

Review of Financial Result Q2 – Mar'15

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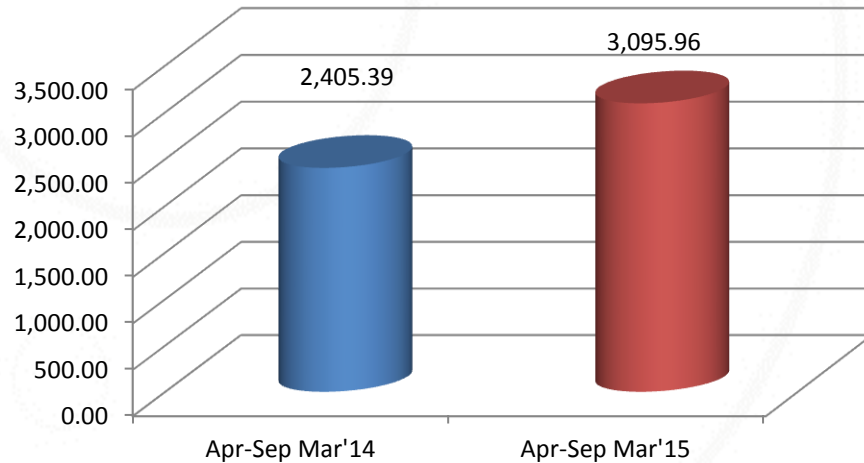
Key highlights of Apr-Sep FY15 vs FY14 results



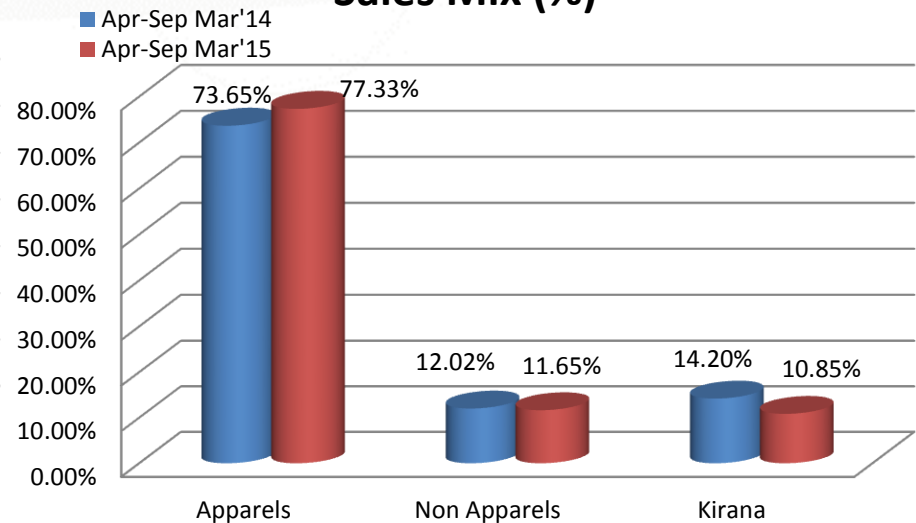
- Number of Stores has increased to 98 from 82 yoy. The company is on track for meeting its commitments to its investors of opening new stores during the current financial year.
- Revenue growth is 29%, yoy with Same Store Sales growth (fashion) of 5% and Same Store Volume Growth of 1%. Average selling price (fashion) has improved by 7%.
- Sales per sq foot (per month) has improved to Rs. 733 from Rs. 708 with a growth of 4%.
- Contribution of Fashion segment to total revenues has expanded to 88%, whereas that of kirana has reduced to 12%.
- Gross Profit has improved by 27%.
- Net profit is Rs. 11.74 crores

Financial Parameters – Apr-Sep FY15 vs FY14

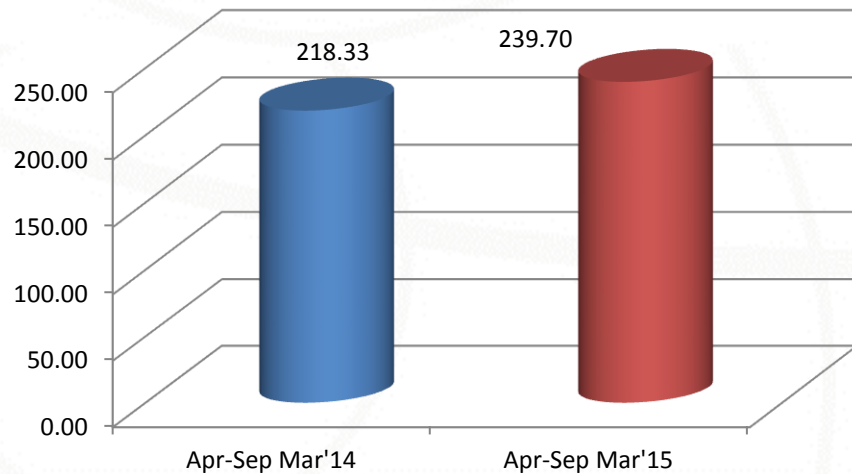
Sales (Millions)



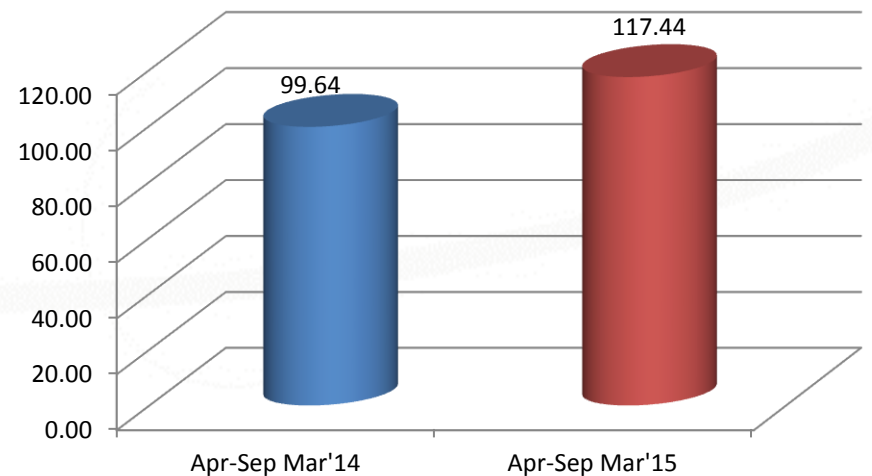
Sales Mix (%)



EBITDA (Millions)

