



VAIBHAV GLOBAL LIMITED

Shop LC (Germany) partnered with Vodafone (Germany) Cable Network

Added ~13 million households (now present in ~90% of total households)

Jaipur, March 8, 2023:

Vaibhav Global Limited (VGL's) German subsidiary, Shop LC GMBH, further expanded its presence in Germany by partnering with Vodafone Germany on its nation-wide cable network. With this arrangement, Shop LC added ~13 million additional households in Germany.

Launched in July-2021, Shop LC was airing across cable and satellite TV networks and serving ~25 million households in Germany and additional ~2 million households in Austria. With this move, Shop LC's teleshopping network will now be present in ~90% of total households in Germany (~38 million).

Speaking on this occasion, Mr. Deepak Mishra, Managing Director, Shop LC GMBH, said, "We are excited that our association with Vodafone Germany will allow us to further expand our reach in the long run. This move has increased our coverage by additional 13 million households. We look forward to leverage upon the potential this partnership offers and are confident to capitalize on upcoming opportunities".



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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 ~142 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. The Company is committed to 'Delivering Joy' to all the stakeholders. Through its flagship midday meal program, '**Your Purchase Feeds...**' where a meal is provided for every piece sold at the retail channels, the Company has provided over 73 million meals in US, UK, Germany, and India at a run rate of 51,000 meals being donated every single school day since program's inception.

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