

V2 Retail Limited

Date: June 10, 2017

To,

National Stock Exchange of India Limited

Exchange Plaza, Plot No. C/1, G Block, BandraKurla Complex, Bandra(East) Mumbai-400051, NSE Code- V2RETAIL BSE (Bombay Stock Exchange) Limited

25th floor,"PhirozeJeejeebhoy Tower",
Dalal Street, Narimal Point, Mumbai-400001
BSE Code-532867

Sub: Pursuant to Regulation 30 of <u>SEBI (Listing Obligations and Disclosure Requirements)</u> Regulations 2015:- Investor Presentation June 2017

Dear Sir/Madam,

Pursuant to Regulation 30 of <u>SEBI (Listing Obligations and Disclosure Requirements)</u>
Regulations 2015. Please find enclosed herewith Investor Presentation June 2017

Please treat this as intimation to your exchange as per the <u>SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015.</u>

The aforesaid intimation is also disclosed on the website of the company, www.v2retail.com.

This is for your information and record.

Yours Truly

For V2 Retail Ltd.

Mr. Ramchandra Agarwal Chairman & Managing Director

DIN00491885



V2 Retail Limited

Investor Presentation

June 2017

Disclaimer



This Corporate Presentation has been prepared by V2 Retail Limited ("V2 Retail") and does not constitute a prospectus or placement memorandum or an offer to acquire any securities. This presentation or any other documentation or information (or any part thereof) delivered or supplied should not be deemed to constitute an offer. No representation or warranty, express or implied is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of such information or opinions contained herein. The information contained in this presentation is only current as of its date. Certain statements made in this presentation may not be based on historical information or facts and may be "forward looking statements", including those relating to the general business plans and strategy of V2 Retail, its future financial condition and growth prospects, future developments in its industry and its competitive and regulatory environment, and statements which contain words or phrases such as 'will', 'expected to', 'horizons of growth', 'strong growth prospects', etc., or similar expressions or variations of such expressions. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results, opportunities and growth potential to differ materially from those suggested by the forward-looking statements. Further, no representation or warranty expressed or implied is made nor is any responsibility of any kind accepted with respect to the completeness or accuracy of any information. Also, no representation or warranty, express or implied, is made that such information remains unchanged in any respect as of any date or dates after those stated herein with respect to matters concerning any statement made in this Corporate Presentation. V2 Retail may alter, modify or otherwise change in any manner the content of this presentation, without obligation to notify any person of such revision or changes. This presentation cannot be copied and disseminated in any manner. No person is authorized to give any information or to make any representation not contained in and not consistent with this presentation and, if given or made, such information or representation must not be relied upon as having been authorized by or on behalf of V2 Retail. This presentation is strictly confidential.

Table of Contents



Section	Particulars	Page No.
1	Executive Summary	4
2	Key Strengths	6
3	Company Overview	8
4	Business Strategy	20
5	Industry Overview	23
6	Key Financial Indicators	27

Section 1: Executive Summary



Executive Summary



Retail Industry: a high growth industry

- Indian Retail is one of the fastest growing markets in the world due to economic growth.
- Changing customer preferences leading to a rapid shift to organised retail. Growth of organised retail will further boost and help in enhance availability and drive growth.
- High disposable income leading to shift in consumer preferences to branded and premium products.
 Consumer expenditure estimated to be USD3.6 trillion by 2020 vis-à-vis USD1.25 trillion in 2015.
- Retail market in India to reach USD 1.3 trillion by 2020 from USD 600 billion in 2015.
- Rising number of Tier 2 & Tier 3 cities to enhance supermarket space in the country.

V2 Retail: Well entrenched to capture the growth in the Industry

- V2 Retail is one of the fastest growing retail company in India and enjoys strong brand equity from customers across segments.
- The Company currently operates 38 stores spread across 13 states with a total retail area in excess of 4.70 lac Sq. Ft.
- Company is focusing on Private Labels and scaling up in-house brands across all price points.
- Per sq. ft sales of more than ₹ 1100 per month for last three years, one of the best amongst apparel retailers.
- The Company caters to the 'neo middle class' and 'middle class' group of population living in small towns.
- Experienced Management with strong industry expertise with its promoters having an experience of around 25 years in the Retail Industry
- Revenue of ₹ 4,714 million and PAT of ₹ 373 million in FY2017. Revenue has been growing at CAGR of 64% during FY2012-FY2017.
- Debt reduction from ₹ 984 million to ₹ 88 million in FY2017.

