

Review of Financial Result Q2 – Mar'14

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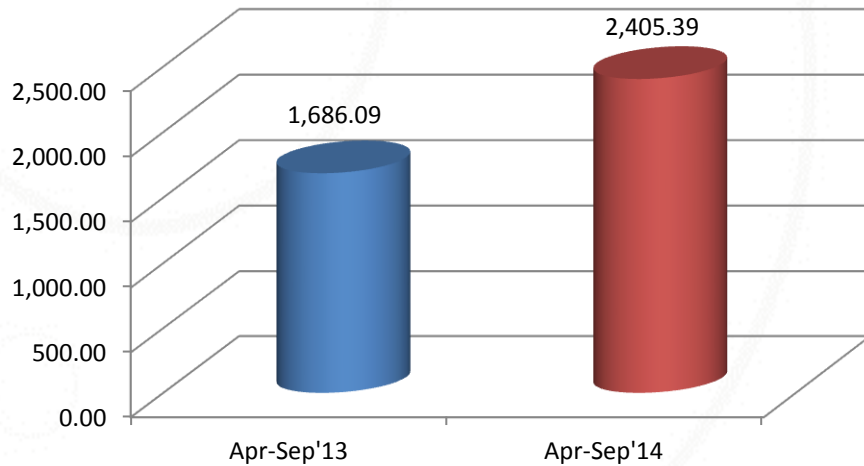
Key highlights of Apr-Sep FY14 vs FY13 results



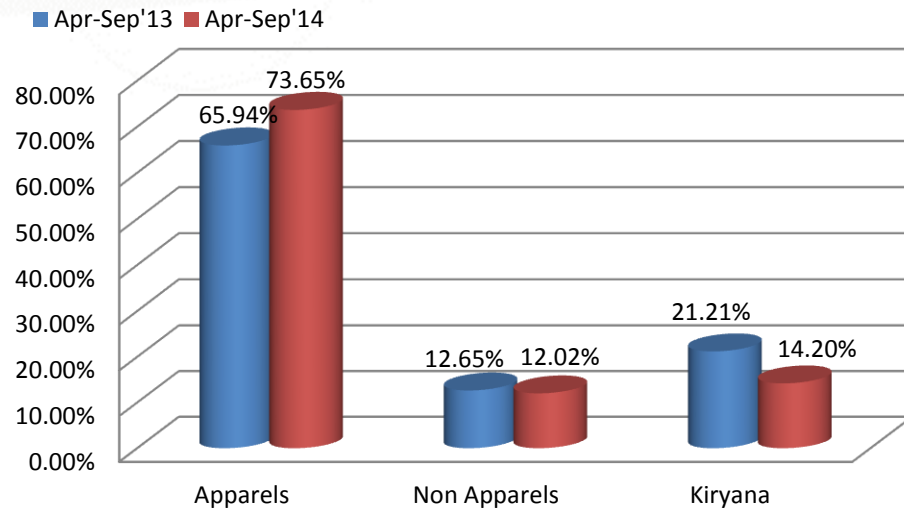
- Number of Stores has increased to 82 from 69 yoy.
- Revenue growth is 43%, yoy with Same Store Sales growth (fashion) of 12.6% and Same Store Volume Growth of 4.3%.
- Sales per sq foot (per month) has improved to Rs.708 from Rs.621 with a growth of 14% yoy.
- Contribution of Fashion segment to total revenues has expanded to 86% from 79% whereas that of kirana has reduced to 14% from 21% yoy.
- Gross Profit margins have improved to 30.37% from 29.66% yoy.
- Net profit growth is 52%, yoy.

Financial Parameters – Apr-Sep FY 14 vs FY 13

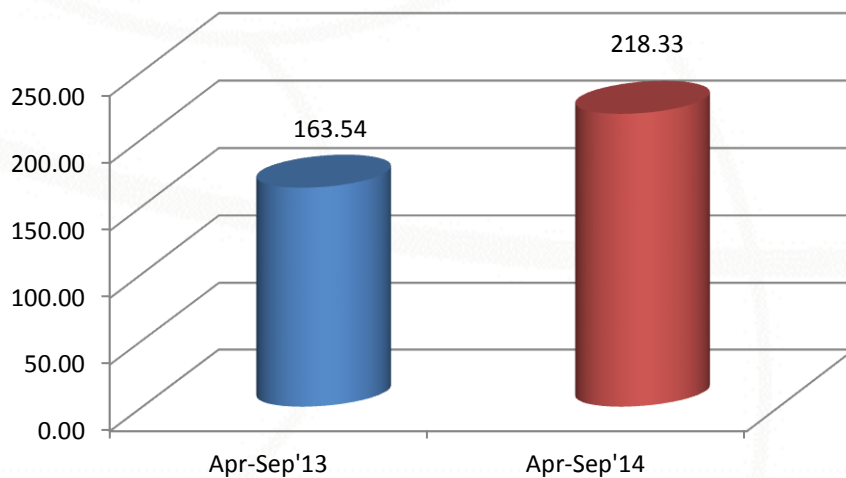
Sales (Millions)



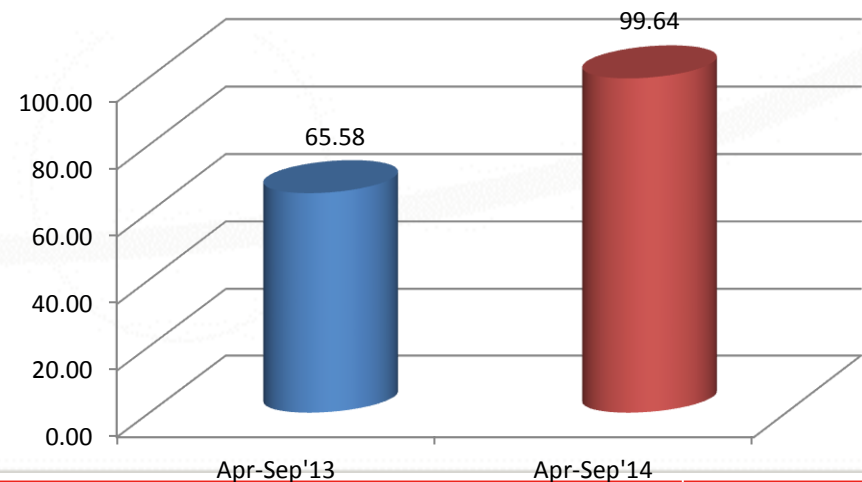
Sales Mix (%)



EBITDA (Millions)