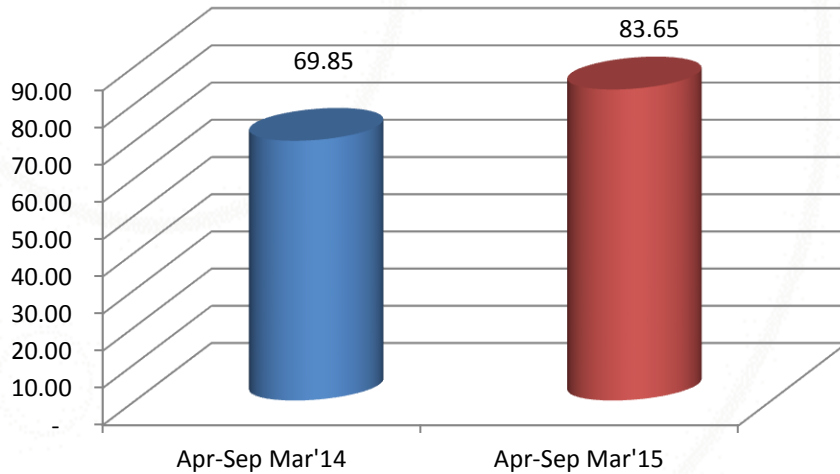


PAT (Millions)

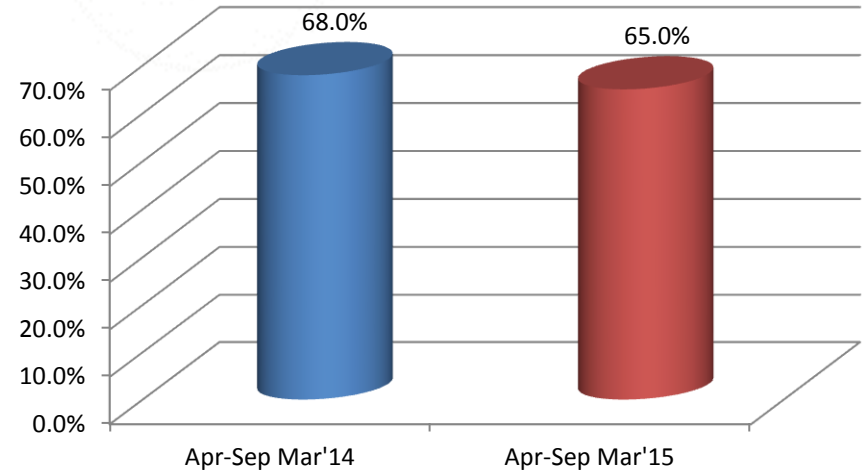


Operational Parameters – Apr-Sep FY15 vs FY14

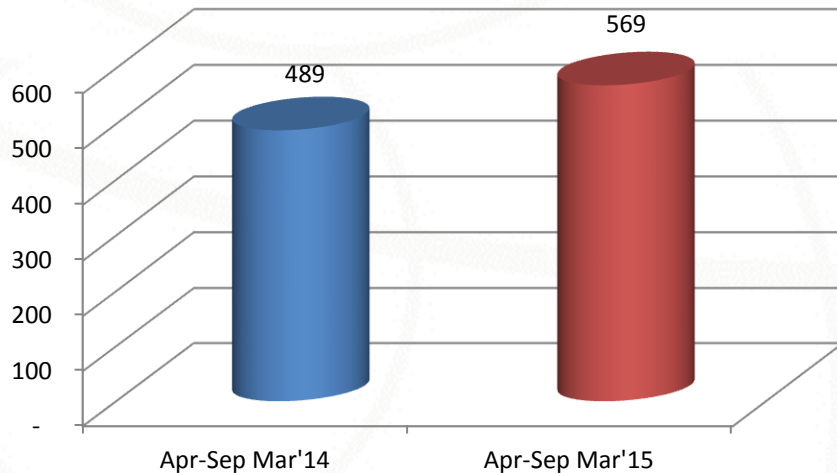
Footfall (lakhs)



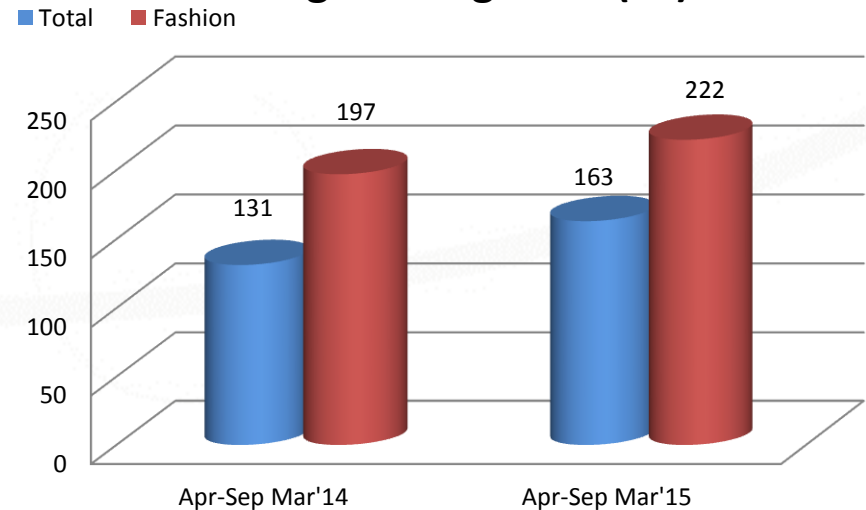
Conversion rate (%)



Transaction size (Rs.)



