

Ref: VGL/CS/2022/122

Date: 28th October, 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 Q2 FY 2023.

Kindly take the same on record.

Thanking you,

Yours Truly,

For Vaibhav Global Limited

Sushil Sharma
Company Secretary



Commenting on Q2 FY23 Performance

MD's Message



Mr. Sunil Agrawal

Managing Director

Vaibhay Global Limited

Sales for the quarter were Rs. 646 crores, up 1.8% from Rs. 635 crores in the second quarter of last year. Vs a pre-covid period of Q2 FY20 the growth is 33%. This performance is in backdrop of current high inflationary environment in western economies.

In Q2 our gross margins continue to remain healthy at 60.9%. EBITDA for the quarter has been at 8.1% compared to 7% of last quarter and 11.5% of Q2 FY'22. Our judicious investment in Germany, new OTA homes, and digital marketing have a short term impact on EBITDA. But these investments are building blocks which will result in significant operating leverage in the medium and long term. Inspite of these investments, our margins have started seeing a sequential improvement and expected to continue to improve in H2.

During the quarter, our Germany business has grown exponentially, clocking monthly revenue of more than Euro 1 million. In Germany, we recently started *Live and Interactive* shopping on our website and is seeing good customer traction. At Shop TJC (UK), the freeview channel upgradation continues to give positive outcomes in terms of 'new TV customer acquisition'. New TV customer acquisition rate was negative 17% in Feb '22, and is positive 49% in Sept '22. Overall performance in UK is positive, except momentary impact of Queen's demise and political changes. In US, macroeconomic environment continues to impact the customer sentiments. Current YoY revenue growth is not a true reflection of the potential US and UK market, but we continue to gain market share.

A fully integrated supply chain spanning across 30 countries is our moat. We manufacture majority of our jewellery products allowing bulk sourcing and better price negotiations. Besides cost, our vertical model also helps reduced delivery time and offers us great story telling opportunities.

Further, our four R's framework, widening Reach, new customer Registration, customer Retention and Repeat purchases, remains to be our key levers for growth. The reach of our TV networks by end of Q2 FY23 was approximately 135 million TV homes, which is 23% higher YoY. We reach TV homes through cable, satellite, telco networks, and over-the-air antenna (also called OTA) platforms. Our products are also available on digital channels, including proprietary websites, smartphone apps, OTT platforms, and marketplaces. Our sustained investments on OTAs and digital channels is leading to increased new customer acquisition. Our unique customer base is at half a million. New customer acquisition on TTM basis stands at 2.5 lakhs, which is higher by 9.8% YoY and significantly higher by 16.3% over Q2 FY21.

On the sustainability aspects, we are glad to announce that 2 of our office buildings in US have received LEEDS 'GOLD' certificate. Another important aspect of sustainability efforts is our midday meal program, 'Your Purchase Feeds....'. Recently, we crossed a milestone of 69 million meals with a run rate of approx. 51,000 meals donated every single school day.

Amidst current broader economic challenges, we have seen a visible sequential improvement during last few months with revenue trends improving month-over-month and believe that this transient phase will be behind us soon. Considering current macro environment, we expect to deliver 2-4% topline growth with 8-9% EBITDA margin this financial year. Our mid-term outlook remains intact and we expect to deliver mid-teens revenue growth in subsequent years with operating leverage.

The Board of Directors of your Company have declared an interim dividend Rs. 1.50 per share for the quarter. We look forward to maintaining a balance between growth, investment and quarterly payouts to generate sustainable value for our stakeholder.

Q2 FY23 : KEY HIGHLIGHTS





YoY revenue growth of 1.8%. Grew strongly at 33% vs pre-COVID Q2 FY20. MoM positive trend continues.



Gross margins maintained above 60%, YoY lower due to product mix & slightly lower price pass on



EBITDA improved sequentially. YoY reflects impact of lower GM, increased content cost, partly offset by cost saving initiatives.



Ever increasing unique customer base at 4,99,401 customers (5.1% and 11.7% higher than Sep-21 and Sep-20 respectively)



Sustained focus on Digital Platforms & Automation



Market leading growth amidst macro headwinds



Second interim dividend of Rs. 1.50 per equity share (YTD interim dividend of Rs. 3.00 per equity share)



Shop LC (US) conferred with 'LEED's GOLD Certification'



69 million meals since inception of our mid-day meal program 'Your Purchase Feeds...'

TABLE OF CONTENTS



Business Background Details

5

Highlights for the Quarter

21

Q2 & H1 FY23 Financial Performance

26

Financial Performance Trends

33

Annexures

40









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



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

- > TV Homes accessed (*FTE): ~ 135 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 69 mn meals across India, US, UK and Germany



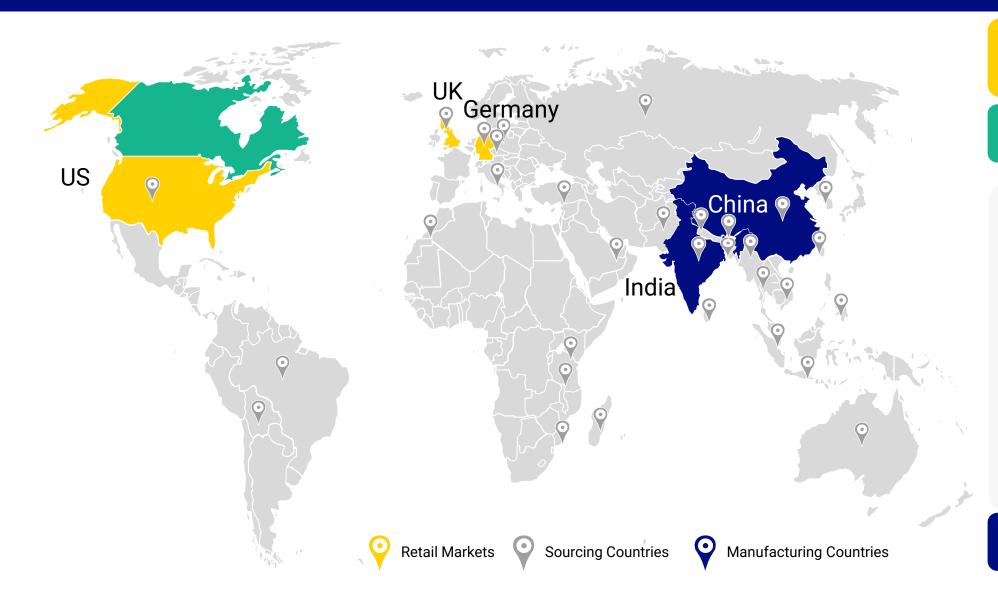
- Continued investment in building digital capabilities
- Scalable model with limited capex requirement