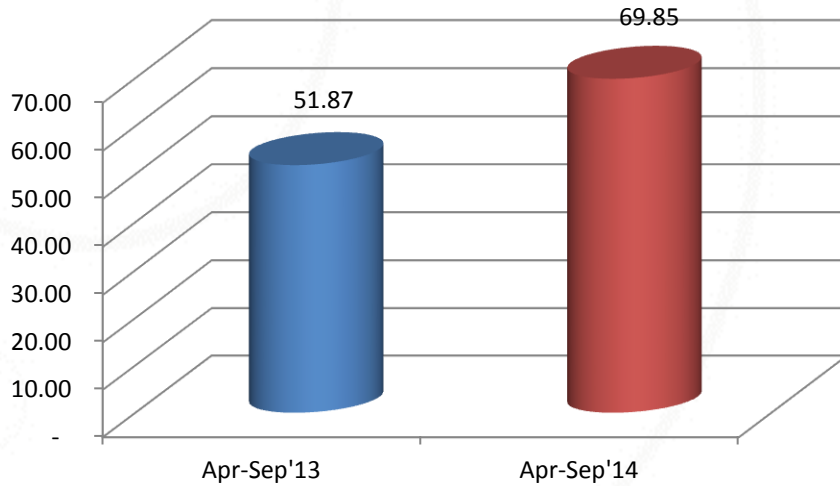


PAT (Millions)

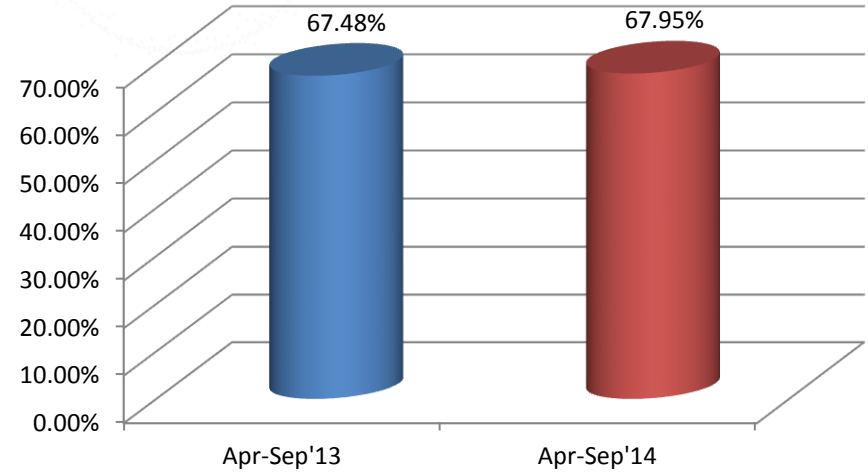


Operational Parameters – Apr to Sep FY14 vs FY13

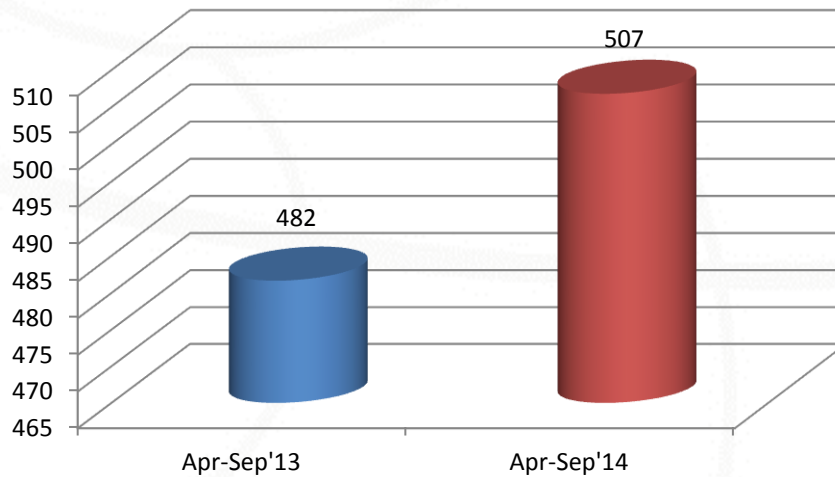
Footfall (lakhs)



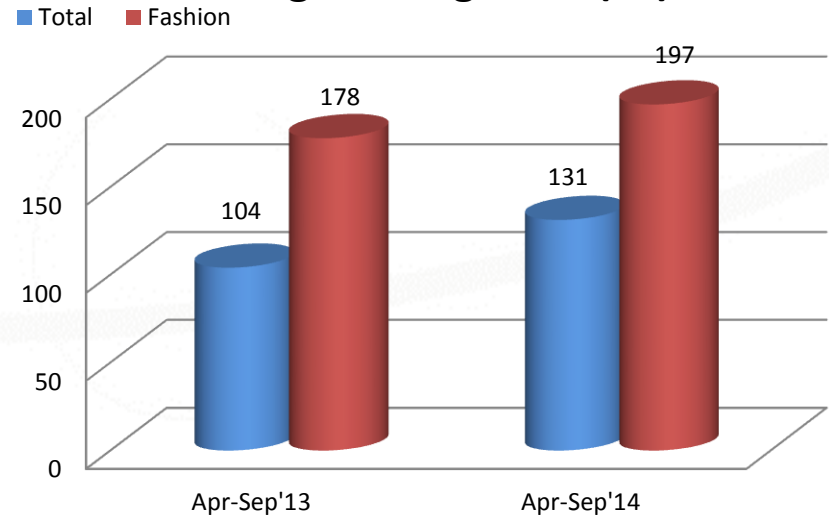
Conversion rate (%)



Transaction size (Rs.)



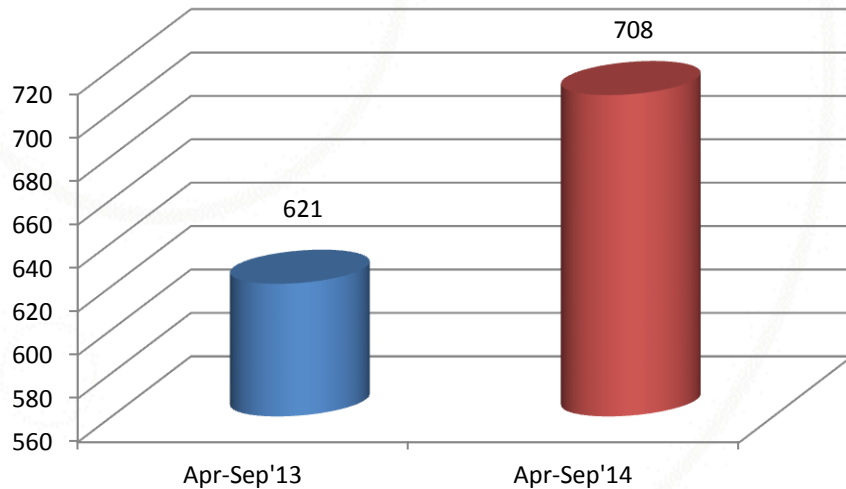
Average Selling Price (Rs)