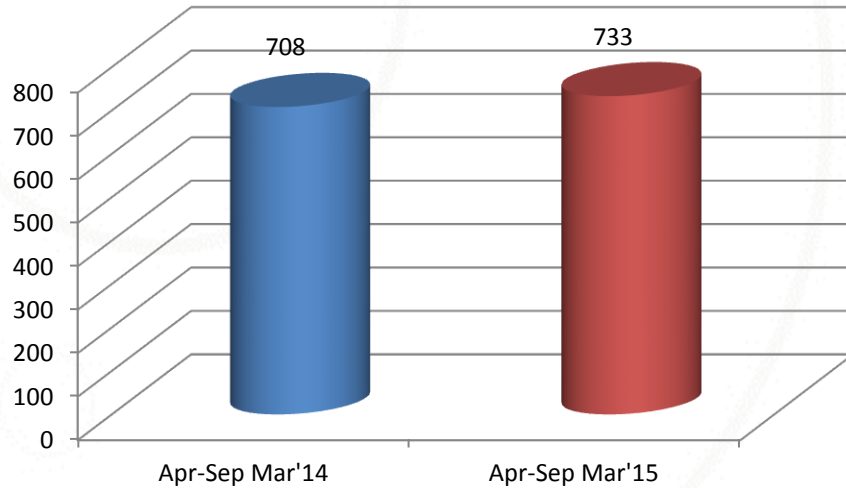
Average Selling Price (Rs)



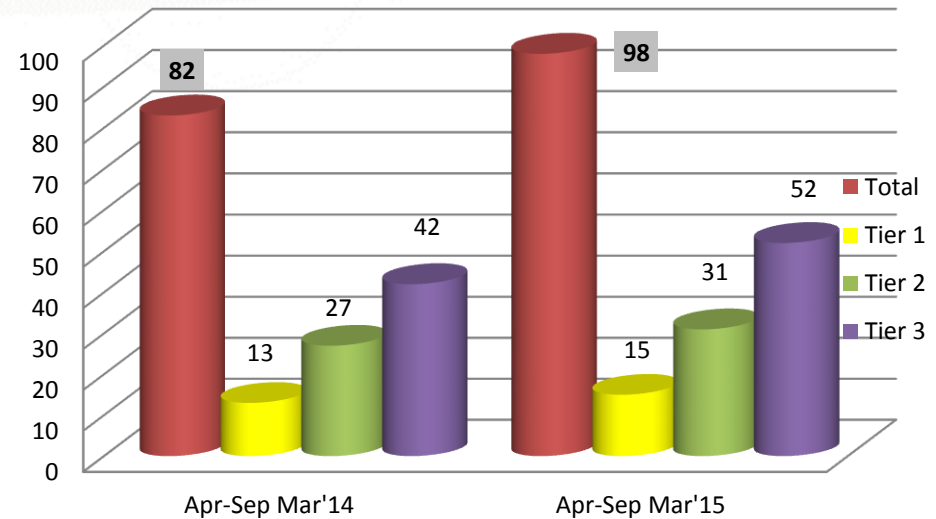
Operational Parameters – Apr-Sep FY15 vs FY14



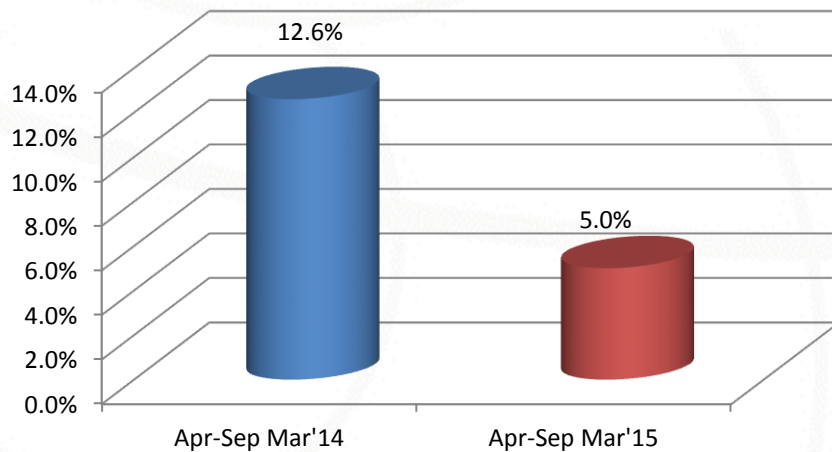
Sales per Sq feet (per month)



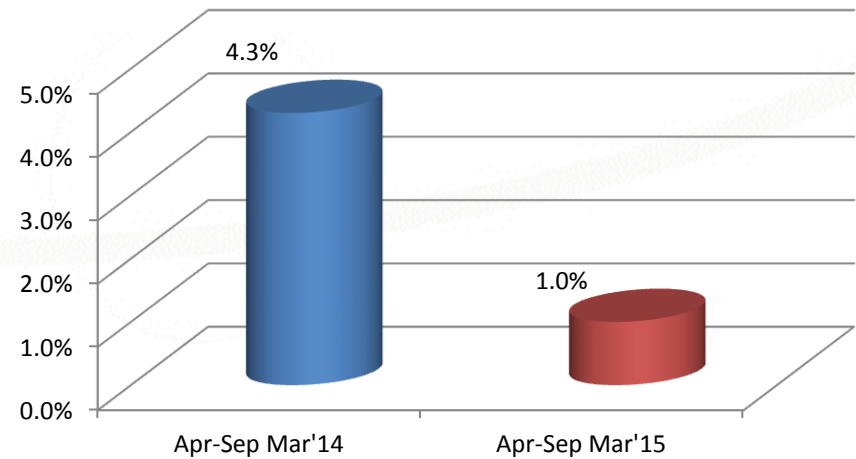
Store Count (Nos)



Same Store Sales Growth (Fashion) (%)



Same Store Volume Growth (Fashion) (%)

