

V2 Retail Limited

Date: October 12, 2017

To,

National Stock Exchange of India Limited

Exchange Plaza, Plot No. C/1, G Block, BandraKurla Complex, Bandra(East) Mumbai-400051, **NSE Code**- V2RETAIL BSE (Bombay Stock Exchange) Limited 25th floor,"PhirozeJeejeebhoy Tower", Dalal Street, Narimal Point, Mumbai-400001 BSE Code-532867

Sub: Pursuant to Regulation 30 of <u>SEBI (Listing Obligations and Disclosure Requirements)</u> Regulations 2015:- Investor Presentation October 2017

Dear Sir/Madam,

Pursuant to Regulation 30 of <u>SEBI (Listing Obligations and Disclosure Requirements)</u>
Regulations 2015, Please find enclosed herewith Investor Presentation October 2017

Please treat this as intimation to your exchange as per the <u>SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015.</u>

The aforesaid intimation is also disclosed on the website of the company, www.v2retail.com.

This is for your information and record.

Yours Truly

For V2 Retail

Company Secretary & Compliance Officer



V2 Retail Limited

Investor Presentation

October 2017

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Section 1: Executive Summary



Executive Summary



Retail Industry: a high growth industry

- Indian Retail is one of the fastest growing markets in the world due to economic growth.
- Changing customer preferences leading to a rapid shift to organised retail. Growth of organised retail will further boost and help in enhance availability and drive growth.
- High disposable income leading to shift in consumer preferences to branded and premium products.
 Consumer expenditure estimated to be USD3.6 trillion by 2020 vis-à-vis USD1.25 trillion in 2015.
- Retail market in India to reach USD 1.3 trillion by 2020 from USD 600 billion in 2015.
- Rising number of Tier 2 & Tier 3 cities to enhance supermarket space in the country.

V2 Retail: Well entrenched to capture the growth in the Industry

- V2 Retail is one of the fastest growing retail company in India and enjoys strong brand equity from customers across segments.
- The Company currently operates 44 stores spread across 13 states with a total retail area in excess of 5.25 lac Sq. Ft.
- Company is focusing on Private Labels and scaling up in-house brands across all price points.
- Per sq. ft sales of more than ₹ 1100 per month for last three years, one of the best amongst apparel retailers.
- The Company caters to the 'neo middle class' and 'middle class' group of population living in small towns.
- Experienced Management with strong industry expertise with its promoters having an experience of around 25 years in the Retail Industry
- Revenue of ₹ 4,714 million and PAT of ₹ 373 million in FY2017. Revenue has been growing at CAGR of 64% during FY2012-FY2017.
- Debt reduction from ₹ 984 million to ₹ 88 million in FY2017.

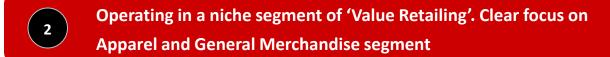
Section 2: Key Strengths



Key Strengths









Focused approach on growth of same store sales and better footfall conversion for margin improvement to create further value

Systems & Processes are in place for Inventory Management & MIS

Zero working capital debt based expansion and virtually Zero Debt Company.



Section 3: Company Overview



Company Overview



- V2 Retail Limited (formerly known as Vishal Retail Limited), incorporated in the year 2001 with an objective of providing merchandise to masses at affordable price.
- The Company went Public in the year 2007.
- The brand "Vishal" was sold in the year 2011 due to operational losses. The Company was renamed V2 Retail Limited.
- It primarily operates in Tier-II and Tier-III cities, with a chain of "V2 Retail" stores offering apparels and general merchandise, catering to the entire family.
- The Company is one of the fastest growing Retail Company in India.
- The Company currently operates 44 stores spread across 13 states with a total retail area in excess of 5.25 lac Sq. Ft.
- Per sq. ft sales of more than ₹ 1100 per month for last three years, the best amongst apparel retailers.
- The Company caters to the 'neo middle class' and 'middle class' group of population living in small towns.

