

24th July, 2018

Ref. No. CS/S/L-278/2018-19

To,



PRICE "LESS" FASHION

The Listing Department
NATIONAL STOCK EXCHANGE OF INDIA LIMITED
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Bandra-Kurla Complex
Bandra (E), Mumbai-400 051
Scrip Code: VMART
Fax: 022-26598120
Email: cm1ist@nse.co.in

The Corporate Relationship Department
THE BSE LIMITED
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400 001
Scrip code: 534976
Fax: 022-22723121
Email: corp.relations@bseindia.com

Sub: Presentation to Analysts/Investors

Sir,

Please find enclosed herewith the presentation being forwarded to Analysts/Investors on un-audited financial results of the Company for the quarter ended 30th June, 2018

The above presentation is also available on the company's website: <http://www.vmart.co.in>.

We request you to kindly take the same on record.

Thanking you,

Yours truly,
For V-Mart Retail Ltd.,


Megha Tandon
Company Secretary

(Encl.- As above)

Review of Financial Result Q1 FY'19

Disclaimer

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Key highlights : Q1 FY'19 vs FY'18 results



- **Number of Stores increases to 179 (add : 8, close : 0)**
- **Revenue grows by 15%**
- **Same Store Sales growth : Value 1%, Volume 4%**
- **Sales per sq. feet (per month) : Rs. 874**
- **Contribution of segment to total revenue :**
 - **Fashion 94%**
 - **Kirana 6%**
- **Net profit increases by 11% to Rs. 249 millions**

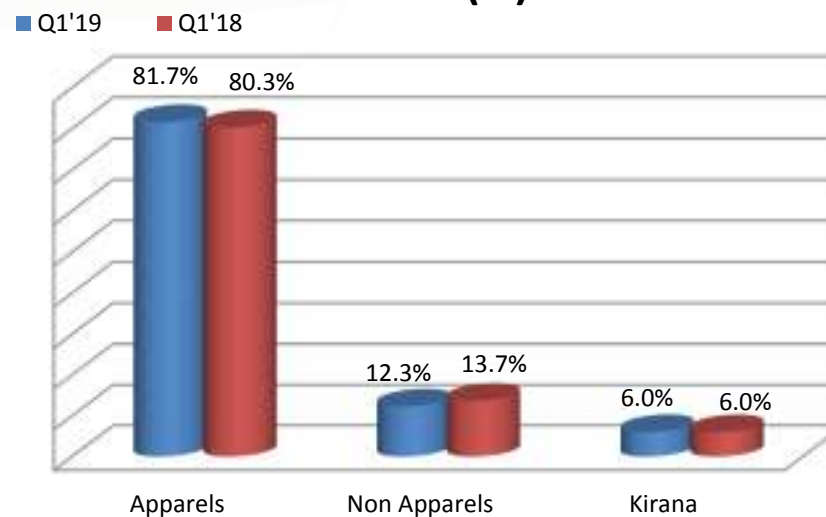
Financial Parameters – Q1 FY'19 vs FY'18



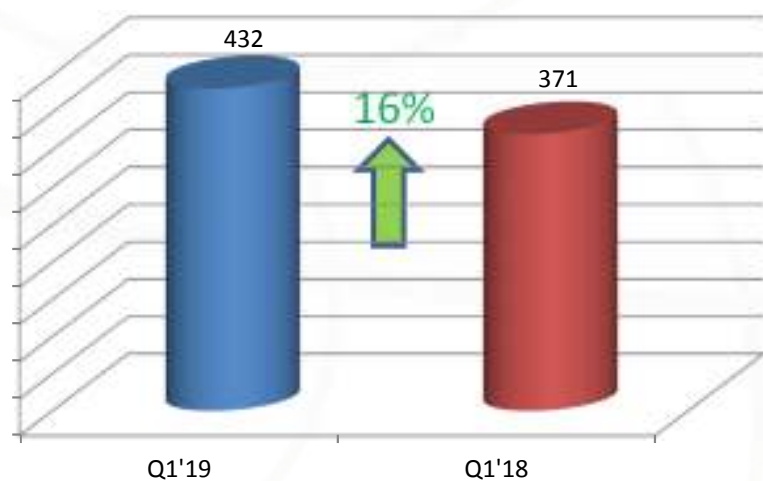
Sales (Millions)



