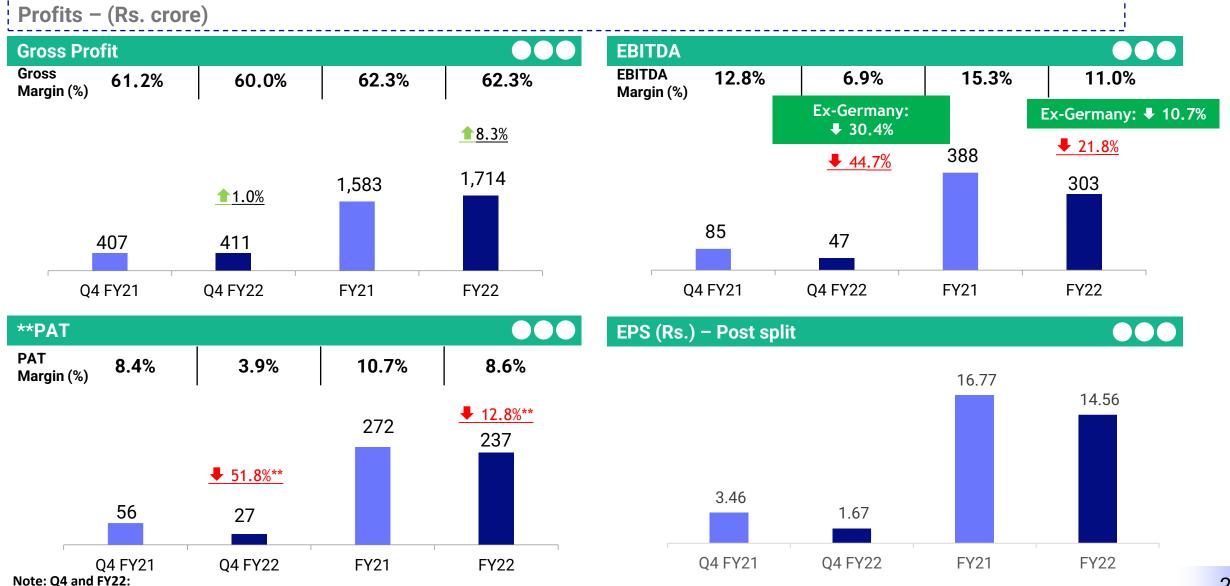


#### Volume and ASP



# FINANCIALS - Q4 & FY22 PERFORMANCE





# 2022: A YEAR OF INVESTMENTS



#### SEEDING INVESTMENTS FOR LONG-TERM GROWTH

#### Major opex investments:

- Web Marketing (151% ★)
- Marketplaces (38% 1)
- Increased Airtime for OTA platforms (30% 1)

### Major capex investments (FY22: ~US\$ 42 million):

- Tech Infra upgradation (mobile websites and applications)
- Warehouse Robotics Automation (GEEK+)
- Freeview Channel Upgradation to #22 from erstwhile #50
- Investments on D2C brands: Rachel Galley and TAMSY
- New and bigger HQ in USA enabling functional synergies and cost optimisation
- Acquisition of Encase Packaging & additional stake in Vaibhav Lifestyle Limited

# EBITDA MARGIN WALK



Particulars	% To Revenue		Remarks	
	Quarterly	Yearly		
EBITDA	12.8%	15.3%		
Gross Margin	<b>♣</b> (1.1%)	-	Product mix impact. Efficient Price management	
Accelerated Investment in Digital & Broadcasting	<b>↓</b> (2.4%)	_ ` ′	Investments for future potential and scale	
Investment in Germany	<b>♣</b> (2.0%)	<b>-</b> (1.7%)	Earlier than planned tie-ups resulting in higher losses than guidance, to breakeven within 2 years	
Elevated Sea Freight	<b>▼</b> (0.2%)	<b>(0.9%)</b>	Temporary short-term impact though pace is declining	
Others	<b>♣</b> (0.2%)	0.5%		
EBITDA	6.9%	11.0%		