- > 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

- Thailand
- Indonesia

- Morocco

- Bolivia
- Kenya
- South Korea
- Vietnam
- Brazil
- Sri Lanka

- UK
- China
 - Mozambique Germany
- Italy
- Tanzania
- Turkey
- Russia
- Poland Singapore
- Myanmar
- UAE
- Madagascar
- Japan Bangladesh
- Philippines
 - Czech Republic
 - 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



KEY PILLARS

KEY PILLARS





Wider Product Bouquet

Vertically Integrated Supply Chain

An Efficient Interplay of



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

- Vertically integrated supply-chain in Asia
- Low-cost manufacturing and value sourcing base
- Serving affluent but value-conscious customers in Western Developed Markets











China

Bali

Thailand

Hong Kong









OMNI-CHANNEL SALES PLATFORM





Proprietary TV channels and OTAs

UK



81mn **OTA: 17mn**

27_{mn} 18_mn



27mn* 2.5mn

GERMANY







Proprietary Digital Platform

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



Mobile Applications





Third Party Marketplaces



Google Marketplace







Social Retail











Note: OTT - Over the Top

















Results Presentation, Oct 2022

Note: OTA - Over the Air; HH - Households

^{*} Including 2mn HH in Austria

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)



















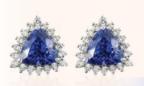




RHAPSODY | GRAND PELLE | LAMAREY SYMPHONY HOME

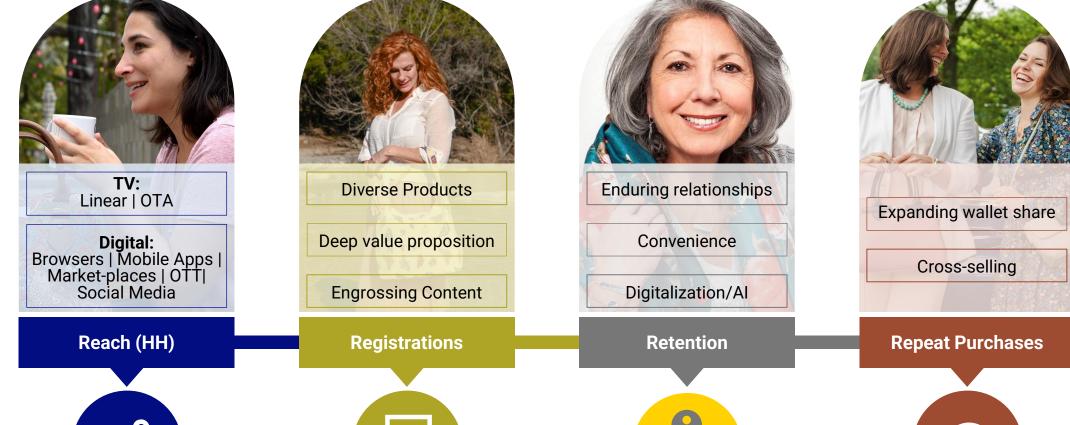






4R'S OF CUSTOMER ENGAGEMENT









3.2 lakh (TTM)





CONSISTENT DELIVERY





Focussed

Consistent



^{*} Repeat Purchases and Retention data comprises Shop LC (US) and Shop TJC (UK)

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

'DELIVERING JOY' THROUGH INNOVATION







- 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:

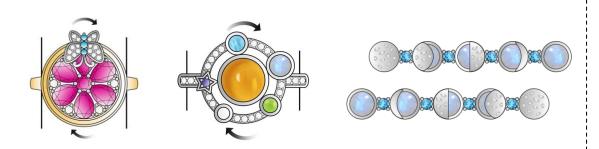
FY22 Revenue: \$17mn (~5% of group revenue)

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 [™] Sales: \$ 7.03 Mn



Teal Grandidierite Sales: \$ 1.20 Mn



Rubellite [Sales: \$ 1:06 Mm^{ntat}



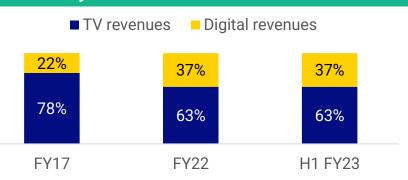
Ethiopian Emerald

BROAD BASED E-TAILER



B2C Revenues by Format

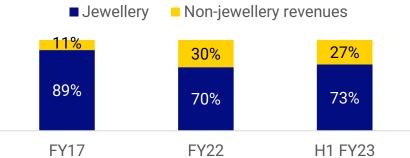




60.5% of digital revenues in H1 FY23 were from Mobile platform (mobile app + mobile web browser)

B2C Revenues by Product Category

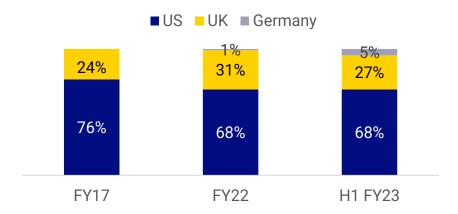




Jewellery revenues: Fashion jewellery, Gemstones and Accessories **Non-jewellery revenues:** Lifestyle products, Home Décor, Beauty Care, Hair Care and Accessories

