

Review of Financial Result Q2 FY'17

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Key highlights : Apr-Sep FY'17 vs FY'16 results

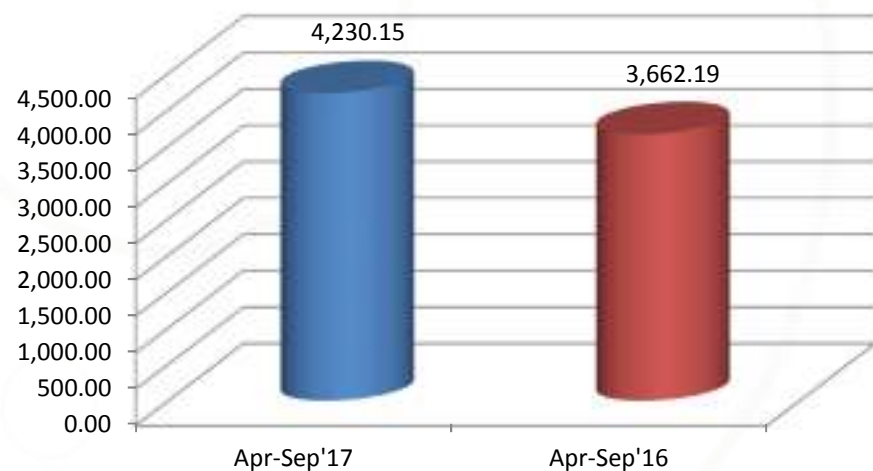


- **Number of Stores has increased to 134**
- **Revenue growth is 15%**
- **Same Store Sales growth (Apparel):**
 - **Value is 1.8%**
 - **Volume is 0.4%**
- **Sales per sq. feet (per month) is Rs. 706**
- **Contribution of segment to total revenue :**
 - **Fashion 92%**
 - **Kirana 8%**
- **Net profit is Rs. 7.33 crores**

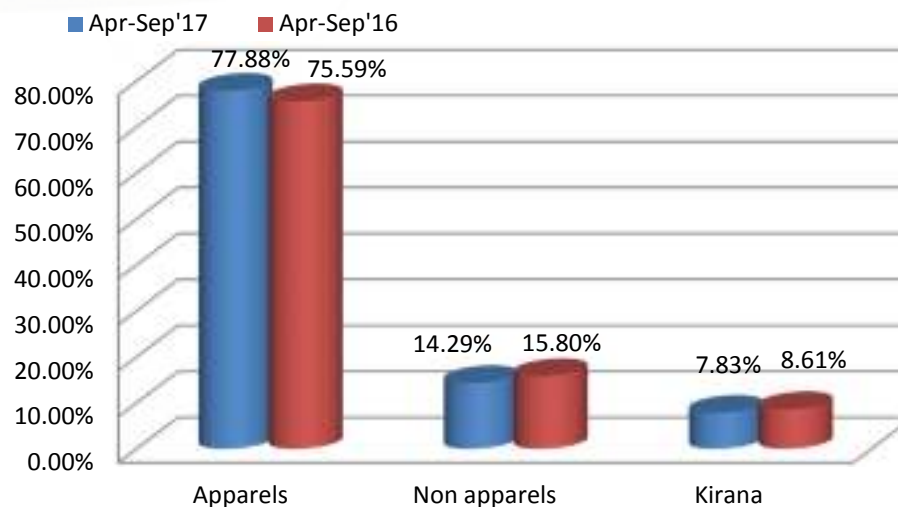
Financial Parameters : Apr-Sep FY'17 vs FY'16



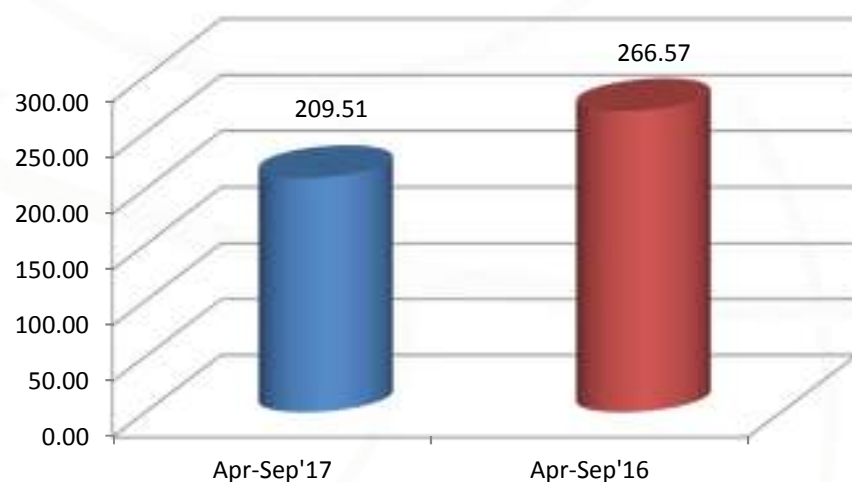
Sales (Millions)



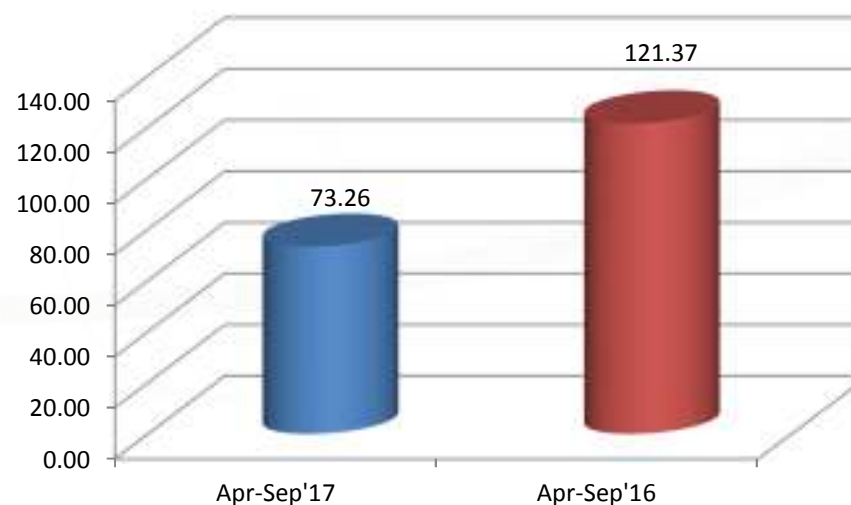
Sales Mix (%)