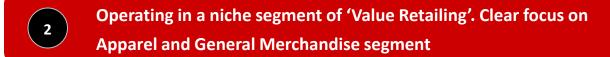
Section 2: Key Strengths



Key Strengths







Consistent per square feet sale of more than ₹ 1100 per month for past 3 years, the best amongst apparel retailers

Focused approach on growth of same store sales and better footfall conversion for margin improvement to create further value

Systems & Processes are in place for Inventory Management & MIS

Zero working capital debt based expansion and virtually Zero Debt Company.



Section 3: Company Overview



Company Overview



- V2 Retail Limited (formerly known as Vishal Retail Limited), incorporated in the year 2001 with an objective of providing merchandise to masses at affordable price.
- The Company went Public in the year 2007.
- The brand "Vishal" was sold in the year 2011 due to operational losses. The Company was renamed V2 Retail Limited.
- It primarily operates in Tier-II and Tier-III cities, with a chain of "V2 Retail" stores offering apparels and general merchandise, catering to the entire family.
- The Company is one of the fastest growing Retail Company in India.
- The Company currently operates 38 stores spread across 13 states with a total retail area in excess of 4.70 lac Sq. Ft.
- Per sq. ft sales of more than ₹ 1100 per month for last three years, the best amongst apparel retailers.
- The Company caters to the 'neo middle class' and 'middle class' group of population living in small towns.

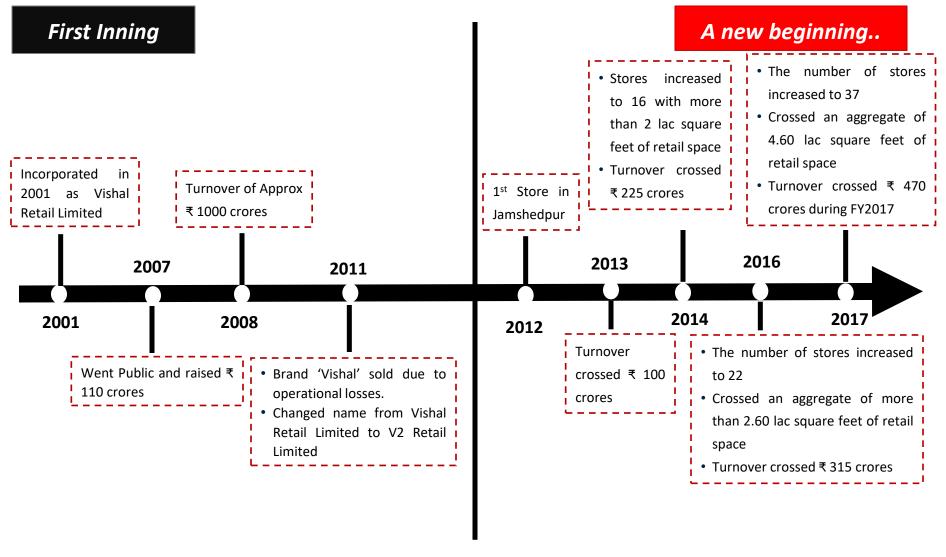
Stores

State	No of Stores
Bihar	14
Himachal Pradesh	1
Jharkhand	1
Karnataka	1
NCR	3
North East	4
Odisha	2
Uttar Pradesh	9
Uttrakhand	2
West Bengal	1
Total	38

Operates on its key guiding principles of "Value & Variety" at reasonable price to consumers

Milestones





Business Verticals



				_ 1 _
Вu	sın	ess \	Vertic	ais

- Men's Wear Upper, Lower, Occasion Wear, Winter Wear, Sportswear, Formal, Casual,
- Ladies Wear Ethnic wear, Upper, Lower, Occasion Wear, Winter Wear, Sportswear
- Kids Wear Boy, Girls, Infants, Winter Wear
- **Lifestyle** Lifestyle products like Deodorants, wallets, sunglasses, ladies purse etc.