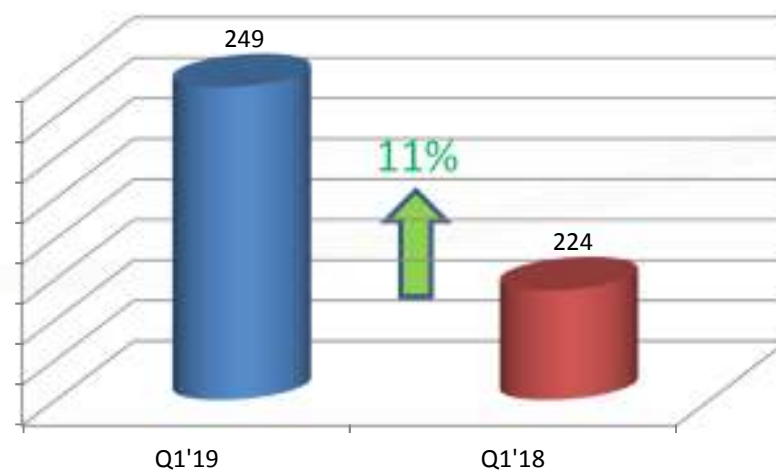
Sales Mix (%)



EBITDA (Millions)

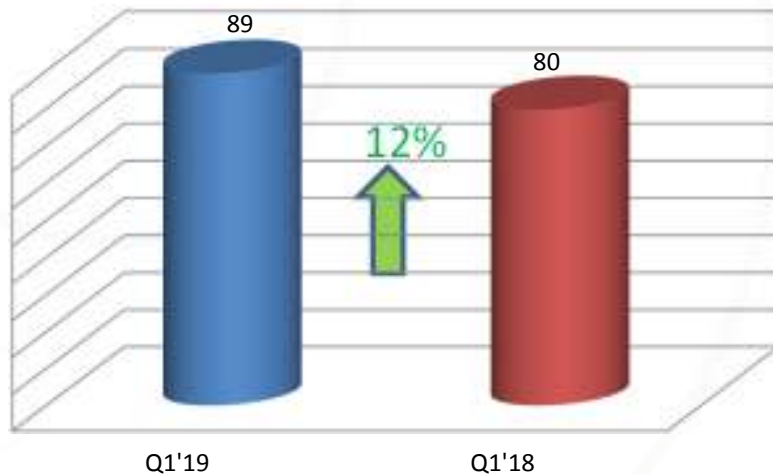


PAT (Millions)

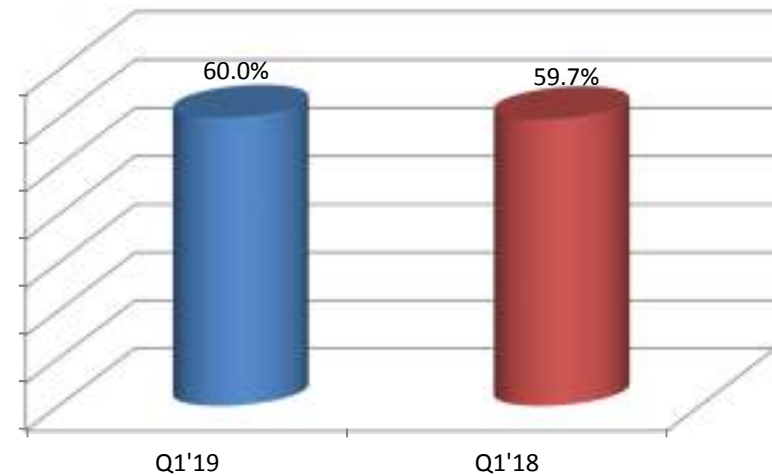


Operational Parameters – Q1 FY'19 vs FY'18

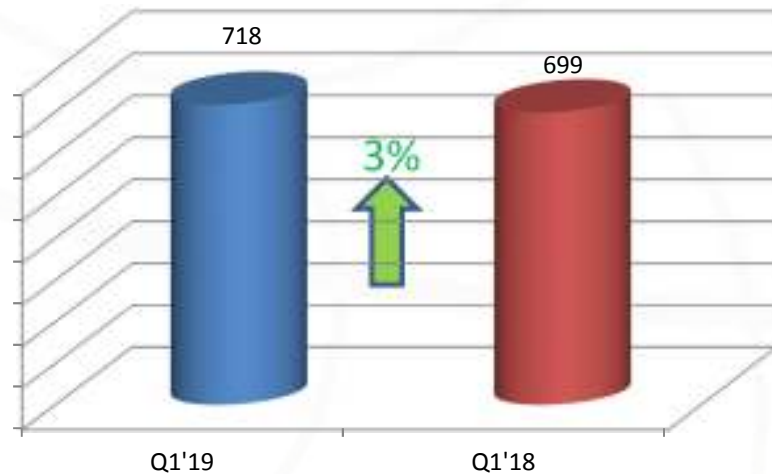
Footfall (lakhs)



