



30th January, 2017

PRICE "LESS" FASHION

Ref. No. CS/S/L-161/2016-17

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

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

Sub: Press Release on the financial results for the quarter ended 31th December, 2016

Sir,

Please find enclosed herewith press release on the unaudited financial results of the Company for the quarter ended 31st December, 2016.

We request you to kindly take the above information on record.

Thanking you,

Yours truly,
For V-Mart Retail Ltd.,



Lalit Agarwal
Chairman & Managing Director

(Encl.- As above)

V-MART RETAIL LTD.

CIN- L51909DL2002PLC163727

Corporate Office : Plot No. 862, Udyog Vihar, Industrial Area Phase V, Gurgaon - 122 016 (Haryana)
Tel. : 0124-4640030, Fax No. : 0124-4640046 • Email : info@vmart.co.in • Website : www.vmart.co.in
Registered Office : 610-611, Guru Ram Dass Nagar, Main Market, Opp. SBI Bank, Laxmi Nagar, New Delhi - 110092



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Press Release dated 30th Jan, 2017.

V-Mart reports increase in Revenue by 23%, EBITDA by 62% and PAT by 81% during Q3FY17

New Delhi: V-Mart Retail Ltd announced its unaudited financial results for the quarter ending 31st Dec 2016, which were approved by the Company's Board of Directors at its meeting held on 30th Jan 2017.

During the third quarter FY'17, there is an increase in revenue by 23.4% to Rs 326.90 crores, EBITDA by 61.5% to Rs 48.30 crores and PAT by 81.2% to Rs 27.21 crores QoQ. During nine months period ending Dec 2016, the company reported an increase in revenue by 18.80 % to 749.91 crores, EBITDA by 21.90 % to Rs. 69.25 crores and PAT by 27.20 % to Rs. 34.53 crores YoY.

Speaking on the occasion, Mr. Lalit Agarwal, CMD, V-Mart Retail Ltd, said that despite the temporary slow-down and lower conversion initially witnessed due to the demonetization scheme. We initiated SMART ATM drive at our stores during demonization wherein we began dispensing the collected cash by swiping cards on our store credit card swipe machines to anyone who needed it – even if the individual did not buy anything. This initiative spread and which led to long queues outside our store across the country. We also interacted with these people and made them wander through our stores which often resulted into buying and also informing the customers about our variety and prices. This approach brought us new customers and generated tremendous goodwill with strong brand recognition. Further this and our better supply chain management also increased the sales during the period at a time when almost all the industries including ours were experiencing a massive downfall in demand.

During the quarter, V-Mart was awarded "Excellence in retail & Customer Service" by images North India Retail Awards

Outlook

This year 2017, V-Mart would be strongly focusing on customer experience services by providing various facilities so that we can enhance customer shopping experience.

Going forward, during this spring-summer, our focus would be to better the assortment mix at more affordable prices resulting in better customer satisfaction and optimal inventories at various stores.

We will be offering a palette of colors for our customers during the upcoming wedding and summer season. We are planning to launch private labels across all divisions in summer along with aligning and becoming stronger in basic Never out of stock merchandise. We will try to generate more sales due to higher number of wedding dates in the coming quarter which is a big money spending event of consumers in our territory. We would focus more on wedding collection which comprises of Men's Suits, Sherwani, Ladies ethnic wear.



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About V-Mart Retail Limited:

V-Mart is a medium-sized hypermarket format retail chain based in New Delhi. It is a multi-brand family retail store offering apparels, general merchandise and kirana. Primary focusing on Tier- II & Tier- III cities which are located as standalone stores in high-street areas and shopping hubs of such cities. V-Mart offers clothing, accessories, and personal care products for men, women, and children. The average size of store is approximately 8,000 Sq. Ft. The company follows the concept of "value retailing" to target the strata of the population belonging to the expanding "aspiring class" and "middle class" and is based on customer's socio economic conditions, purchasing power, demographic details and customer trends. V-Mart stores, in untapped markets, provide customers with a different shopping experience, comprising of a vast range of value retail products under a modern ambience and feel of a large retail mall.

For More Information:-

Deepak Sharma (CFO) 0124-4640030



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