RMCL RETAIL

THE TECHNOLOGY STORE

Date: 08.09.2014

To,

Bombay Stock Exchange Limited
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Ref : Scrip ID – RMCL Scrip Code 532692

Sub: Outcome of Board meeting regarding On-line portal for FMCG products.

Board of Directors at the meeting held on 8th of September 2014 has resolved unanimously to start the "Trading / marketing" On-line Portal for FMCG Products.

Marketing team briefed the Board about portal and its business plant. Followings are highlights of the same:

1.The marketing team briefed the Board that On-line business of the company would be in conjunction with its existing"Brick and Mortar" distribution network established for "RMCL Retail" format and this existing distribution Grid shall be highly useful in rolling out the On-line Portal.

2.The company would be selling products "On-line", on COD basis, through Payment Gateways and through conventional "Brick and Mortar" distribution network comprising of Depots and pick-up centers. The company also proposed to incentivize the "Direct Selling Agents" or DSA for promoting the Company Products.

3.In the first phase, predominantlycompany plans to sell Private label products in following categories.

Fast Moving Consumer Goods:

Skin Care Products: Products like Face washes, Face packs, Face Scrubs, Hydrating Creams, Anti-Age Creams and Serums, Under Eye Creams and gels, Fairness Creams, Night Creams, UV Protection Creams, Sun Screen Creams, etc.

Hair Care Products: Products like Shampoos, Conditioners, Hair Repair formulas, Anti-dandruff formulas, Hair Oils, Hair Serums, Hair Gels, Hair Dryers, Clippers, Hair Colors, Hair Sparkles etc.

Color Cosmetics: Foundations, Eye colors, Kajals, Mascaras, Lipsticks, lip gloss, Nail paints etc

Personal Hygiene: Products like Bathing Soaps, Shower Gels, Bathing Salts, Toothpaste, Toothbrush, After Shave balms, Electrical Trimmers, Razors, Deodorants, Attars, Fragrances etc.

Health Supplements and Nutraceuticals

Mixed Herb Extracts: Health supplements like Slimming Capsules, Sex Vitality Capsules, Brain Tonic Capsules,Digestion Cure Capsules, Stress Care Capsules, Muscle Pain Capsules, Anti-Acidity Capsules, Liver Cure Capsules, Diabetes Care CapsulesJoint Care Capsules,Kidney Stone Capsules,Calcium Capsules, Prostate Relief Capsules, Anti-Constipation Capsules, Skin Care Capsules, General Fever Capsules, Anti-Viral Capsules, Cholesterol Control Capsules, and Sound Sleep Capsules

Straight Herb Extracts: Pure extracts based on Satavari, Saunth,Kesar,White Musli,Shilajeet,Trifala, Bala, Chitrak,Gokharu,Amruta, Loh-Bhasma, Pashan-Bhed,Khas, Tulsi, Draksha, Punarnava, Chandan, Neem, Turmeric, Korphad, Manjistha, Sariva, Dishmool, Shankha Bhasma, Sallaki, Rasana, Arjuna, lasun, Yestimadhu, Chandrika, Akkalkadha, Vasaka, Kapikachhu, Jatamansi, Malkaguni, Jaiphal, Talimkhana, Karela, Guggulu, Tagar, Javitri and Gurmar

Other than above company plans to sell Whey Proteins, Noni Juice based Health Supplements, Nav-ras Extracts of 9 Vegetables, Omega 3 Code liver oils, Vitamin B -100 Complex, Pain Relief Gel, Fat Burner Formula, Head Balm for instant pain relief etc.

Company also plans to sell gadgets like Below knee Stockings, Blood Pressure Monitor, Glucose Testing hand held Equipment, Eye Cool mask, Car pillows, Acupuncture supports for Car, Sauna Slimming Belt, Slimming Belt with Massage, Feet cleaner, Cool Eye Goggle with Magnets, Magnets, Neck Rest, Elbow Band, Deep Sleep Dream zone Mask, Anti-Stress Neck Pillows,Hot water bag etc.

First Aid and General Medicines: Medicines like Burn Cream, Antiseptic Cream, Band Aids, Thermal Care Heat wraps for Neck and Shoulders, Antifungal Cream, Medicated Tape Rolls, Medicated Massage Gels etc. shall also be sold in above fashion. Marketing Team conveyed that they would be selling only OTC Drugs in General Medicine Category.