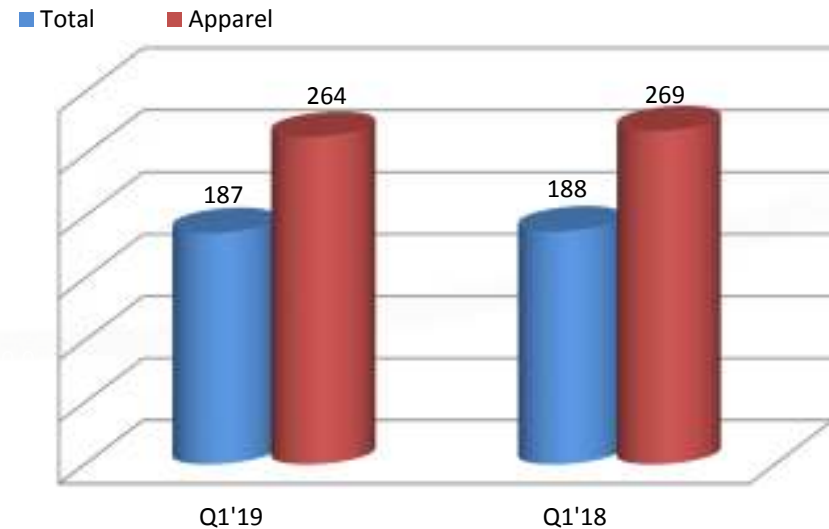
Conversion Rate (%)



Transaction size (Rs.)



Average Selling Price (Rs)

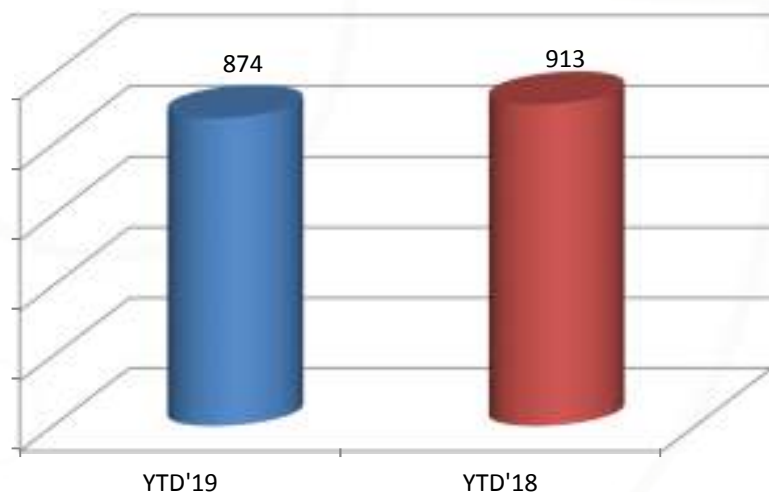


Note : Method of calculation for ASP is on Gross Sales basis

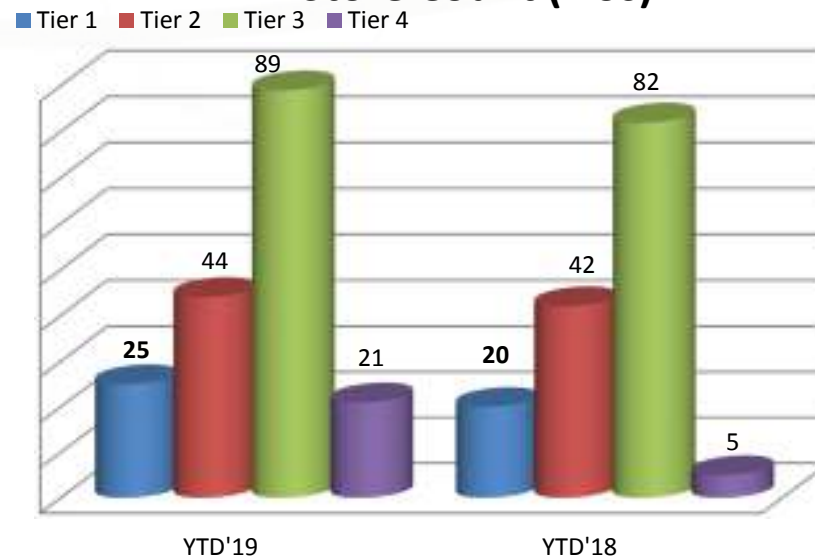
Operational Parameters : Apr-June FY'19 vs FY'18



