



23rd October, 2013

To: 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: cmli@nse.co.in	To: The Corporate Relationship Department THE BOMBAY STOCK EXCHANGE Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400 001 Scrip code: 534976 Fax: 022-22723121 Email: corp.relations@bseindia.com
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Sub: Submission of Press Release on 23rd October, 2013

Dear Sir/Madam,

In terms of the Listing Agreement, please find herewith press release on 23rd October, 2013.

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

Thanking you,
Yours truly,

For V-Mart Retail Limited

For V-MART RETAIL LTD.


Company Secretary

Yogesh Bhardwaj
Company Secretary & Compliance Officer

V-MART RETAIL LTD.

F-11, Udyog Nagar Industrial Area, Peeragarhi, New Delhi-110041
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Press Release

V-Mart reports PAT increase by 116% and Sales by 54% in Q2 FY14

The retail chain plans to replicate its success mantra in more Tier-II and Tier-III cities by opening 12 more stores in FY14

New Delhi: V-Mart Retail Ltd. announced its unaudited financial results for the quarter ended September 30, 2013, which were approved by the Company's Board of Directors at its meeting held earlier on 23rd October 2013.

For the quarter ended September 30, 2013, the company reported a growth in profit after tax (PAT) of 116 per cent YOY. In the quarter, the company's Sales grew by 54% and EBIDTA grew by 51 per cent YOY.

Speaking on the occasion, Mr. Lalit Agarwal, Chairman & Managing Director, V-Mart Retail Ltd, said, "We have a strong conviction that there is high aspiration in the markets which we service and it is confirmed by the 18% same store sales growth (for the fashion segment) recorded by the company. However the potential is immense and we are working to meet the demand in these markets by offering quality fashion at an affordable price. Buoyed by the good response from our existing stores, we have plans to open 12 more stores in 2014."

Mr Agarwal added that the retail chain would offer high quality fashion during the coming festive season comprising of Diwali and the ensuing marriage season by offering range of products which cater to diverse tastes and occasions such as formals , party wear and ethnic wear & Winter wear at competitive prices. We would like to focus on the same store sales growth and the sales per square feet as the parameters of our performance.

The company will promote various exciting offers during the coming festive season like the Jeeto Sona Har Roz, Wedding and Winter launch and Wollen mela. These campaigns have always been warmly welcomed by our customers.

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 socio economic 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.

For More Information:-

**Yogesh Bhardwaj (Company Secretary and Compliance Officer), 9312099996,
cs@vmart.co.in**