EBITDA (Millions)



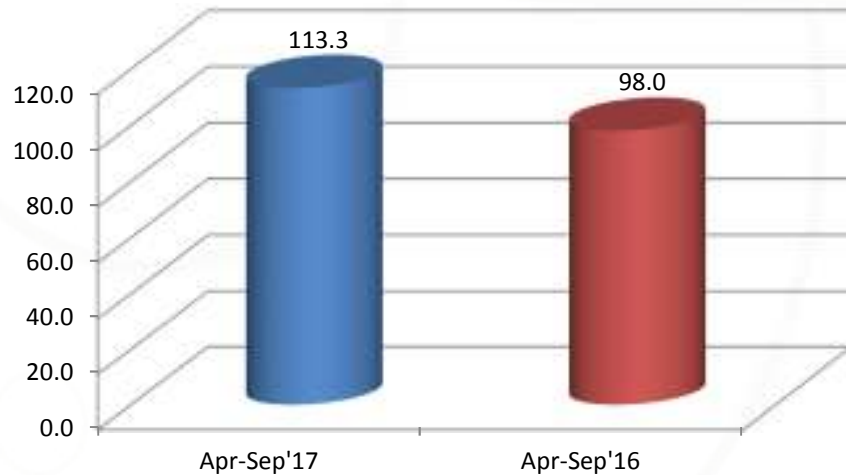
PAT (Millions)



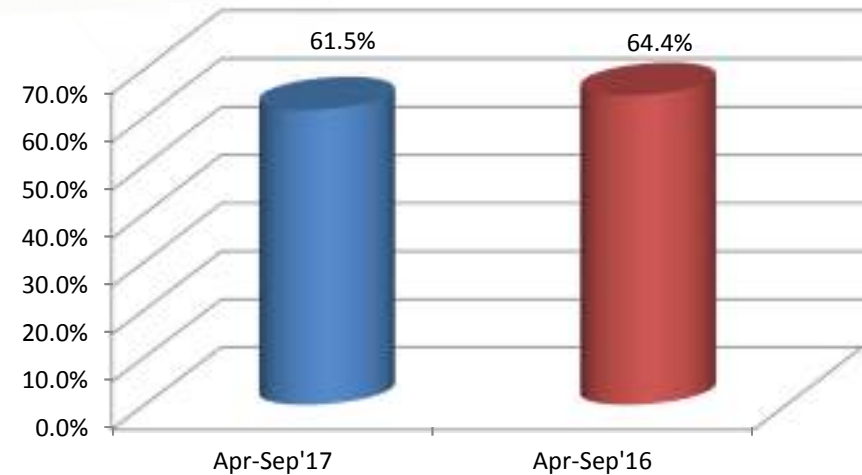
Price "Less" Fashion

Operational Parameters : Apr-Sep FY'17 vs FY'16

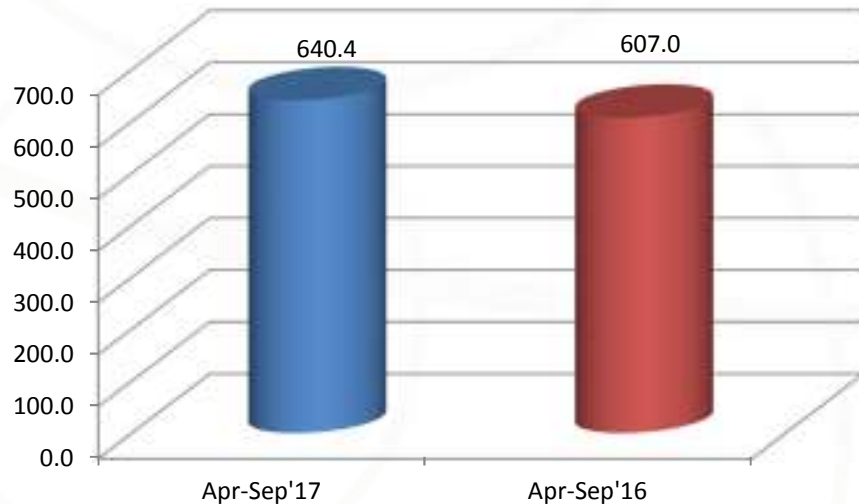
Footfall (lakhs)



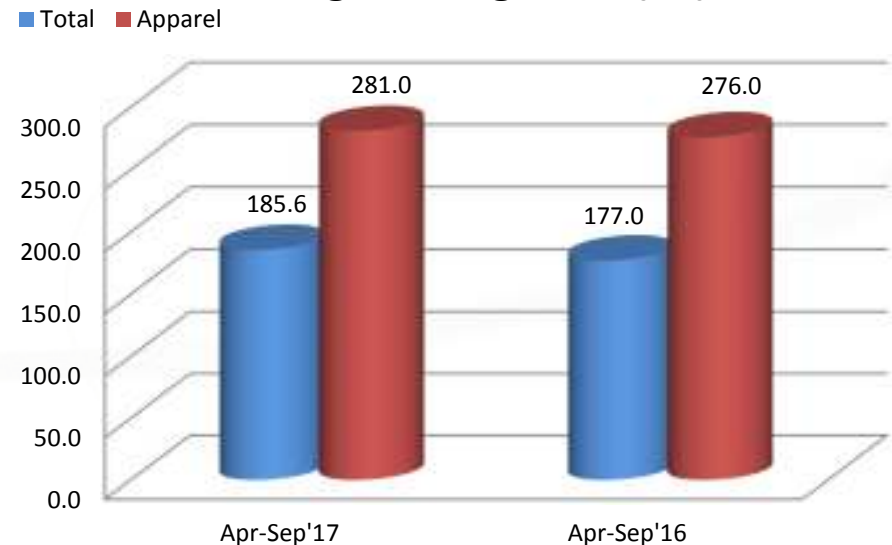
Conversion Rate (%)



Transaction size (Rs.)