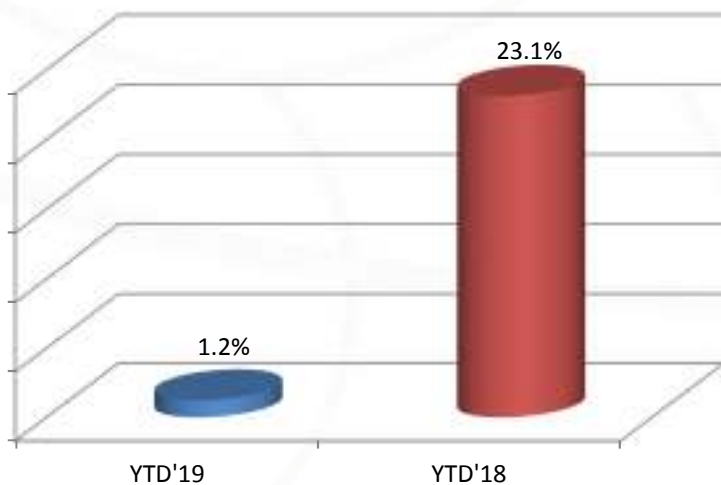
Sales per sq feet (per month)



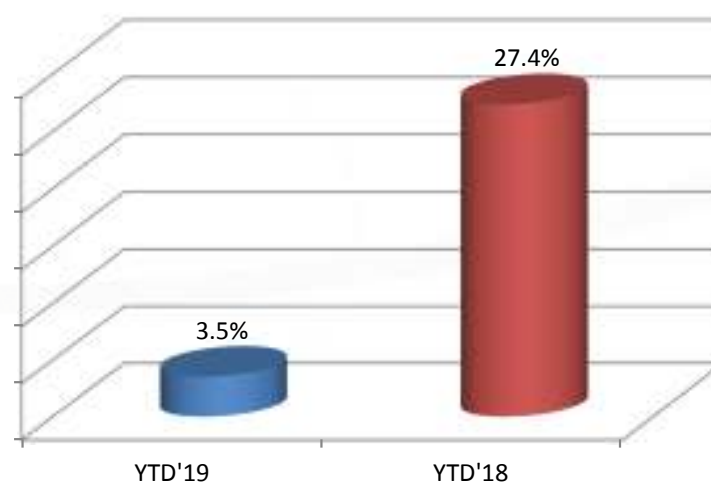
Store Count (Nos)



Same Store Sales Growth (%)



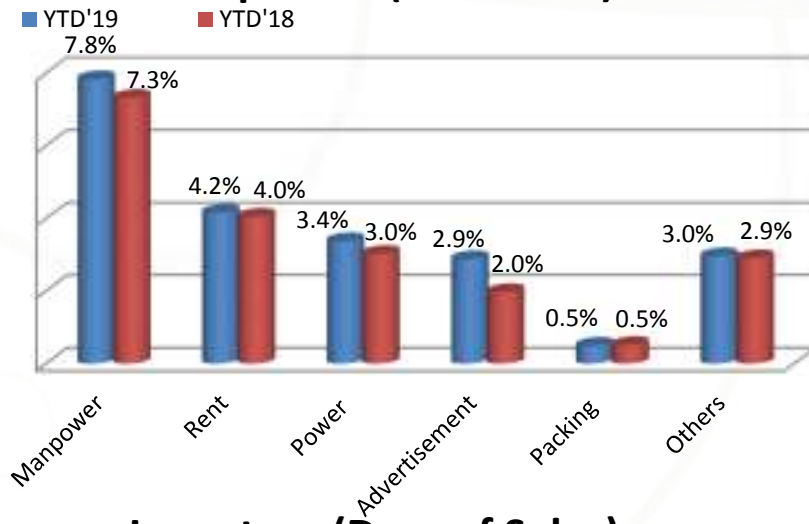
Same Store Volume Growth (%)