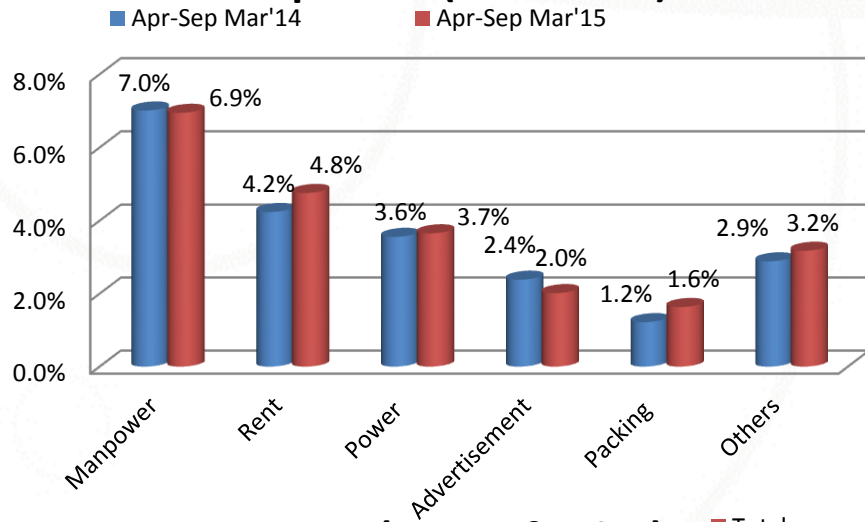


"Price Less" Fashion",

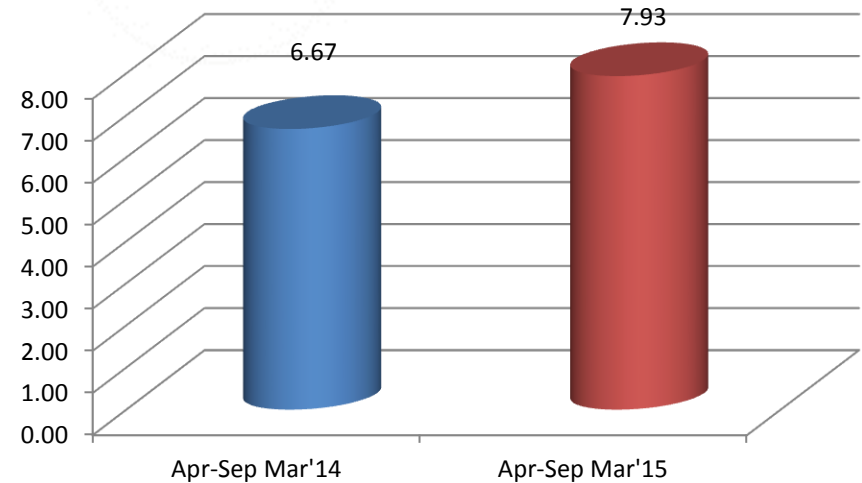
Key Parameters – Apr-Sep FY15 vs FY14



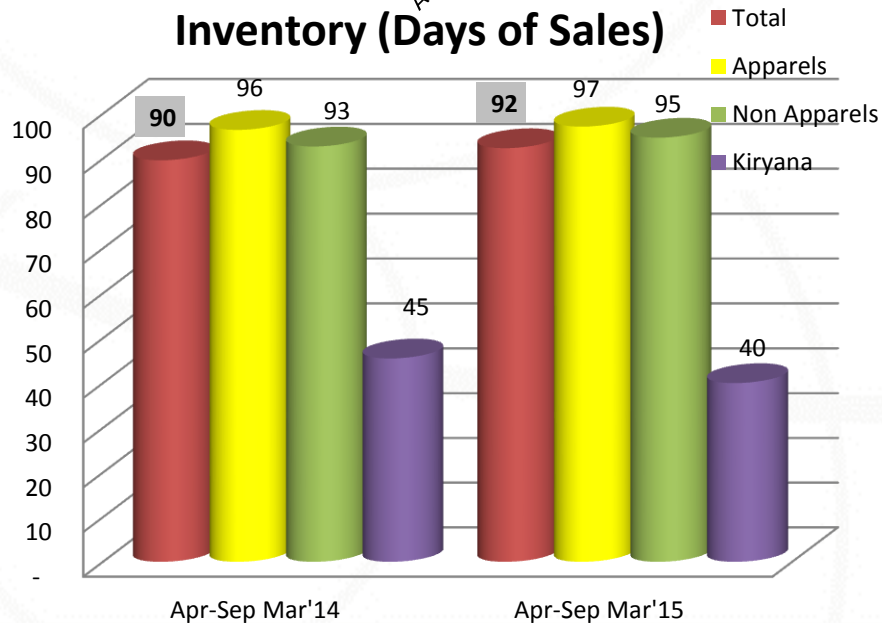
Expenses (% of Sales)



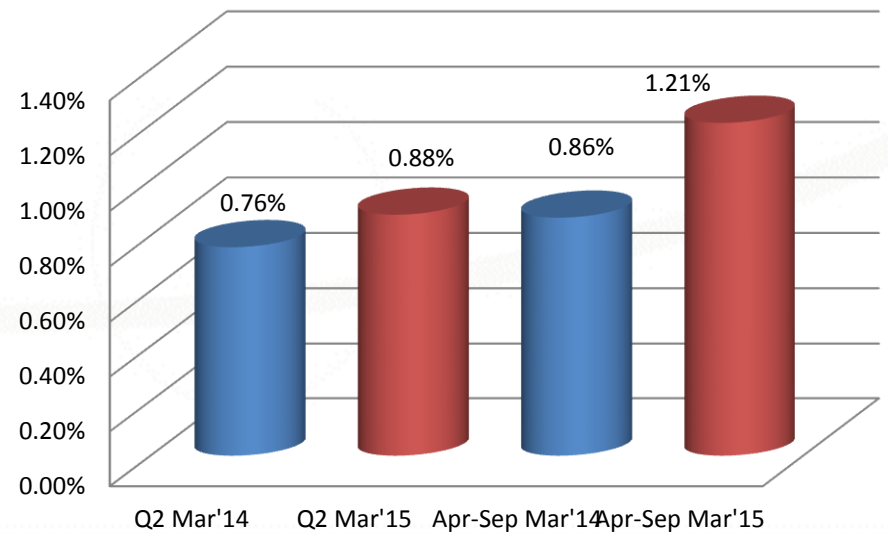
Retail Space (Sq feet lakhs)



Inventory (Days of Sales)



Shrinkage



"Price Less" Fashion",

Key highlights of Q2 FY15 vs Q2 FY14 results

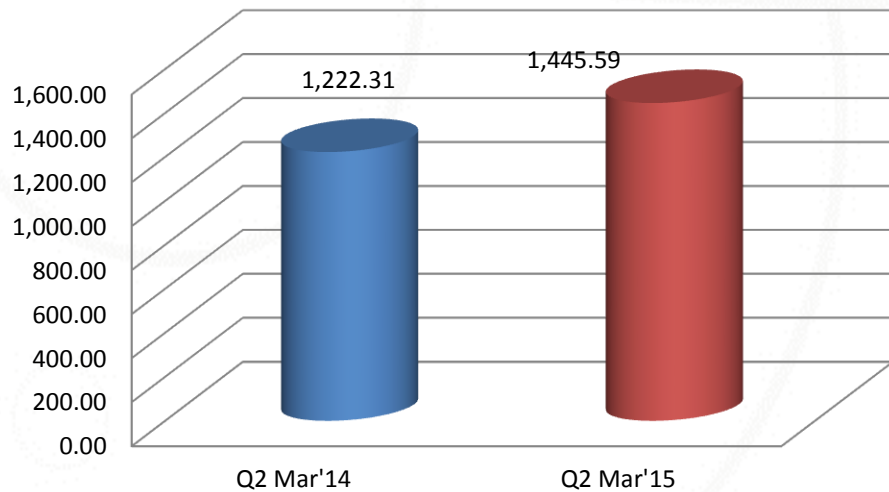


- Number of Stores has increased to 98 from 82 yoy. The company is on track for meeting its commitments to its investors of opening new stores during the current financial year.
- Revenue growth is 18%, yoy with Same Store Sales growth (fashion) of 1% and Same Store Volume Growth of 0.5%. Average selling price (fashion) has improved by 7%.
- Sales per sq foot (per month) is Rs. 674 from Rs. 682 with a drop of 1%.
- Contribution of Fashion segment to total revenues has expanded to 89%, whereas that of kirana has reduced to 11%.
- Gross Profit has improved by 17%.
- Net profit is Rs.2.71 crores