Average Selling Price (Rs)

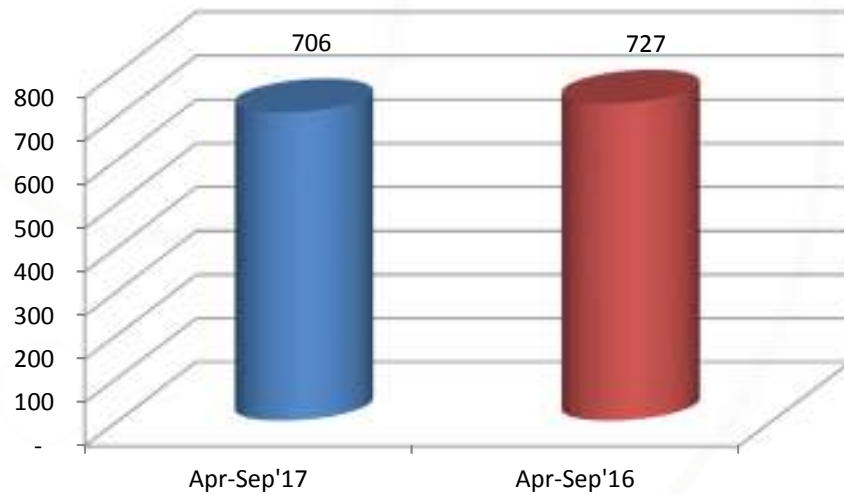


Note : Method of calculation for ASP is on Gross Sales basis

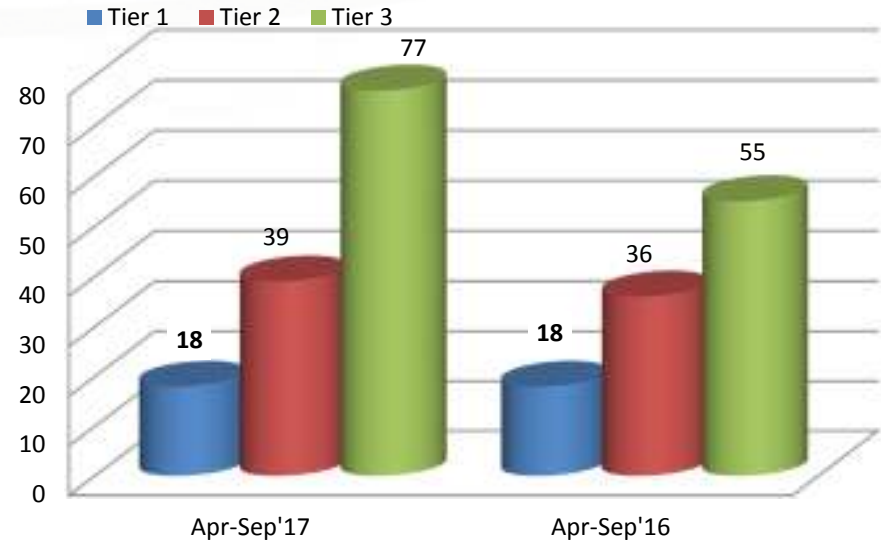
Operational Parameters : Apr-Sep FY'17 vs FY'16



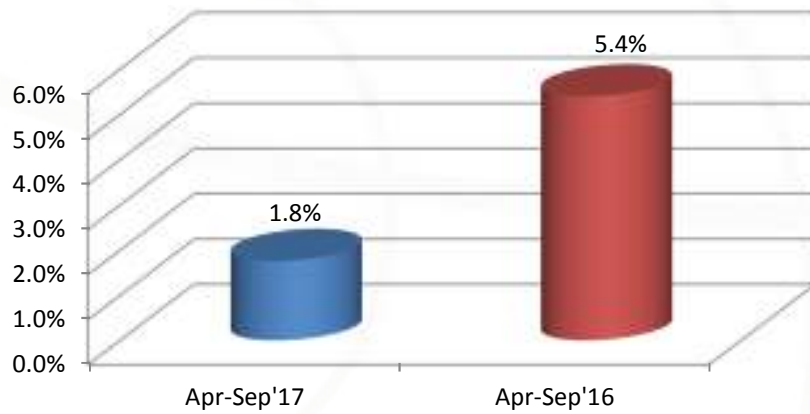
Sales per sq feet (per month)



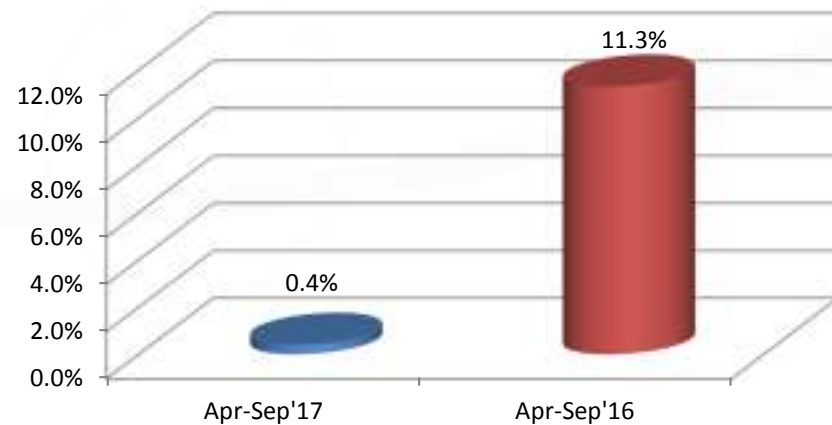
Store Count (Nos)



Same Store Sales Growth (Apparel) (%)