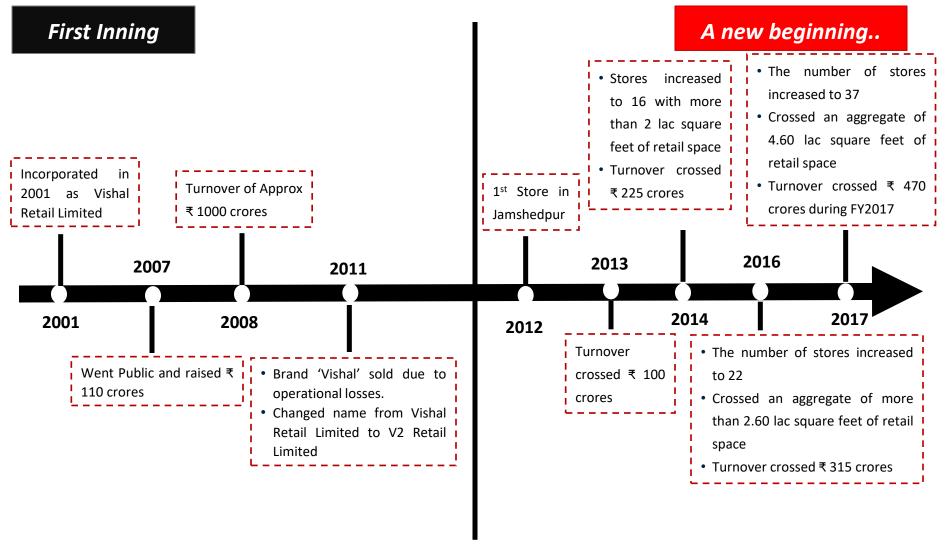
Stores

State	No of Stores
Bihar	14
Himachal Pradesh	1
Jharkhand	3
Karnataka	1
NCR	3
North East	5
Odisha	3
Uttar Pradesh	9
Uttrakhand	3
West Bengal	2
Total	44

Operates on its key guiding principles of "Value & Variety" at reasonable price to consumers

Milestones





Business Verticals



				_ 1 _
Вu	sın	ess \	Vertic	ais

- Men's Wear Upper, Lower, Occasion Wear, Winter Wear, Sportswear, Formal, Casual,
- Ladies Wear Ethnic wear, Upper, Lower, Occasion Wear, Winter Wear, Sportswear
- Kids Wear Boy, Girls, Infants, Winter Wear
- **Lifestyle** Lifestyle products like Deodorants, wallets, sunglasses, ladies purse etc.

Verticals	Sales Mix
Men's Wear	44%
Ladies Wear	27%
Kids Wear	26%
Lifestyle	3%

The key factors driving apparel business

Shopping Trigger

Triggers for apparel Shopping

> Key Aspects

Occasions Drive Purchases
Festivals | Weddings | Birthdays | Social
Functions

Emotional Needs

New Seasons | New Trends | Fun times |
Feels likes it

Functional needs

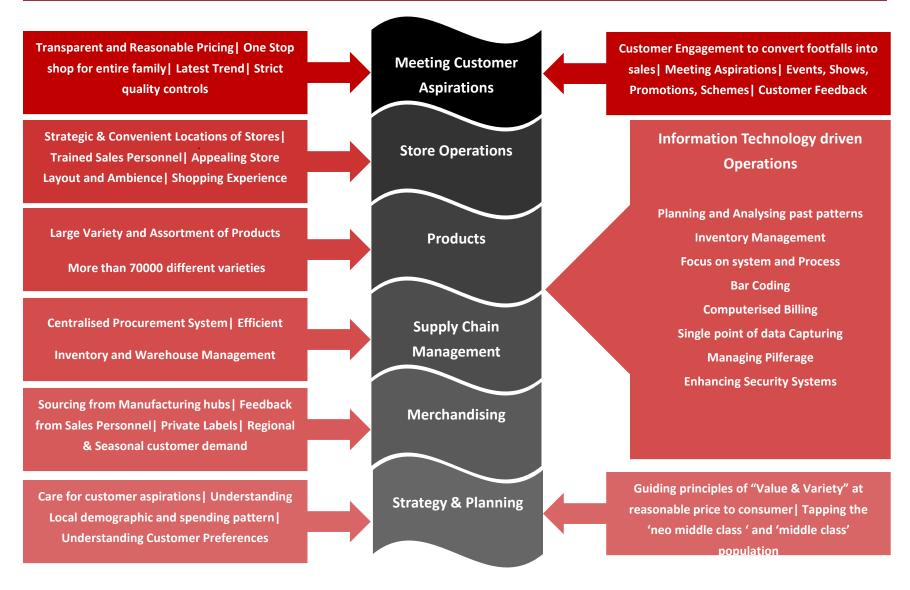
Discount | Offers | Sale | Replace Old

Price | Quality of make | Quality & Type of Fabrics | Durability | Comfort | Fit

- Key guiding principles of "Value & Variety" at reasonable price to consumer.
- V2 Retail is a "one stop family shop" with a comprehensive portfolio of product offerings.
- Range of products to suit everyone's budget.
- Shopping from an organised retail store fulfils the aspirational value of people living in small towns