# **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

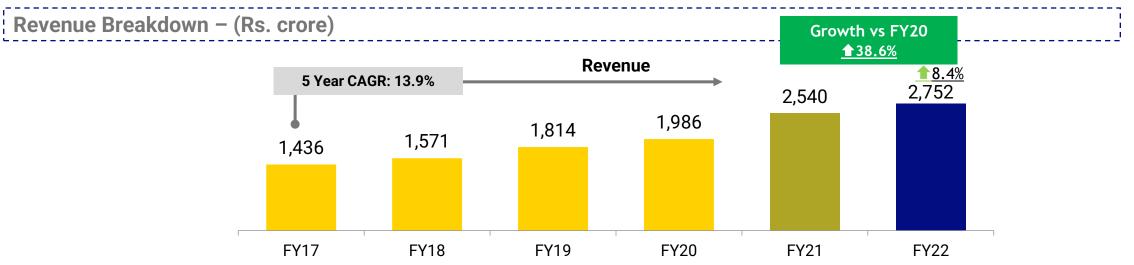
- Renegotiating with IT Vendors
- Optimising other costs

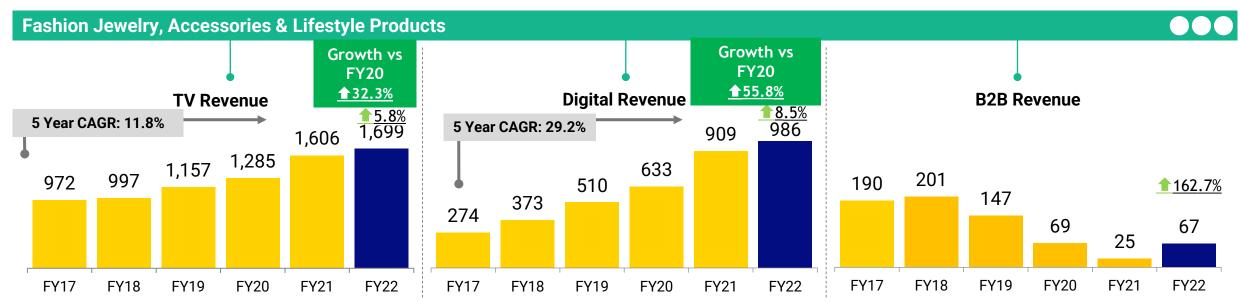
\$ 2 mn











# RETAIL PERFORMANCE TRENDS

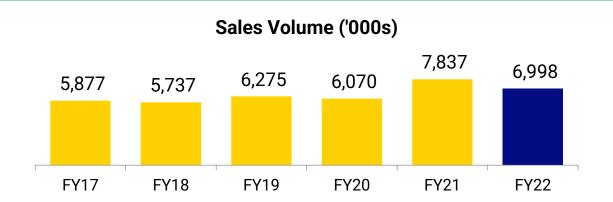


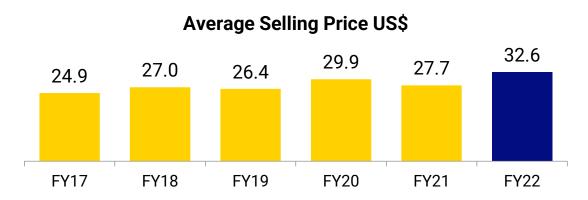
#### Volume and ASP

#### -----

**TV Sales** 

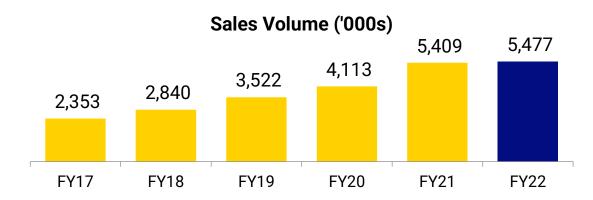


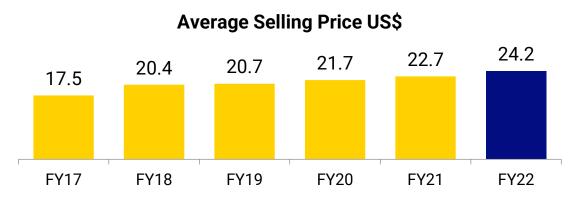