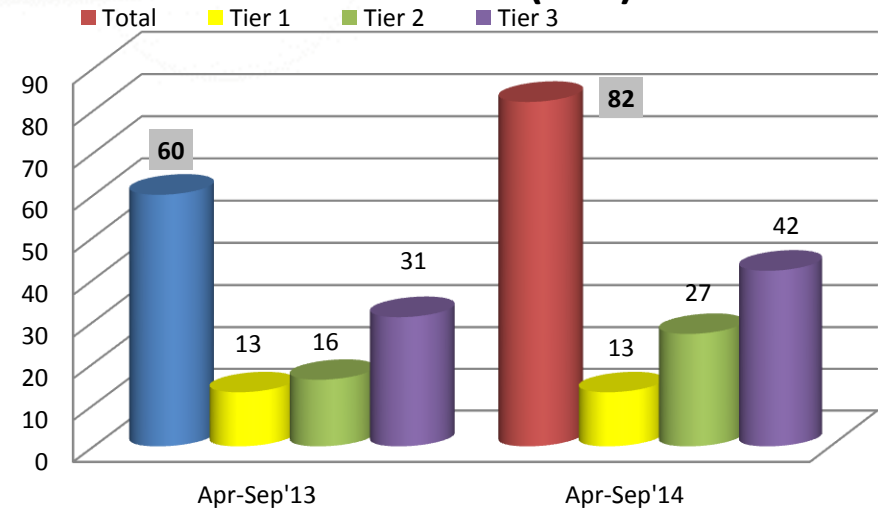
Operational Parameters – Apr - Sep FY14 vs FY13



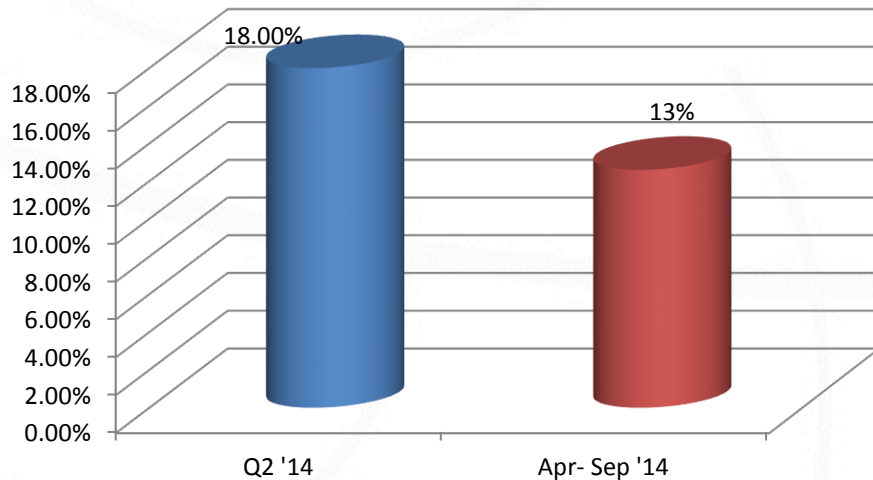
Sales per Sq feet (per month)



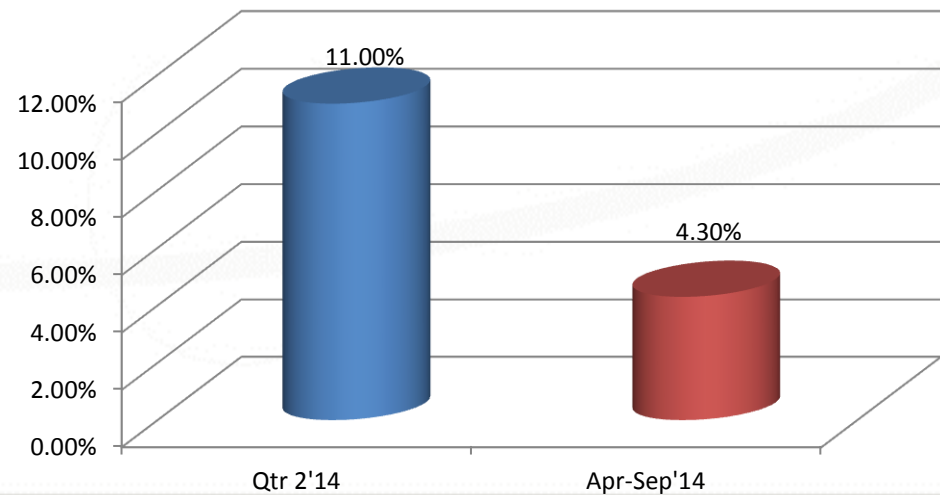
Store Count (Nos)



Same Store Sales Growth (Fashion) (%)



Same Store Volume Growth (Fashion) (%)

