





# CORPORATE INFORMATION

## Board of Directors

Sunil Agrawal  
*(Chairman & Managing Director)*

Rahimullah  
*(Whole Time Director)*

P. N. Bhandari

Surendra Singh Bhandari

Nirmal Kumar Bardiya

Sheela Agarwal

Mahendra Kumar Doogar

Pulak Chandan Prasad

Santiago Rocés Moran

Harsh Bahadur

## Key Management Team

Puru Aggarwal,  
*Group Chief Financial Officer*

Kevin Lyons,  
*President - Liquidation Channel, USA*

Jeff Allar,  
*Group Senior Vice President - Human Resource*

Vineet Vashisht,  
*Chief Technology Officer*

Pushpendra Singh,  
*Vice President – Human Resource Asia*

Raj Singh,  
*Vice President – Operations, VGL India*

Nitin Dugar,  
*Chief Operating Officer - Liquidation Channel, USA*

## Company Secretary & Compliance Officer

Brahm Prakash

## Stock Exchanges where Company's Securities are Listed

BSE Limited

National Stock Exchange of India Limited

## Registered Office

K- 6B, Fateh Tiba, Adarsh Nagar, Jaipur - 302004

Tel: +91-141-2601020, Fax: +91-141-2605077

## Corporate Office

E-69, EPIP, Sitapura, Jaipur - 302022

Tel: +91-141-2771948, Fax: +91-141-2770510

## Website

[www.vaibhavglobal.com](http://www.vaibhavglobal.com)

## Investor Relations Email ID

[investor\\_relations@vaibhavglobal.com](mailto:investor_relations@vaibhavglobal.com)

## Corporate Identity Number

L36911RJ1989PLC004945

## Board Committees

### Audit Committee

Surendra Singh Bhandari *(Chairman)*

Nirmal Kumar Bardiya

Mahendra Kumar Doogar

P. N. Bhandari

### Nomination, Remuneration & Compensation Committee

P. N. Bhandari *(Chairman)*

Surendra Singh Bhandari

Nirmal Kumar Bardiya

## Corporate Social Responsibility Committee

P. N. Bhandari *(Chairman)*

Nirmal Kumar Bardiya

Sunil Agrawal

## Stakeholders Relationship Committee

Surendra Singh Bhandari *(Chairman)*

Rahimullah

Mahendra Kumar Doogar

## Statutory Auditors

M/s Haribhakti & Co.LLP, Mumbai

M/s B. Khosla & Co., Jaipur

## Secretarial Auditor

M/s JAKS & Associates, Jaipur

## Internal Auditor

M/s S.S. Surana & Co., Jaipur

## Bankers

Punjab National Bank, Jaipur

State Bank of Bikaner and Jaipur, Jaipur

Union Bank of India, Jaipur

## Registrar & Share Transfer Agent

M/s Karvy Computershare Pvt. Ltd.

Karvy Selenium Tower B,

Plot No. 31&32, Gachibowli Financial

District, Nanakramguda,

Hyderabad – 500 032

Tel: +91-040-67162222,

Fax: +91-040-23001153

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## INSIDE OUR 'STORE'...

... WE TRANSFORM CUSTOMERS INTO FRIENDS,  
GRADUATING A TRANSACTION INTO A  
MEMORABLE EXPERIENCE.

... WE EMPLOY LIKABLE HOSTS (HOUSEHOLD  
PERSONALITIES IN THEIR OWN RIGHT) TO WOW  
CONSUMERS.

... WE CREATE AN EMOTIONAL BOND WITH OUR  
CUSTOMERS TO ENHANCE TRUST.

... WE DELIGHT OUR CUSTOMERS WITH  
EXCEPTIONAL QUALITY, EXQUISITE DESIGNS AND  
OUTSTANDING VALUE.

... WE PLEASANTLY SURPRISE CONSUMERS  
WITH SERVICE SPEED, EASE OF RETURN AND  
INSTALLMENT OPTIONS.



Vaibhav Global Limited is a proud global Indian Company.

An international electronic retailer of fashion jewellery and lifestyle accessories.

Among few consistently profitable enterprises in the fast-growing e-commerce space.

