



V2 Retail Limited

Annual Report 2020-21



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Consolidated Financial Statements

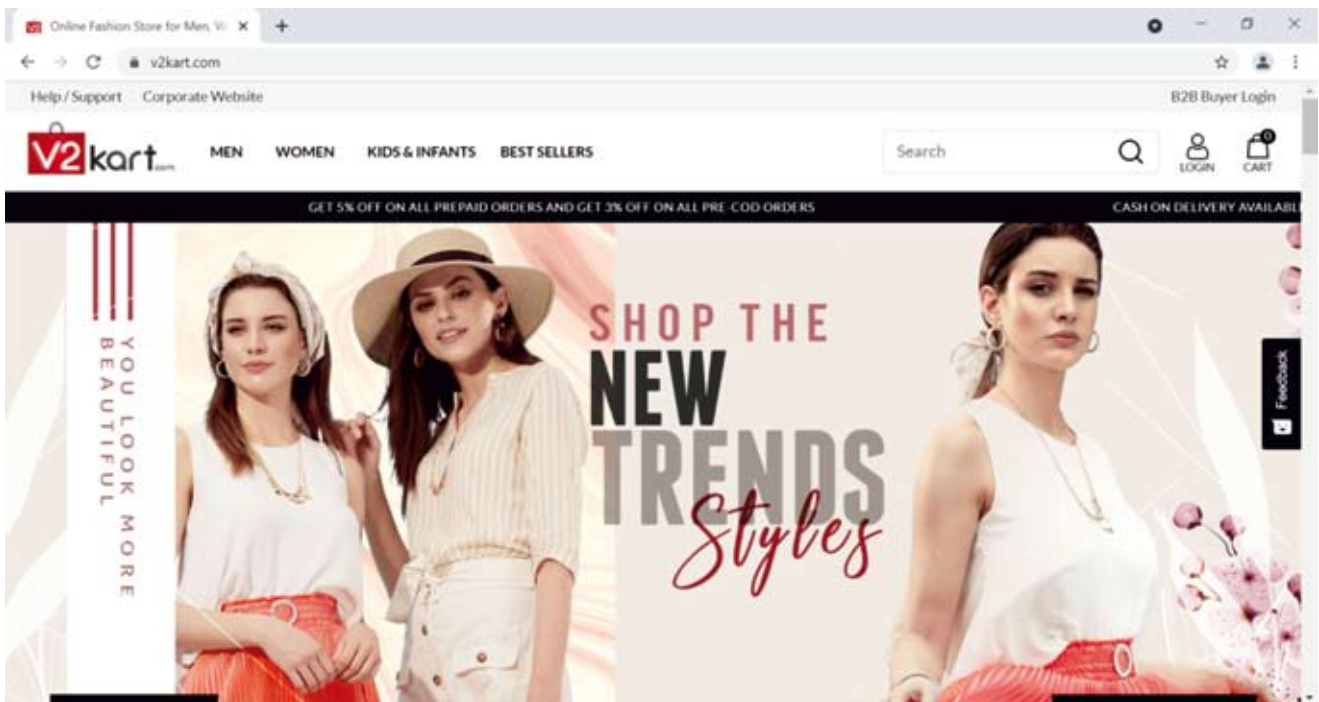
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Forward-looking statement in this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements – written and oral – that we periodically, ‘projects’, ‘intends’, ‘plans’, ‘believes’ and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we make, contain forward-looking statements that set out anticipated results based on the management’s plans and assumptions. We have tried wherever possible to identify such statements by using words such as ‘anticipates’, ‘estimates’, ‘expects’ believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

New Initiative

www.v2kart.com



Launched on 10 May, 2020



YOUR FAVORITE
V2
IS NOW ONLINE

www.v2kart.com

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10%
OFF

on Minimum
Shopping Of ₹999

Use Code:

GET10OFF

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MEN'S WEAR | LADIES WEAR | KIDS WEAR | LIFESTYLE

BOUNCING BACK WITH STRONG GROWTH PROSPECTS



Pandemic related restrictions brought about a paradigm shift in consumer behaviour. Consumers staying at home hastened adoption of digital shopping methods. Ubiquitous access to internet at more affordable prices and higher penetration of digital devices are influencing consumer buying behaviour.

Increasingly, store & online channels are integrating, with consumers leveraging access to compare products, prices, brand offerings and the feedback / opinions of fellow consumers before making their purchase decision.

Value fashion is a promising segment in fashion retail with the potential of appealing to a wider customer base and reaching more addressable geographies. Popular and mass-priced products possibly constitute over 75% of the total fashion market in India.

We have consistently emphasized the importance of establishing viability of a retail stores, prior to embarking on rapid expansion.

We strategically invested in integrated warehousing facility to drive efficiencies and facilitate scaling up of operations. We consolidated our position in FY 2021, so that we can take a big leap in coming years. Initial phase of Pandemic made us rethink our strategy.

At V2 Retail, we believe in strong growth prospects.

The economy will bounce back much faster and will be stronger.

Our virtues guide us to relentlessly pursue opportunities.

Led by differentiated product offerings & store experience, V2 continued to grow its reach in FY21. V2 opened 27 stores and closed 8 stores during FY21, alongside increasing online presence.

With a renewed vigour, we are now poised to resiliently tide above crisis and steer the organization in a new direction to become better than before

V2 Retail has been refining its positioning as the most loved shopping destination for the young Indian family.