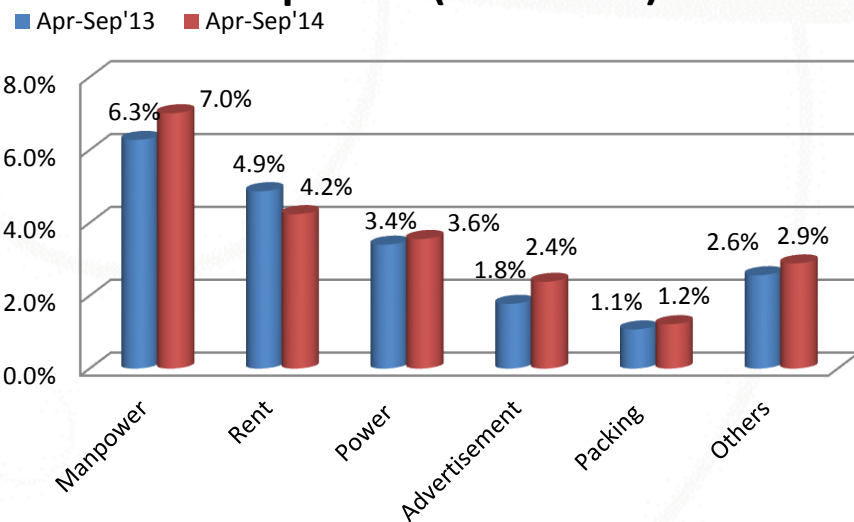


"Price Less" Fashion",

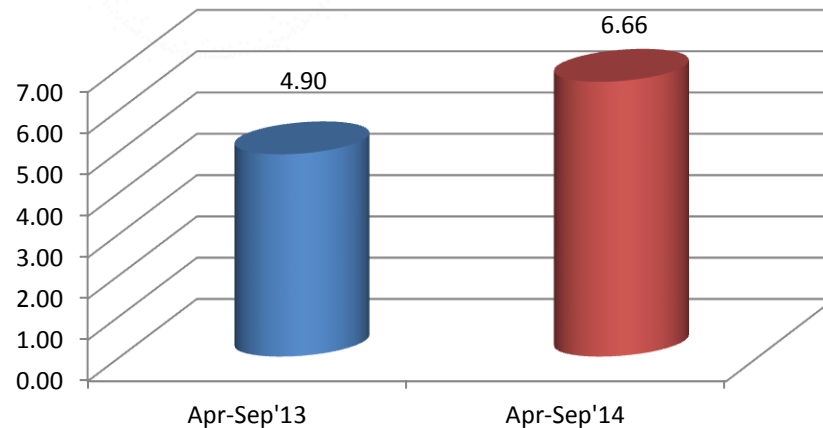
Key Parameters – Apr – Sep FY14 vs FY13



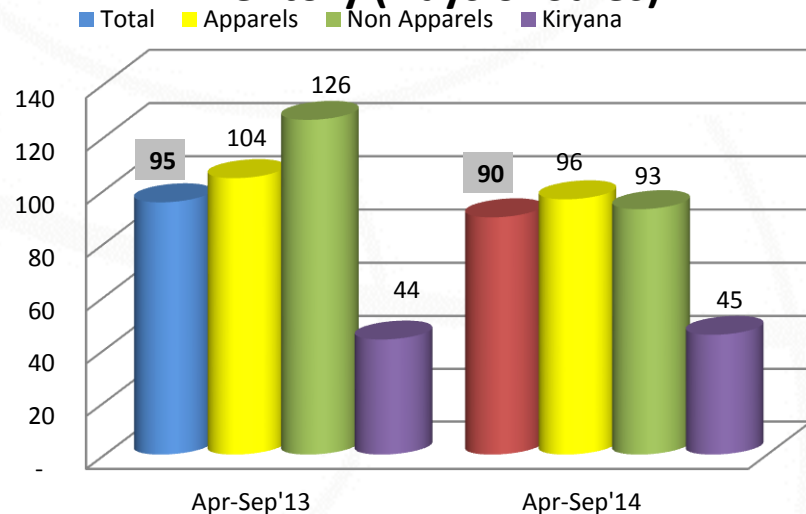
Expenses (% of Sales)



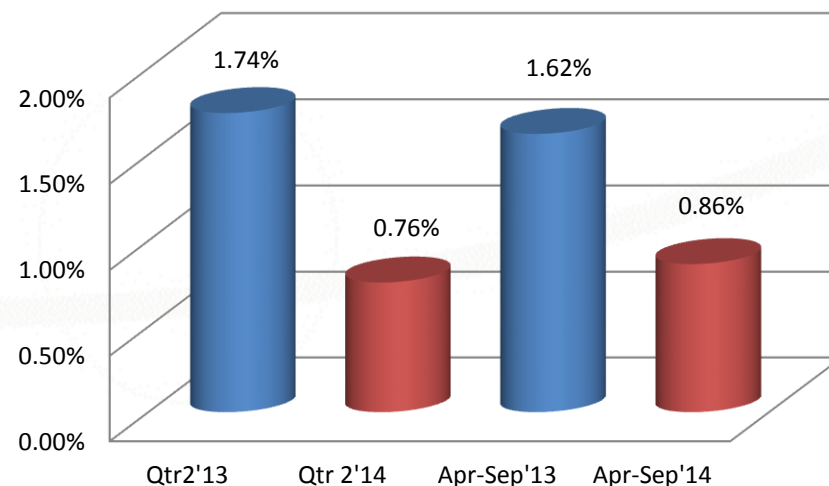
Retail Space (Sq feet lakhs)



Inventory (Days of Sales)



Shrinkage



Key highlights of Q2 FY14 vs FY13 results

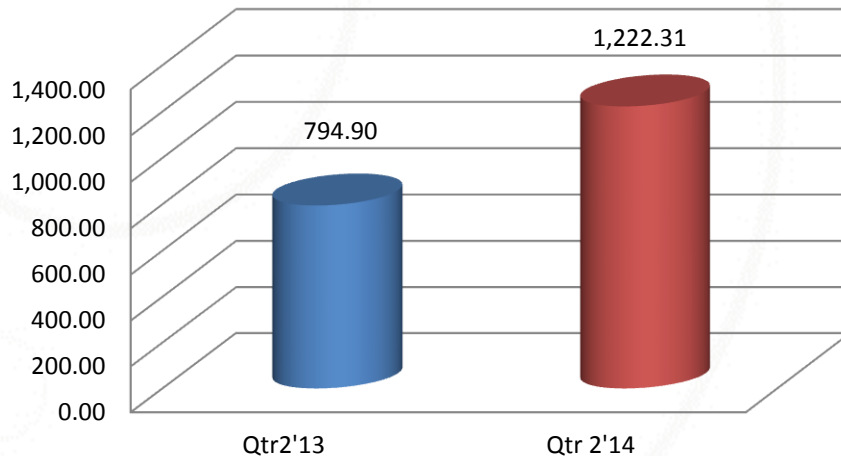


- Number of Stores has increased to 82 from 69 yoy.
- Revenue growth is 54%, yoy with Same Store Sales growth (fashion) of 18% and Same Store Volume Growth of 11%.
- Sales per sq foot (per month) has improved to Rs.682 from Rs.581 with a growth of 17% yoy.
- Contribution of Fashion segment to total revenues has expanded to 85% from 77% whereas that of kirana has reduced to 15% from 23% yoy.
- Gross Profit margins have improved to 28.76% from 28.49% yoy.
- Net profit growth is 116%, yoy.

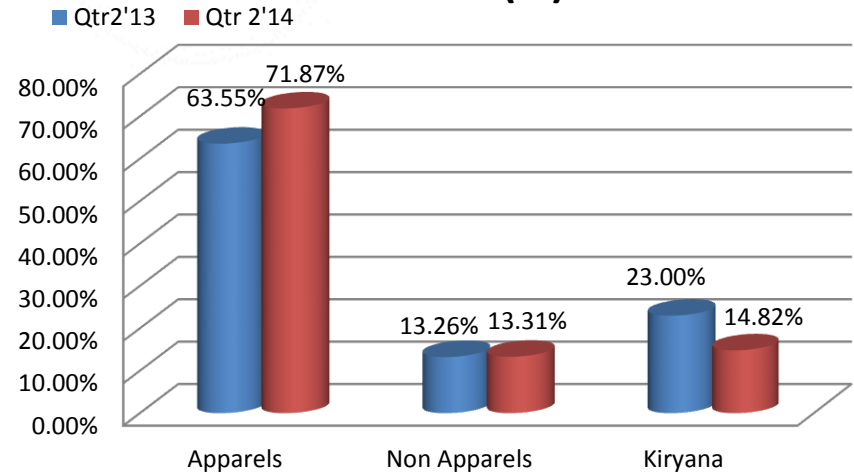
Financial Parameters – Q2 FY 14 vs FY 13