Verticals	Sales Mix
Men's Wear	44%
Ladies Wear	27%
Kids Wear	26%
Lifestyle	3%

The key factors driving apparel business

Shopping Trigger

Triggers for apparel Shopping

> Key Aspects

Occasions Drive Purchases
Festivals | Weddings | Birthdays | Social
Functions

Emotional Needs

New Seasons | New Trends | Fun times |
Feels likes it

Functional needs

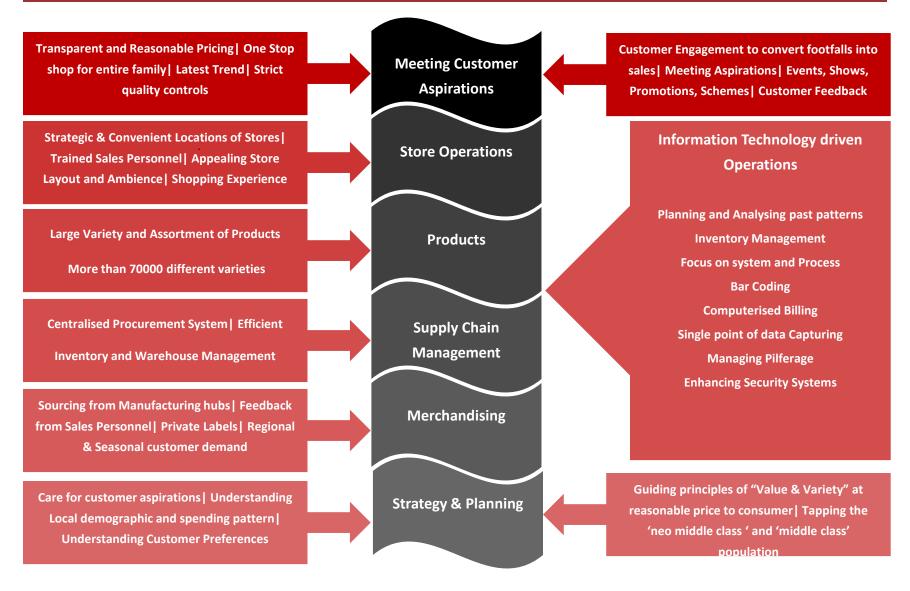
Discount | Offers | Sale | Replace Old

Price | Quality of make | Quality & Type of Fabrics | Durability | Comfort | Fit

- Key guiding principles of "Value & Variety" at reasonable price to consumer.
- V2 Retail is a "one stop family shop" with a comprehensive portfolio of product offerings.
- Range of products to suit everyone's budget.
- Shopping from an organised retail store fulfils the aspirational value of people living in small towns

Business Process





Store Presence and Strong Product Sourcing Capabilities



Expansion of Stores with Focus on Profitability

- V2 Retail opens new stores with a clear focus on profitability. The idea is to do profitable growth than geographical based expansion.
- Currently, it owns and operates 38 stores spread out across 35 cities and 13 states amounting to approx 4.70 lac Sq. Ft.

· ·	•	NCR	•	Karnataka
L	•	West Bengal	•	Uttarakhand
1	•	Bihar	•	Odisha
I	•	Uttar Pradesh	•	North East
1	•	Jharkhand	•	Himachal Pradesh

• The Company has one distribution center capable of catering to 10 lakh sq. ft. of retail space.

Strong and Diversified Procurement Network

- Centralized Procurement System ensuring all the products go through rigorous Quality Parameter Check
- Timely payments to vendors to ensure seamless supply at best prices.
- The Company has a wide network of vendors and suppliers spread across the country
- The benefits of Centralized Procurement ensures right products at right time at reasonable cost to end consumer

V2

Pleasant ambience for the aspiring class in Tier-II and Tier-III Cities





Average store sizes of 10,000 square feet





Recent Promotional Campaign







Recent Promotional Campaign







Competitive Strengths



First mover advantage

• 25 years of experience in serving the Indian Retail space

• V2 Retail has a first mover advantage in various Tier-II and Tier-III cities.

