



V-Mart Retail Limited Annual PAT grows 72%. Declares 10% dividend.

Mumbai, May 16, 2013: V-Mart Retail Limited (VMRL), one of the pioneers in setting up stores across various small Indian towns and cities, announced its financial results for the year ended March 31st, 2013.

The Consolidated Profit after Tax (PAT) for Q4 FY13 stood at Rs. 1.15 cores. Total Consolidated Income for Q4 FY13 stood at Rs. 94.95 crores. Corresponding figures for twelve months ending Mar'13 are Rs.18.01 and Rs.383 crores which reflect a growth of 72% and 36% over the corresponding period for last year.

The company has also declared a dividend of 10% pertaining to the FY13.

V-mart now has 69 stores across 58 cities including metro cities with a total area of more than 5.58 lac sq.ft. Company's stores are located in prime cities of Gujarat, Uttar Pradesh, Bihar, Punjab, Chandigarh, Haryana, Jammu and Kashmir, Rajasthan and Madhya Pradesh. They are setting up stores across various small Indian towns in the Tier II and III cities. Their aim is to provide fancy garments at lower price points in an organised modern retail format to middle and lower middle classes to meet their growing aspirations.

Commenting on the financial performance of the company, Mr. Lalit Agarwal, Chairman and Managing Director, V-Mart Retail Ltd. Said "In the fourth quarter, our focus was on optimizing the inventory parameters and new store openings while continuing to maximize sales per sq feet by introducing trendy fashion collection with special offers, advertising and below the line marketing initiatives while strengthening our retail presence. In this quarter, V-Mart successfully opened seven new stores adding a retail carpet area of 51,723 sq feet.

The company will promote various exciting offers during this season like the “Kids Summer Carnival “, “ Jeans Fest”, “Wedding Collection”, “Back to School”. These campaigns have always been warmly welcomed by our customers. The company is in the process of opening 12 additional stores upto Sep’13.

About V-Mart Retail Limited:

Incorporated in 2002, V-Mart is a medium-sized hypermarket format retail chain based in New Delhi. They are multi-brand family store offers apparels, general merchandise and kirana bazar. VMRL has established stores in Metro, Tier-I, Tier-II and Tier-III cities which are primarily located as standalone stores in high-street areas and shopping hubs of such cities. 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 socioeconomic conditions, purchasing power, demographic details and customer trends. Its offerings 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.

The Company got listed on BSE & NSE on February 20, 2013.

For further details please contact

IR Team

Deepak Sharma d.sharma@vmart.co.in

Girish Kumar girish@vmart.co.in Mobile:- +919310799993