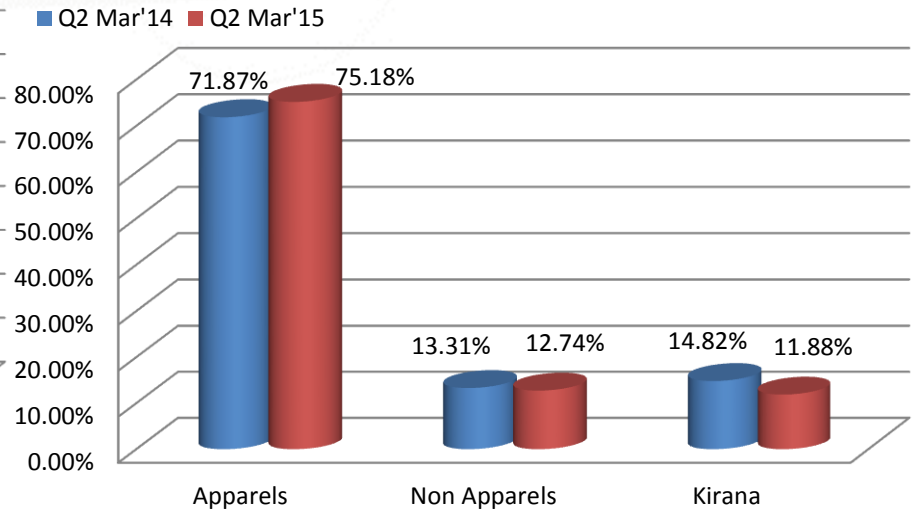
Financial Parameters – Q2 FY 15 vs FY 14



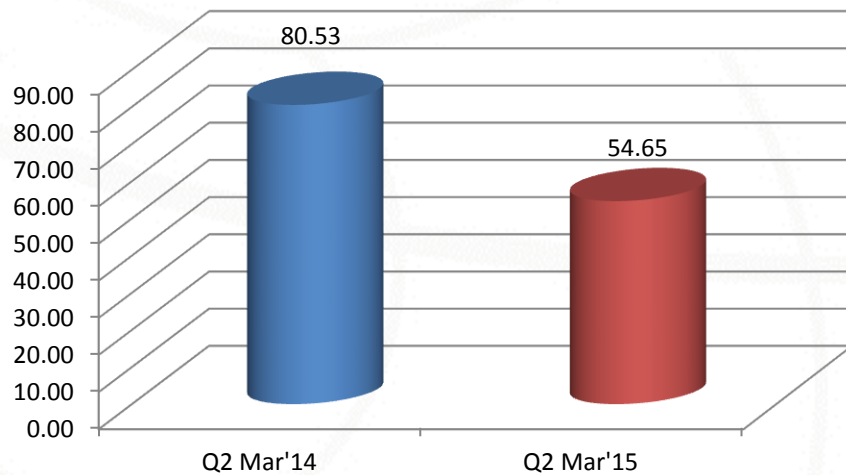
Sales (Millions)



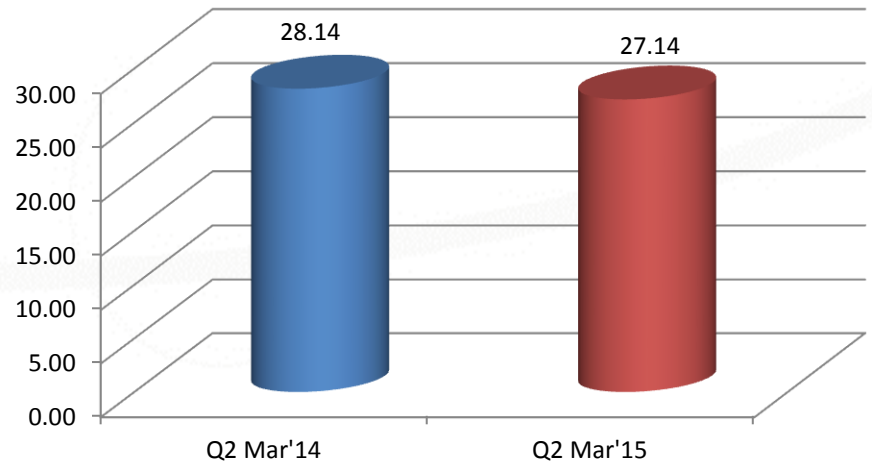
Sales Mix (%)



EBITDA (Millions)



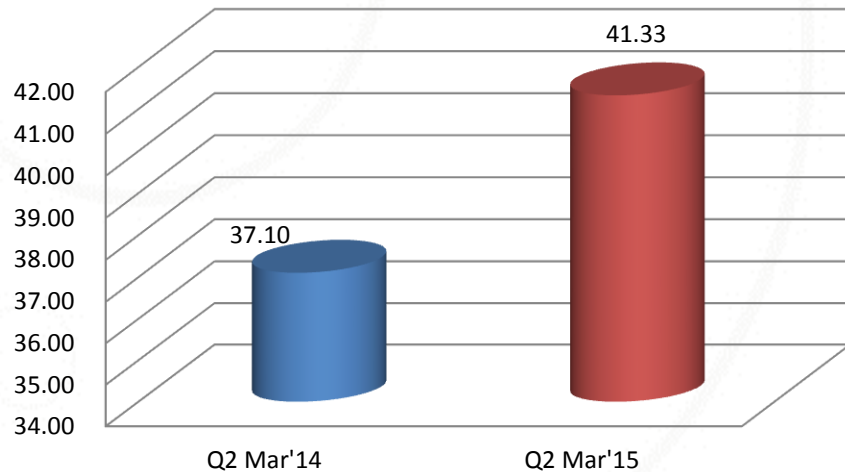
PAT (Millions)