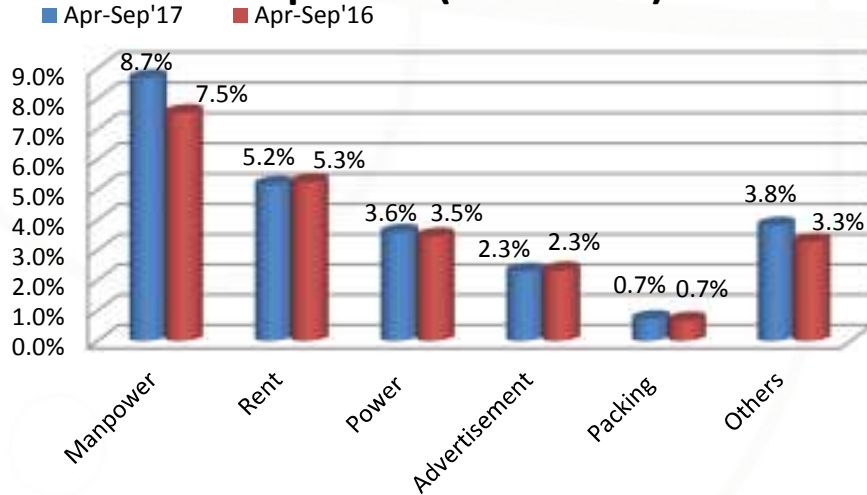
Same Store Volume Growth (Apparel) (%)



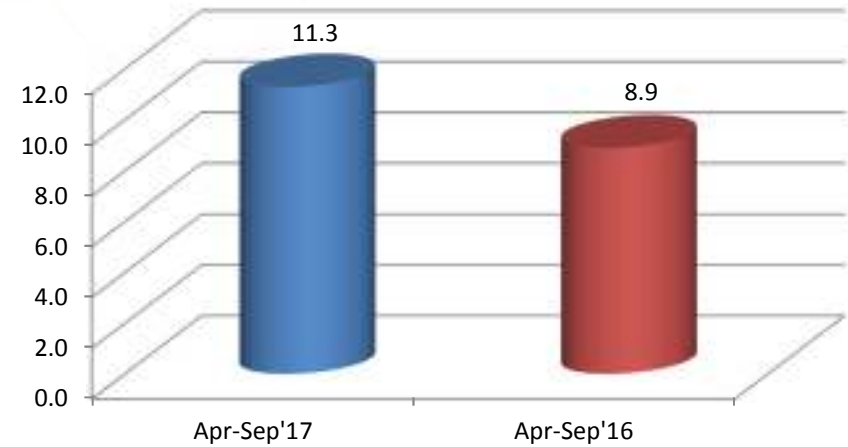
Price "Less" Fashion

Operational Parameters : Apr-Sep FY'17 vs FY'16

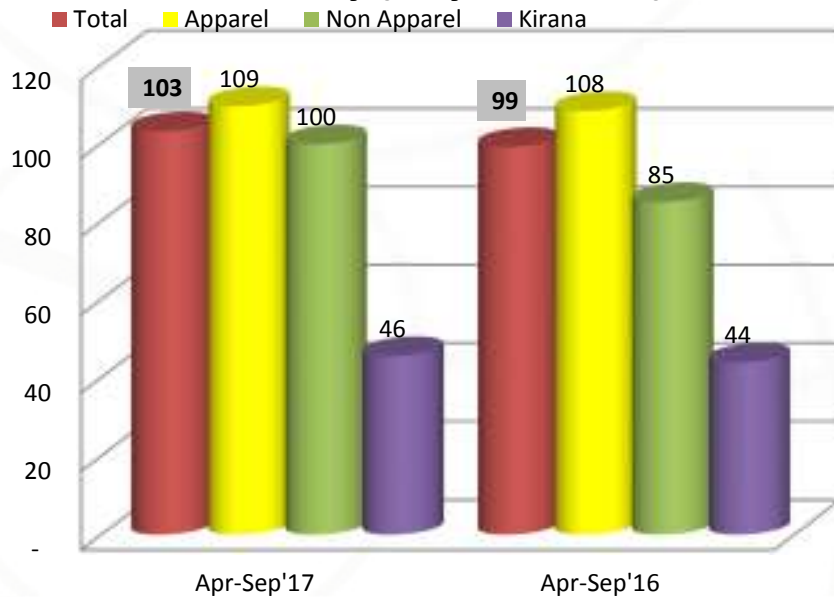
Expenses (% of Sales)



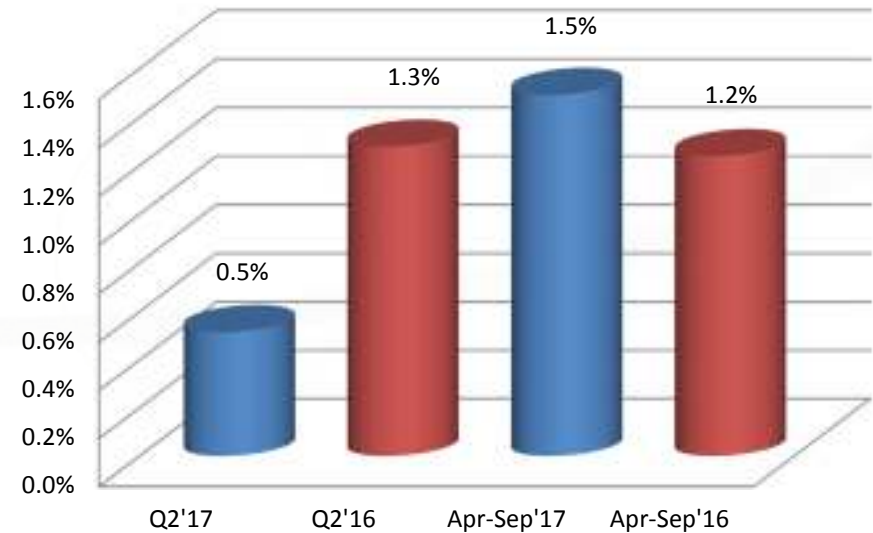
Retail Space (lakhs Sq feet)



Inventory (Days of Sales)



Shrinkage (% of Sales)