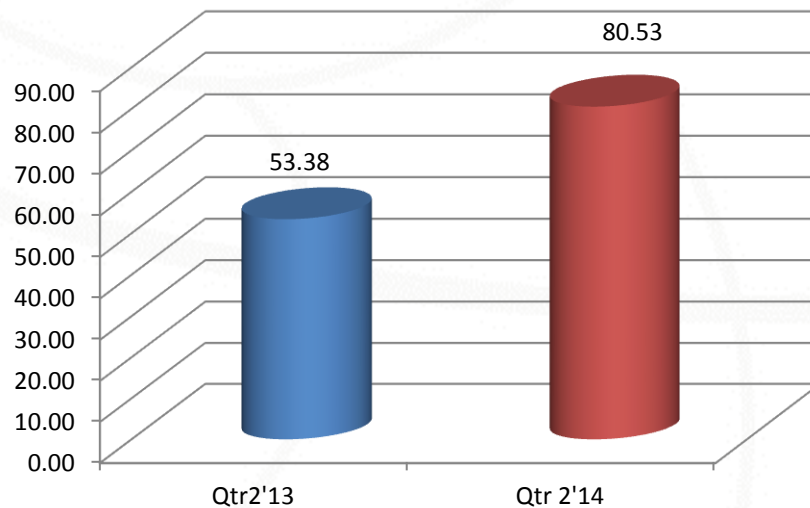
Sales (Millions)



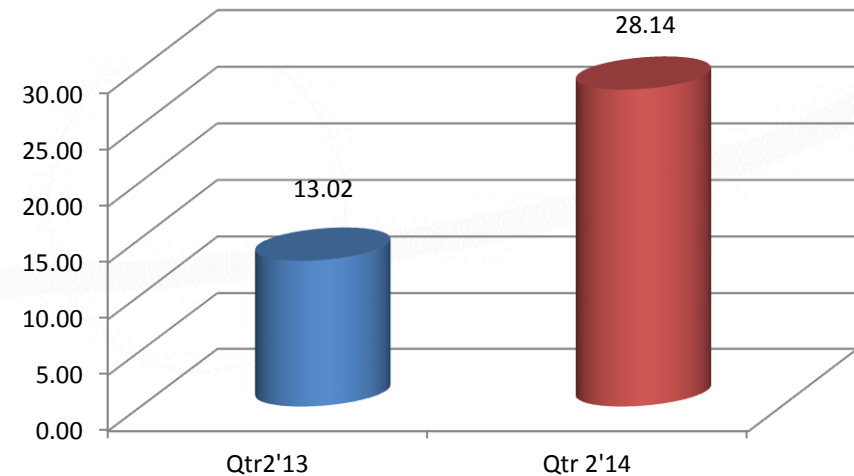
Sales Mix (%)



EBITDA (Millions)



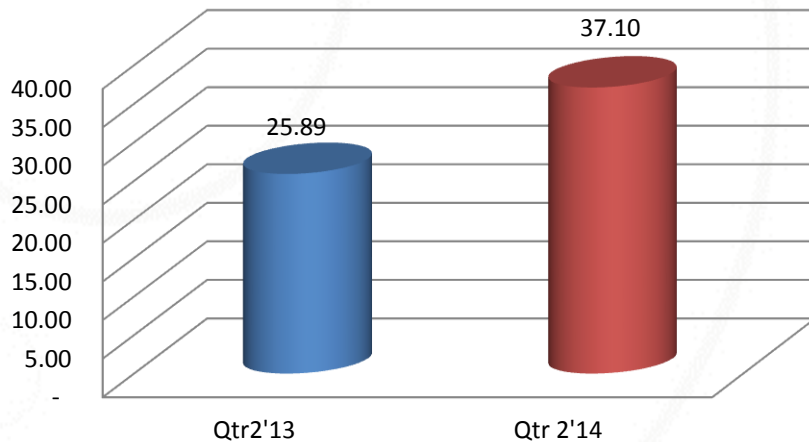
PAT (Millions)



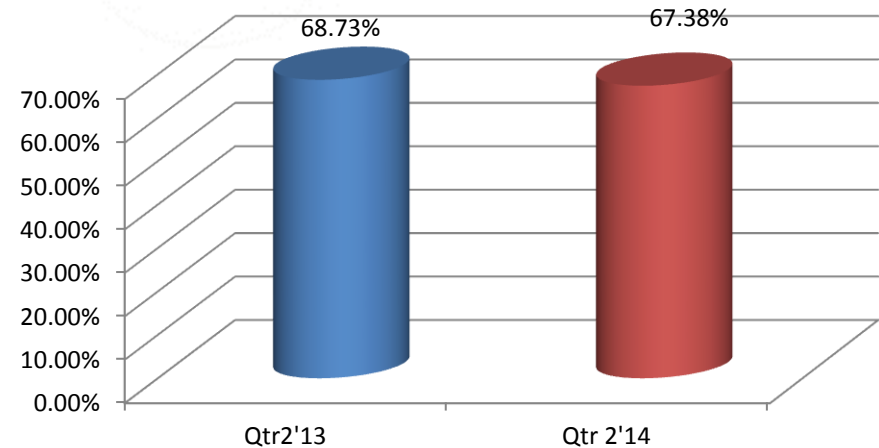
Operational Parameters – Q2 FY14 vs FY13



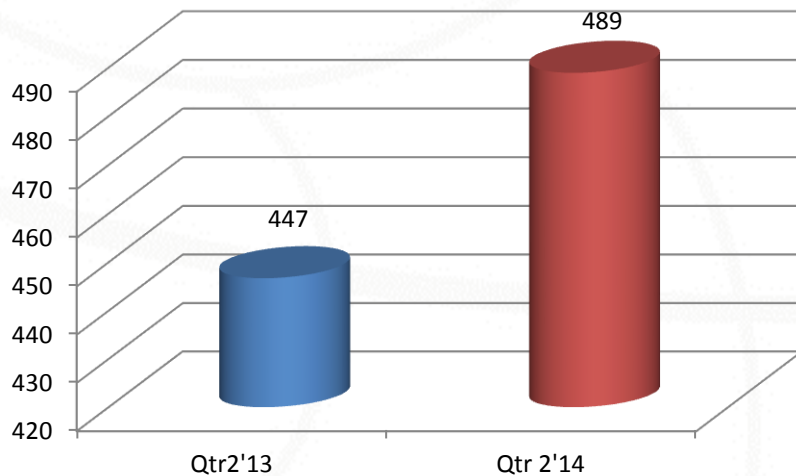
Footfall (lakhs)



