



Vaibhav Global Limited

***Shop TJC (UK) acquires assets of
'Ideal World'- a major teleshopping brand in UK***

Jaipur, September 22, 2023:

Shop TJC Ltd (UK), a wholly owned subsidiary of Vaibhav Global Limited, today announced that it has successfully executed an Asset Sale Agreement to acquire assets of **Ideal World Ltd.**

Ideal World, through its proprietary TV shopping channel, is into teleshopping and digital retail of lifestyle products. Having a legacy of over 20 years, **Ideal World** is one of the major teleshopping brands in the UK.

Through this agreement, Shop TJC will acquire the Ideal World's IP rights, broadcasting rights, studio equipment along with other intangible assets. The transaction will be funded through internal accruals.

Mr. Sunil Agrawal, Managing Director, Vaibhav Global Limited, said, *"We welcome Ideal World to VGL group. Over the years Ideal World has created a unique position for itself in the teleshopping industry. We expect this transaction to create synergies and help us continue market leading growth."*



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 ~141 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 78 million meals till date in US, UK, Germany, and India at a current run rate of 48,000 meals being donated every school day.

For further information, please contact:

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Safe Harbor

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Vaibhav Global Ltd. will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.