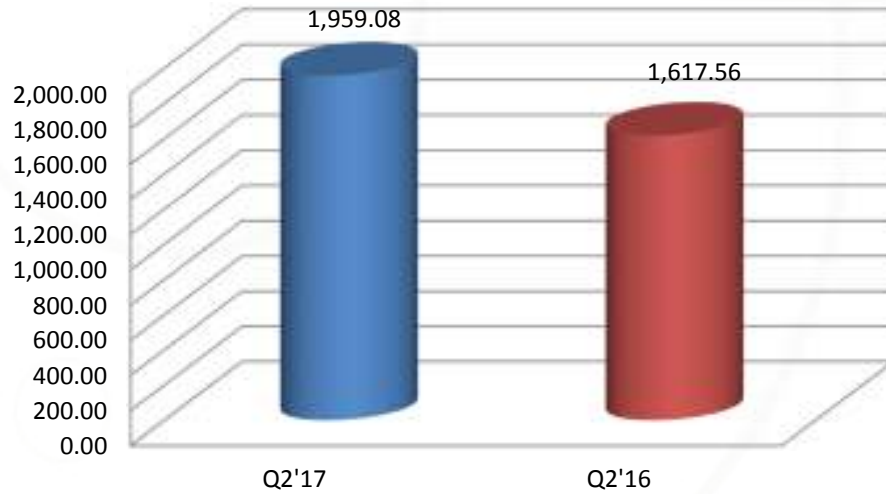
Key highlights : Q2 FY'17 vs FY'16 results



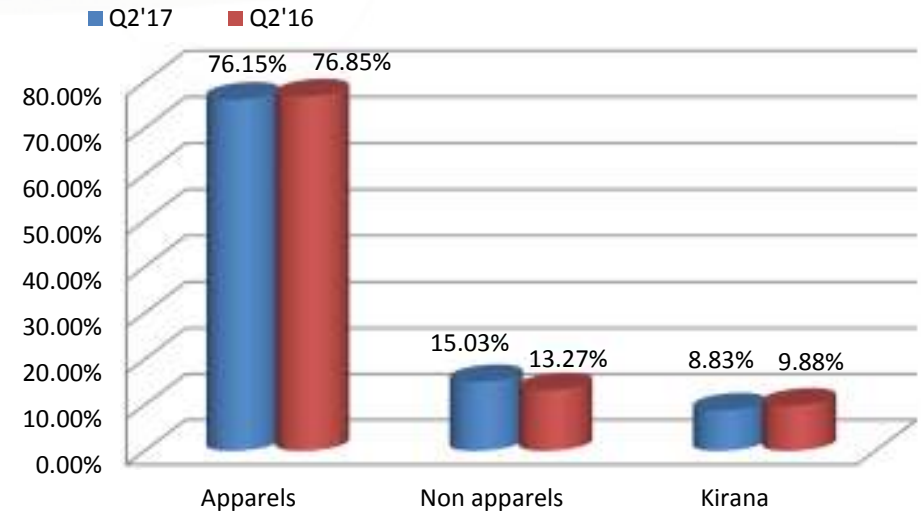
- Number of Stores has increased to 134
- Revenue growth is 21%
- Same Store Sales growth (Apparel):
 - Value is 8%
 - Volume is 4%
- Sales per sq. feet (per month) is Rs. 637
- Contribution of segment to total revenue :
 - Fashion 91%
 - Kirana 9%
- Net profit is Rs. -1.83 crores

Financial Parameters : Q2 FY'17 vs FY'16

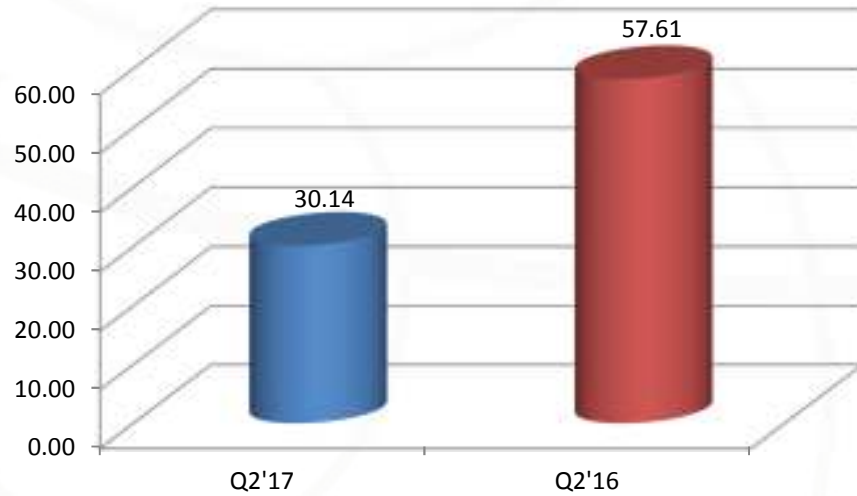
Sales (Millions)



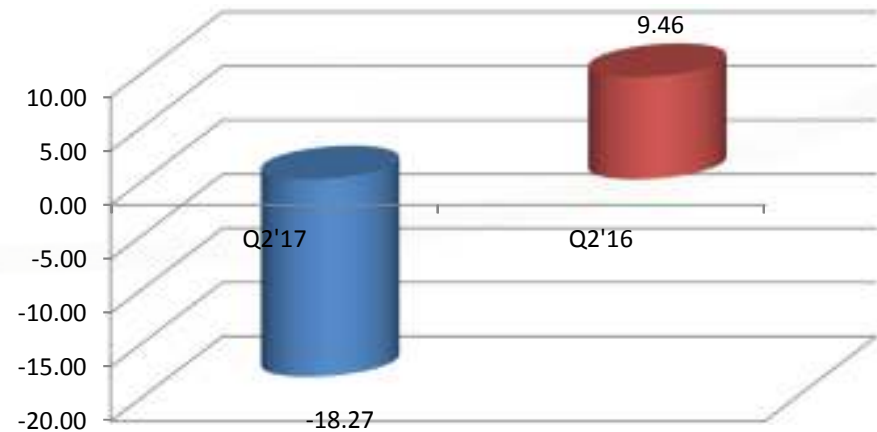
Sales Mix (%)



EBITDA (Millions)



PAT (Millions)

