



Vaibhav Global Limited

Shop TJC (UK) announces channel change to Freeview Channel #22

Jaipur, January 20, 2022:

Starting on Wednesday 19th January 2022, home shopping TV network Shop TJC Ltd. (TJC) has changed its Freeview broadcasting Channel to 22 from Channel 50. The investment in a new channel position is expected to enhance the viewership of TJC's proprietary TV channel substantially with corresponding increase in its market share, thus providing long-term growth opportunities.

TJC's dedication to providing exceptional value-for-money and standing on three major pillars Trust, Joy and Community means that they are committed to developing and maintaining trust of customers, delivering joy, and giving back to the community in which they operate.

Along with the change to now broadcasting on FREEVIEW 22, TJC also broadcasts on SKY 662, SKY HD 896, VIRGIN MEDIA 757 and FREESAT 809.

Managing Director of Shop TJC Ltd., Mr. Srikant Jha, commented on their move to Freeview Channel 22 and said, "Over the years, TJC has experienced consistent growth in viewership. In the last two years we have seen this getting significantly increased, as many people have discovered the excitement and convenience of TV shopping whilst they have limited their outdoor social and shopping activities. We are excited that our new broadcasting rights for Freeview Channel #22 allow us to strengthen our visibility in the long term. Along with our recent warehousing robotics automation investment, this represents our continued confidence in our business model's immense potential."



About Vaibhav Global Limited

Vaibhav Global Limited (VGL) is listed on stock exchanges in India (BSE: 532156, NSE: VAIBHAVGBL, ISIN - INE884A01027). VGL is an omni-channel E-tailer of fashion jewellery, accessories, and lifestyle products in developed markets with direct access to ~121 million households (FTE) through its TV home shopping networks – Shop LC in US, Shop TJC in UK and Shop LC in Germany. The Company's ecommerce websites www.shoplc.com in the US, www.tjc.co.uk in the UK and www.shoplc.de in Germany, complement TV coverage and diversify customer engagement. VGL ranks 65th in Fortune India's Next 500 list 2021. The Company is committed to 'Delivering Joy' to all the stakeholders. Through its flagship One for One Program now "Your Purchase Feeds..." where a meal is provided for every piece sold at the retail channels, the Company has provided over 61 million meals in US, UK, Germany, and India since program inception.

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