

# अब पूरी दुनिया पड़ोस में



Launch of Nextgen  
Vakrangee Kendra



# अब पूरी दुनिया पड़ोस में

## **NOW THE WHOLE WORLD, IN MY NEIGHBOURHOOD**

Vakrangee Limited is the one of the world's largest franchisee-based, multi-service retail network, offering a world of products and services across banking, insurance, ATM, assisted e-Commerce, e-Governance and logistics. Most notably, we scaled up our vast network over the years since 2011, responsibly and profitably. We continue to grow this through continuous consolidation, technological up-gradations, outlet standardisation, enhancing transactional capabilities, and franchisee churning.

Pioneering this asset-light franchisee-based business model has been an arduous, yet interesting, task. We created the Vakrangee Kendras, the world's best "go-to-place" for everyday things, offering a world of convenience just around the corner. In a landmark agreement, we also tied up with the Indian Oil Corporation Limited (IOCL). After years of solid and rapid growth through hard work and grit, we developed 45,000+ Kendras made up of a mixed basket of large, small and micro outlets. These have evolved from being non-exclusive stores offering a single line of services into multi-specialty, exclusive stores with a multi-line of services. Today we have created an enviable presence in the marketplace, albeit with a variegated level of service across the network. To get where we are, this was the most appropriate strategy and was the best approach to expand both rapidly and profitably.

Thus, if you see through our journey from 2011 till date, our Vakrangee Kendras have evolved gradually. There must be at least 8-10 different formats of stores pan-India, ranging from a Kirana store model or small room in a Gram Panchayat office to an exclusive and independent outlet.

We felt this is the right time to upgrade or churn the existing stores to a new and standard format to offer consistent branded stores and provide a unified

consumer experience and service levels. Thus, evolved the idea of a Next Gen Vakrangee Kendra model.

Considering the rapid pace at which we grew, such a consolidation was inevitable at this phase. We are upgrading our network to make it more productive and perform at a much better level. As part of our strategy, we have sharpened our focus on our core business going forward.

Going forward, we have an aggressive strategy to further improve our convenience quotient by unifying our brand experience across all our franchisee categories within the marketplace. Our objective is to become the world's top-notch assisted digital convenience store with standardised, unified and one-look branding for infrastructure, making our Kendras distinctly identifiable as "assisted digital convenience stores". Besides offering the same portfolio of services, each Next Gen Kendra will be equipped with an ATM machine, CCTVs, digital signages, and also pin-pad devices to enable all kinds of payment mechanisms across services.

Our customers have "*Ab Poori Duniya Pados Mein*" (*Now The Whole World, In My Neighbourhood*) in literal sense, with each of our Next Gen Kendra being a exclusive store offering a multi-line of services across banking, Financial Services, insurance, ATM, assisted e-Commerce, e-Governance and logistics.

**WE HAVE THE SUCCOUR OF**

***TIME, PASSION, ENERGY AND FINANCIAL RESOURCES –***

**TO FULFIL OUR STRATEGIC GOALS.**

Next Gen stands not only for a new and standardised look and feel, but also a lot of unique features to make it future ready in terms of service offerings, technology branding. The Next Gen Kendras have a modern and standardised format with a uniform look and feel in all the Kendras, aimed towards building consistent service levels and uniform consumer experience.

We are focused on upgrading and standardising all the existing 45,000+ Kendras to the new Next Gen Vakrangee Kendra within 2019, even as our long-term target of setting up 75,000 Next Gen Kendras by 2020 stands strong. A major up-gradation of all our existing Kendras will require excellence in execution and significant investment, which we are resourced and committed to make. In order to complete this standardisation, we shall incur capex on marketing and brand awareness, and to install an ATM machine in each Kendra.

*We are working at breakneck speed, focusing on creating the best network the world has ever seen. Our latest introduction of the new and improved Next Gen Vakrangee Kendras are already winning an enthusiastic response from our existing franchisees, most of whom are opting to upgrade without a moment of thought.*



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# ANNUAL REPORT 2017-18

## NOTE ON FORWARD LOOKING STATEMENTS

In this Annual Review we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This review and other statements – written and oral – that we periodically 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 'anticipate', 'estimate', 'expects', '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 believe we have been prudent in 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 statement, whether as a result of new information, future events or otherwise.