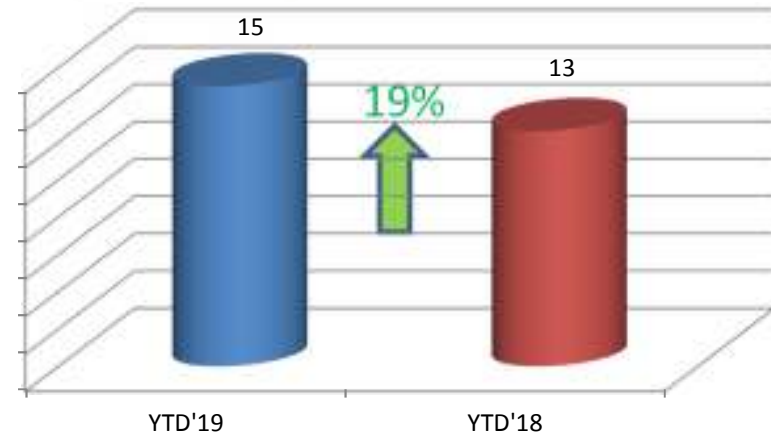
Price "Less" Fashion

Operational Parameters : Apr-June FY'19 vs FY'18

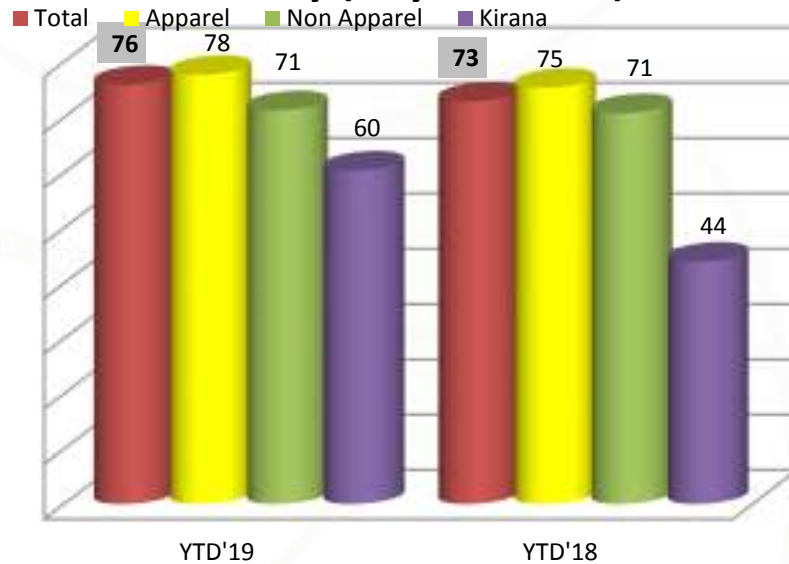
Expenses (% of Sales)



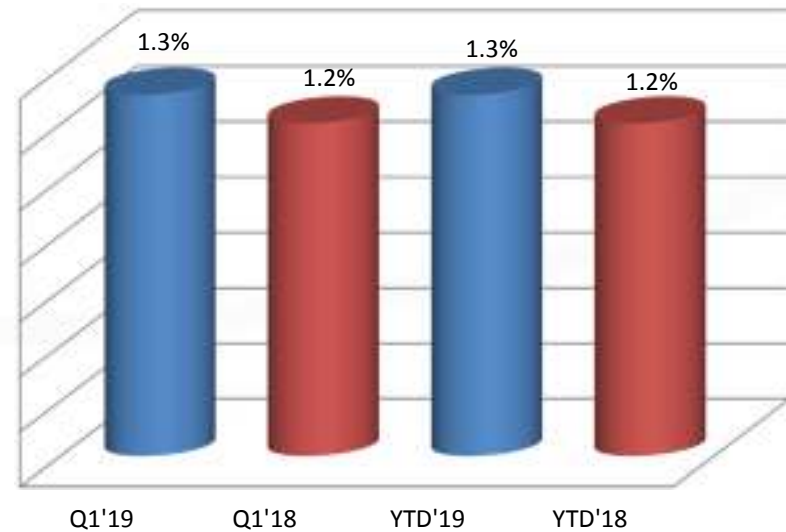
Retail Space (lakhs Sq feet)



Inventory (Days of Sales)