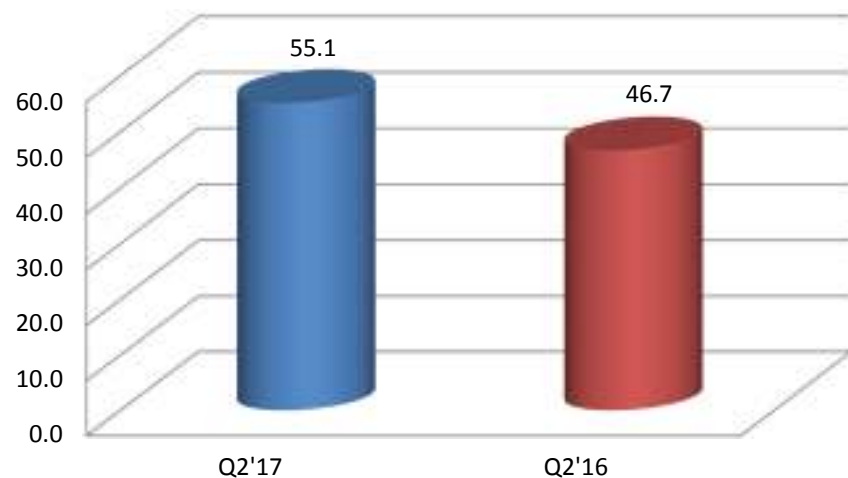


"Price Less" Fashion",

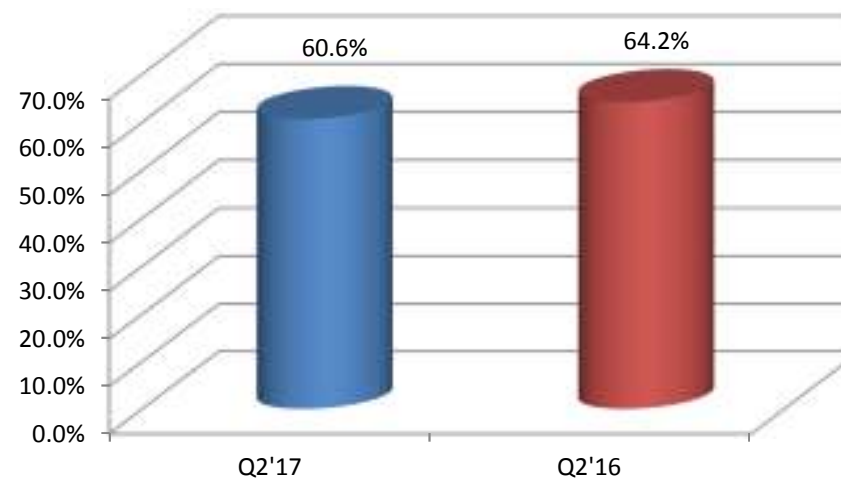
Operational Parameters : Q2 FY'17 vs FY'16



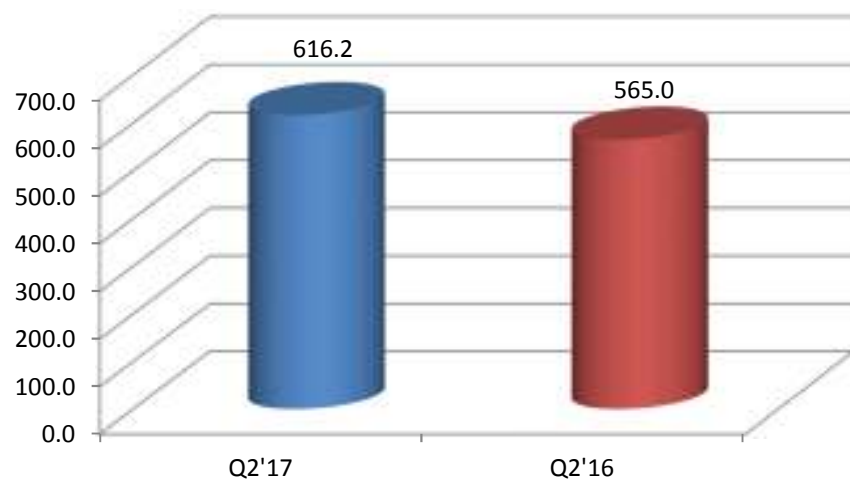
Footfall (lakhs)



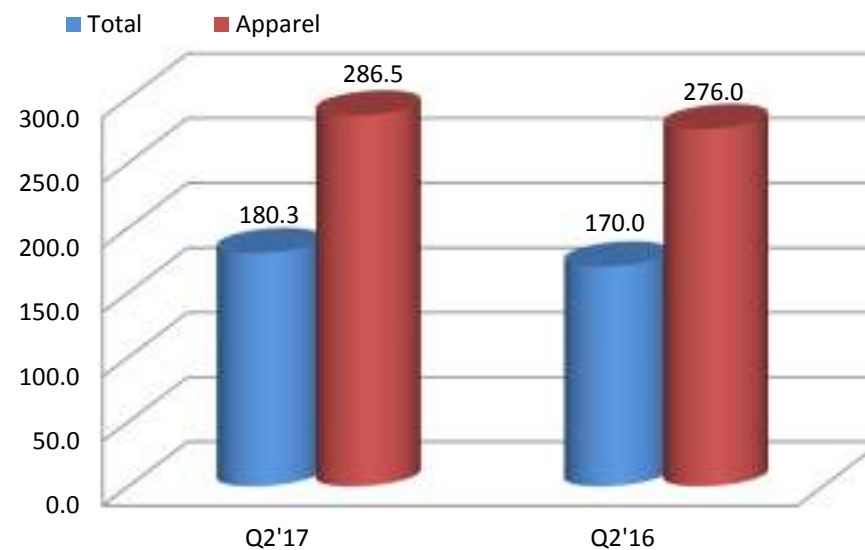
Conversion Rate (%)



Transaction size (Rs.)



