



## VAIBHAV GLOBAL LIMITED

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# *Vaibhav Global provides 25 million meals through its One for One program*

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**Jaipur, April 30, 2019**

Vaibhav Global Limited (VGL), is celebrating noteworthy progress in its efforts to end childhood hunger. The Company crossed an important milestone in April 2019, by delivering 25 million meals to hungry children in need through its 'One for One' program.

Under this program, one meal is donated to hungry children for every product sold at VGL's retail channels namely Shop LC in US and The Jewellery Channel (TJC) in UK. VGL has tied up with locally registered charity experts which includes 'Akshaya Pātra' in India, 'No Kid Hungry' in US and 'Magic Breakfast' in UK to deliver nutritionally balanced fresh meals. Akshaya Pātra is a not-for-profit organization headquartered in Bengaluru, India, striving to eliminate classroom hunger by implementing the Mid-Day Meal Scheme in government schools and government aided schools. No Kid Hungry is a national campaign to end childhood hunger in the US and to connect children in need to nutritious food. Magic Breakfast is a charity registered in England and Scotland ensuring that no child is too hungry to learn through the provision of healthy breakfast food and expert support to schools.

TJC, UK has delivered over 14.5 million meals since the inception of the One for One Program in January 2015. Similarly, Shop LC has delivered over 10.5 million meals since the inception of the One for One Program in October 2017.

*Commenting on the milestone, Mr. Puru Aggarwal, Group Chief Financial Officer of Vaibhav Global Limited said - "Besides our environmental initiatives, we stand committed to our social responsibility to make the world a better place. It is heartwarming to see us making a difference in the lives of so many children. In April 2019, we crossed a significant milestone of providing over 25 million meals to school children. As a Company, we strive to give back and support the communities that make our mission of Delivering Joy possible."*



### **About Vaibhav Global Limited:**

Vaibhav Global Limited (VGL) is an electronic retailer of fashion jewellery, accessories and lifestyle products in developed markets with direct access to over 100 million households (FTE) through its TV home shopping networks – Shop LC in US and The Jewellery Channel (TJC) in UK. VGL’s TV channels reach customers directly 24x7 on all the major cable, satellite and DTH platforms – Dish TV, DirecTV, Comcast, Verizon Fios, Time Warner, AT&T, Sky, Virgin, Freeview, Freesat etc. The Company’s e-commerce websites [www.ShopLC.com](http://www.ShopLC.com) in the US and [www.TJC.co.uk](http://www.TJC.co.uk) in the UK complement TV coverage and diversify customer engagement.

### **For further information, please contact:**

Dipti Rajput  
**Vaibhav Global Ltd**  
Tel: +91-141-2770 648  
Email: [Dipti.Rajput@vglgroup.com](mailto:Dipti.Rajput@vglgroup.com)

Shiv Muttoo/Karl Kolah  
**CDR India**  
Tel: +91 22 66451207/1220  
Email: [shiv@cdr-india.com](mailto:shiv@cdr-india.com)  
[karl@cdr-india.com](mailto:karl@cdr-india.com)

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