



PRICE "LESS" FASHION

Press Release dated 30-7-2015

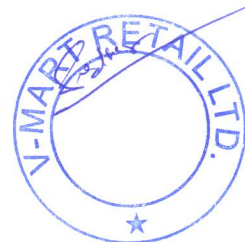
V-Mart reports increase in Revenue by 24% and PAT by 24% in Q1FY16 YOY.

New Delhi: V-Mart Retail Ltd announced its unaudited financial results for the quarter ending 30th June 2015, which were approved by the Company's Board of Directors at its meeting held on 30th July 2015.

For the quarter ended 30th June 2015, the company reported a growth in profit after tax (PAT) of 24 per cent YOY and Sales grew by 24 per cent. Sales for the Q1FY16 was Rs. 204.66 crores and PAT is Rs. 11.19 crores.

Speaking on the occasion, Mr. Lalit Agarwal, Chairman & Managing Director, V-Mart Retail Ltd, said, "During this quarter the focus was on sustaining top line growth". This quarter has been seen a moderation in customer demand and we expect the same mood to follow thro in the next quarter too. This quarter has been particularly weak due to the inauspicious month of "Adhik maas" as per the hindu calendar, which comes once in 3 years, and during such period the shopping takes a hit particularly in the Indo-gangetic plain where we have a fairly strong presence. And to cater to the weak buying mood the company is focusing on a product range in the economy / budget price range. However as the monsoon is panning out fairly well till date, we expect the mood to turn for the better during the 3rd quarter festive season.

To cater to the coming season the company is expecting to launch products for the young and trendy youth with flashy colours which will catch their imagination. Also we are looking to introduce fashionable sweat shirts with hoods, zippers, kangaroo pockets, heavy prints & reversible sweats and a special range of cardigans with prints for ladies while for the girls apparels with Applique work & stone embellishment.



V-MART RETAIL LTD.

CIN- L51909DL2002PLC163727

Corporate Office : Plot No. 862, Udyog Vihar, Industrial Area Phase V, Gurgaon - 122 016 (Haryana)
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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:-

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