# Corporate Information

## Board of Directors

### Mr. Dinesh Nandwana

Managing Director & CEO

### Dr. Nishikant Hayatnagarkar

Whole Time Director

Mr. Ramesh Joshi

Mr. Sunil Agarwal

Mr. B. L. Meena

Mr. Avinash Vyas

Mr. Ranbir Datt

Mrs. Sujata Chattopadhyay

## Company Secretary & Compliance Officer

Mr. Mehul Raval

## Statutory Auditor

M/s. A. P. Sanzgiri & Co.

Chartered Accountants, Mumbai

## Bankers

HDFC Bank Limited

Axis Bank Limited

IndusInd Bank Limited

RBL Bank Limited

Union Bank of India

IDBI Bank Limited

Dhanlaxmi Bank Limited

Bank of Maharashtra

Punjab National Bank

ICICI Bank Limited

Bank of India

Allahabad Bank

## Registrar

M/s. Bigshare Services Pvt. Ltd.

1<sup>st</sup> Floor, Bharat Tin Works Building,

Opp. Vasant Oasis,

Makwana Road, Marol,

Andheri (East),

Mumbai, Maharashtra - 400059

Telephone No. : 022- 62638200

Fax No. : 022- 62638299

Email :info@bigshareonline.com

## Registered Office

Vakrangee Limited

Vakrangee Corporate House,

Plot No 93, Road No. 16,

M.I.D.C. Marol,

Andheri (East),

Mumbai, Maharashtra - 400093

Telephone No. :022-28503412 / 67765100

Fax No. : 022-28502017

Email :info@vakrangee.in

Website: www.vakrangee.in



# Vakrangee

सशक्त परिवर्तन



# At a Glance

WE ARE A TECHNOLOGY DRIVEN COMPANY, FOCUSED ON BUILDING INDIA'S LARGEST NETWORK OF LAST MILE RETAIL OUTLETS TO DELIVER OUR SERVICES TO THE UNSERVED & UNDERSERVED RURAL, SEMI URBAN AND URBAN MARKETS. OUR OBJECTIVE IS TO DEEPEN OUR PRESENCE IN INDIA AND ENHANCE OUR SERVICE PORTFOLIO TO CREATE A SEAMLESS CUSTOMER EXPERIENCE.

Our technology intensive, retail distribution platform for last-mile touchpoints deliver services across Banking, Financial Services, ATMs, Insurance, E- Governance, E-Commerce and Logistics services on a real-time basis across the under-served rural and urban India.

## Our Project Execution Capabilities

- Last mile infrastructure and grass-root level footprint to deliver projects
- Experience of on-ground complexities in Rurban regions – flexible timings, power and connectivity issues and manpower training
- Expertise from data digitisation to technology management
- Seamless real time connectivity and back-end integration with banks CBS and e-Commerce
- Deep understanding of rural India from grass-root level execution experience