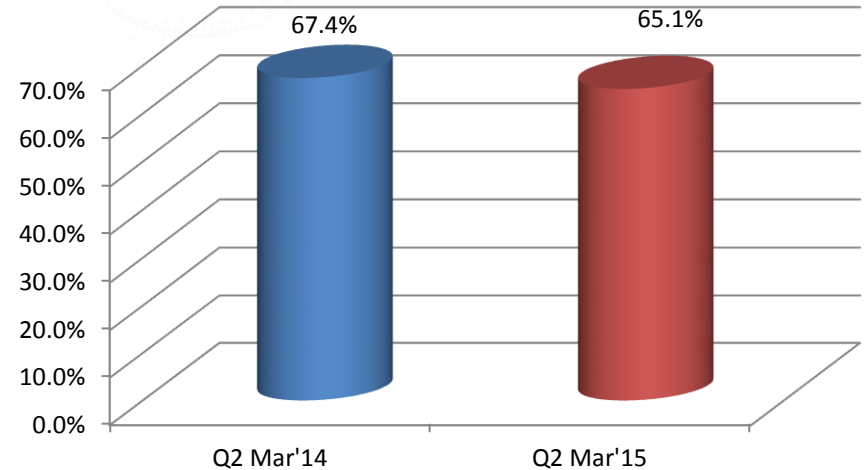
Operational Parameters – Q2 FY15 vs FY14



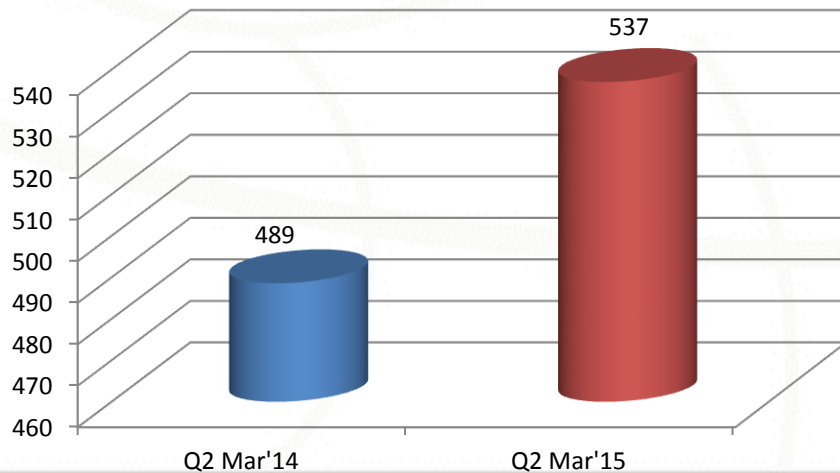
Footfall (lakhs)



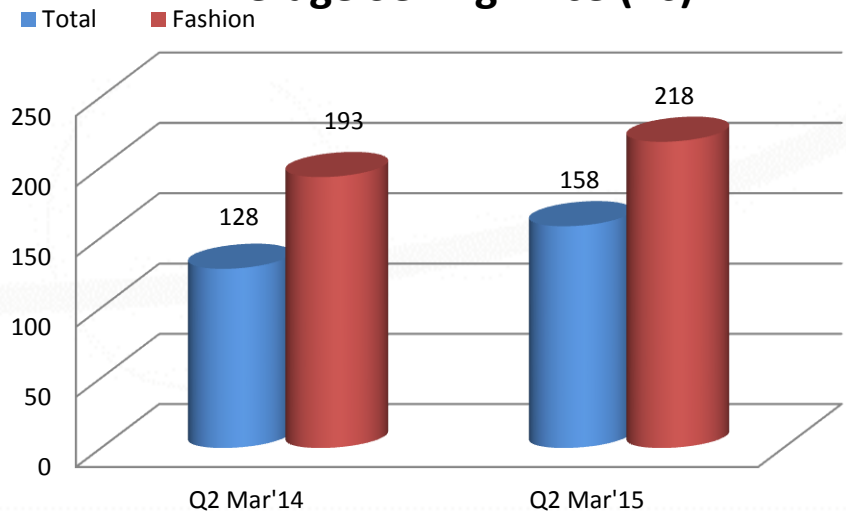
Conversion Rate (%)



Transaction size (Rs.)



Average Selling Price (Rs)



Financial Review – Profit & Loss Statement



Particulars	Half-year ended	
	30.09.2014	30.09.2013
	(Unaudited)	(Unaudited)
Part I		
1. Income from operations		
(a) Net sales/ Income from operations	30,905.60	24,002.56
(b) Other operating income	54.03	51.29
Total income from operations (net)	30,959.63	2,4053.85
2. Total expenses	28,933.53	22,338.04
3. Profit from operations before other income, finance costs and prior period items (1-2)	2,026.10	1,715.81
4. Other income	182.02	20.85
5. Profit from ordinary activities before finance costs and prior period items (3+4)	2,208.12	1,736.66
6. Finance costs	291.33	246.31
7. Profit from ordinary activities before tax and prior period items (5-6)	1,916.79	1,490.35
8. Prior period items - Income/(Expense)	(16.49)	-
9. Net profit/(loss) from ordinary activities before tax (7+8)	1,900.30	1,490.35
10. Tax expense *	617.35	493.94
11. Net profit/(loss) from ordinary activities after tax (9-10)	1,282.95	996.41
12. Extra-ordinary items (net of tax expense Rs. 55.90 lacs)	(108.55)	-
13. Net profit/(loss) for the period (11+12)	1,174.40	996.41
14. Paid up equity share capital (Face value of Rs.10 per share)	1,800.01	1,795.88
15. Reserves excluding revaluation reserves	-	-
16. Earnings per share (of Rs. 10 each) (not annualised)		
(a) Basic	6.54	5.55
(b) Diluted	6.54	5.55

* Tax expense include deferred tax.