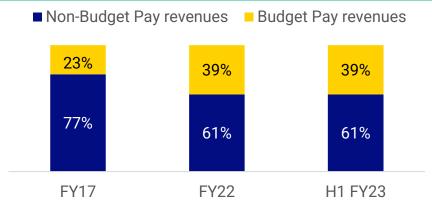
B2C Revenues by Geography





Budget Pay penetration of B2C Revenues



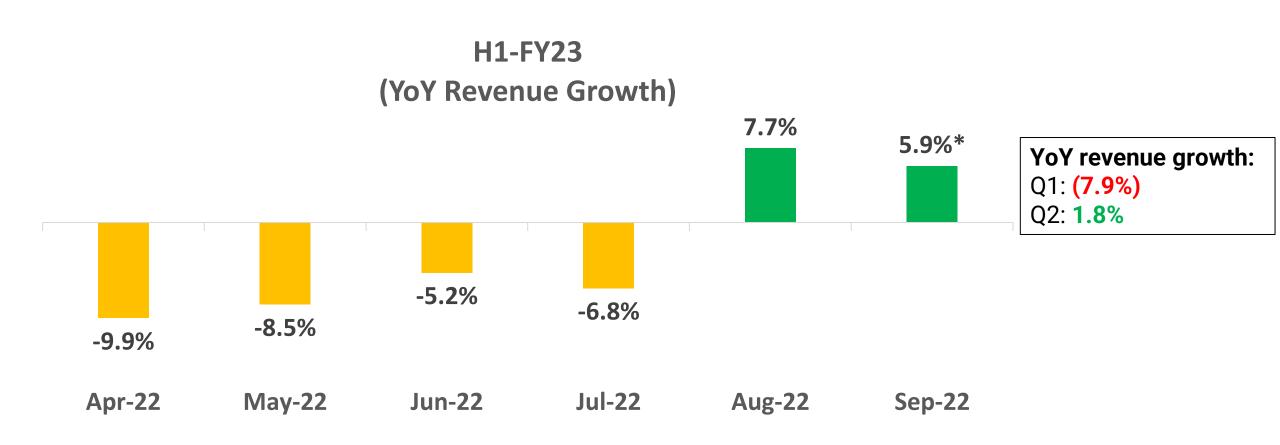




RECENT TRENDS SHOWING VISIBLE IMPROVEMENT



Recent revenue trend improving month-over-month



^{*} Queen's death impacted the growth momentum temporarily during Sep-2022

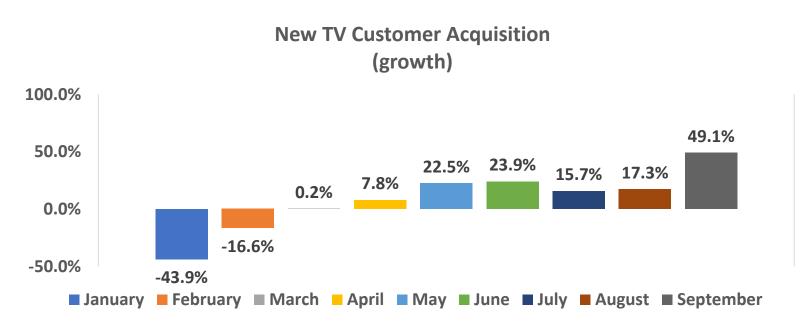
UK: Freeview Channel Upgradation Yielding Positive Outcomes



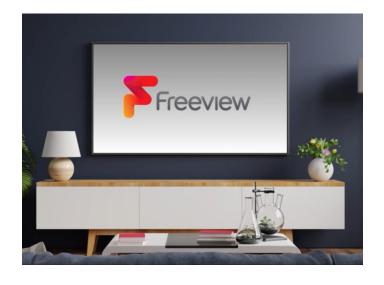
TJC (UK) upgraded channel position to 22nd from erstwhile 50th position in Jan-22

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

Expect market leading growth in the long run







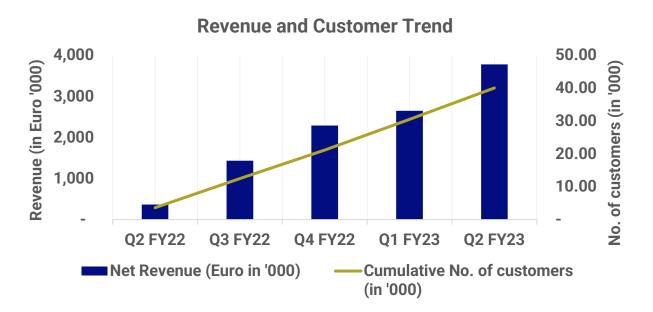
UPDATE ON GERMANY



Germany venture increased TAM (immediate addressable market) by ~20%

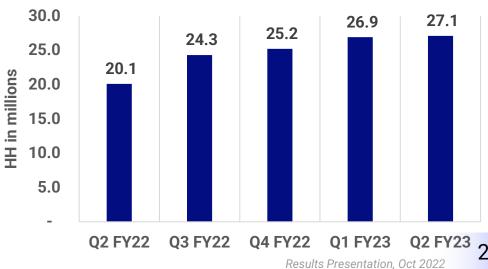
- Now clocking monthly revenue of Euro 1mn+ at 60%+ gross margins
- Omni-channel presence (digital is now 31%)
- Covering 27mn HH, dispatching 3k pieces/day
- Started 'Live & Interactive TV'
- Positive Customer Orientation: CSAT 96+; NPS 60
- German call center now operational in India (cost arbitrage)

To breakeven by H2 of FY24, being one year earlier than projected





No. of HH (in miilions)