Shrinkage (% of Sales)



Financial Review – Profit & Loss Statement



₹ in million (except per share data)

Particulars	For the period ended	
	30.06.2018	30.06.2017
	(Unaudited)	(Unaudited)
I. Revenue from operations	3,612	3,151
II. Other income	9	11
III. Total Revenue (I + II)	3,621	3,162
IV Total Expenses (IV)	3,247	2,839
V Profit before tax (III-IV)	374	323
VI Total tax expense* (VI)	125	99
VII Profit for the year (V-VI)	249	224
VIII Other Comprehensive Income	0	0
IX Total Comprehensive Income for the period (VII+VIII)	249	224
X Earnings per share (before extraordinary items) (of ₹10 each) (not annualized)		
(a) Basic	13.72	12.34
(b) Diluted	13.68	12.32

* Tax expense includes deferred tax

Price “Less” Fashion

Financial Review - Balance Sheet and CFS



(₹ in million, unless stated otherwise)

V-Mart Retail Limited Balance Sheet as at June 30, 2018			
Notes	As at 30 June 2018	As at 31 March 2018	
ASSETS			
Non-current assets			
Property, plant and equipment	3(a)	1,428	1,412
Capital work in progress		23	35
Intangible assets	3(b)	33	35
Financial assets			
Investments	4(a)	64	64
Loans	5(a)	72	72
Other financial assets	5(b)	1	1
Deferred tax assets (net)	6	100	92
Non-current tax assets (net)	7	-	7
Other non-current assets	8	107	95
		<u>1,828</u>	<u>1,813</u>
Current assets			
Inventories	9	2,945	3,071
Financial assets			
Investments	4(b)	389	276
Cash and cash equivalents	10	33	137
Other bank balances	11	64	59
Loans	12(a)	1	1
Other financial assets	12(b)	13	11
Other current assets	13	196	131
		<u>3,641</u>	<u>3,686</u>
		<u>5,469</u>	<u>5,499</u>
EQUITY AND LIABILITIES			
Equity			
Equity share capital	14	181	181
Other equity	15	3,515	3,293
		<u>3,696</u>	<u>3,474</u>
Liabilities			
Non-current liabilities			
Financial liabilities			
Borrowings	16	3	3
Other financial liabilities	17	52	42
Provisions	18	39	39
		<u>94</u>	<u>84</u>
Current liabilities			
Financial liabilities			
Borrowings	19	58	-
Trade payables	20	1,253	1,668
Other financial liabilities	21	167	153
Other current liabilities	22	82	93
Provisions	23	14	3
Current tax liabilities (net)	24	105	24
		<u>1,679</u>	<u>1,941</u>
		<u>5,469</u>	<u>5,499</u>