#### **Digital Sales**

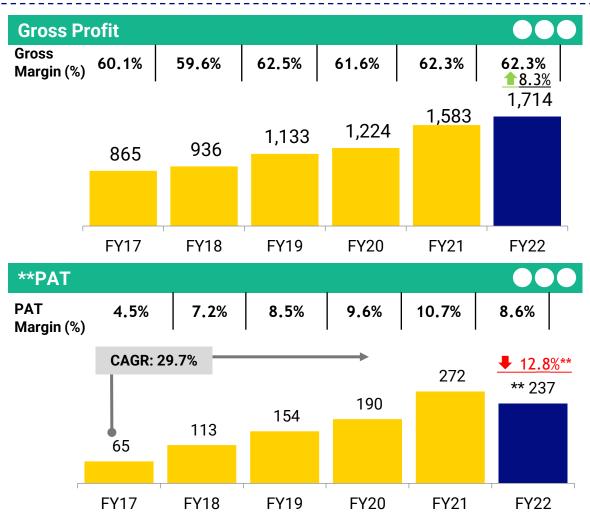


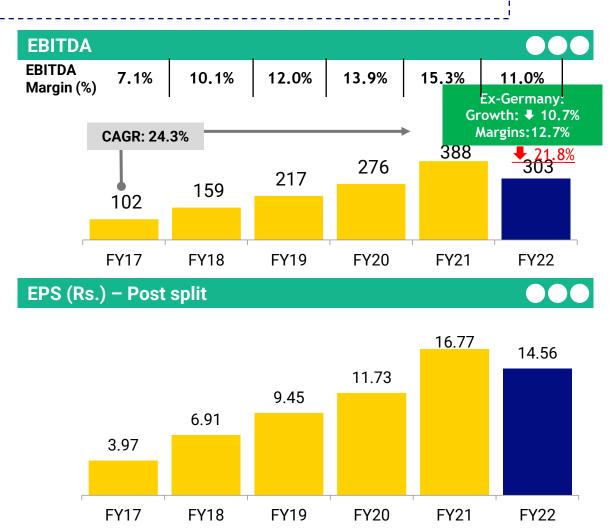






Profits - (Rs. crore)

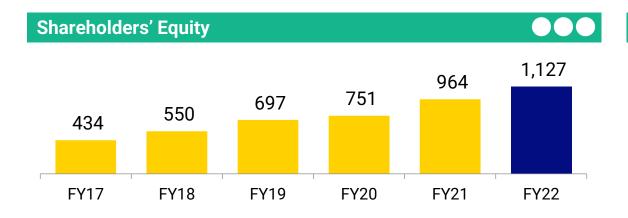


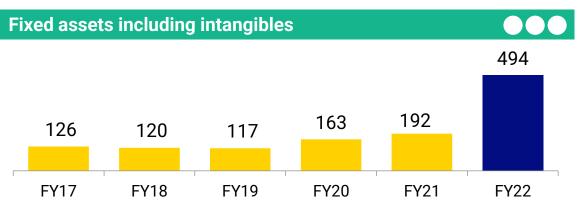


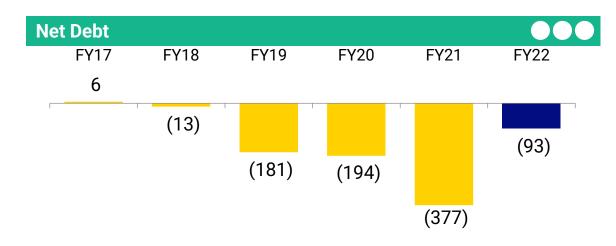
<sup>\*\*</sup>PAT: Excluding Germany & exceptional item: PAT degrown by 5.1% and PAT margin is 9.5% for full year

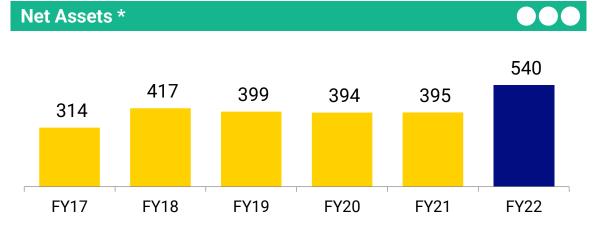


Balance Sheet - (Rs. crore)