We are offering a choice that addresses the aspirational needs of young India, who wants to break free post disruption, who has the resilience, who wants to demonstrate how to bounce back.

Our focus continues to accelerate our universe of Private brands.

Deliver long-term value to its customers, employees and the society, and reward its shareholders.

Our Brands



Our ability to defy odds demonstrates our strength. Our performance is reflection of our swiftness to embrace the changing trends and as well as innovate at V2 Retail.

<p>Consumers V2 Retail addressed the growing needs of the 'neo middle-class' and 'middle-class' population segments, marked by rising incomes, aspirations and spending. The Company is respected as a price-leader with an average selling price of ₹ 262 and average bill value per customer of ₹ 779.</p>	<p>Omni Channel V2 Retail strengthen its Omni-channel capabilities and improved its cost efficiency. The Company had also launched its e-commerce portal V2 Kart (www.v2kart.com) during the lockdown.</p>
<p>Low Debt Equity Most retail companies grew their business through a combination of debt and accruals. V2 Retail have only working capital facilities and Debt Equity Ratio is 0.18.</p>	<p>Cost Control We have also initiated a number of measures to keep our fixed cost under control like rental renegotiations, engaging with suppliers, control over variable cost.</p>
<p>Semi-urban and rural Most retail chains focused on developed markets with presence of organised retail. V2 Retail focused on the taking organised retail to the real Bharat - semi-urban and Tier 2 / 3 cities instead</p>	<p>Technology driven Most retail chain invested in technologies as a back end tool for record keeping and storage. V2 Retail leverage technology to deliver superior consumer experience and enabling efficient operation management.</p>
<p>Focus on private label Most retail chains focused on a trading operation – outsourcing and retailing. V2 Retail focused on enhancing the brand recall value by marketing proprietary labels alongside increasing consumer overall shopping experience.</p>	<p>One-stop destination The Company's product range addresses the fashion aspirations of Bharat. The fashion desires of young and the old Bharat, the 'neo middle-class' and 'middle-class' Families.</p>



Our relentless efforts
are designing the
course of our future.

Revenue Growth

319.9	538.6
₹cr, revenues in 2015-16	₹cr, revenues in 2020-21

EBIDTA

31.4	70.9
₹cr, EBIDTA in 2015-16	₹cr, EBIDTA in 2020-21

Retail Space

2.62	9.96
Lakh sq ft, retail space in 2015-16	Lakh sq ft, retail space in 2020-21

Stores

22	95
Number of stores in 2015-16	Number of stores in 2020-20

States

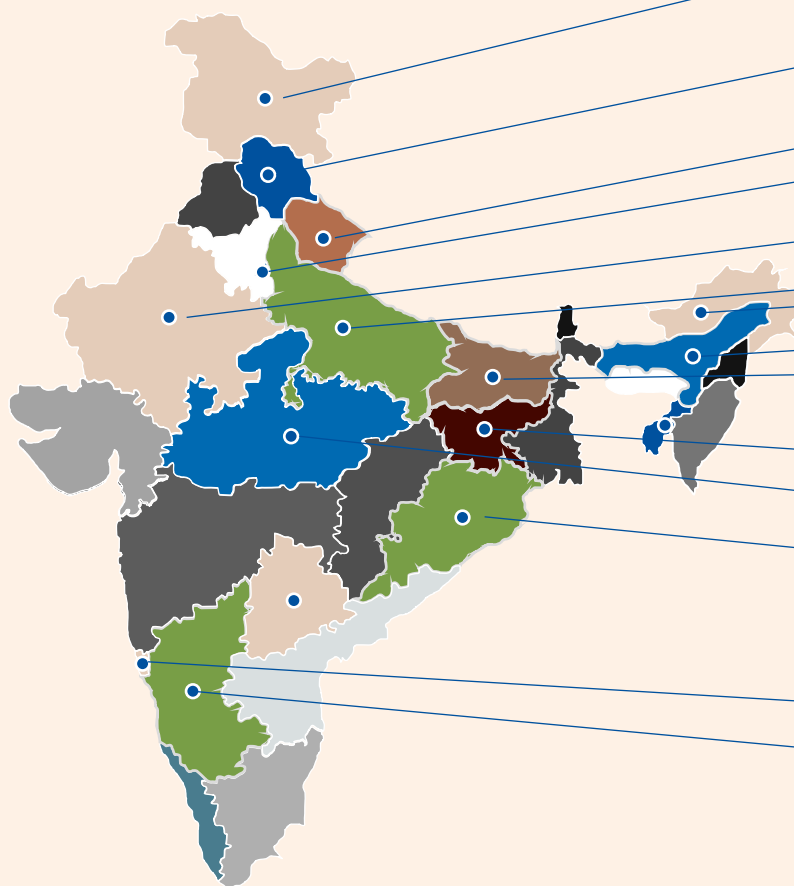
8	16
Number of states of presence in 2015-16	Number of states of presence 2020-21





V2 Retail.

Our growing stores network



This is how we have grown across the years

2001

The Company was incorporated in 2001 as Vishal Retail Limited.

2007

The Company went to public and raised ₹110 crore.

2008

Turnover reached ₹1,000 crore.

2011

Brand Vishal was sold due to operational losses. The name of the Company was changed from Vishal Retail Limited to V2 Retail Limited.

2012

First store was opened in Jamshedpur following restructuring.