• It is one of the pioneers in opening stores in smaller Indian towns and Tier-II and Tier-III cities like Jaunpur, Haldwani, Arrah, Chapra etc.

Per Square Feet Sales

• One of the most efficient apparel retailer with consistently maintaining per square feet sales of more than ₹ 1100 per month for last 3 years.

Centralized Procurement System & Quality Check

Centralized procurement and rigorous quality check

• It has a wide network of registered vendors and suppliers spread across the country

Efficient Supply Chain Management • The Company has comprehensive SCM system comprising of planning, sourcing, standardization, logistics, quality control, pilferage control, replacement and replenishment.

• The Company has one distribution center capable of catering to 10 lakh sq. ft. of retail space

Strong IT infrastructure, systems and processes

The Company uses an comphrensive ERP software (SAP)

• It has a strong Management Information System ("MIS")

Pleasant ambience

• It provides pleasant Air-Conditioned stores ambience with trial rooms and a modern shopping environment to its in Tier-II and Tier-III cities.

One Stop Family Shop

• The Company's product range specifically caters to the demands and aspirations of 'neo middle class' and the 'middle class' group of the population with an added focus on latest fashion and trends.

Key Management Profile



Name & Designation	Brief Profile						
	Mr. Agarwal holds a bachelor's degree in Commerce						
Mr. Ram Chandra Agarwal	 He has more than 25 years of entrepreneurial and business experience. He has been a member of the Board of Directors since inception. He provides strategic direction to the Company and is the driving force behind the establishment and growth of the Company. 						
Chairman and Managing Director	He is the pioneer in value retailing and brought this concept in India						
	 He was conferred several awards at different forums such as Ernst & Young Entrepreneur of the year award in 2008 and 4Ps Power Brand Award in 2007. 						
	Mrs. Agarwal holds a bachelor's degree in Arts						
Mrs. Uma Agarwal Whole Time Director	She has more than 15 years of experience in the retail industry.						
	 She has been a member of the Board of Directors since inception. She oversees the marketing strategies of the Company. 						