V-Mart Retail Limited

Cash Flow Statement for the period ended 30 June 2018

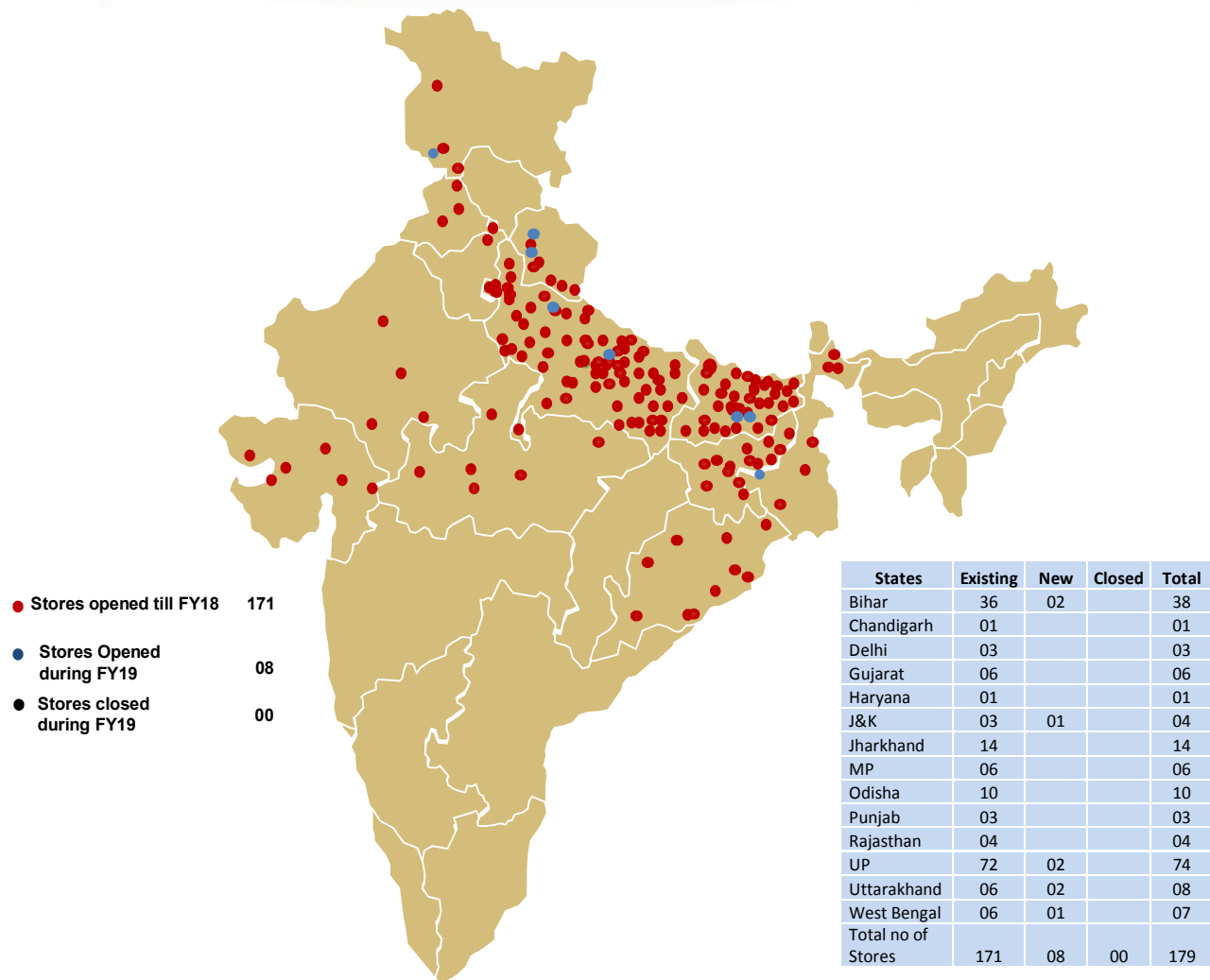
	For the period ended 30 June 2018	For the period ended 31 March 2018
A. Cash flows from operating activities		
Net profit before tax and before extra-ordinary items	374	1,125
Adjustment for:	64	245
Operating profit before working capital changes	438	1,370
Movements in working capital :	(298)	(345)
Cash generated from operations	140	1025
Taxes paid	(45)	(381)
Net cash flow from operating activities	95	644
B. Cash flows used in investing activities		
Net cash flow used in investing activities*	(226)	(151)
C. Cash flows from/(used in) financing activities		
Net cash flow from/(used in) financing activities	27	(384)
Net increase/(decrease) in cash and cash equivalents	(104)	109

* Investment in fixed assets is ₹116 million (previous year: ₹479 million) in net cash flow used in investing activities

Price "Less" Fashion

**STORES GEOGRAPHIC SPREAD
&
SALES PROMOTIONS
Q1 FY'19**

V-MART RETAIL LTD.



Price "Less" Fashion

New Stores



1.



	State	Date of Opening	Retail Space (Sq ft)
1.	Uttar Pradesh	April 2018	5848
2.	West Bengal	April 2018	8287
3.	Jammu & Kashmir	April 2018	9581

2.



3.



Price "Less" Fashion

New Stores



4.



5.



	State	Date of Opening	Retail Space (Sq ft)
4.	Bihar	April 2018	6900
5.	Bihar	May 2018	7050
6.	Uttarakhand	May 2018	9833

6.



Price "Less" Fashion

New Stores



7.



	State	Date of Opening	Retail Space (Sq ft)
7.	Uttar Pradesh	June 2018	10250
8.	Uttarakhand	June 2018	7593

8.



