



V-Mart Retail Limited Q3 FY13 PAT at Rs. 10.30 crores

- **Announces the results first time after listing in February 2013**
- **Total Income stood at Rs. 119.90 crores**

Mumbai, March 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 quarter ended December 31, 2012. This is the first time that V-Mart is announcing quarterly performance after its listing, subsequent to its initial public issue of equity shares in February 2013.

The Consolidated Profit after Tax (PAT) for Q3 FY13 stood at Rs. 10.30 cores. Total Consolidated Income for Q3 FY13 stood at Rs. 119.90 crores. Corresponding figures for nine months ending Dec'12 are Rs.16.85 and Rs.288 crores which reflect a growth of 82% and 38% over the corresponding period for last year.

V-mart now has 64 stores across 55 cities including metro cities with a total area of more than 5.21 lac sq.ft. Company's stores are located in prime cities such as New Delhi, Gujarat, Uttar Pradesh, Bihar, Punjab, Chandigarh, Haryana, Jammu and Kashmir, Rajasthan and Madhya Pradesh. They are setting up stores across various small Indian towns and cities including Sultanpur, Ujjain, Motihari. Their aim is to provide fancy garments at lower price points in an organised modern retail format to middle and lower middle classes.

Commenting on the financial performance of the company, Mr. Lalit Agarwal, Chairman and Managing Director, V-Mart Retail Ltd. Said "In the third quarter, our focus was on maximizing sales per sq feet during the festival period 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 three new stores adding up to retail carpet area of 23,592 sq feet .

The company will promote various exciting offers during this season like the “Season of Colors “, “ Lucky 13 Summer collection”, “T-Shirt Mela”, “Back to School”. These campaigns have always been warmly welcomed by our customers.

The company is in the process of opening 13 additional stores over the next three months which is in line with our Objects to the IPO.

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.

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

For further details please contact

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