Management Team

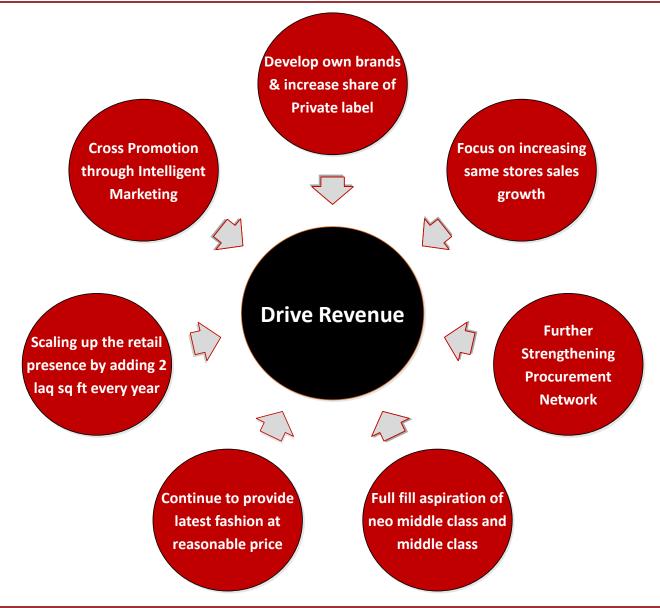


Name & Designation	Brief Profile						
Mr. Akash Agarwal	Mr. Agarwal is a commerce Graduate						
Head - Procurement	He has more than 5 years of experience in the Retail Industry						
Mr. Nikhkil Kansal	 Mr. Kansal holds a degree in Executive Management Program in Sales & Marketing from IIM Lucknow and Post Graduate Diploma in Business Management from IMT Ghaziabad 						
Retail Head	 He has more than 17 years of experience in Retail Industry. Prior to join V2, he has worked with Reliance Retail Limited 						
Mr. Pratik Adukia	Mr. Adukia is commerce graduate and CA Inter.						
Head – Merchandising	He has more than 15 years of experience in Retail Industry						
	Mr. Kaushik is a Chartered Accountant						
Mr. Vipin Kaushik	 He has more than 11 years of experience in Accounts & Finance. 						
Chief Financial Officer	 Prior to join V2, he has worked with ONICRA Credit Rating Agency of India Limited and Delhivery Private Limited 						
	Mr. Khemka is a commerce graduate						
Mr. Abhishek Khemka	He has more than 19 years of experience in the retail industry.						
Head - Planning & Sourcing	Prior to join V2, he has worked with CityKart Retail Limited						
M. C P	Mr. Bajaj holds a degree in PGDBM (Retail Management) and BE (Electronics)						
Mr. Gaurav Bajaj	He has more than 20 years of experience in Retail Industry						
GM - Merchandising	Prior to join V2, he has worked with Club Central						

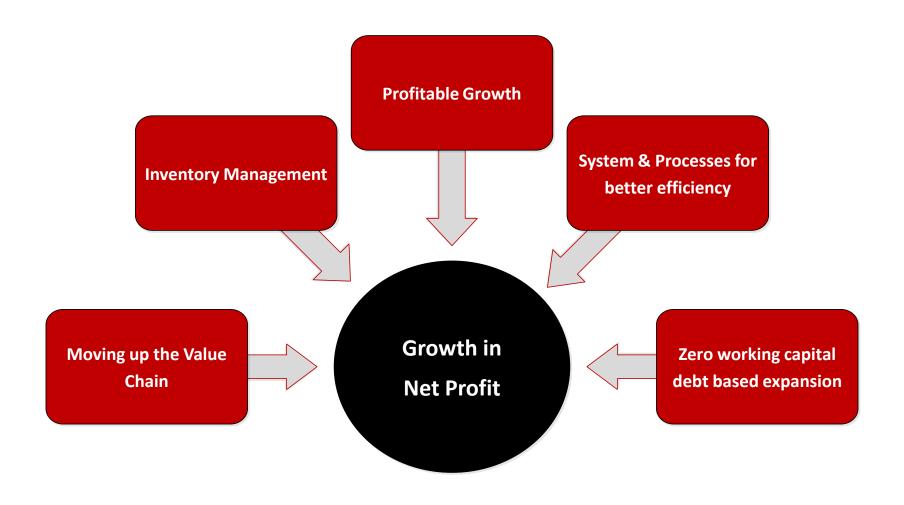
Section 4: Business Strategy











Section 5: Industry Overview



Indian Retail industry



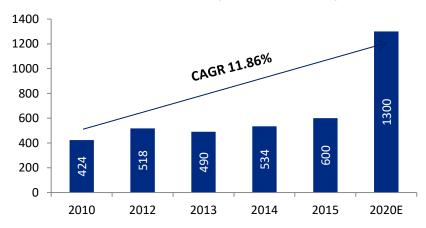
Overview

- The Indian Retail sector is emerging as one of the largest sector in the economy.
- Retail industry is expected to grow to US\$ 1.3 trillion by 2020, registering a CAGR of 16.7% between 2015-2020.
- The organized retail penetration in India is low (8 per cent) compared with that in other countries, such as US (85%). This indicates strong growth potential for organized retail in India.

Indian Retail Market Size

Indian Retail sales to surge by 2 times by FY20

Market Size (USD Billion)



- Organized retail is expected to account for 24% of the overall retail market by 2020.
- Clothing & Footwear at 37% has the largest share of the organised retail market in FY15.
- The retail sales during FY20 to surge by 2x from the FY15 sales level aggregating USD 1300 billion during FY20 recording a CAGR of 16.72%.
- Rapid emergence of organised retail outlets, such as mega malls and hypermarkets, are augmenting the growth of organised retail in the country. Retailers have made dynamic changes in supply chain and logistics for competitive advantage and meeting consumer demands