Business Process





Store Presence and Strong Product Sourcing Capabilities



Expansion of Stores with Focus on Profitability

- V2 Retail opens new stores with a clear focus on profitability. The idea is to do profitable growth than geographical based expansion.
- Currently, it owns and operates 44 stores spread out across 35 cities and 13 states amounting to approx 5.25 lac Sq. Ft.

ſ		NCR	•	Karnataka
ī.	•	West Bengal	•	Uttarakhand
T.	•	Bihar	•	Odisha
I	•	Uttar Pradesh	•	North East
L	•	Jharkhand	•	Himachal Pradesh

• The Company has one distribution center capable of catering to 10 lakh sq. ft. of retail space.

Strong and Diversified Procurement Network

- Centralized Procurement System ensuring all the products go through rigorous Quality Parameter Check
- Timely payments to vendors to ensure seamless supply at best prices.
- The Company has a wide network of vendors and suppliers spread across the country
- The benefits of Centralized Procurement ensures right products at right time at reasonable cost to end consumer

Pleasant ambience for the aspiring class in Tier-II and Tier-III Cities







Average store sizes of 10,000 square feet





Pleasant ambience for the aspiring class in Tier-II and Tier-III Cities







Average store sizes of 10,000 square feet

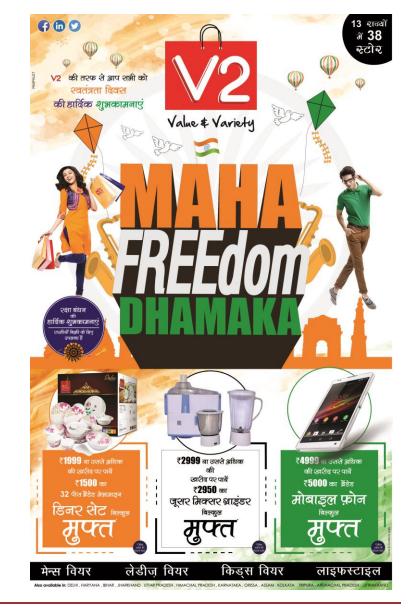




Recent Promotional Campaign







Recent Promotional Campaign







Competitive Strengths



First mover advantage

• 25 years of experience in serving the Indian Retail space

• V2 Retail has a first mover advantage in various Tier-II and Tier-III cities.

• It is one of the pioneers in opening stores in smaller Indian towns and Tier-II and Tier-III cities like Jaunpur, Haldwani, Arrah, Chapra etc.

Per Square Feet Sales

• One of the most efficient apparel retailer with consistently maintaining per square feet sales of more than ₹ 1100 per month for last 3 years.

Centralized Procurement System & Quality Check

- Centralized procurement and rigorous quality check
- It has a wide network of registered vendors and suppliers spread across the country

Efficient Supply Chain Management

- The Company has comprehensive SCM system comprising of planning, sourcing, standardization, logistics, quality control, pilferage control, replacement and replenishment.
- The Company has one distribution center capable of catering to 10 lakh sq. ft. of retail space

Strong IT infrastructure, systems and processes

- The Company uses an comphrensive ERP software (SAP)
- It has a strong Management Information System ("MIS")

Pleasant ambience

• It provides pleasant Air-Conditioned stores ambience with trial rooms and a modern shopping environment to its in Tier-II and Tier-III cities.

One Stop Family Shop

• The Company's product range specifically caters to the demands and aspirations of 'neo middle class' and the 'middle class' group of the population with an added focus on latest fashion and trends.