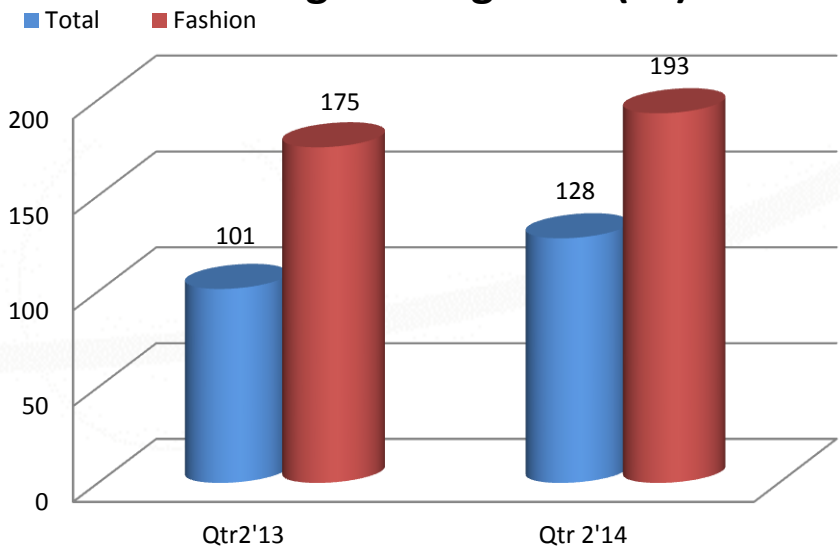
Conversion Rate (%)



Transaction size (Rs.)



Average Selling Price (Rs)



Financial Review – Profit & Loss Statement



Particulars	Half year ended on		Changes %
	30.09.2013	30.09.2012	
	(Unaudited)	(Unaudited)	
Part I			
1. Income from operations			
(a) Net sales/ Income from operations	24,002.56	16,827.14	
(b) Other operating income	51.29	33.67	
Total income from operations (net)	24,053.85	16,860.81	42.66%
2. Total expenses	22,338.03	15,571.92	
3. Profit from operations before other income, finance costs and prior period items (1-2)	1,715.82	1,288.89	
4. Other income	20.85	5.14	
5. Profit from ordinary activities before finance costs and prior period items (3+4)	1,736.67	1,294.03	34.21%
6. Finance costs	246.31	323.11	
7. Profit from ordinary activities before tax and prior period items (5-6)	1,490.36	970.92	
8. Prior period items - Income/ (Expense)	-	-	
9. Net profit before tax (7+8)	1,490.36	970.92	
10. Tax expense	493.94	315.15	
11. Net profit for the period (9-10)	996.42	655.77	51.95%
12. Paid up equity share capital (Face value of Rs.10 per share)	1,795.88	1,394.78	
13. Reserves excluding revaluation reserves	-	-	
14. Earnings per share (of Rs. 10 each) (not annualised)			
(a) Basic	5.55	4.70	
(b) Diluted	5.55	4.70	

Financial Review - Balance Sheet & Cash Flow



V-Mart Retail Limited

Balance Sheet as at 30 September 2013

Notes	As at 30 Sept 2013 (R.r.)	As at 31 March 2013 (R.r.)
EQUITY AND LIABILITIES		
Shareholder's funds		
Share capital	5 179,587,780	179,587,780
Reserves and surplus	6 1,391,058,304	1,296,948,161
	1,570,646,084	1,476,535,941
Non-current liabilities		
Long-term borrowings	7 19,201,816	20,172,397
Long term provisions	8 11,938,867	10,274,215
	31,140,683	30,446,612
Current liabilities		
Short-term borrowings	9 575,388,005	330,040,513
Trade payables	616,992,276	403,861,537
Other current liabilities	10 52,794,140	39,868,813
Short-term provisions	11 22,548,635	16,800,929
	1,267,723,056	790,571,793
	2,869,509,823	2,297,554,345
ASSETS		
Non-current assets		
Fixed assets		
Tangible assets	12 599,682,429	470,019,181
Intangible assets	13 6,280,625	4,358,656
Capital work-in-progress	15,596,297	13,171,404
Non-current investments	14 -	120,000,000
Deferred tax assets	15 9,810,979	7,257,524
Long term loans and advances	16 132,517,948	86,166,185
Other non-current assets	17 856,589	226,762
	764,744,867	701,199,712
Current assets		
Current investments	18 367,756,588	286,396,776
Inventories	19 1,636,169,172	1,107,505,728
Cash and bank balances	20 19,028,427	157,692,788
Short-term loans and advances	21 81,357,019	44,324,581
Other current assets	22 453,749	434,760
	2,104,764,954	1,596,354,633
	2,869,509,821	2,297,554,345

V-Mart Retail Limited

Cash Flow Statement for the Quarter ended 30 Sept 2013

	For the year ended 30 Sept 2013	For the year ended 30 Sept 2012
A. Cash flows from operating activities		
Net profit before tax	149,036,982	97,093,246
Operating profit before working capital changes	231,459,524	158,195,262
Cash generated from operations	(155,530,324)	87,709,824
Taxes paid	(63,686,420)	(30,983,016)
Net cash flow from operating activities	(219,216,744)	56,726,808
B. Cash flows used in investing activities		
Net cash flow used in investing activities	(147,184,201)	(67,487,865)
C. Cash flows from/(used in) financing activities		
Net cash flow from/(used in) financing activities	226,795,492	25,101,350
Net increase/(decrease) in cash and cash equivalents	(139,605,453)	14,340,293
Net increase/(decrease) in cash and cash equivalents		
Cash and cash equivalents at the beginning of the year	153,421,870	10,773,851
Cash and cash equivalents at the end of the year	13,816,417	25,114,144
	(139,605,453)	14,340,293

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Financial Review - Utilization of IPO Funds



Means of finance for the objects of Initial Public Offering (IPO) are as under:

Particulars	(Rs. in lacs)
Proceeds from the fresh issue	5,798.10
Proceeds from Pre-IPO placement	2,625.00
Internal accruals	717.60
	9,140.70

The utilization of the aforementioned means of finance as on 30 September 2013 is as under :

(Rs. in lacs)

Particulars	Utilization planned as per prospectus	Utilization of IPO proceeds as on 30 September 2013	Adjustments (utilization of surplus towards other objects)	Balance amount to be utilized as on 30 September 2013
To open new stores	6,970.40	(2,933.24)	6.60	4,043.76
Expansion of distribution centre	438.70	(13.21)	-	425.49
Working capital	1,000.00	(1,000.00)	-	-
Share issue expenses	731.60	(725.00)	(6.60)*	-
	9,140.70	(4,671.45)	-	4,469.25