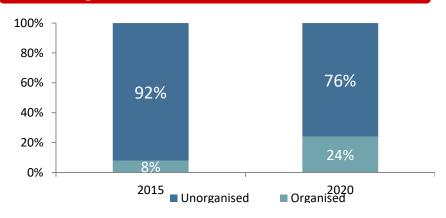
Indian Retail Industry



Rural - Urban Population

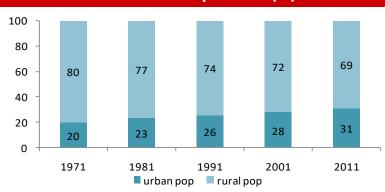
- The share of rural population in the total population has declined from 80.1% in 1971 to 68.8% in 2011.
- The primary reason for the higher share of unorganised retail in India emanates from the fact that rural sale comprises a major share of the total retail sales.
- Tier II and Tier III cities are a big opportunity in themselves with more than 80 cities occupied by around 90-100 million population in total

Organised Retail Market & Penetration



 The Indian retail sector is highly fragmented. More than ninety per cent of its business is being run by the unorganized retailers like the traditional family run stores and corner stores

Rural - Urban Population (%)



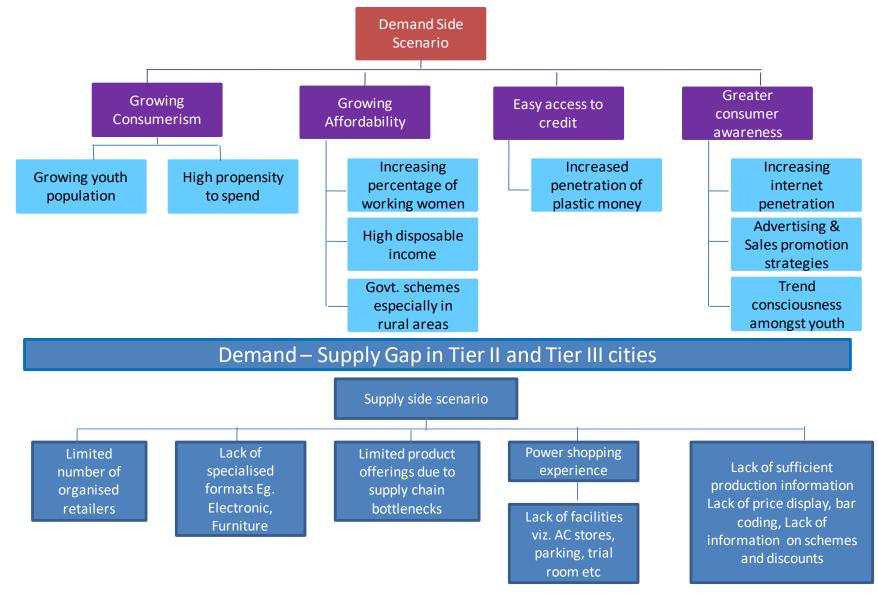
Share of Unorganised Retail (%)



Primarily dominated by the unorganised segment, in India the unorganised retail segment's shares is quite high as Compared to the unorganised retail contribution of 15-20% to the total retail sales in countries such as U.K., U.S., Taiwan

<u>Organised Retailing – Demand Supply Gap in Tier – II and Tier – III Cities</u>





Section 6: Key Financial Indicators







Particulars (₹ in Crores)	Q4FY17	Q4FY16	Y-o-Y	FY2017	FY2016	Y-o-Y
Revenue	107.2	79.4	35%	471.4	319.9	47%
Gross Profit	29.8	18.4	62%	138.1	95.6	45%
Gross Margin (%)	27.8%	23.1%		29.3%	29.9%	
Operational EBIDTA	2.7	1.2	129%	44.6	31.4	42%
Operational EBIDTA Margin (%)	2.5%	1.5%		9.5%	9.8%	
Profit Before Tax (Adjusted)	0.7	-2.6		31.3	16.2	93%
Profit After Tax	-1.8	-2.5		37.3	12.2	206%

Revenue:

- Revenue grew by 35% Y-o-Y in Q4FY17 from ₹ 79 crores to ₹ 107 crores. Revenue for FY17 grew at 47% Y-o-Y from ₹ 320 crores to ₹ 471 crores.
- The company has maintained sales momentum in this quarter as well led by healthy demand and new stores opening.