WIDENING DIGITAL PLATFORM: OTT & OTA

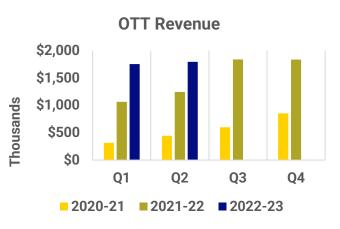


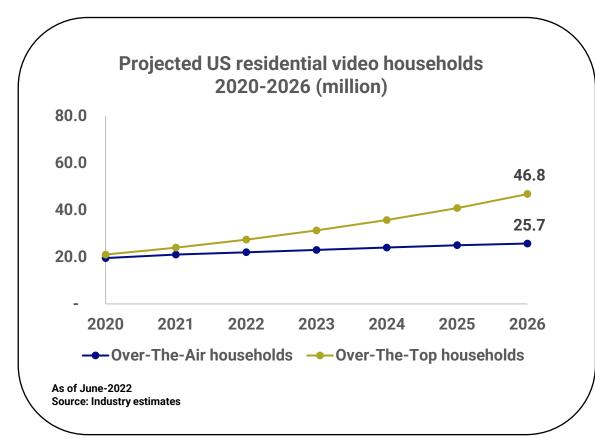
In US, OTT and OTA are projected to be the fastest growing video distribution medium

OTT

Live & Interactive Apps







OTA

Total HH in US: 22mn

Shop LC 17mn HH

Low Power: ~17mn HH High Power: ~4mn HH

Revenue Mix: ~20%-25% of TV revenue









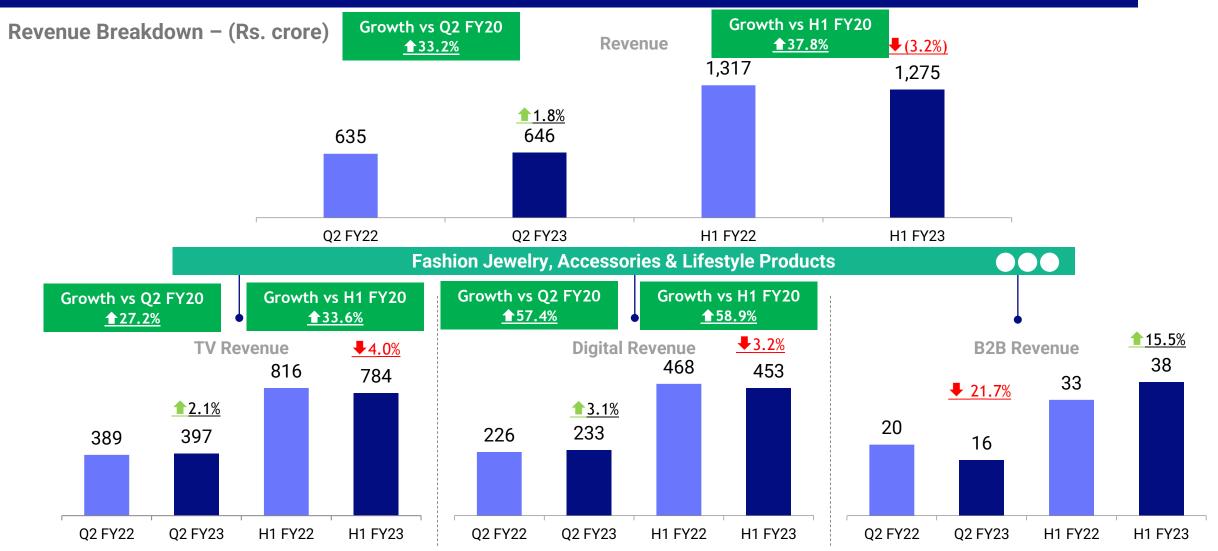


Q2 & H1 FY23 FINANCIAL PERFORMANCE



FINANCIALS - Q2 & H1 FY23 PERFORMANCE





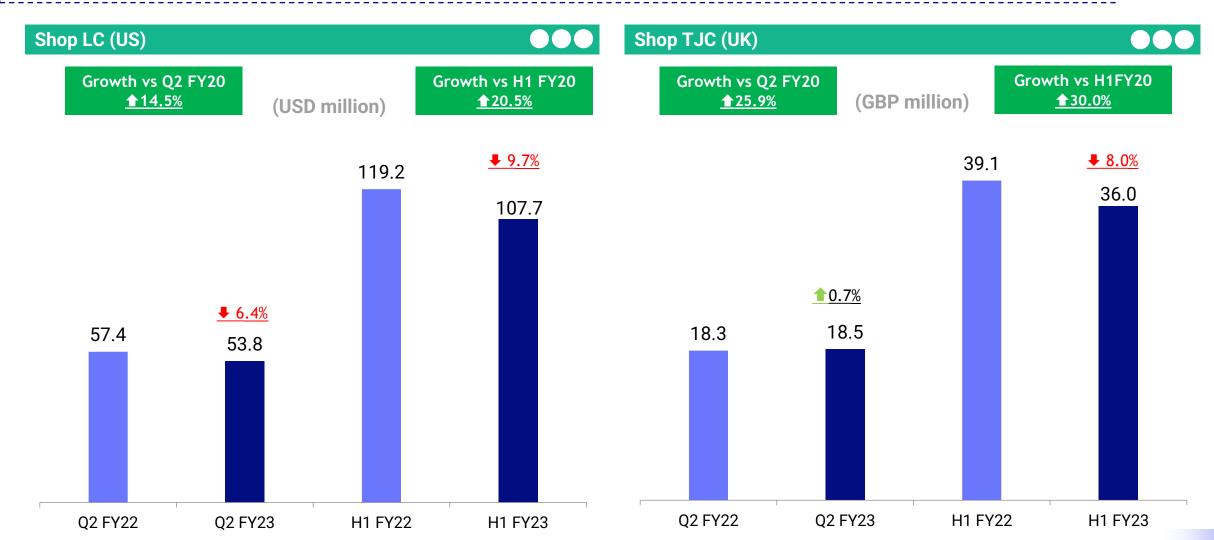
Note:

B2B has been a non-core and opportunistic business segment

FINANCIALS – Q2 & H1 FY22 PERFORMANCE



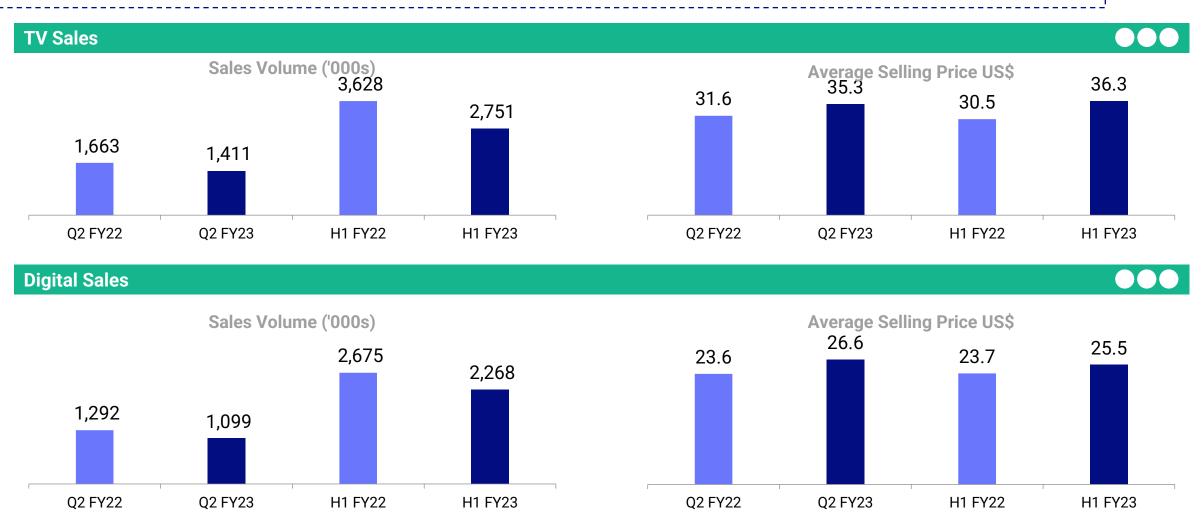
Revenue Breakdown - (Local Currency)



RETAIL PERFORMANCE TRENDS – Q2 & H1 FY23

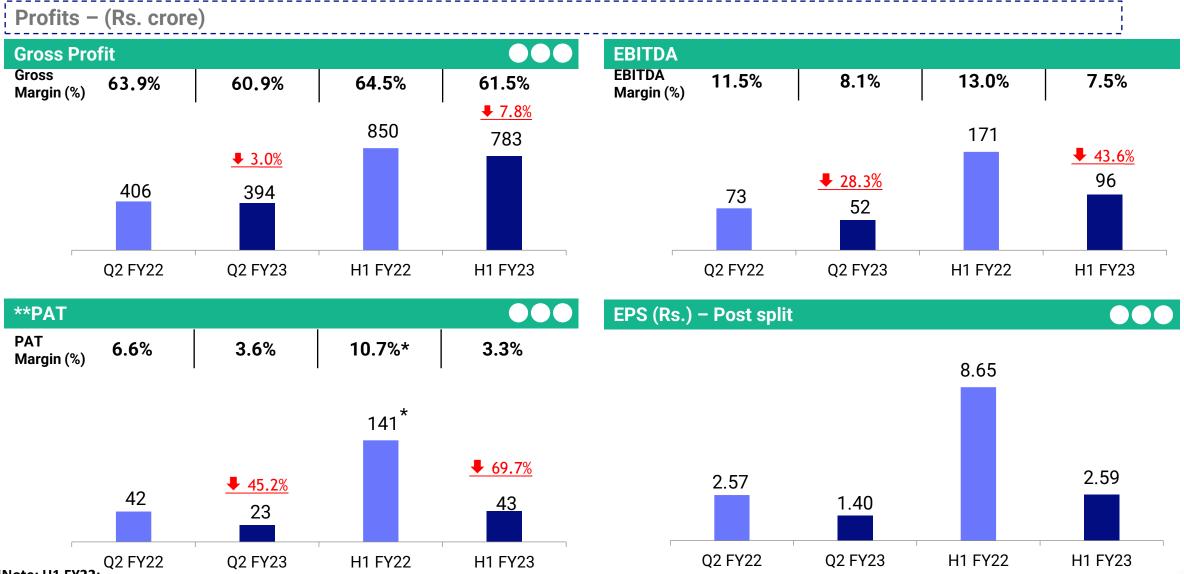


Volume and ASP



FINANCIALS – Q2 & H1 FY23 PERFORMANCE





^{*}Note: H1 FY22:

EBITDA MARGIN WALK



Particulars	% To Revenue	Remarks
EBITDA Q2 FY22	11.5%	
Gross Margin	♣ (3.0%)	Product mix and deferred price transition
Germany	1 0.2%	Losses narrowing down
Accelerated Investment in Digital & Broadcasting	♣ (3.2%)	Conscious investments for future potential and scale
Others (cost saving)	1 2.6%	Benefit of cost optimization drive
EBITDA Q2 FY23	8.1%	

COST OPTIMISATION



Cost **Arbitrage:**

Annual Visible Savings (FY23)