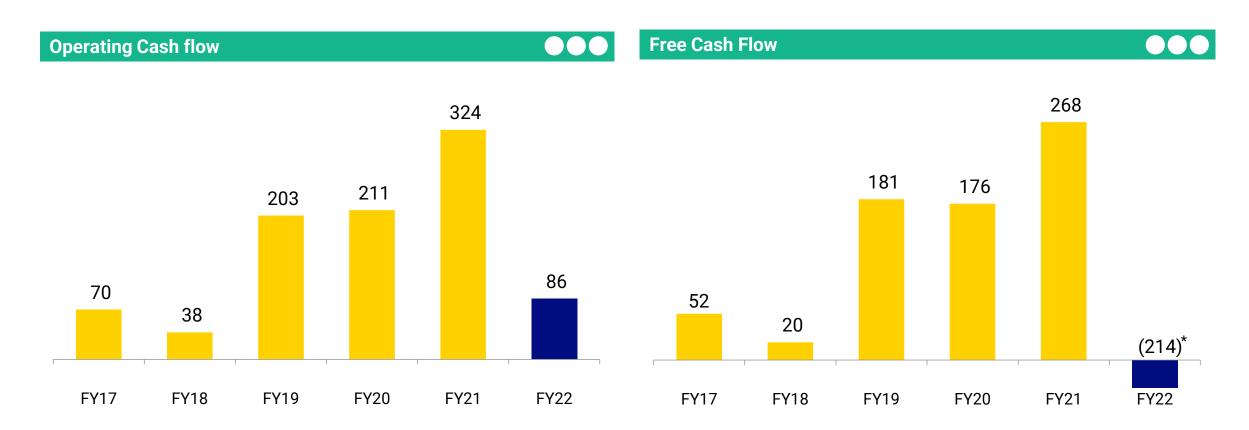


#### Note:

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



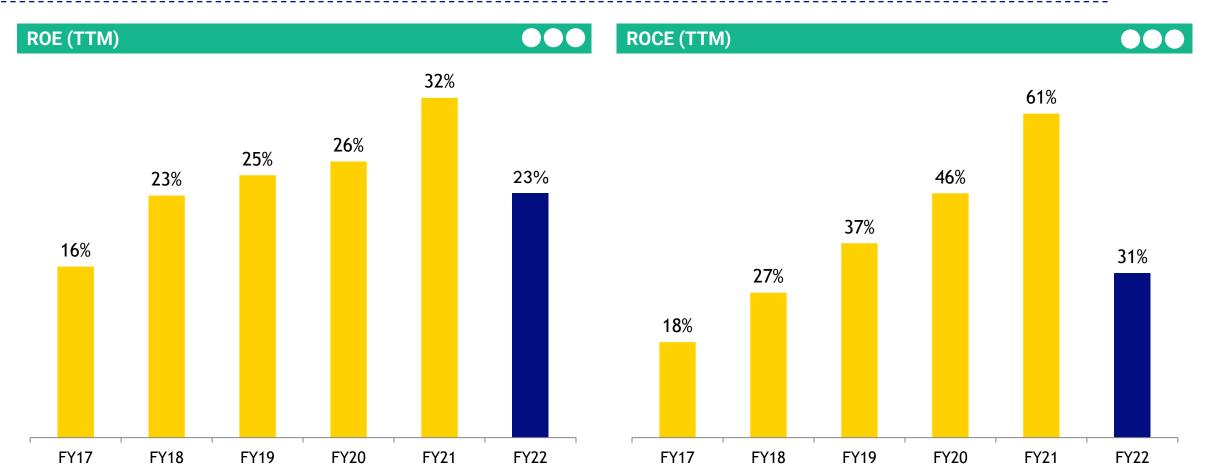
Cash Flow - (Rs. Crore)



<sup>\*</sup> Planned capex towards tech-infra upgrade, warehouses automation, freeview channel upgrade in UK, new HQ in USA and initial set-up cost of Germany



#### **Key Ratios**



<sup>\*</sup> Return ratios reflects short-term impacts of conscious business investments, though they are at par with normal pre-covid years