Gross Profit:

- Gross Profit increased from ₹ 18 crores to ₹ 30 crores in this quarter. Gross margins improved from 23.1% to 27.8%.
- For FY17, Gross Profit grew at 45% from ₹ 96 crores to ₹ 138 crores.

Operational EBIDTA:

- Operational EBIDTA grew by 129% Y-o-Y in Q4FY17 from ₹ 1.2 crores to ₹ 2.7 crores. Operational EBIDTA margins improved from 1.5% to 2.5% during the quarter.
- For FY17, Operational EBIDTA stood at ₹ 45 crores vis-à-vis ₹ 31 crores last year. An increase of 42% as compared to last year.

Financial Highlights – Quarterly Performance



Operational EBIDTA calculated by adding one-time provision of ₹ 4.06 crores made towards modification in agreement entered for advertisement and expensed off ₹ 1.57 crores towards software implementation cost during the year, which are one off in nature.

Profit Before Tax (Adjusted):

- Adjusted Profit Before Tax (PBT) for the Quarter improved to ₹ 0.70 crores from a loss of ₹ 2.60 crores in Q4FY17.
- For FY17, Adjusted PBT increased from ₹ 16 crores to ₹ 31 crores an increase of 93% as compared to FY16.

Profit After Tax (PAT):

- Finance Cost for the quarter further reduced to ₹ 0.47 crores from ₹ 3.23 crores due to repayment of outstanding loan.
- For FY17, PAT increased by 206% from ₹ 12 crores to ₹ 37 crores.

Others:

- The company has opened 5 new stores during the quarter Q4FY17.
- Company's stores count increased from 22 Stores in FY16 to 37 stores in FY17. A Net addition of 15 stores during the year.
- The Company operates 37 stores spread across 13 states with a total retail area in excess of 4.60 lac Sq. Ft.
- During the Financial Year 2016-17, Company has substantially reduced its Borrowings / Outstanding loan from ₹ 98.44 crores to ₹ 8.76 crores.

Financial Highlights – Profit & Loss Account



₹ in Million

Particulars	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	CAGR
Revenue from Operations	402	1,057	2,289	2,868	3,199	4,714	64%
Growth (%)		163.1%	116.6%	25.3%	11.6%	47.3%	0170
Gross Profit	91	267	567	814	956	1,381	72 %
GP Margin (%)	22.7%	25.3%	24.8%	28.4%	29.9%	29.3%	
EBIDTA	(122)	7	42	277	314	446	179%
EBIDTA Margin (%)	-30.5%	0.7%	1.9%	9.7%	9.8%	9.5%	
Other Income	37	21	22	25	25	20	
Depreciation	26	23	35	21	44	67	
Financial Charges	82	65	81	97	132	86	
PBT	(192)	(60)	(51)	184	163	313	
PBT Margin (%)	-47.9%	-5.6%	-2.2%	6.4%	5.1%	6.6%	
Exceptional Items					39	177	
PAT	(348)	(41)	(43)	97	122	373	96%
PAT Margin (%)	-86.6%	-3.9%	-1.9%	3.4%	3.8%	7.9%	
Extraordinary Items	-	(12)	(2)	0	(1)		
PAT after Extraordinary Items	(348)	(53)	(45)	98	122	373	

