



## Vaibhav Global Limited

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***Shop LC (Germany) further consolidated its reach:  
Partnered with Vodafone's HD Channel & Tele Columbus AG***

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**Jaipur, September 28, 2023:**

Shop LC (Germany), a wholly owned subsidiary of Vaibhav Global Limited, is delighted to announce that its proprietary teleshopping channel – ‘**Shop LC**’ will now also be airing on Vodafone’s high-definition channels in approx. 13 million households. Earlier Shop LC entered into a similar agreement with Vodafone in March-23 to broadcast over Vodafone’s SD channels across ~13 million households.

Further, Shop LC (Germany) has also entered into an agreement with ‘Tele Columbus AG’ network and will gain access to additional ~2 million households in Germany (high-definition channel). With these arrangements in place, Shop LC (Germany) will be present in approx. 95% households. We hope that these HD channels will expand our reach and connect with a larger audience base.

**Mr. Deepak Mishra, Managing Director, Shop LC GmbH, said,** *“Having achieved 95 % household penetration within 2.5 years of operations is encouraging. We believe that these new broadcasting rights will further strengthen our visibility with 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](http://www.shoplc.com) in the US, [www.tjc.co.uk](http://www.tjc.co.uk) in the UK and [www.shoplc.de](http://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 in US, UK, Germany, and India at a run rate of 48,000 meals being donated every school day since program's inception.

### For further information, please contact:

Prashant Saraswat, Head-IR

**Vaibhav Global Limited**

Tel: +91-892 060 9578

Email: [prashant.saraswat@vglgroup.com](mailto:prashant.saraswat@vglgroup.com)

Amit Sharma/Disha Shah

**Adfactors Pvt. Ltd.**

Tel: +91 9867726686/ 96990 60134

Email: [Amit.sharma@adfactorspr.com](mailto:Amit.sharma@adfactorspr.com)  
[Disha.shah@adfactorspr.com](mailto:Disha.shah@adfactorspr.com)

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