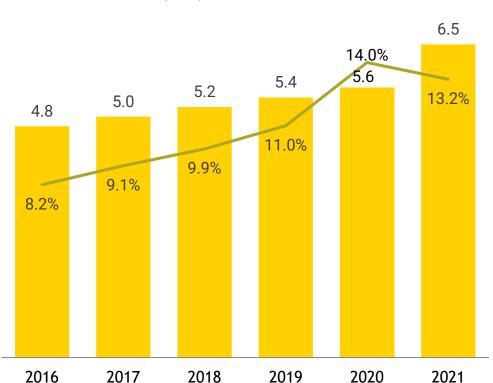
# UPDATES ON DIGITAL COMMERCE MARKETS



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

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

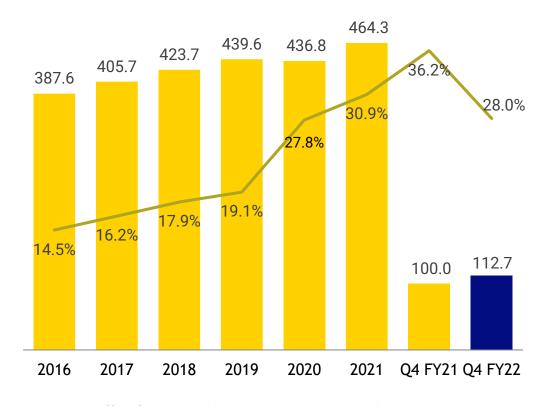
Retail Sales (\$ Tn) —E-com as % of Retail Sales



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

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

Retail Sales (£ Bn) — E-com as % of Retail 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



FY22

Rs. 98.2 cr

Dividend (including final 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



THIS IS TO RECOGNIZE

VAIBHAY GLOBAL LIMITED

for striving to build and sustain a High-Trust, High-Performance Culture<sup>TM</sup>.

The organization is aveograble for its Commitment to Being a Great Place to Work? This recognition is averated to organizations that have leveraged the Great Place to Work? framework to assess and improve their workplace culture over the years.

PRASELIT HATTOCHATA

Over Place to Work? Institute India

This Contificate is valid till all 2022.

Note: The averded regardations have participated in the Great Place to Work? substitute in this since the year 207, including the year 2020-21.

All entities GPTW Certified\*



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



\* Except Germany, whose operations commenced very recently

# SUSTAINABILITY INITIATIVES



#### **ENERGY**

Solar 3.23 MW

40.39 Lakh KWH generated in FY22

84 2-Wheelers & 3 4wheelers for employee

Award 2021- 'Factory

commute

**IGBC** 

**Excellence Award Category** 

vaibhaved Performance Challenge



#### WATER

Rainwater harvested per annum

Water saved per day with the installation of

low LPM faucets

**48**<sub>KL</sub>

Water recycled per day, which equals 17,500 kl.

per year

100 KL

**RWS Rainwater Storage** 

Tank commissioned

#### **BIODIVERSITY**

~26,000

Saplings planted for developing 2 Miyawaki forests

~5,600

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 63 million (13mn in FY22)
  meals to underprivileged children through flagship
  One for One Program, Your Purchase
  Feeds...
- > Local charity partners
  - Akshaya Pātra in India
  - No Kid Hungry and Backpack Friends in US
  - Magic Breakfast & Felix Project in UK



#### Social Initiatives

Providing resources for healthcare services:

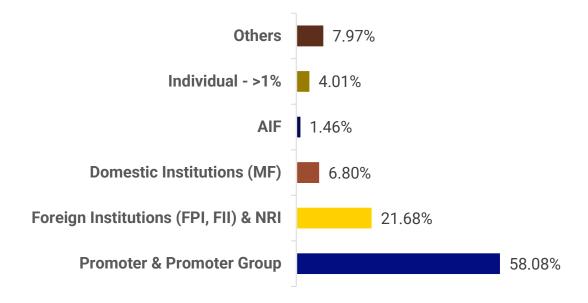
- > Distributed 117 Oxygen Concentrators, 31 BIPAP and other key medical equipment in hospitals
- Facilitated procurement, transport and installation of oxygen plant in hospitals
- > Vaccination drives for employees and their families

# VGL SHAREHOLDER BASE: AS ON 31-MARCH-2022



Key Shareholders (Holding >1%)	Holding as on 31-March-22
Promoter & Promoter Group	58.08%
Nalanda India Fund Limited (FII)	10.24%
Motilal Oswal Flexi Cap Fund (MF)	6.78%
Malabar India Fund Limited (FPI)	5.43%
Vijay Kedia (Individual)	1.86%
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

# 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.