Financial Review - Balance Sheet and CFS



V-Mart Retail Limited

Balance Sheet as at 30 September 2014

	Notes	As at 30 September 2014 (Rs.)	As at 31 March 2014 (Rs.)
EQUITY AND LIABILITIES			
Shareholder's funds			
Share capital	5	180,000,860	179,587,780
Reserves and surplus	6	1,645,200,145	1,521,976,145
		1,825,201,005	1,701,563,925
Non-current liabilities			
Long-term borrowings	7	921,506	1,744,148
Long term provisions	8	12,035,473	11,721,775
Other non-current liabilities	9	34,748,388	19,164,841
		47,705,367	32,630,764
Current liabilities			
Short-term borrowings	10	513,817,953	433,425,221
Trade payables		803,878,505	647,133,542
Other current liabilities	11	96,624,313	78,090,367
Short-term provisions	12	21,165,653	43,204,453
		1,435,486,424	1,201,853,583
		3,308,392,796	2,936,048,272
ASSETS			
Non-current assets			
Fixed assets			
Tangible assets	13	798,224,821	691,056,329
Intangible assets	14	9,619,833	8,566,396
Capital work-in-progress		21,693,996	10,074,606
Non-current investments	15	55,300,000	150,000,000
Deferred tax assets	16	21,600,552	21,664,408
Long term loans and advances	17	155,826,116	127,887,107
Other non-current assets	18	445,720	716,813
		1,062,711,038	1,009,965,659
Current assets			
Current investments	19	160,200,000	192,392,977
Inventories	20	1,989,339,998	1,676,974,385
Cash and bank balances	21	34,985,210	23,229,359
Short-term loans and advances	22	60,764,303	33,293,481
Other current assets	23	392,248	192,411
		2,245,681,759	1,926,082,613
		3,308,392,797	2,936,048,272

V-Mart Retail Limited

Cash Flow Statement for the Quarter ended 30 September 2014

	For the year ended 30 September 2014 (Rs.)	For the year 31 March 2014 (Rs.)
A. Cash flows from operating activities		
Net profit before tax	190,030,479	378,228,266
Adjustment for:	80,077,831	240,532,886
Operating profit before working capital changes	270,108,311	618,761,152
Movements in working capital :	(226,459,838)	(388,553,820)
Cash generated from operations	43,648,472	230,207,332
Taxes paid	(57,402,445)	(120,000,000)
Net cash flow from operating activities	(13,753,973)	110,207,332
B. Cash flows used in investing activities		
Net cash flow used in investing activities	(21,538,370)	(270,647,783)
C. Cash flows from/(used in) financing activities		
Net cash flow from/(used in) financing activities	46,711,292	23,408,062
Net increase/(decrease) in cash and cash equivalents	11,418,949	(137,032,389)
Net increase/(decrease) in cash and cash equivalents	11,418,949	(137,032,389)

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 2014 is as under :

(Rs. in lacs)

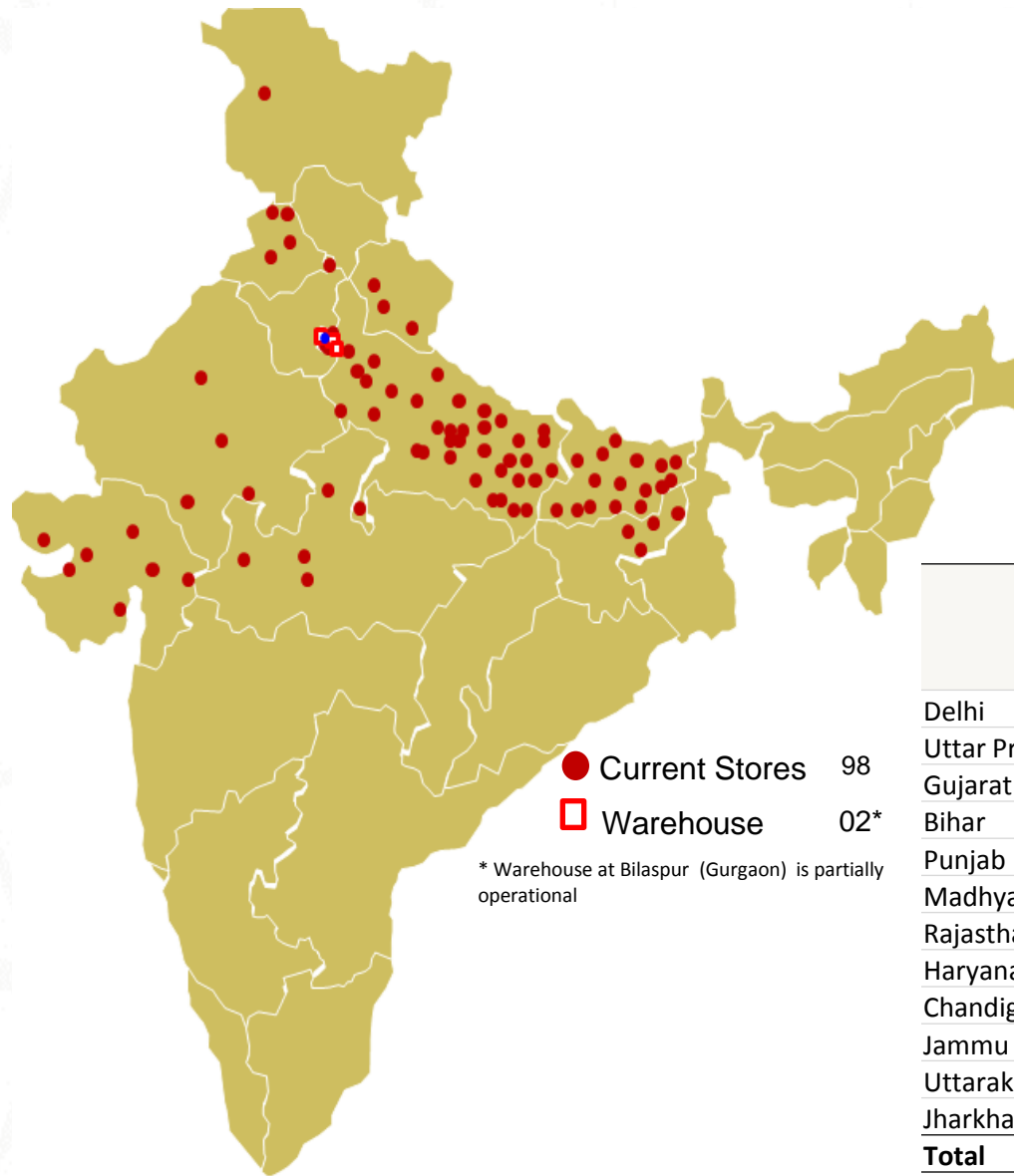
Particulars	Utilization planned as per prospectus	Utilization of IPO proceeds as on 30 September 2014	Adjustments (utilization of surplus towards other objects)	Balance amount to be utilized as on 30 September 2014
To open new stores	6,970.40	(5,308.23)	6.60	1,668.77
Expansion of distribution centre	438.70	(237.21)	-	201.49
Working capital	1,000.00	(1,000.00)	-	-
Share issue expenses	731.60	(725.00)	(6.60)*	-
	9,140.70	(7,270.44)	-	1,870.26

Status of balance IPO proceeds as on 30 September 2014 is as under:

Particulars	(Rs.in lacs)
Balance unutilized amount	1,870.26
Temporary utilized as below:	
Mutual funds	1,870.26

- Surplus available after actual expenses incurred will be utilized towards other objects of the issue.