Price "Less" Fashion

PROMOTIONS – CAMPAIGNS – Q1



S. No.	Campaign	Launch
01	Baisakhi	April 2018
02	Denim Mela	April 2018
03	Savitri Amavasya	May 2018
04	Kids Carnival	May 2018
05	Rajjo Sankranti	June 2018
06	Jamai Shahshti	June 2018

PROMOTIONS – BAISAKHI



₹ 200*
की FREE
शॉपिंग
₹1499/- की खरीद पर

V
MART
PRICE "LESS" FASHION

**बैसाखी का त्योहार,
लाए खुशियां बेशुमार**

"Price Less" Fashion,

PROMOTIONS – DENIM MELA



A promotional banner for V Mart's Denim Fest. It features a smiling couple in denim clothing against a blue background. The text 'DENIM FEST' is prominently displayed in white. A blue tag with yellow text says 'flat 60% off'. A red V Mart logo is also present. Below the main image, a list of product categories is shown: MEN'S WEAR, LADIES WEAR, KIDS WEAR, FOOTWEAR, HOME WARE, LUGGAGE, and ACCESSORIES. The tagline 'V mart जहाँ fashion बहाँ!' is written in a stylized font. At the bottom, it says 'PRICE "LESS" FASHION' and 'T&C'.

"Price Less" Fashion",

PROMOTIONS – SAVITRI AMAVASYA



A promotional banner for Savitri Amavasya. It features a man and a woman in traditional Indian attire (a man in a white kurta and a woman in a yellow sari) standing against a red background, both with their hands in a prayer position. The text 'SAVITRI AMAVASYA' is written in gold at the top. A red 'V MART' logo is on the left, and a pink 'upto 50% off' tag is on the right. Below the main image, a list of product categories is shown: HOME WEAR, LADIES WEAR, KIDS WEAR, FOOTWEAR, HOME CARE, LUGGAGE, and ACCESSORIES. At the bottom, there are logos for various brands like PRINCESS, Nudge, tuft, tuft, and others, along with a claim of 'MORE THAN 3000 DESIGNS TO CHOOSE FROM'.

SAVITRI AMAVASYA

V MART

upto 50% off

HOME WEAR • LADIES WEAR • KIDS WEAR • FOOTWEAR • HOME CARE • LUGGAGE • ACCESSORIES

PRINCESS Nudge tuft tuft and many more brands

MORE THAN 3000 DESIGNS TO CHOOSE FROM

"Price Less" Fashion",

PROMOTIONS – KIDS CARNIVAL



A family of six (father, mother, and four children) is posed on a green leather sofa against a vibrant purple background. The father is leaning against the back of the sofa, while the mother and four children are sitting on it. The children are dressed in casual, trendy clothing. To the right of the family, the text 'KIDS CARNIVAL' is displayed in a playful, colorful font. Below this, a white box contains the text 'Vmart जहाँ fashion बहाँ!' in a mix of English and Hindi. To the right of this box is a red V MART logo with the tagline 'PRICE "LESS" FASHION' underneath. Further right, a pink box features the text 'Free Shopping of ₹300*'. At the bottom of the advertisement, a horizontal bar lists various product categories: MEN'S WEAR • LADIES WEAR • KIDS WEAR • FOOTWEAR • HOME MART • LUGGAGE • ACCESSORIES. A small 'TBC KEEP' logo is visible in the bottom right corner of the purple background.

KIDS CARNIVAL

Vmart जहाँ fashion बहाँ!

V MART
PRICE "LESS" FASHION

Free Shopping of ₹300*

TBC KEEP

MEN'S WEAR • LADIES WEAR • KIDS WEAR • FOOTWEAR • HOME MART • LUGGAGE • ACCESSORIES

"Price Less" Fashion",

PROMOTIONS – RAJJO SANKRANTI



**RAJO
RE SAJO**

**free
perfume**
worth ₹1499
*on purchase of ₹1499

**lucky
draw**
*on purchase of ₹395

***T&C apply**

MEN'S WEAR • LADIES WEAR • KIDS WEAR • FOOTWEAR • HOME MART • LUGGAGE • ACCESSORIES

The banner features two women in traditional Indian attire, one holding a garland. The background is a soft-focus outdoor scene with trees. The text is in a mix of bold, stylized fonts. The perfume offer is on the left, the lucky draw offer is on the right, and a red scooter is shown next to the lucky draw offer. The categories of products available are listed at the bottom.

"Price Less" Fashion",

PROMOTIONS – JAMAI SHAHSHTI



JAMAI SHASHTHI

V.mart जहाँ fashion जहाँ!

free power bank
worth 1499 on purchase of 1499

V MART
PRICE "LESS" FASHION

More than 3000 designs to choose from

"Price Less" Fashion,

Thank you

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

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Mobile - +91-9310799993