\$ 1-2 mn



Call Centre

Focus to further increase India's share in future

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

Shipping & Warehousing

- Shipping: Renegotiating and evaluating new vendors
- Labour productivity

by India

- 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

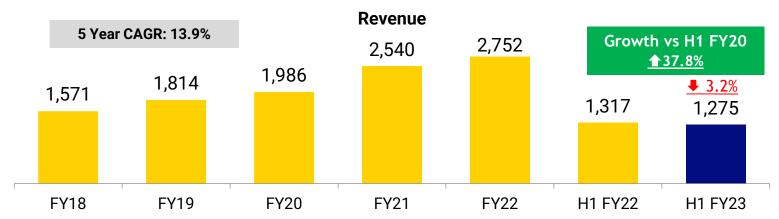


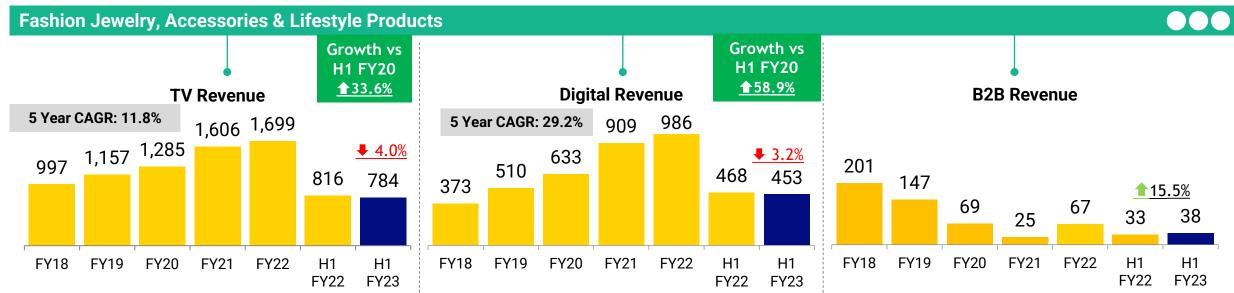


FINANCIAL PERFORMANCE TRENDS



Revenue Breakdown - (Rs. crore)





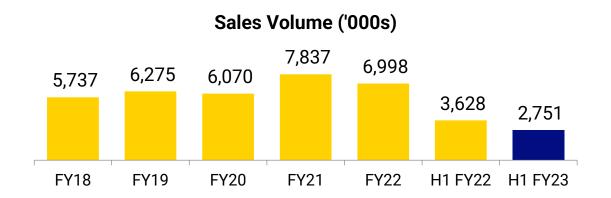
RETAIL PERFORMANCE TRENDS

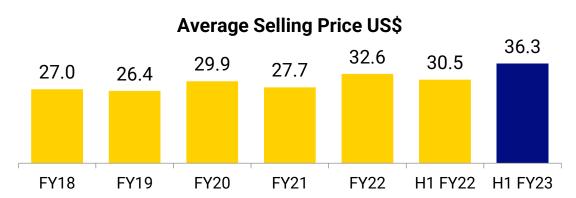


Volume and ASP

TV Sales

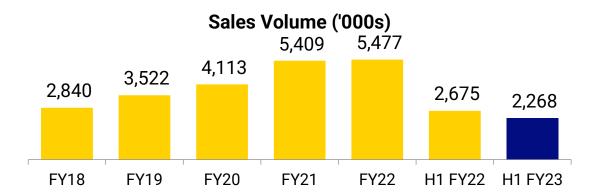


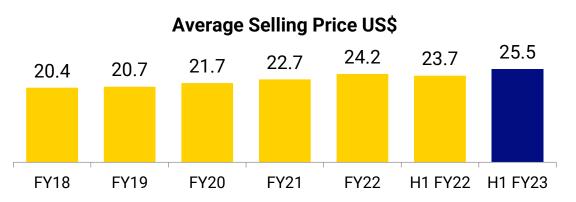




Digital Sales

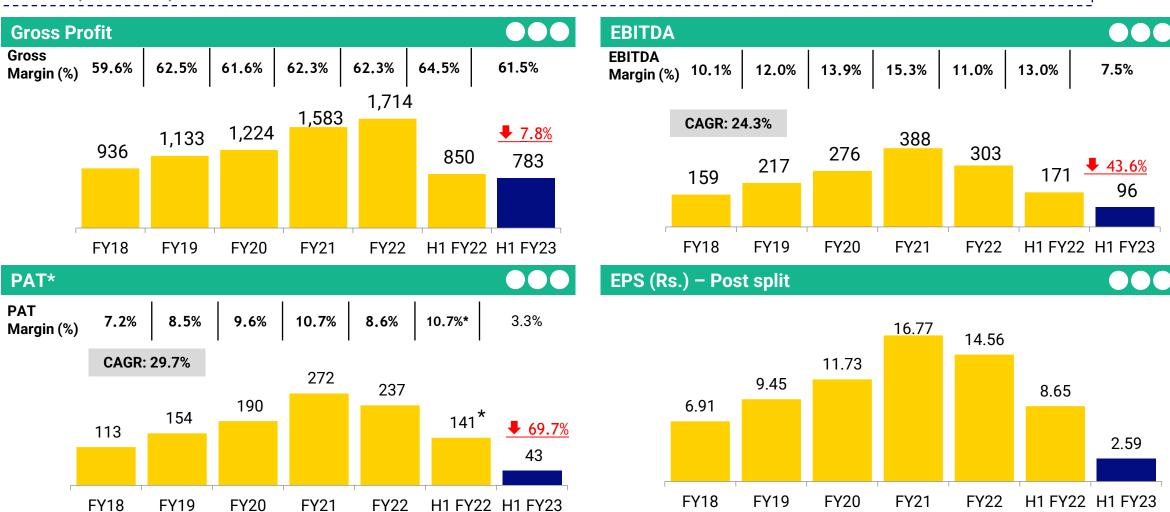








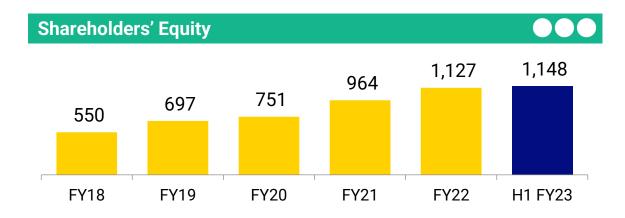
Profits - (Rs. crore)