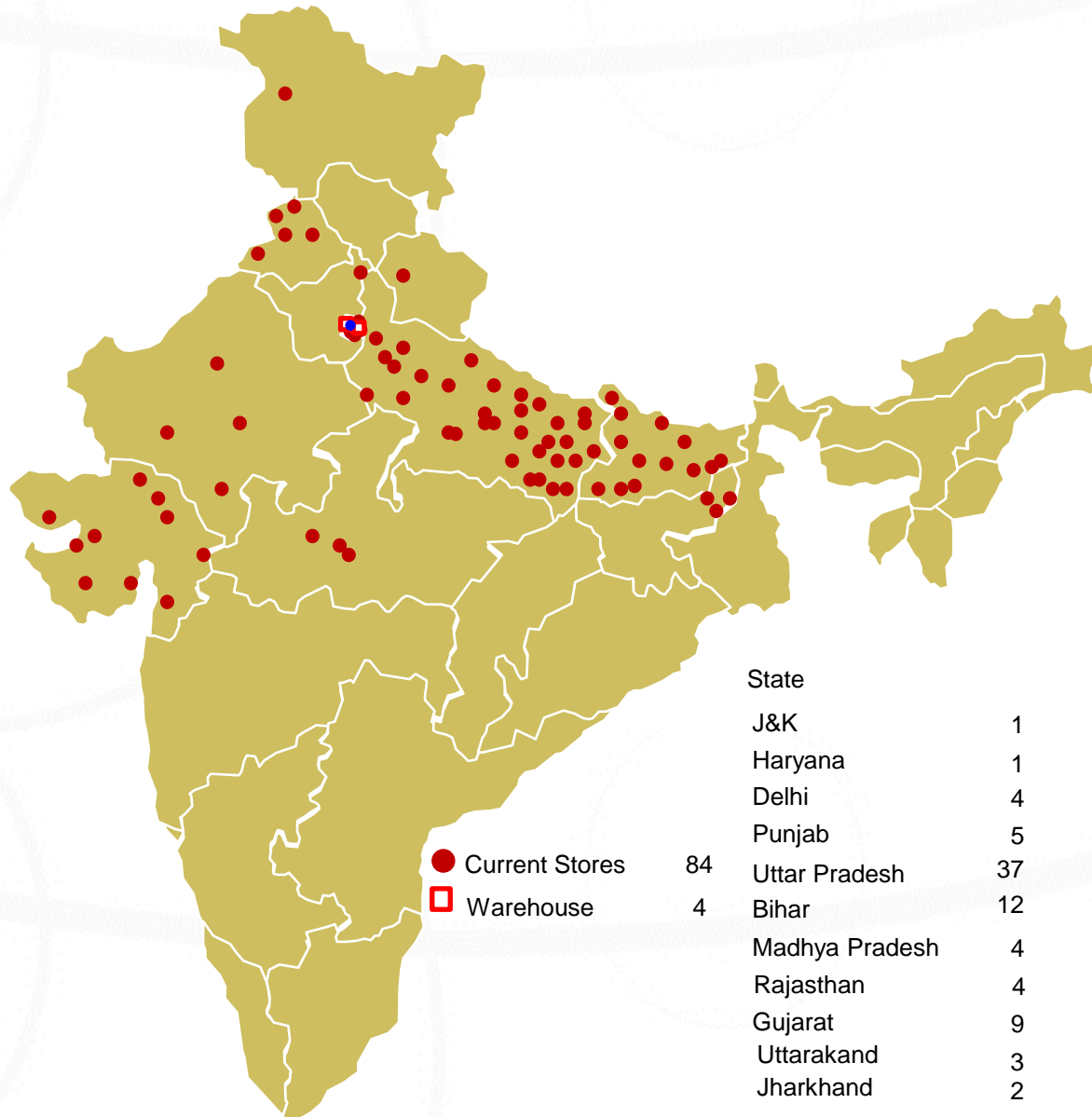
Status of balance IPO proceeds as on 30 September 2013 is as under:

Particulars	(Rs.in lacs)
Balance unutilized amount	4,469.25
Temporary utilized as below:	
Mutual funds	3,677.57
Cash credit account	791.68

* Deficit/(surplus) available after actual expenses incurred will be utilized towards other objects of the issue.

**NEW STORES OPENING
AND PROMOTIONS
Q2 – Mar'14**

Store Locations



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EXISTING STORES – Statewise Distribution



States	Store Count
Delhi	04
Uttar Pradesh	37
Gujarat	09
Bihar	12
Punjab	04
Madhya Pradesh	04
Rajasthan	04
Haryana	01
Chandigarh	01
Jammu and Kashmir	01
Uttrakhand	03
Jharkhand	02
Total	82

New Stores



A



	Store Name	Date of Opening	Retail Space (Sq ft)
A.	BALLIA	27.07.13	7250
B.	CHAS	14.08.13	11000
C.	GIRIDIH	27.08.13	8700

B



C

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New Stores



A



	Store Name	Date of Opening	Retail Space (Sq Ft)
A.	HALDWANI	04.08.13	10810
B.	HARIDWAR	07.09.13	7166
C.	SHIVPURI	12.09.13	8639

B



C



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PROMOTIONS - CAMPAIGNS



S. No	Campaign	Launch Date	Location
1	EID CREATIVE	27.07.2013	BIHAR, SRINAGAR, RAJASTHAN
2	MONSOON MELA	06.07.2013	ALL LOCATION (EXCEPT SRINAGAR)
3	MAHA BACHAT	10.08.2013	ALL LOCATION (EXCEPT SRINAGAR)
4	GIRIDIH OPENING	07.09.2013	GIRIDIH
5	BIG SALE	20.08.2013	ALL LOCATION (EXCEPT SRINAGAR)

PROMOTIONS - EID CREATIVE

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ईद की खुशियों के साथ
लैटेस्ट फैशन, स्टाइल
और अनमिन्नत
ऑफर्स की सौगात

₹500/-
की बच्चों के कपड़ों
की शॉपिंग
FREE #

ऑफर पाने के लिए
लीफलेट साथ लाएँ

Collar T-shirt  ₹249/- BUY 1 GET 1 FREE	Formal Shirt  ₹595/- BUY 1 GET 1 FREE	Casual Shirts  ₹179/-* to ₹595/-	Colored Pant  ₹595/-* to ₹1295/-
Denim Jeans  ₹895/- BUY 1 GET 1 FREE	कुर्ता पजामा  ₹295/-* to ₹795/-	Graceful Suit Dupatta  ₹595/- BUY 1 GET 1 FREE	प्रिंटेड कुर्ती  ₹129/-* to ₹595/-

मेन्स वियर • लेडीज वियर • किड्स वियर • एक्सेसरीज • होम नीड्स
76 Outlets in 63 Cities, 11 States & UT • Over 6 Lac sq. ft. (55742 sq. mtr.) Shopping Area
दिल्ली • चंडीगढ़ • पंजाब • हरियाणा • राजस्थान • गुजरात • मध्य प्रदेश • उत्तर प्रदेश • उत्तराखण्ड •
बिहार • जम्मू कश्मीर • उत्तराखण्ड