**NEW STORES OPENING
AND PROMOTIONS
Q2 – Mar'15**



State	Total
Delhi	03
Uttar Pradesh	45
Gujarat	07
Bihar	18
Punjab	04
Madhya Pradesh	04
Rajasthan	04
Haryana	01
Chandigarh	01
Jammu and Kashmir	01
Uttarakhand	04
Jharkhand	06
Total	98

EXISTING STORES – Statewise Distribution



States	Store Count (30 th September 2014)
Delhi	03
Uttar Pradesh	45
Gujarat	07
Bihar	18
Punjab	04
Madhya Pradesh	04
Rajasthan	04
Haryana	01
Chandigarh	01
Jammu and Kashmir	01
Uttarakhand	04
Jharkhand	06
Total	98

New Stores



A.



	Store Name	Date of Opening	Retail Space (Sq ft)
A.	Bareilly	23.07.14	8872
B.	Hathras	23.07.14	5208
C.	Madhubani	18.09.14	8246

B.



C.



"Price Less" Fashion,

New Stores



D.



	Store Name	Date of Opening	Retail Space (Sq ft)
D.	Ranchi	23.09.14	9089
E.	Hirapur (Dhanbad)	26.09.14	8316

E.



STORE ENTRANCE

"Price Less" Fashion",

PROMOTIONS - BIG SALE



BIG SALE



SABSE SASTA, SABSE ACHHA

UP TO

50% OFF

अजमेर: नया बाज़ार, गोल प्याऊ के निकट
(उदयपुर, कोटा, और नागौर में भी)

	PRICE	OFFER PRICE
T-Shirts	₹279	₹140
Shirts	₹595	₹298
Men's Jeans	₹895	₹448
Girls top	₹299	₹150

दिल्ली चंडीगढ़ पंजाब हरियाणा राजस्थान गुजरात मध्य प्रदेश उत्तर प्रदेश उत्तराखण्ड बिहार झारखंड जम्मू कश्मीर

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Satisfied Customers
Every Month

"Price Less" Fashion",

PROMOTIONS – EID FESTIVAL



V MART
SABSE SASTA, SABSE ACHCHA

ईद की खुशियों के साथ
लेटेस्ट फैशन, स्टाइल
और अनमिक्त ऑफर्स की सौगात

₹500/- की शॉपिंग FREE*

डिजाइनर जीन्स (फिट, वेस्टिंग और डिजाइन की सफलता) ₹495/- to ₹1495/-*	कॉटन ट्राउजर्स (12+ कलर) ₹495/- to ₹1295/-*	कूल टी-शर्ट (2000 से भी ज्यादा डिजाइन/कलर/सिटींग कलर में पाये) ₹179/- to ₹649/-*	वेक्स कैजुअल शर्ट (स्टाइलिश लुक के लिए) ₹295/- to ₹895/-*	डिजाइनर कुर्ता पजामा (सॉफ्ट, लैन, एम्बोइडरी में उपलब्ध) ₹395/- to ₹1995/-*
फ्रिंटेड जैगिंग / जीन्स (लेटेस्ट फैशन ट्रेन्ड) ₹495/- to ₹995/-*	फ्रिंटेड टॉप (2000 से भी ज्यादा डिजाइन/कलर/सिटींग में पाये) ₹199/- to ₹999/-*	कैजुअल कुर्ती / लेगिंग (युने फ्लोरल प्रिन्ट, पैर एवं लंगो में) ₹129/- to ₹599/-*	सिन्थेटिक साड़ी (कॉटन, एम्बोइडरी, जॉर्जेट और सिकात में उपलब्ध) ₹495/- to ₹1495/-*	अनारकली सलवार सूट / डिजाइनर ड्रेस मटेरियल (डिजाइनर कॉलेक्शन) ₹595/- to ₹2999/-*
किड्स डिजाइनर जीन्स (लार्ज फैशन ट्रेन्ड) ₹495/- to ₹1195/-*	किड्स टी-शर्ट (स्टाइलिश लुक के लिए) ₹149/- to ₹799/-*	किड्स कैजुअल शर्ट (वेक्स और फिट में) ₹199/- to ₹699/-*	किड्स इन्डो वेस्टर्न ₹1495/- to ₹2995/-*	किड्स फेन्सी टॉप (युने फ्लोरल प्रिन्ट, पैर एवं लंगो में) ₹129/- to ₹699/-*
किड्स फेन्सी फ्रॉक ₹195/- to ₹695/-*	नवजात शिशु के कपड़े ₹129/- to ₹495/-*	कॉटन डबल बेडशीट (200+ डिजाइन) ₹495/-* Onwards	डिनर सेट (21, 31, 51 pcs. में उपलब्ध) ₹699/-* Onwards	फुटवियर (लेटेस्ट फैशन ट्रेन्ड) ₹395/-* Onwards

गोरखपुर: 716, शाहपुर, मंगलम मैरिज हॉल, मेडिकल कॉलेज रोड पर भी • बैंक रोड, ए.डी. चौक • समझि कॉम्प्लेक्स, मधुर मिलन बैंकवैट हॉल के सामने, राजेन्द्र नगर, सोनोली रोड बस्ती: सुभाष टॉवर, कंपनी बाग चौराहा के निकट आजमगढ़: आसिफ गंज, तकिया, देवरिया: ऐ.डी. टॉवर, हनुमान मन्दिर रोड, सूरज सिनेमा के सामने, राधव नगर

दिल्ली: चंडीगढ़: पंजाब: हरियाणा: राजस्थान: गुजरात: मध्य प्रदेश: उत्तर प्रदेश: उत्तराखण्ड: बिहार: झारखण्ड: जम्मू: कश्मीर: 95 Outlets in 82 Cities, 12 States & UT • Over 7 Lac sq. ft. (69547 sq. mtr.) Shopping Area
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More Than 15 Lac
Satisfied Customers
Every Month

33x52 cm

"Price Less" Fashion,

PROMOTIONS – MAHA BACHAT KE 5 DIN



68th स्वतंत्रता दिवस के शुभ अवसर पर



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