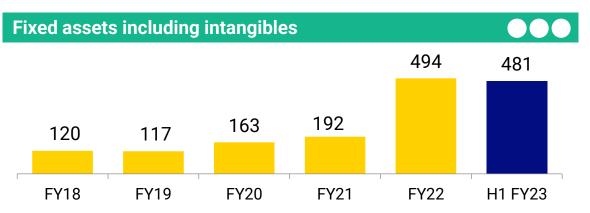


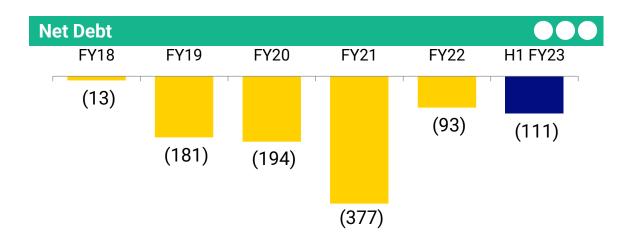
*Note: H1 FY22:

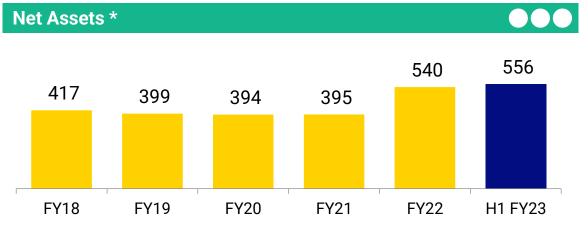


Balance Sheet - (Rs. crore)







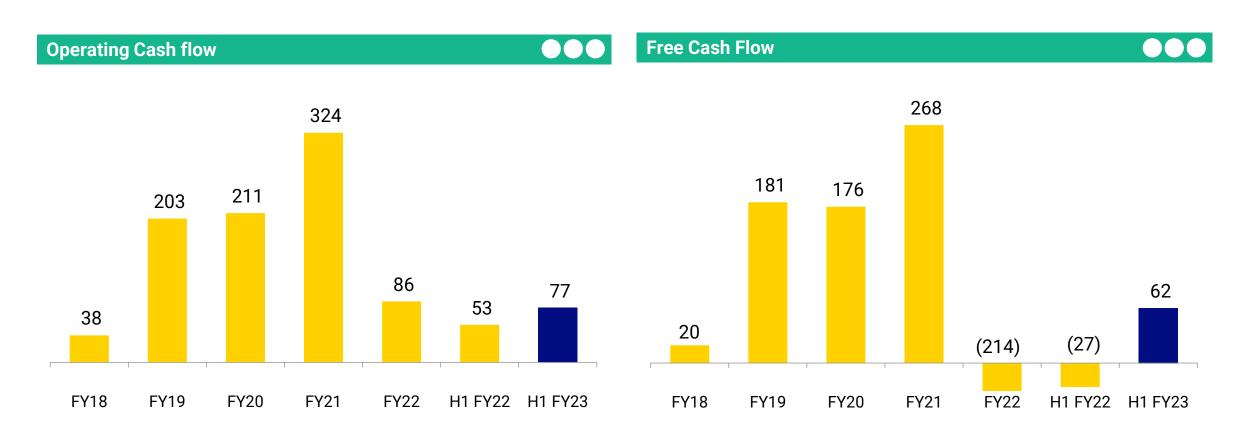


Note:

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



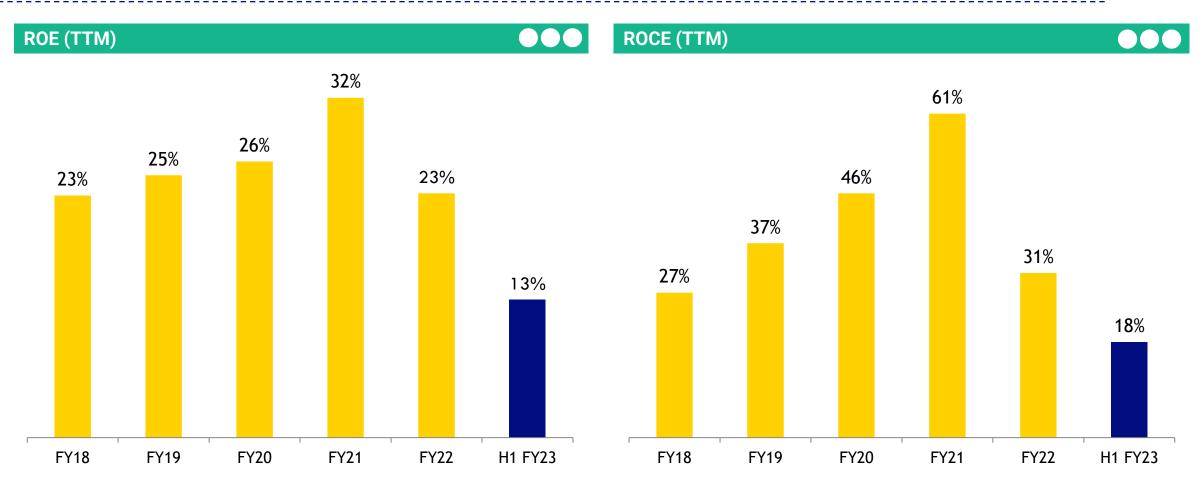
Cash Flow - (Rs. Crore)