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प्रतिमाह 10 लाख से ज्यादा संग्रह प्रदर्शक
शहर का सबसे बड़ा समग्र वॉलमरुटिल स्टोर

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SABSE SASTA, SABSE ACHHA

फैशन खुशियों का

Stripes Top  ₹99/-* to ₹695/-	Legging  ₹99/-* to ₹295/-	Ladies Colored Jeans  ₹595/-* to ₹1495/-	किड्स बाबा सूट  ₹99/-* to ₹695/-
किड्स टी-शर्ट  ₹199/-* to ₹795/-	किड्स केजुअल शर्ट  ₹149/-* to ₹495/-	Kids Jeans  ₹395/-* to ₹995/-	Gathered Top With Shrug  ₹99/-* to ₹495/-
Frock Set  ₹195/-* to ₹695/-	Girls Capri  ₹199/-* to ₹595/-	केजुअल सेट  ₹179/-* to ₹695/-	नवजात शिशु के कपड़े  ₹99/-* to ₹495/-
Wallet, Socks, Belt  MRP ₹129/-* to ₹399/-	स्ट्रॉली बैग / डफल ट्रौली  MRP ₹1699/-* to ₹3995/-	डिनर सेट (32 पीस)  MRP ₹649/-* to ₹4999/-	कॉटन डबल बेड शीट  MRP ₹199/-* to ₹799/-
Towel / Door Curtain  MRP ₹199/-* to ₹499/-	Perfume (100 ml)  MRP ₹99/-* to ₹199/-	Sports Shoes  MRP ₹375/-* to ₹1295/-	Ladies Slipper / Sandal  MRP ₹99/-* to ₹299/-

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PROMOTIONS - MONSOON MELA

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Casual/Formal Shirt ₹190/- onwards FLAT 30% off	T-Shirt ₹149/- onwards BUY 2 GET 1 FREE
Coloured Pants ₹495/- to ₹1295/-	कॉटन सूट दुपट्टा ₹395/- onwards FLAT 20% off*
Top/Kurti OFFER ₹99/-	Jeans ₹595/- onwards GET TOP FREE
Kids All Boys/Girls/New Born BUY 3 GET 1 FREE	
Cotton Bed Sheet ₹399/- onwards FLAT 30% off	Fridge Bottle ₹29/- onwards FLAT 20% off
School/College Bag ₹595/- onwards FLAT ₹100/- off	Raincoat ₹249/- onwards

अम्बाला: जगाधरी गेट, पटेल रोड, अम्बाला सिटी



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 Conditions apply. Max purchase of 3 pc. *For purchase of T-shirt. Product pictures are only visual representation. Valid till stock lasts. In case of any dispute V-Mart reserves the right to take the final decision. *In purchase of 3pc.

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प्रतिमाह 10 लाख से
 ज्यादा संतुष्ट ग्राहक
 कम्पलीट AC शोरूम

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PROMOTIONS - MAHA BACHAT

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CELEBRATING 67TH INDEPENDENCE DAY

Men's Casual / Formal Trousers / Jeans Mkt. Price ₹695/- VM Price ₹495/- VM Offer Flat 30%off*	Collar T-Shirt (more than 1000 Varieties) Mkt. Price ₹245/- VM Price ₹149/- VM Offer Flat 67%off*	Men's T-Shirt (more than 1000 Varieties) Mkt. Price ₹395/- VM Price ₹198/- VM Offer Flat 67%off*	कैजुअल/फॉर्मल शर्ट (H/S) Mkt. Price ₹245/- VM Price ₹179/- VM Offer Flat 67%off*	कैजुअल शर्ट (F/S) Mkt. Price ₹795/- VM Price ₹495/- VM Offer Flat 67%off*	फॉर्मल शर्ट Mkt. Price ₹295/- VM Price ₹149/- VM Offer Flat 67%off*
मेन्स जीन्स (more than 1000 design) Mkt. Price ₹1295/- VM Price ₹895/- VM Offer Flat 67%off	Men's Capri / Bermuda/ Pyjama Mkt. Price ₹295/- VM Price ₹199/- VM Offer Flat 50%off	कॉटन स्टूड ड्रिफ्टर Mkt. Price ₹795/- VM Price ₹595/- VM Offer Flat 67%off	अनारकली सलवार सूट (500 से भी ज्यादा डिजाइन) Mkt. Price ₹1495/- VM Price ₹995/- VM Offer Flat 20%off	कॉन्सी टॉप (500 से भी ज्यादा डिजाइन) Mkt. Price ₹545/- VM Price ₹395/- VM Offer Flat 67%off*	जयपुरी फ्रिन्डेड कुर्ती (500 से भी ज्यादा डिजाइन) Mkt. Price ₹345/- VM Price ₹225/- VM Offer Flat 67%off*
Ladies Jeans / Legging Capri / Harem Mkt. Price ₹1295/- VM Price ₹895/- VM Offer Flat 67%off	Ladies Night Suit (Valentine brand) Mkt. Price ₹299/- VM Price ₹129/- VM Offer Flat 30%off*	Kids / Shirt / T-Shirt / Bermuda /Sets Top / Capri Mkt. Price ₹295/- VM Price ₹199/- VM Offer Flat 30%off	नवजात शिशु के कपड़े Mkt. Price ₹199/- VM Price ₹99/- VM Offer BUY 2 GET 1 FREE	लेडीज डिजाइनर साड़ी Mkt. Price ₹295/- VM Price ₹199/- VM Offer Flat 30%off	लेडीज डिजाइनर परा Mkt. Price ₹495/- VM Price ₹295/- VM Offer Flat 67%off
राखी बाजार प्रेम के इस अटूट बन्धन को सजाएं फेशन के नए रंगों से	स्कूल & College Bag Mkt. Price ₹295/- VM Price ₹199/- VM Offer Flat 30%off	कॉटन डबल बैडशीट Mkt. Price ₹1199/- VM Price ₹799/- VM Offer Flat 67%off	डिनर सेट (34 pc) Mkt. Price ₹895/- VM Price ₹649/- VM Offer Flat 30%off	फैन्सी चप्पल / सेन्डल Mkt. Price ₹399/- VM Price ₹179/- VM Offer Flat 20%off	कोम्बो ऑफर हेले डेली बासमती चावल 5 किलो + कार्बन स्लोवा सेल 1 मिटर + आर्सीवाद आटा 10 किलो TOTAL-MRP ₹1240/- वी-मार्ट ऑफर सिर्फ ₹777/- बचत ₹463/-
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In case of any queries pls contact the IR Team :

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