Financial Highlights – Balance Sheet



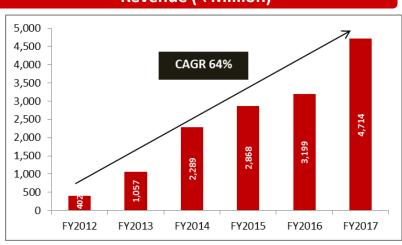
₹ in Million

Particulars	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017
Equity Capital	224	224	224	236	249	309
Reserve & Surplus	2,530	2,478	2,407	2,505	2,626	3,445
Share Warrants	-	-	-	7	85	19
Defered Tax Assets	(2,691)	(2,709)	(2,711)	(2,624)	(2,544)	(2,427)
Networth (Adjusted)	64	(7)	(80)	123	416	1,346
Loan Funds	569	704	834	693	984	88
Net Fixed Assets	66	98	144	194	329	548
Non Current Assets	372	369	380	358	408	415
Current Assets	292	497	619	871	1,208	1,284
- Inventories	160	448	555	793	1,089	1,146
- Cash and Bank	102	18	21	11	31	65
- Loans & Advances & others	29	31	42	66	88	73
Current Liabilities	97	268	388	606	544	814
- Trade Payables	76	247	282	352	366	622
- Provision & Other Liabilities	21	21	106	254	178	192

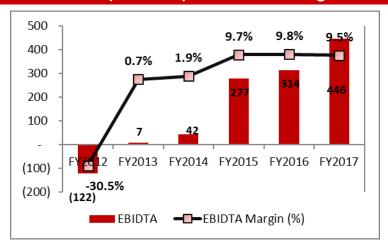
Robust Financial Performance



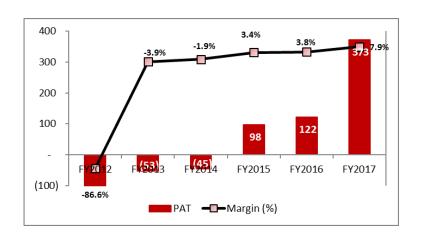




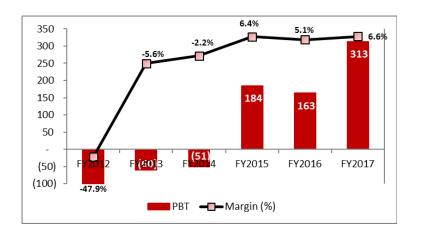
EBIDTA (₹ Million) and EBIDTA Margins



PBT (₹ Million) and PBT Margins



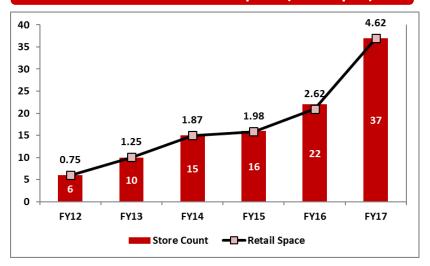
PAT (₹ Million) and PAT Margins



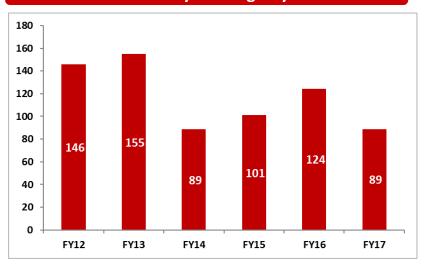
Key Operating Metrics



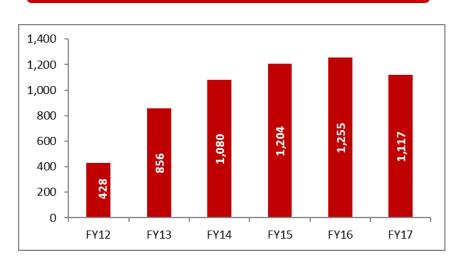
No. of Stores and Retail Space (lakh sq.ft.)



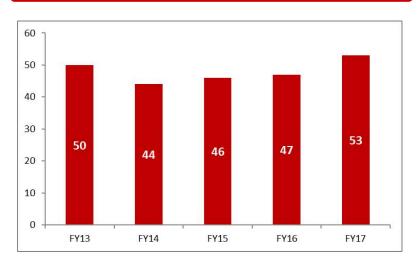
Inventory Holding Days



Sales per Sq.Ft. (₹ Per Month)



Rent per Sq.Ft. (₹ Per Month)





Thank You

For further information please contact:

Dr. Rahul Porwal

Marathon Capital Advisory Private Limited

Tel: +91-22-40030610

Email: rahul@marathoncapital.in

Mr. Vipin Kaushik (CFO)

V2 Retail Limited

Tel: +91-11-41771850

Email: vipin.kaushik@vrl.net.in

cs@vrl.net.in