Operating a 24x7x365 'e-store', represented by nationally-prominent US and UK television channels, and supported by our robust e-commerce platform.

In 2015-16, our e-store addressed 362,000 customers, sold 8.1 million products and generated ₹1,276 crore in revenues.





Vaibhav Global is a vertically-integrated fashion retailer on electronic retail platforms

- 110 million FTE (full-time equivalent) households on TV shopping in the US, UK and Canada
- Positive customer engagement metrics – a customer base of 1.9 million, retention of 46% and repeat purchase of 17x

We own and operate the Liquidation Channel, USA, and Jewellery Channel, UK, which are strong brands in their own right

- Sizeable B2C franchise in developed and mature markets
- Growing recognition of deep value enables scaling to adjacent categories (for instance into fashion textiles)

We stock a wide range of jewellery and non-jewellery products

- Fashion jewellery: Bracelets, bangles,

earrings and studded jewellery, among others

- Fashion accessories: Watches, handbags and scarves, among others
- Lifestyle products: Home décor, bed linen, pillow covers, towels, among others

We operate state-of-the-art assets

- Established, efficient and low-cost manufacturing operations in Jaipur, India
- Our manufacturing set up in Jaipur comprises three units; cumulative production capacity of three million units per annum
- Our new capacity in SEZ is a 'green building' with 'Gold' level facility across 1,00,000 sq. ft

We possess a dynamic hybrid supply chain infrastructure

- Ongoing investments in customer interface, production, warehousing

facilities, supply chain and CRM (customer relationship management) that enables us to engage with our customers better

- Outsourcing from China, Thailand, Indonesia and India marked by effective trend-spotting; we have a continuously expanding global supply chain capacity of 12 million pieces
- Scalable model with limited capital needs

We own a solid infrastructural backbone

- Professional, experienced management team with in-depth knowledge and industry experience
- Talent pool across marketing, merchandising, operations, technical and strategic functions

## KEY HIGHLIGHTS, 2015-16

**Home TV Network crossed the 100 million households mark; FTE increased 11%**

- 110 million households on FTE basis
- 79.6 million households in the US
- 25 million households in the UK
- 5.4 million households in Canada

**Overall retail volumes at 8.1 million units**

- Home TV shopping volumes at 5.9 million units
- Web (e-commerce) shopping volumes at 2.3 million units
- Revenue largely driven by fashion jewellery, with a growth bias for lifestyle products
- Deeper consumer engagement drove repeat purchases which stood at 17x during the year

**Launched Budget Pay successfully; customers can pay in installments**

**Launched an easy returns policy aligned with market dynamics**

**Commenced commercial production at the new SEZ manufacturing unit in Jaipur**

**Launched numerous in-house jewelry and lifestyle product brands targeting young and affluent customers**

**CARE has upgraded Short Term Rating from A3+ to Care A2 for bank working capital facilities**



## FROM THE CHAIRMAN'S DESK

DEAR SHAREHOLDERS,

THE MOST COMPELLING ATTRACTION  
AT VAIBHAV GLOBAL LIMITED,  
OUR CUSTOMERS TELL US, IS  
OUTSTANDING VALUE FOR STYLIST  
QUALITY PRODUCTS.

THIS MAKES US A PREFERRED ONE-  
STOP SHOPPING DESTINATION FOR  
STYLE AND QUALITY AT SMART PRICES  
ACROSS THE US AND THE UK, OUR  
CHOSEN MARKETS.

### Infrastructure augmentation

In a business where the product price is fixed, it is essential that we enhance our operating efficiencies to remain at the top of our game. Towards this extent, we embraced a number of initiatives during the year under report. In a significant initiative, we laid the foundation of progressive cost optimization by commissioning our environmentally-sustainable and tax-efficient SEZ production facility in a Gold Standard green building in Jaipur - ahead of schedule and at lower-than-estimated costs.

This facility made it possible for us to scale our capacity by a substantial 100% to a cumulative 7 million units per annum. The facility also augmented our competitiveness through a strategic SEZ location that provides attractive tax and excise duty benefits.