Average Selling Price (Rs)



"Price Less" Fashion",

Financial Review – Profit & Loss Statement



₹ in lacs (except per share data)

Particulars	For the period ended	
	30.09.2016	30.09.2015
	(Unaudited)	(Unaudited)
1. Income from operations		
(a) Net sales/income from operations	42,253.68	36,574.33
(b) Other operating income	47.79	47.56
Total income from operations (net)	42,301.47	36,621.89
2. Total expenses	41,265.13	34,744.47
3. Profit/(loss) from operations before other income and finance costs (1-2)	1,036.34	1,877.42
4. Other income	209.72	78.50
5. Profit/(los) from ordinary activities before finance costs (3+4)	1,246.06	1,955.92
6. Finance costs	155.70	123.28
7. Net profit/(loss) from ordinary activities before tax (5-6)	1,090.36	1,832.64
8. Tax expense *	357.77	618.91
9. Net profit/(loss) from ordinary activites after tax (7-8)	732.59	1,213.73
10. Extra-ordinary items (net of tax expense of ₹ 49.72 lacs)	-	-
11. Net profit/(loss) for the period (9-10)	732.59	1,213.73
12. Paid up equity share capital (Face value of ₹10 per share)	1,806.67	1,805.46
13. Reserves excluding revaluation reserves as per balance sheet of previous accounting year	-	-
14.i Earnings per share (before extraordinary items) (of ₹10 each) (not annualised)		
(a) Basic	4.05	6.73
(b) Diluted	4.05	6.73
14.ii Earnings per share (after extraordinary items) (of ₹10 each) (not annualised)		
(a) Basic	4.05	6.73
(b) Diluted	4.05	6.73

* Tax expense includes deferred tax

Price “Less” Fashion

Financial Review - Balance Sheet and CFS



(All amounts in ₹, unless stated otherwise)

V-Mart Retail Limited Balance Sheet as at 30 September 2016			
	Notes	As at 30 September 2016	As at 31 March 2016
EQUITY AND LIABILITIES			
Shareholder's funds			
Share capital	3	180,681,600	180,666,960
Reserves and surplus	4	2,200,330,672	2,126,529,853
		<u>2,381,012,272</u>	<u>2,307,196,813</u>
Non-current liabilities			
Long-term borrowings	5	-	-
Other non-current liabilities	6	91,684,854	83,867,723
Long term provisions	7	24,929,486	21,283,500
		<u>116,614,340</u>	<u>105,151,223</u>
Current liabilities			
Short-term borrowings	8	516,630,768	269,113,278
Trade payables			
- Total outstanding dues of ME&SE	9A	-	-
- Total outstanding dues of creditors other than ME&SE	9B	1,333,175,499	956,465,835
Other current liabilities	10	176,957,082	133,446,095
Short-term provisions	11	25,681,978	60,613,158
		<u>2,052,445,327</u>	<u>1,419,638,366</u>
		<u>4,550,071,939</u>	<u>3,831,986,402</u>
ASSETS			
Non-current assets			
Fixed assets			
Tangible assets	12A	1,182,208,234	1,075,532,724
Intangible assets	13	26,342,721	27,478,203
Capital work-in-progress	12B	13,121,307	23,456,176
Non-current investments	14	130,300,000	130,300,000
Deferred tax assets	15	55,346,066	42,205,247
Long term loans and advances	16	171,103,208	168,410,162
Other non-current assets	17	510,641	961,024
		<u>1,578,932,177</u>	<u>1,468,343,536</u>
Current assets			
Current investments	18	-	193,369,647
Inventories	19	2,812,658,257	2,044,271,038
Cash and bank balances	20	50,153,292	42,791,780
Short-term loans and advances	21	106,795,034	82,265,836
Other current assets	22	1,533,179	944,565
		<u>2,971,139,762</u>	<u>2,363,642,866</u>
		<u>4,550,071,939</u>	<u>3,831,986,402</u>

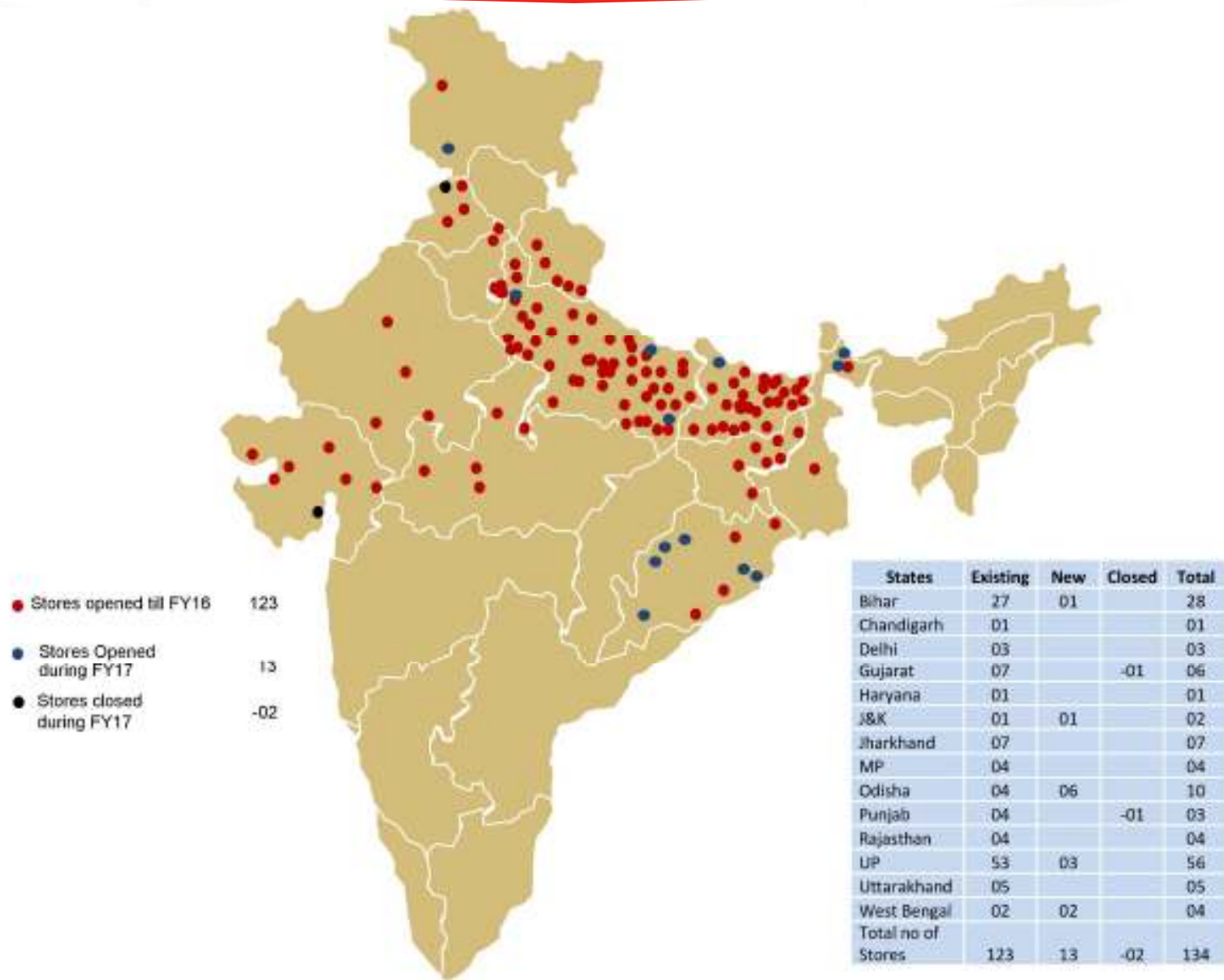
(All amounts in ₹, unless stated otherwise)

