

VL/DS/SE/2015-16/090

January 9, 2016

To,

<b>Department of Corporate Relationship Bombay Stock Exchange Ltd.</b> Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai – 400001.	<b>Corporate Relationship Department National Stock Exchange of India Ltd.</b> Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051.
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Dear Sir,

**Sub: Media Release- Vakrangee announces strategic tie-up with Mahindra eMarket Limited**

**Ref: Vakrangee Limited – 511431/ VAKRANGEE**

With reference to the above mentioned subject, please find attached herewith the Media Release – "**Vakrangee announces strategic tie-up with Mahindra eMarket Limited**"

This is for your information and record.

Thanking You,

**For Vakrangee Limited**

**(erstwhile Vakrangee Softwares Limited)**

  
**Darshi Shah**  
**Company Secretary**  
**(Mem. No. :A30508)**  
Encl.:A./a.



# VAKRANGEE LIMITED



**MEDIA RELEASE – January 9, 2016**

## **VAKRANGEE ANNOUNCES STRATEGIC TIE UP WITH MAHINDRA EMARKET LIMITED**

Vakrangee is pleased to announce a partnership with Mahindra eMarket Limited, a subsidiary of Mahindra and Mahindra Limited, for promoting and booking automobile products through Vakrangee Kendras. Citizens, especially in un-served and underserved areas shall now be able to visit nearest Vakrangee Kendra and book automobile products available on Mahindra eMarket Place by paying the booking amount at Vakrangee Kendra.

This tie-up shall expand bouquet of consumer product offerings available to customers through Vakrangee Kendras. Vakrangee customers are already benefitting with easier access to millions of consumer products available at affordable prices through Vakrangee's partnership with Amazon India.

### **About Vakrangee Limited**

**(BSE Code: 511431; NSE Code: VAKRANGEE)**

Incorporated in 1990, Vakrangee is the unique technology driven company focused on building India's largest network of last-mile retail touch points to deliver real-time banking, insurance, e-governance, e-commerce and ATM services to the unserved rural, semi-urban and urban markets. These retail touch points are called as "Vakrangee Kendra" which act as the "One-stop shop" for availing various services and products. Vakrangee is currently operating more than 15,000 "Vakrangee Kendra" outlets across India. The company has plans to setup and manage a total of 75,000 "Vakrangee Kendra" outlets across India by 2020 and covering the presence in all Pin code of the country.

Vakrangee has been at the forefront in financial inclusion space in India. It has signed "Common BC" and "National BC" agreements with various public sector banks for offering real-time banking to unserved and underserved rural, semi-urban and urban population. Banking at "Vakrangee Kendra" outlets is a unique experience with disruptive technology like AEPS, e-KYC, inter-operability and real-time transactions. Vakrangee has been also granted license by Reserve Bank of India (RBI) for setting up minimum of 15,000 ATMs across the country, through which Vakrangee will offer ATM services across semi-urban and urban markets.

In addition to banking "Vakrangee Kendra" outlets also provide insurance products, e-governance services and e-commerce products. The company has recently formed e-commerce alliance with Amazon India for offering a strong platform for buying/collecting/delivering large variety of products available on Amazon marketplace; the Company has also alliance with Mypacco for logistic services using the last-mile distribution network of Vakrangee Kendra outlets; Redbus for offering bus ticketing services at Vakrangee Kendras through redbus.in and with Ricoh India for offering Manager Print Services (MPS) This alliance provides a strong potential to expand the e-commerce operations from "Vakrangee Kendra" outlets over coming years.

The Company has been classified in the Specialty Retail industry by Bombay Stock Exchange (BSE) and is also included in the Group "A" category of BSE. The Company is also part of indices like BSE 200, NSE 500 and MSCI Global Small Cap index. Vakrangee is also certified with CMMI Maturity Level 3, ISO 9001:2008, ISO 20000-1:2011 and ISO 27001:2005.

**For further information, please contact:**

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