



DELIVERING
Joy



Caution regarding forward-looking statements

This document contains statements about expected future events and financial and operating results of Vaibhav Global Limited, which are forward-looking. By their nature, forward-looking statements require the Company to make assumptions and are subject to inherent risks and uncertainties. There is significant risk that the assumptions, predictions and other forward-looking statements will not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements as a number of factors could cause assumptions, actual future results and events to differ materially from those expressed in the forward-looking statements. Accordingly, this document is subject to the disclaimer and qualified in its entirety by the assumptions, qualifications and risk factors referred to in the management's discussion and analysis of the Vaibhav Global Limited Annual Report FY 2019-20. The results of FY 2019-20 contain the impact of the COVID-19 pandemic across the last quarter, as a result of which the financial numbers of FY 2019-20 and FY 2018-19 may not be strictly comparable.

CONTENTS

Overview

Our Purpose: Delivering Joy	1
The World of Vaibhav Global Limited (VGL)	3
Vaibhav Global Limited (VGL) at a Glance	4
Our Global Presence	5
Our Robust Omni-Channel Network.....	6
VGL. Delivering Joy to Consumers.....	8
How we have Grown over the Years	10
Our Stakeholder Value-Creation Report, FY 2019-20.....	12
The Chairman's Overview: The Power of the Flywheel Effect.....	14
Our Business, FY 2019-20: Performance Review by our Managing Director.....	16
Chief Financial Officer's Review of FY 2019-20.....	20
Our Core Philosophy: Our Governance Foundation.....	23
How VGL Responded with Speed and Sensitivity to the COVID-19 Impact	24
Business Analysis: How VGL Created a Unique and Competitive Business Model	26
Geographic Analysis: Our US Business; Our UK Business.....	28
Our Support Function: Our Human Capital; Our Supply Chain Capability; How we Created a Robust IT Foundation.....	32
VGL. Making the World a Better Place	38
VGL and Environmental Sustainability	39
Board of Directors	40
Core Management Team	42

Notice of Annual General Meeting	46
--	----

Reports

Board's Report	54
Management Discussion and Analysis.....	81
Corporate Governance Report.....	88
Business Responsibility Report.....	99

Standalone Financial Statements.....	106
--------------------------------------	-----

Consolidated Financial Statements	160
---	-----

Our Purpose *Delivering Joy*

At Vaibhav Global Limited (VGL), we see ourselves as a Company that markets fashion jewellery, accessories, lifestyle and essential products to consumers in two of the most exciting economies of United States and United Kingdom.

Over time, these product categories have evolved; within these categories, the product mix has kept transforming in line with what consumers have wanted to buy.

In a business marked by a large number of variables, one consistent constant is our overarching purpose encapsulated in two words.

Delivering Joy.





The World of Vaibhav Global Limited (VGL)

Where we have successfully combined outstanding product sourcing with TV and online marketing.

Where we have created an extensive value-chain that has demonstrated business sustainability across market cycles.

Where we have created highly engaged teams, evidenced by three of four major VGL units being certified as Great Places to Work.

Where every employee is focused on growing the business while consistently reducing our carbon footprint.

Where every unit sold results in a meal provided to a school going child.



Vaibhav Global Limited (VGL) at a Glance

Vision

Be the Value Leader in Electronic Retailing of jewellery and Lifestyle Products

Mission

Through the delivery of high quality, affordable products, made possible by our low cost direct sourcing, we change the world and touch people's lives one piece at a time!

Core values

Team Work

Honesty

Commitment

Passion

Positive Attitude

Who we are

Vaibhav Global Limited (VGL) was established in 1980 by Mr. Sunil Agrawal (the Company was known then as Vaibhav Enterprises). The Company is a global retailer of fashion jewellery, accessories and lifestyle products.

VGL is respected for a superior customer value proposition delivered through deep value, low cost and quality products. These products are marketed through home shopping TV, e-commerce platforms, marketplaces and social media.

VGL is listed on BSE and NSE in India. Our market capitalisation as on 31st March, 2020 stood at ₹2,491 crore. Index - S&P BSE 500; NIFTY 500.

Our Global Presence

● Retail markets ● Sourcing countries ● Manufacturing countries



Retail markets

Shop LC (US)

TJC (UK)

Sourcing countries

India • China • Thailand • Indonesia • Tanzania
 • Russia • Morocco • Myanmar • Madagascar
 • Bolivia • Kenya • Brazil • Sri Lanka • US • UK
 • Mozambique • Germany • Italy • Turkey • Poland
 • Singapore • UAE

Manufacturing countries

India, China





Our Robust Omni-Channel Network

Making VGL accessible, available and affordable

Our omni-channel sales platforms in US

TV

Shop LC Proprietary TV channels – 74 mn HH including 13 mn OTA* HH*

Shop LC live TV stream on shoplc.com, YouTube, Facebook and Amazon Live

Web

Proprietary web platform - shoplc.com (SAP Hybris web platform)

Shop LC mobile app for iOS and Android

OTT* platforms - Smart TV devices (Apple TV, Roku etc.); Linear streaming devices (Xumo, etc.)

Social retail of targeted products on Facebook and Instagram

Marketplaces - Amazon (FBA), Google Marketplace, eBay and Walmart

Pimcore – Digital Experience Platform; Targeted behavioural marketing - IBM Unica platform

Note (*): OTT – Over-the-Top; OTA – Over-the-Air; HH - Households

Our omni-channel sales platforms in UK

TV

TJC Proprietary TV channels – 25 mn HH including 18.5 mn OTA* HH*

TJC live TV stream available on tjc.co.uk, YouTube and Facebook

Web

Proprietary web platform - tjc.co.uk (Salesforce Commerce web platform)

TJC mobile app for iOS and Android

OTT* platforms - Roku and Apple TV

Social retail of targeted products on Facebook and Instagram

Marketplaces - Amazon and eBay

Europe delivery available; targeted behavioural marketing - IBM Unica platform

Note (): OTT – Over-the-Top; OTA – Over-the-Air; HH – Households*



VGL. Delivering Joy to Consumers



**Sukriti Rustic Orange
Leather Santa Fe Style Hand
Painted Kokopelli and Wolf
Shoulder Bag**

"Beautiful purses. Because of LC prices I now own a hand painted purse. I have wanted one for years, and my 85 year old aunt loves it so much that I gave her one too. Glad I bought 2. Thank you LC."

*Submitted on 10th March, 2020
by Dee O.*



**Set of 21- Lightweight Non-
woven Disposable 3 Ply Face
Mask**

"Shop LC has a special place in my heart. Now other networks are starting to sell these masks at insane prices. I doubt they donate to hospitals like LC does. Or provide meals to hungry children. I like that they are conveniently packaged in different quantities. I give them away to friends and keep some for myself! Thanks Shop LC."

*Submitted on 9th June, 2020
by Sabrina M.*



**Shungite 11-13 mm Premium
Size Beaded Stretch Bracelet**

"I was happy to receive it, and it feels so natural. I was not aware of the healing power of shungite, and will wear it every day! I have enjoyed watching your show, and the merchandise you sell is wonderful."

*Submitted on 18th June, 2020
by Heather G.*



Sunset CBD Body Lotion

"Just received this product. It works well, hydrates my skin. It has a pleasant smell. Another great product at a very reasonable price. Love my LC!"

*Submitted on 18th April, 2020
by Carol K.*