



PRICE "LESS" FASHION

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28th May, 2021

To: The Listing Department NATIONAL STOCK EXCHANGE OF INDIA LIMITED "Exchange Plaza" Bandra-Kurla Complex Bandra (E), Mumbai – 400 051 Scrip Code: VMART Fax: 022-26598120 Email: cmlist@nse.co.in	To: The Corporate Relationship Department THE BSE LTD Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 Scrip Code: 534976 Fax: 022-22723121 Email: corp.relationships@bseindia.com
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Dear Sir/Madam,

Sub: Press Release on the financial results for the fourth quarter and year ended on 31st March, 2021

Please find enclosed herewith press release on the financial results of the Company for the fourth quarter and year ended on 31st March, 2021.

We request you to kindly take the above information on record.

Thanking you,

Yours Truly
For V-Mart Retail Limited

Anand Agarwal
Chief Financial Officer



Encl: As below

V-MART RETAIL LTD.

CIN- L51909DL2002PLC163727

Corporate Office : Plot No. 862, Udyog Vihar, Industrial Area Phase V, Gurgaon - 122 016 (Haryana)
Tel. : 0124-4640030, Fax No. : 0124-4640046 - Email : info@vmart.co.in - Website : www.vmart.co.in
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V-Mart reports 6% revenue growth and 21 % increase in EBITDA Y-o-Y in for Quarter 4, FY'21

New Delhi, Friday, May 28, 2021

V-Mart Retail Ltd., India's leading value fashion retailer, announced its audited financial results for the quarter and full year ended March 31, 2021. The results were approved at its Board meeting conducted through video conferencing on 28th May, 2021.

Achievement/Recovery (YoY)	Rs. Cr	Quarter		Achievement/Recovery (YoY)	Full Year	
		Q4'21	Q4'20		FY'21	FY'20
66%		356	333	106%	1337	1267
61%		34	28	121%	131	114

Performance Summary

tion, which is indicative

shion Awards.

performance, Mr. Lalit Agarwal, CMD said,

reasonably well in Q4. The business prepped up quickly. The company for the same quarter of FY'20-'21. We managed to achieve footfall recovery

It is noteworthy that in Q4, the Company achieved the Great Place to Work (GPTW) certification.

Merchandising concept at IFA - Images Fashion.

Commenting on the Company's Q4:FY21, p

"Notwithstanding the pandemic, we did secured 1.10% of the corresponding sales f

of over 80% for the quarter as a whole. We are also well poised as far as inventory levels and freshness is concerned, with strong sales without much discounting.”

“V-Mart is concentrating on quicker mind-to-market strategies as far as fashionable apparels are concerned. For instance, our range of streetwear, sweatshirts, hoodies, and top-of-the-line ladies’ dresses. This is being done to meet the rising aspirations of the youth and younger families.”

“We are further boosting our private label offerings, which are now approximately 65%% of our apparels section. We are developing product quality enhancement and vendor development programs to enhance the fashion quotient across all our departments.”

“We are in the process of revitalizing the Omni platform by creative and compelling products and shopping experience as it could offer a tremendous boost to our overall sales going forward. Our internal team is working on improving the website and mobile app interface for a better customer experience.”

Talking about sales outlook, Mr. Agarwal said, “The Company came up with innovative marketing campaigns and promotional offers that resonated well with its customers, driving footfalls and sales during festive and wedding-related shopping, as well as giving an impetus to summer and autumn and winter merchandise sales. Marking an auspicious beginning of festive and wedding season shopping, the gift offer and TV commercial ‘Breakfree Livefree’ of the company became a talking point amongst its customers, and connected deeply with their intent to derive maximum value from every penny spent. All these steps aided higher footfalls and conversions, resulting into a higher sell-through rate for both existing and fresh merchandize.”

To keep up the spirit of creativity and consistent performance we are doing succession planning for all our employees so as to encourage them to perform better. This would help them to align individual contributions as well as organizational objectives.

Covid Recovery

“we have been taking the strictest measures to avoid the spread amongst employees, associates and customers. SOPs were long drafted and executed to create a safe shopping and working environment. Side by side, we also undertook higher levels of CSR activities, which were recently magnified in the face of the second wave.”

“Our company has contributed in setting up of a 300 bed Covid care facility in Gurugram; along with more such hospitals planned for other big cities. Oxygen concentrators, ventilators, plasma, and medication supplies are being provided wherever possible. We are also extending all sorts of medical, financial, essential supplies’ assistance to all our employees and their families who are suffering from Covid-19. To ensure our employees’ mental well-being, we are imparting motivational training and counselling sessions for employees.”

“Ultimately, our employees define our success,” said Mr. Agarwal. They are the ones in the ‘trenches’ servicing customers, providing crucial inputs, jiggling between day-to-day workplace hurdles, especially during these tough times.”

Anand Agarwal (CFO), Email: ir_vmart@vmartretail.com

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