Acupuncture Products: Products like Foot rollers, Arm-rest, Acupuncture Sleeper Footwear with Magnets, Acupuncture Sleeper footwear without magnets, Magnetic wrist bands, Magnetic hammers, Hand Rollers with Acupuncture needles, Waist Bands, Acupuncture Shoe-Soles, Hand ball with Acupuncture needles etc. would be sold

Food and Beverages:

Staples:Rices of various varieties, Poha, Kabuli Channa, Urad, Kala Channa, RajmaSharmili, Rajma Kashmiri, Moong, ChannaDaal, UradDaal, MoongDaal, ArharDaal, MasoorDaal etc. shall be sold

Flour and Aata: Flours of two varieties, Besan, Maida, Dalia and Rice flours shall be sold.

Spices: Grounded and whole Spices will be sold like Chana Masala, Chat masala, PavBhaaji Masala, Sāmbhar Masala, Garam Masala, Chai Masala, Jaljeera Masala, Poha Masala, Daal Masala, Zeeravan Masala, SahiPaneer masala, Kitchen King Masala, Biryani Pulav Masala, PudinaChatni Masala, Garlic Powder, Chicken Curry masala, Boiled Egg Masala and various other related masalas.

Baking Powders and Ice-Cream Mixes: Company shall sell Custard Powder, Double Acting Baking Powder, Drinking Chocolate, Falooda mix, Caramel Pudding Mix, cocoa Powder, Citric Acid Crystals, Cornflour, Veg Jellies, Active Dry Yeast, Ice-Cream Mixes etc on its portal and by above mentioned distribution Channel.

Fryums, Ketch-ups, Sauces and Jams: Company Shall sell Fryums, Soya Sauce, Vinegar, sweet Chili Sauce, Tomato ketchups, and various jams on its portal and through above mentioned distribution channel.

Edible Oils: Company plans to sell Coconut Oil, Gingili Oil, Cotton-seed Oil, Sunflower Oil, Castor Oil, Groundnut Oil, Olive Oil, Mustard Oil, Rice-Bran Oil, Refined Soybean Oil, Desi Ghee and Hydrogenated Ghee

Pickles, Italian herbs and Poppadum's: Company plans to sell Haka Noodles, precooked noodles, Pasta Fetuchuni, Ravioli, Oregano, Chili Flakes, Seasoning Herbs, Mixed pickles, Mango pickle, lime pickle, Channa poppadum, Moong Poppadum etc. on its portal and above mentioned distribution channel.

Ready to Eat Products and Instant Mixes: Company plans to sell GulabJaamun mix, Dosa and Idli Mix, Ready-to-Eat DaalMakhaani, Cornflakes, Musli, Oats, Bhujia, Fried Daals etc. on its portal

Dry Fruits: Company plans to sell Cashews, Pistachios, Kismis, Almonds, Dates, Figs and other Dry Fruits on its portal.

Tea: Company plans to sell Tea, Coffee, Chocolate Drink and other beverages on its portal

Handbags, Eyewear and Accessories:

Company plans to sell high-end leather and polyamide based luggage bags, Fancy handbags, Goggles, Eyewear and fashionable Accessories.

Fashion Clothing:

Company shall sell clothing targeting at Men, Women, Teens and kids. Clothing would include Shirts, Tees, Polo necks, Pants, SalwarKameez, Sarees etc.

Footwear:

Company shall sell high end Sandles, Shoes, Chappals, Floatersetc on its portal and through conventional means.

Household Items:

Plastic household items like Containers, Casseroles, Bottles, Mugs, etc. on the portal.

Detergents and Cleaning Products:

Detergent powder, Detergent Bars, Neel, Toilet cleaner, glass cleaner, utensils cleaner, Floor Cleaner etc. shall be sold on the portal and through conventional methods.

Home Appliances and Electronics:

Home appliances like irons, inductions cookers, kettles, Hair Dryers etc. shall be sold on the portal and through conventional methods.

4. Selling other Brands on Commission basis: Company shall sell 3rd party products on its portal and through its distribution network. Marketing Team has given a plan of prospective sellers who would sell their products on the portal. However Board suggested that 3rd party products should be introduced only after achieving substantial number of customers/members. Marketing Team was instructed to keep the board informed about the number of Customers enrolled on the portal on regular interval.

Marketing Team conveyed that existing Packaging manufacturing business of the company has created more than 5000 Customers who can be tapped to sell their goods on the Portal.

5.Incentives shall be distributed to "Direct selling Agents" in line with company's plan. Company shall also sell On-line on which Incentives will not be applicable.

6.Company intends to open its own depot in various States.

7.Marketing Team has conveyed their preparedness for the launch of approximately 800 products in Private label in the first phase. Board is satisfied with the preparedness and availability of the products.

Board unanimously decided to start the Portal. Requisite instructions have been passed to Technical team to take necessary action.

Thanking You
Yours Faithfully
FOR RADHA MADHAV CORPORATION LIMITED

Mitesh Agarwal

MR. MITESH AGARWAL

(MANAGING DIRECTOR & CEO)