

December 17, 2021

To, Bombay Stock Exchange Limited P.J. Towers, Dalal Street, Fort, Mumbai - 400 001.	To, Corporate Relationship Department National Stock Exchange Limited Exchange plaza, Bandra Kurla complex, Bandra (E) Mumbai 400051
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Sub: Intimation about new partnership " VAKRANGEE DIGITAL VENTURES ALLIANCE WITH UPSTOX FOR ITS CUSTOMERS TO AVAIL OF THE FINANCIAL SERVICES ("I.E. OPENING OF DEMAT ACCOUNT")".

Dear Sir,


With reference to the abovementioned subject and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith Intimation about new partnership "VAKRANGEE DIGITAL VENTURES ALLIANCE WITH UPSTOX FOR ITS CUSTOMERS TO AVAIL OF THE FINANCIAL SERVICES ("I.E. OPENING OF DEMAT ACCOUNT")".

This is for your information and record.

Thanking you,

Yours Faithfully,

For Vakrangee Limited


Sachin Khandekar
Company Secretary
(Mem. No. A50577)



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W A Vakrangee on its BharatEasy Super App is offering an online trading account opening facility with Upstox. This partnership with Upstox will help to provide access to a wider range of investment & financial services to our customers in the remotest parts of the country through our digital platform as well as physical network of NextGen Vakrangee Kendras. We are extremely excited about our partnership with Upstox which gives us a big opportunity to bring value to our customers. This alliance will further boost our strategy of expanding the bouquet of services."

He added, "Our franchisees in remote areas of the country can now enhance their revenue stream by offering online trading services too. We will continue to add more products and services and tie-up with leading business partners to offer our customers a one-stop solution to

all their banking, insurance, ATM, financial services, assisted e-Commerce, e-Governance and logistics. Vakrangee provides these partners with the unmatched reach in remote areas where these brands find the cost of operations too high.

Our Unique Proposition of Digital along with Physical: “Phygital” would help the Digital channel to scale up fast and would significantly reduce the costs related to acquiring customers, physical assistance, order fulfilling and Return management of online orders. Further, leveraging physical presence would result in better customer interaction, strong brand recall and better service experience and trust for the customers.”

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