One of the  
**Largest**  
Franchisee  
Networks Globally

**20** States  
Our Presence in India

**75,000**  
Number of Next Gen  
Vakrangee Kendras to be  
set up by 2020

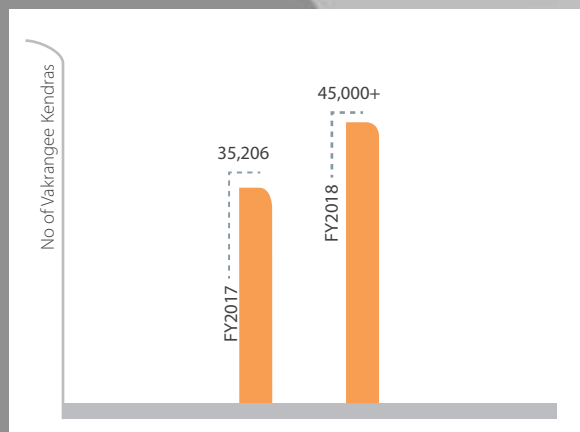
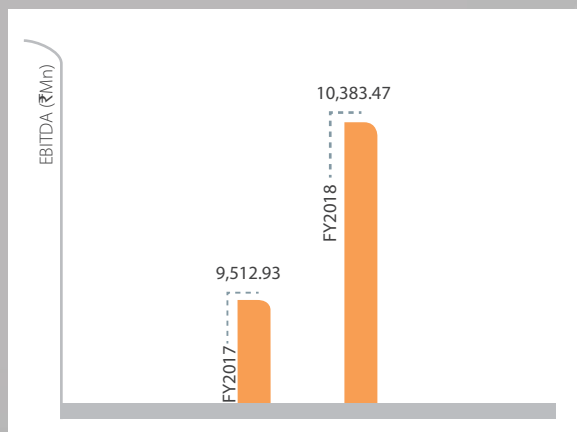
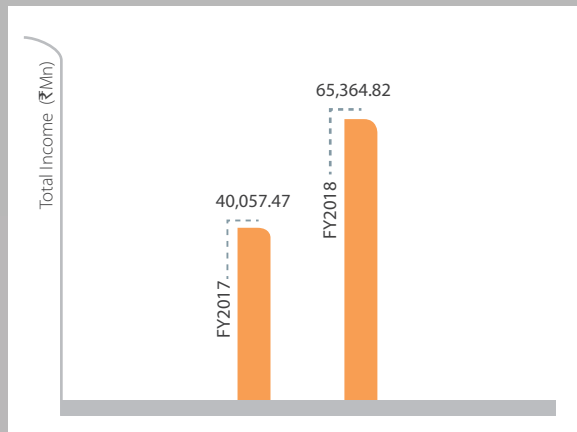
**385+**  
Number of Districts we are  
present in

**Debt** Free  
Balance Sheet

**45,000+**  
Number of Vakrangee  
Kendras already set up

**5,500+**  
Postal Codes





## Our Key Strengths

<b>Tie-up with Strong Partners</b>	<ul style="list-style-type: none"> <li>Portfolio of key licenses and partnership empanelment built over last 20 years</li> <li>Have built a strong bouquet of products and services</li> </ul>
<b>Technology and Integration Expertise</b>	<ul style="list-style-type: none"> <li>Over two decades of System Integration Capabilities</li> <li>Interoperable banking – Integration with the Core Banking servers of Banks</li> <li>Pioneer in Aadhaar-based biometric enabled banking</li> </ul>
<b>On-ground field presence till block level</b>	<ul style="list-style-type: none"> <li>Field Level Hierarchy till the Block level – More than 1,050 District and Block Area Managers</li> <li>Continuous Handholding and support to Franchisee to maintain smooth Operations and drive sales</li> </ul>
<b>Size and scale with strong franchisee model</b>	<ul style="list-style-type: none"> <li>Robust store Economics leading to strong growth in stores</li> <li>Scale leading to emerge as a Partner of choice</li> </ul>

## Our Vision

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Vakrangee aims to be the most trustworthy Physical as well as Online Convenience Store across India. We will keep expanding this network, until we are in close proximity to the last excluded person within the country.

## Our Mission

Vakrangee intends to become India's No. 1 retailer by offering innovative ideas and proven modern technologies for facilitating universal financial and social inclusion.

## Our Brand Promise

Vakrangee aims to be the most trustworthy local convenience-store across India. We promise to give every Indian, their rightful access to a wide range of modern-day products and services, that are fairly priced and of high quality. We also aim to be present within a short travelling distance of every Indian, and will continue keep expanding our network until we are close to the last excluded person within the country.



# Our Presence

**45,000+**

Outlets

**20**

States



# The Vakrangee Effect

Our vast network financially empowers a large section of the society that, till now, had been completely excluded from the mainstream activities of an emerging economy: namely consumption, savings, insurance and investment. This increased participation will in turn support further industrialisation, more agriculture and a wider market for goods and services. With the potential financial inclusion of a large section of the society responsible for more than half of India's GDP, the Indian economy can be further enlarged and energised.

We call this "The Vakrangee Effect".