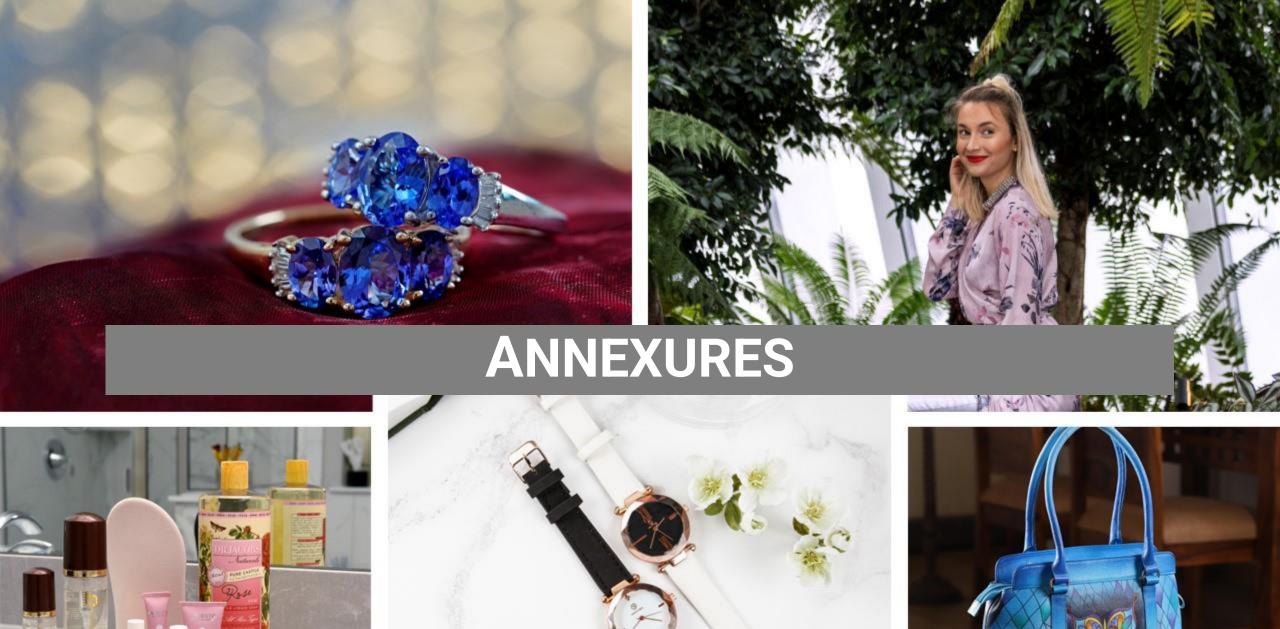
Cashflows improved YoY as capex reverting to normal levels alongside focus on efficient capital allocation



Key Ratios



Return ratios reflect impact of lower profitability









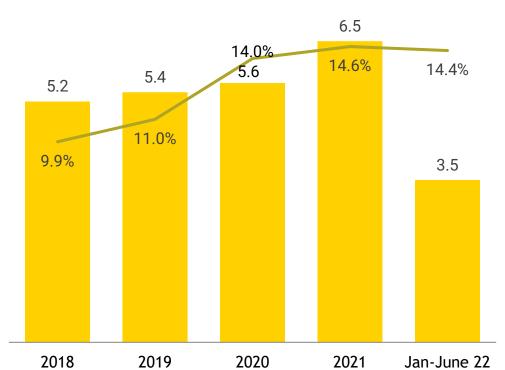
UPDATES ON DIGITAL COMMERCE MARKETS



Decent QoQ recovery amidst industry wide headwinds

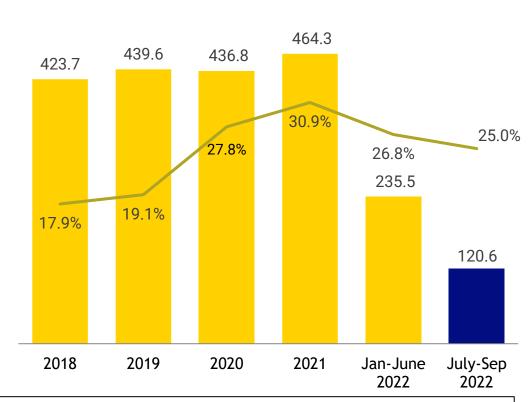
US Retail & E-com Sales*

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



UK Retail & E-Com Sales

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



5yrs CAGR (Q2):

Shop LC (US): 8%

Shop TJC: 13.1%

ROBUST CORPORATE GOVERNANCE



H1 FY23

Rs. 49.3 crores

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 2021 for Green Built Environment

LEED's GOLD Certificate











India, US, UK & China GPTW® Certified



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



SUSTAINABILITY INITIATIVES



ENERGY

Solar 3.23 MW

since inception 84 2-Wheelers & 3 4-

commute

Certificate

Shop LC-US' both buildings LEED's Gold certified



WATER

Rainwater harvested per annum

Water saved per day

with the installation of low LPM faucets

48_{KL} Water recycled per day,

which equals 17,500 kl.

per year **500** KL

2 RWS Rainwater Storage

Tanks

BIODIVERSITY

~26,000

Saplings planted for developing 2 Miyawaki forests

~7,000

Additional saplings planted till date





WASTE

100%

conversion of biodegradable waste (vegetables, food, leaves) into manure

2,200 Kg E-waste recycled

~1,750 Kg Plastic waste recycled

COMMUNITY GIVEBACK





- > Till date Served **69 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 during pandemic

Providing resources for healthcare services:

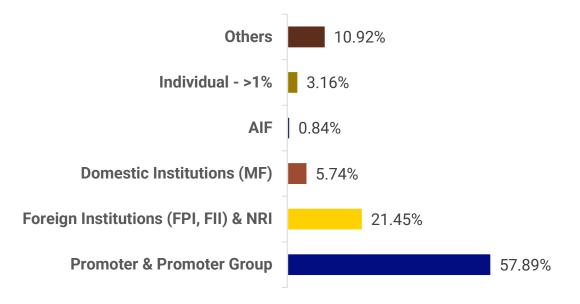
- > Distributed 117 Oxygen Concentrators, 31 BIPAP and other key medical equipment in hospitals
- Facilitated procurement, transport and installation of oxygen plant in hospitals
- > Vaccination drives for employees and their families

VGL SHAREHOLDER BASE: AS ON 30-SEPTEMBER-2022



Key Shareholders	Holding as on 30-Sep-22
Nalanda India Fund Limited	10.19%
Motilal Oswal Flexi Cap Fund	5.72%
Malabar India Fund Limited	5.40%
Vanguard	1.58%
Vijay Kedia	1.95%
Ashish Kacholia	1.21%
Government Pension Fund Global	0.33%

Shareholding Pattern



MANAGEMENT TEAM





Mr. Sunil Agrawal Managing Director, VGL Group



Mr. Nitin Panwad Group CFO, VGL Group



Mr. Vineet Ganeriwala President, Shop LC (US)



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



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



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



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



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

46



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.