Key Management Profile



Name & Designation	Brief Profile					
	Mr. Agarwal holds a bachelor's degree in Commerce					
Mr. Ram Chandra Agarwal	 He has more than 25 years of entrepreneurial and business experience. He has been a member of the Board of Directors since inception. He provides strategic direction to the Company and is the driving force behind the establishment and growth of the Company. 					
Chairman and Managing Director	 He is the pioneer in value retailing and brought this concept in India. 					
	 He was conferred several awards at different forums such as Ernst & Young Entrepreneur of the year award in 2008 and 4Ps Power Brand Award in 2007. 					
	Mrs. Agarwal holds a bachelor's degree in Arts.					
Mrs. Uma Agarwal	 She has more than 15 years of experience in the retail industry. 					
Whole Time Director	 She has been a member of the Board of Directors since inception. She oversees the marketing strategies of the Company. 					
Mr. Akash Agarwal	Mr. Agarwal is a commerce Graduate					
Whole Time Director	 He has more than 5 years of experience in the Retail Industry. 					
	He looks after Procurement and Business Development					



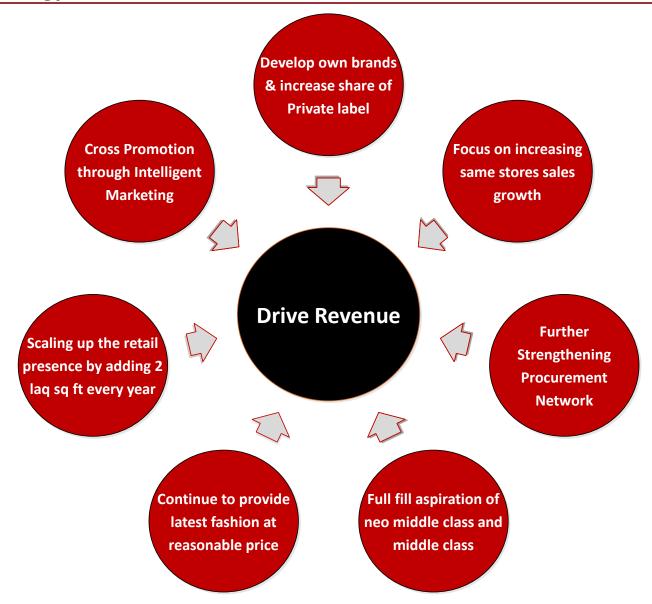


Name & Designation	Brief Profile
Mr. Pratik Adukia Head – Merchandising	 Mr. Adukia is commerce graduate and CA Inter. He has more than 15 years of experience in Retail Industry
	The has more than 15 years of experience in Netali massify
	Mr. Kaushik is a Chartered Accountant
Mr. Vipin Kaushik	He has more than 11 years of experience in Accounts & Finance.
Chief Financial Officer	 Prior to join V2, he has worked with ONICRA Credit Rating Agency of India Limited and Delhivery Private Limited
Bar Alabiah ala Manaka	Mr. Khemka is a commerce graduate
Mr. Abhishek Khemka	 He has more than 19 years of experience in the retail industry.
Head - Planning & Sourcing	Prior to join V2, he has worked with CityKart Retail Limited
M. C Briti	Mr. Bajaj holds a degree in PGDBM (Retail Management) and BE (Electronics)
Mr. Gaurav Bajaj	He has more than 20 years of experience in Retail Industry
GM - Merchandising	Prior to join V2, he has worked with Club Central

