



30th April, 2018

PRICE "LESS" FASHION

Ref. No. CS/S/L-250/2018-19

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: cmist@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

Sir,

Please find enclosed herewith press release titled- **"V-Mart unveils its campaign announcing Ayushmann Khurrana & Bhumi Pednekar as Brand Ambassadors. India's leading Value Retailer gives a face to the brand"**.

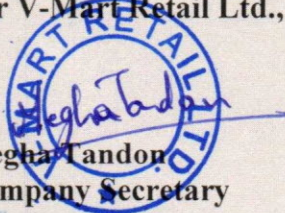
The press release will also be made available on Company's website, www.vmart.co.in.

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

Thanking you,

Yours truly,

For V-Mart Retail Ltd.,


Megha Tandon
Company Secretary

(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



V-Mart unveils its campaign announcing Ayushmann Khurrana & Bhumi Pednekar as Brand Ambassadors

~India's leading Value Retailer gives a face to the brand~

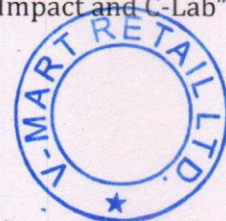
New Delhi, Tuesday, 1st May 2018: V-Mart Retail Ltd is set to roll out its campaign with Ayushmann Khurrana and Bhumi Pednekar as their brand ambassadors. Ayushmann & Bhumi's sheer hard work and talent, their stories and a strong connect with the aspirational and young middle class families makes them perfect fit for the brand. The campaign has been designed by Dentsu Impact, the creative agency from Dentsu Aegis Network.

The campaign exemplifies V-Mart's attempt to break away from the clutter and firmly establish its market-leadership amongst its target segment. The campaign is also the first major branding exercise to create brand differentiation and recall amongst the consumers.

Commenting on the association with the Super-hit couple, Mr. Snehal Shah, Sr. V.P- Marketing & Operations, V-Mart Retail Ltd. said - *"We are super-excited to associate with young talents like Ayushmann & Bhumi. We are a brand that believes in hard work, understands the requirements & dreams of the country that resides outside the reach of metros. It is these beliefs and values which make both Ayushmann & Bhumi a great fit to represent us as our brand-ambassador. Making their way into the tinsel town through sheer hard work and talent, their stories are what connects and resembles with V-Mart's DNA and that of the millions enduring through daily struggle and yet daring to dream big."*

Opting to go for a brand ambassador was a well-thought put, strategic decision aimed at fueling the next leg of growth for the home-grown retailer. Ayushmann & Bhumi, command a strong connect with the aspirational and young middle class families, hence standing out as a preferred choice to be the Face of the brand. Also, they share a great chemistry together, already having given 2 Super-hits.

Talking about the campaign conception, Soumitra Karnik, Chief Creative Officer, Dentsu Impact, said, "It was an extremely exciting project for the entire team at Dentsu Impact. This happens to be a crucial phase for VMart in its envisioned journey of being the 'most preferred destination for affordable fashion'. All the ingredients of success were well laid out in front of us - a fantastic client, the fabulous pair of Ayushmann and Bhumi, a highly entertaining script built around the brand's vision, extremely talented director in Shlok Sharma and a super refreshing music by Rahul Pais. And of course, the highly driven team of Dentsu Impact and C-Lab".



V-Mart Retail Ltd, which commenced operations in 2003, has grown to become one of the most preferred destinations for all fashion & lifestyle needs of its target consumers residing in these tier-2 & tier-3 cities. With a presence across 14 states with 175 stores across 148 cities, V-Mart caters to approximately 4 crore customers every year. The brand also has 75 Lakh customers registered in its loyalty program which is a testament to the strong brand appeal amongst the consumers.

According to a data compiled by Bloomberg, V-Mart, which has recently been recognized as the 'World's best performing department stores chain this year', is one of the leading value-retailers of the country and caters to the aspirational middle class residing in tier-2,3 & 4 cities in India.

With an average store size of 8000-10000 sq. ft., V-Mart offers a choicest assortment of latest fashion trends for all age groups, sourced from renowned manufacturers around the country and even abroad.

ABOUT V-MART

WHO

V-Mart is one of the fastest growing retail chain store in India with a flair for delivering high quality fashion wear in the best possible prices. "Price Less Fashion" is the main motto which drives V-Mart to provide the latest trends to consumers in the most pocket friendly manner. Our store concept ensures the consumer gets an international shopping experience with multiple floors and a vast, segmented array of fashion wear for Men, Women and Kids.

WHAT

V-Mart offers its customers a great shopping experience each time they visit any V-Mart store by offering a vast range of products under one roof. Maintaining high standards in quality and design, V-Mart offers fashion garments at down-to-earth prices and over a period of time has emerged as the destination of choice for bargain hunters and the fashionable alike. From premium party wear to formal attire, from pure ethnic to the choicest western wear, V-Mart has it all.

WHERE-

We primarily operate in tier II & tier III cities across 14 states via 176 stores offering latest fashion & lifestyle offerings to the aspirational middle class.

With a retail area in excess of 14 Lakh sq. ft., V-Mart also operates 37 composite stores which offer FMCG & Grocery products along with the fashion offering.

OUR JOURNEY

- 2003: 1st store opened
- 2008: PE investment by Naman Finance, part of Aditya Birla Group
- 2012: Crossed an aggregate of 5 lakh sq.ft. retail space
- 2016:
 - Crossed an aggregate of 1 million sq.ft.
 - Crossed 100 cities milestone, operating 123 stores in 106 cities
- 2017:
 - Crossed Rs.10 billion turnover



ACHIEVEMENTS

V-Mart has won several prestigious awards through time. Some of them include:

- Winner of the Indian Power Brand 2012-2013 by Planman Media.
- Winner of the "Most Admired Retailer of the Year" in "Discount Retail" category by Images Retail Award 2011.
- Winner of the "Most Admired Retailer of the Year" in "Concept Store" category by India Retail Forum 2011.
- Winner of the 'North India Retailer of the year' award by Images Group
- Awarded "India's No 1 Brand" in *India's Best Retail Fashion Store Chain Category* by International Brand Consulting Corporation, USA in 2016
- Mr. Lalit Agarwal, (CMD-V-Mart Retail Ltd.) conferred as the 'Retail Leader of the Year-2018' by Franchise India
- Recognized by Bloomberg as the "World's best performing department store chain this year" in April 2018
- Recognized by progressive Grocer as the "Value retailer of choice" in 2018