During the year under report, we also commissioned a new, cost-effective call center in Mexico to support our existing US-based retail operations. This establishment delivered operating costs to lower and satisfaction levels higher than our Kansas equivalent, strengthening our overheads management. The Company initiated a process of diverting some of the post-sales customer service calls to Mexico from Kansas and Austin with similar or better service levels, reducing operating costs in this area.

The Company strengthened its business during the year under review through the

## VISION

“BE THE VALUE LEADER IN ELECTRONIC RETAILING OF JEWELLERY AND LIFESTYLE PRODUCTS.”

## MISSION

- BUILD A LEARNING ORGANIZATION WITH HIGH PERFORMING PEOPLE
- OFFER LOW PRICED, HIGH QUALITY PRODUCTS
- DELIGHT OUR CUSTOMERS EVERYDAY

## CORE VALUES

- TEAM WORK
- HONESTY
- COMMITMENT
- PASSION
- POSITIVE ATTITUDE

launch of a new Hybris (SAP company engaged in enterprise multi-channel e-commerce and product content management software) in May 2015. The website is in the process of stabilising and will service enhanced throughput. The Company also initiated the development of apps for various platforms and devices for LC, USA, and TJC, UK, recently, which are expected to be launched during the current financial year translating into enhanced customer service and delight.

The Company's recently-upgraded customer engagement platforms proceeded towards optimization. Even as this took longer than expected, I am optimistic that with quality application delivery capabilities, our US and UK platforms will deliver enhanced customer experience and attract larger traffic throughput. We believe that the enhanced customer experience will catalyze traffic to our retail channels and generate higher revenues.

### Margins uptick

Though our 2015-16 revenues and net profit declined 7% and 61% respectively, I must point to our gross margins, a vital indicator of the health of our business, which grew a robust 210 basis points to 63% during the year under report. Some of the principal reasons for this development comprised an increase in average product prices and engagement cessation in the third-party sale of rough stones (B2B), a low-margin business segment.

Our business model was validated on Black Friday (November 28, 2015), a red letter day at Liquidation Channel, USA (US TV sales platform), as we crossed USD 1 million in sales for the first time. Some proprietary brands, launched over the last few months, performed well in the holiday season over generic sales. We constantly fine-tuned offerings following customer feedback; we withdrew underperforming lines; we expect to sustain the improved momentum.

What is creditable is that in FY16, we added 2.23 lac customers (total 18.65 lac customers). Repeat customer buying activity was 17 times (18, previous year). The average annual purchase per customer was 24.5 pieces (25.9 pieces, previous year). Our customer retention was 45% in the US and 53% in the UK, which compare favorably with larger peers.

### New schemes introduction

During the year under report, we launched the 'Budget Pay' EMI scheme and easy returns policy, which elicited a positive customer response and translated into superior realizations. Budget Pay EMI purchases, covering USD 20-plus products, and an easy returns policy in the US has resulted in a higher working capital outlay. We may need to deploy some additional capital when Budget Pay is launched on the website. We feel that the returns policy will prevent customers from switching allegiance and attract new ones.

### Going forward

What gives me confidence is that the other major players in the US market have grown on a large base.

We are distinctively placed; we are differentiated in the US and UK through our discount electronic retailer positioning, which is relevant considering that discounters have traditionally thrived in most environments.

Besides, our costs as a percentage of sales are lower than major players without compromising service or reach initiatives. Our retention rate of around 50% continues to be one of the highest in the industry. The average purchase frequency of 25-26 products per year is robust, validating our product quality. Based on these realities, we expect to drive our topline and EBITDA across the foreseeable future.

Before I close, I would like to reiterate that Vaibhav Global is now operating on expanded capacities. We are focused on leveraging our fixed-cost investments to and create a strong, globally-competitive franchise in the fashion and related segments.

With my best wishes,

**Sunil Agrawal**

*Chairman and Managing Director*



## OUR STORY IN NUMBERS



Turnover (gross, ₹ cr)



Operating profit (₹ cr)





Gross margin (%)



Products sold (million units)



Average selling price (USD)



Post-tax profit (₹ cr)



Net block - FA (₹ cr)



Net worth (₹ cr)





# WHAT'S IN STORE?