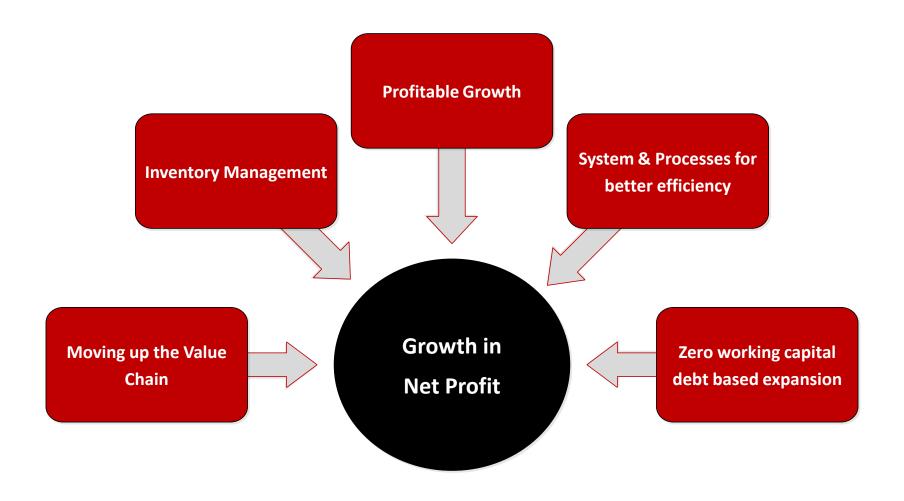
Section 4: Business Strategy











Section 5: Industry Overview



Indian Retail industry



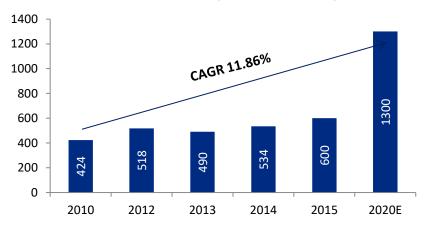
Overview

- The Indian Retail sector is emerging as one of the largest sector in the economy.
- Retail industry is expected to grow to US\$ 1.3 trillion by 2020, registering a CAGR of 16.7% between 2015-2020.
- The organized retail penetration in India is low (8 per cent) compared with that in other countries, such as US (85%). This indicates strong growth potential for organized retail in India.

Indian Retail Market Size

Indian Retail sales to surge by 2 times by FY20

Market Size (USD Billion)



- Organized retail is expected to account for 24% of the overall retail market by 2020.
- Clothing & Footwear at 37% has the largest share of the organised retail market in FY15.
- The retail sales during FY20 to surge by 2x from the FY15 sales level aggregating USD 1300 billion during FY20 recording a CAGR of 16.72%.
- Rapid emergence of organised retail outlets, such as mega malls and hypermarkets, are augmenting the growth of organised retail in the country. Retailers have made dynamic changes in supply chain and logistics for competitive advantage and meeting consumer demands

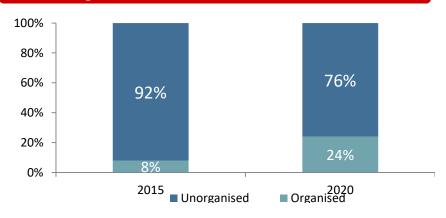
Indian Retail Industry



Rural - Urban Population

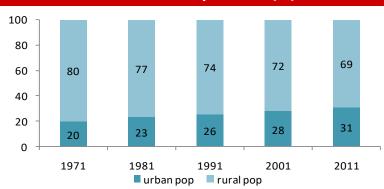
- The share of rural population in the total population has declined from 80.1% in 1971 to 68.8% in 2011.
- The primary reason for the higher share of unorganised retail in India emanates from the fact that rural sale comprises a major share of the total retail sales.
- Tier II and Tier III cities are a big opportunity in themselves with more than 80 cities occupied by around 90-100 million population in total

Organised Retail Market & Penetration



 The Indian retail sector is highly fragmented. More than ninety per cent of its business is being run by the unorganized retailers like the traditional family run stores and corner stores

Rural - Urban Population (%)



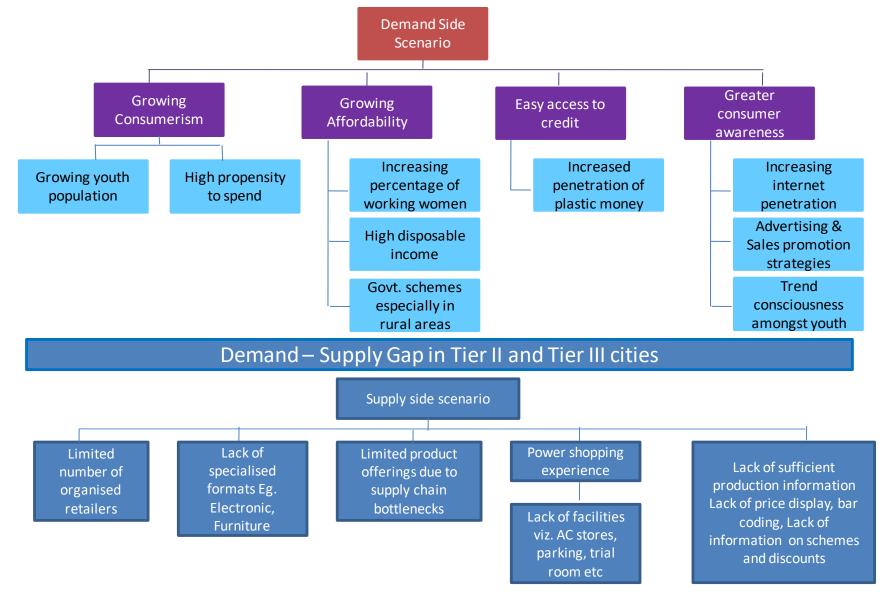
Share of Unorganised Retail (%)