V-Mart Retail Limited Cash Flow Statement for the period ended 30 September 2016			
		For the period ended 30 September 2016	For the period ended 31 March 2016
A. Cash flows from operating activities			
Net profit before tax and before extra-ordinary items		109,037,026	423,120,288
Adjustment for:		<u>179,036,017</u>	<u>393,516,381</u>
Operating profit before working capital changes		288,073,043	816,636,669
Movements in working capital :		<u>(428,741,389)</u>	<u>(154,599,105)</u>
Cash generated from operations		(140,668,346)	662,037,564
Taxes paid		<u>(79,904,519)</u>	<u>(149,016,573)</u>
Net cash flow from operating activities		<u>(220,572,865)</u>	<u>513,020,991</u>
B. Cash flows used in investing activities			
Net cash flow used in investing activities*		<u>3,395,958</u>	<u>(424,205,663)</u>
C. Cash flows from/(used in) financing activities			
Net cash flow from/(used in) financing activities		<u>226,709,451</u>	<u>(94,743,123)</u>
Net increase/(decrease) in cash and cash equivalents		<u>9,532,543</u>	<u>(5,927,795)</u>
Cash and cash equivalents at the beginning of the year		20,409,023	26,336,818
Cash and cash equivalents at the end of the year		<u>29,941,567</u>	<u>20,409,023</u>
Net increase/(decrease) in cash and cash equivalents		<u>9,532,543</u>	<u>(5,927,795)</u>
* Investment in fixed assets is ₹20.52 cr. (previous year: ₹31.31 cr.) in net cash flow used in investing activities			

Price "Less" Fashion

**STORES GEOGRAPHIC SPREAD
&
SALES PROMOTIONS
Q2 FY'17**

V-MART RETAIL LTD.



Price "Less" Fashion

Existing Stores – Statewise Distribution



States	Store Count (30 th September 2016)
Delhi	03
Uttar Pradesh	56
Gujarat	06
Bihar	28
Punjab	03
Madhya Pradesh	04
Rajasthan	04
Haryana	01
Chandigarh	01
Jammu and Kashmir	02
Uttarakhand	05
West Bangal	04
Odisha	10
Jharkhand	07
Total	134

New Stores



1.



	Store Name	Date of Opening	Retail Space (Sq ft)
1.	Shahganj (Agra)	01.07.16	11300
2.	Udhampur (Jammu)	01.07.16	10600
3.	Balangir (Odisha)	30.07.16	7280

2.



3.



Price "Less" Fashion

New Stores



4.



	Store Name	Date of Opening	Retail Space (Sq ft)
4.	Cuttack (Odisha)	09.09.16	10700
5.	Nabarangpur (Odisha)	10.09.16	8572
6.	Durgakund (Varanasi)	11.09.16	8682

5.



6.



Price "Less" Fashion

New Stores



7.



	Store Name	Date of Opening	Retail Space (Sq ft)
7.	Siliguri (WB)	11.09.16	8610
8.	Jalpaiguri (WB)	24.09.16	11592

8.



Price "Less" Fashion

Promotions - Campaigns



S. No.	Campaign	Launch	Location
01	Kirana Maha Bachat	01.07.16	All India
02	EOSS / Independence Day	12.08.16	All India
03	Puja / Autumn Launch	11.09.16	All India

Promotions : Kirana Maha Bachat



Price "Less" Fashion

Promotions : EOSS / Independence Day



MEGA SALE MEGA DISCOUNTS

सिर्फ 6 दिन

FROM 12TH TO 17TH AUGUST

V MART
PRICE "LESS" FASHION

111 शहरों में 129 स्टोर्स के साथ देश की तेजी से बढ़ती रिटेल श्रृंखला

The advertisement features a large, textured yellow shopping bag with the words 'MEGA SALE MEGA DISCOUNTS' printed on it. To the right of the bag, the text 'सिर्फ 6 दिन' (Only 6 days) is written in Hindi. Below the bag, it says 'FROM 12TH TO 17TH AUGUST'. On the right side, the V MART logo is displayed with the tagline 'PRICE "LESS" FASHION'. At the bottom, a green banner contains the text '111 शहरों में 129 स्टोर्स के साथ देश की तेजी से बढ़ती रिटेल श्रृंखला' (Retail chain growing rapidly across the country with 129 stores in 111 cities). The background shows a family of four (a man, a woman, and two children) standing next to the shopping bag.

Price "Less" Fashion

Promotions : Puja / Autumn Launch



**फैशन
उत्सव**

**V
MART**
PRICE "LESS" FASHION

₹395/- की खरीद पर
₹1,00,00,000*
तक के उपहार जीतने का मौका

मेन्स वियर • लेडीज़ वियर • किड्स वियर • फुट वियर • होम मार्ट • एक्सेसरीज

Price "Less" Fashion

Thank you

In case of any queries, pls contact the IR Team :

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Girish Garg – girish.garg@vmart.co.in

Mobile - +919310799993