Primarily dominated by the unorganised segment, in India the unorganised retail segment's shares is quite high as Compared to the unorganised retail contribution of 15-20% to the total retail sales in countries such as U.K., U.S., Taiwan

<u>Organised Retailing – Demand Supply Gap in Tier – II and Tier – III Cities</u>





Section 6: Key Financial Indicators







Particulars (₹ in Crores)	Q1FY18	Q1FY17	Y-o-Y	FY2017
Revenue	142.3	108.2	31%	471.4
Gross Profit	44.5	31.2	43%	138.1
Gross Margin (%)	31.3%	28.9%		29.3%
EBIDTA	15.4	12.0	28%	44.6
EBIDTA Margin (%)	10.8%	11.1%		9.5%
Profit Before Tax	13.8	8.0	73%	31.3
Profit After Tax	8.7	4.7	85%	37.3

Revenue:

- Revenue grew by 31% Y-o-Y in Q1FY18 from ₹ 108.2 crores to ₹ 142.3 crores.
- The company has maintained sales momentum in this quarter as well led by healthy demand and new stores opening.

Gross Profit:

- Gross Profit increased from ₹31.2 crores to ₹44.5 crores in this quarter.
- Gross margins improved from 28.9% to 31.3%.

EBIDTA:

- EBIDTA grew by 28% Y-o-Y in Q1FY18 from ₹ 12 crores to ₹ 15.4 crores.
- EBIDTA margins was 10.8% during the quarter.

Financial Highlights – Quarterly Performance



Profit Before Tax:

Profit Before Tax (PBT) grew by 73% Y-o-Y in Q1FY18 from ₹8 crores to ₹13.80 crores.

Profit After Tax (PAT):

Profit After Tax (PAT) grew by 85% Y-o-Y in Q1FY18 from ₹ 4.7 crores to ₹ 8.7 crores.

Others:

- The company has opened 2 new stores and closed 1 store during the quarter Q1FY18.
- The Company operates 38 stores spread across 13 states with a total retail area in excess of 4.66 lac Sq. Ft.

Financial Highlights – Profit & Loss Account



₹ in Million

Particulars	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	CAGR
Revenue from Operations	402	1,057	2,289	2,868	3,199	4,714	64%
Growth (%)		163.1%	116.6%	25.3%	11.6%	47.3%	
Gross Profit	91	267	567	814	956	1,381	72%
GP Margin (%)	22.7%	25.3%	24.8%	28.4%	29.9%	29.3%	
EBIDTA	(122)	7	42	277	314	446	179%
EBIDTA Margin (%)	-30.5%	0.7%	1.9%	9.7%	9.8%	9.5%	
Other Income	37	21	22	25	25	20	
Depreciation	26	23	35	21	44	67	
Financial Charges	82	65	81	97	132	86	
PBT	(192)	(60)	(51)	184	163	313	
PBT Margin (%)	-47.9%	-5.6%	-2.2%	6.4%	5.1%	6.6%	
Exceptional Items					39	177	
PAT	(348)	(41)	(43)	97	122	373	96%
PAT Margin (%)	-86.6%	-3.9%	-1.9%	3.4%	3.8%	7.9%	
Extraordinary Items	-	(12)	(2)	0	(1)		
PAT after Extraordinary Items	(348)	(53)	(45)	98	122	373	

Financial Highlights – Balance Sheet



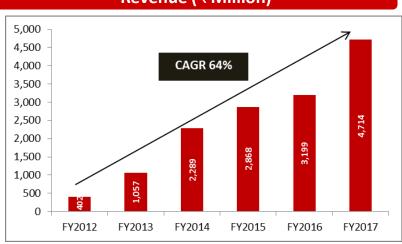
₹ in Million

Particulars	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017
Equity Capital	224	224	224	236	249	309
Reserve & Surplus	2,530	2,478	2,407	2,505	2,626	3,445
Share Warrants	-	-	-	7	85	19
Defered Tax Assets	(2,691)	(2,709)	(2,711)	(2,624)	(2,544)	(2,427)
Networth (Adjusted)	64	(7)	(80)	123	416	1,346
Loan Funds	569	704	834	693	984	88
Net Fixed Assets	66	98	144	194	329	548
Non Current Assets	372	369	380	358	408	415
Current Assets	292	497	619	871	1,208	1,284
- Inventories	160	448	555	793	1,089	1,146
- Cash and Bank	102	18	21	11	31	65
- Loans & Advances & others	29	31	42	66	88	73
Current Liabilities	97	268	388	606	544	814
- Trade Payables	76	247	282	352	366	622
- Provision & Other Liabilities	21	21	106	254	178	192

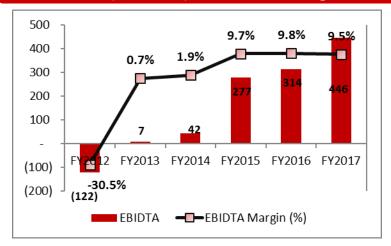
Robust Financial Performance



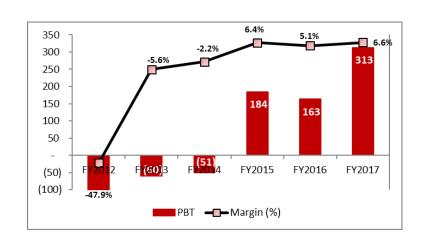




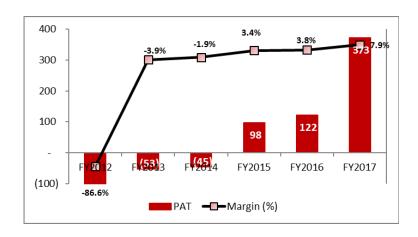
EBIDTA (₹ Million) and EBIDTA Margins



PBT (₹ Million) and PBT Margins



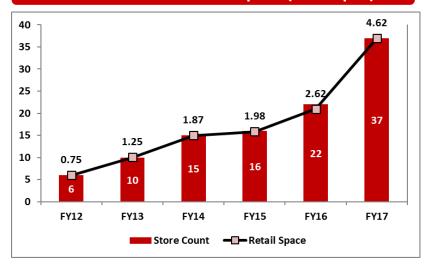
PAT (₹ Million) and PAT Margins



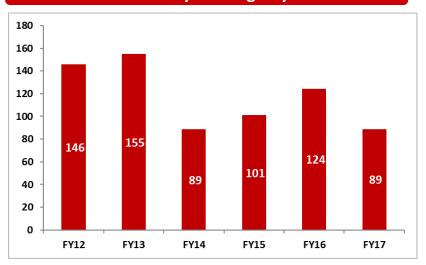
Key Operating Metrics



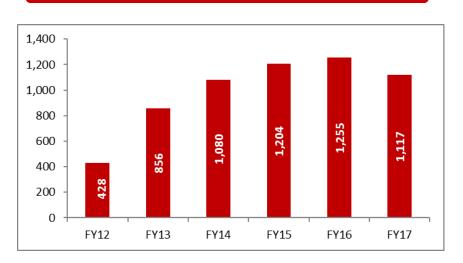
No. of Stores and Retail Space (lakh sq.ft.)



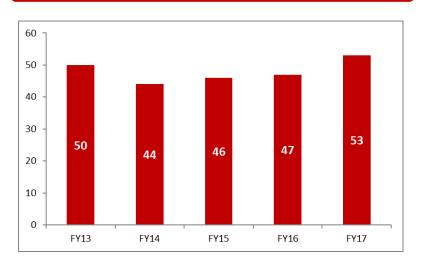
Inventory Holding Days

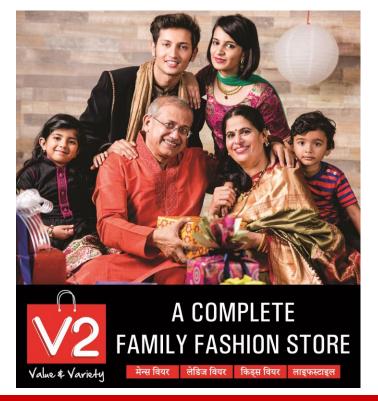


Sales per Sq.Ft. (₹ Per Month)



Rent per Sq.Ft. (₹ Per Month)





Thank You

For further information please contact:

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