



PRESS RELEASE

VAKRANGEE LIMITED

Vakrangee makes history by setting GUINNESS WORLD RECORDS™ title for the *Most stores launched simultaneously on 14th January 2019*

- ✿ Launches 1107 Nextgen Vakrangee kendra stores across the country at the same time on the same day ✿
- ✿ Overall the Company launched 3,300+ stores on a Pan India basis ✿

MUMBAI, February 4, 2019:

Today, Vakrangee celebrates their latest feat of becoming the GUINNESS WORLD RECORDS title holder for the Most stores launched simultaneously. Vakrangee has announced that it has entered the GUINNESS WORLD RECORDS by opening 1,107 stores at 11:07 am on January 14, 2019. This is the highest number of stores opened anywhere in the world. It achieved this by beating the existing GUINNESS WORLD RECORDS title of *Most stores launched simultaneously* of 505 stores on October 29, 2018 held by Xiaomi Technology India Pvt. Ltd.

These 1,107 stores were part of the 3,300+ Nextgen Vakrangee Kendras which were launched on January 14, 2019. These Nextgen stores offer a comprehensive range of products and services across banking, insurance, ATM, assisted e-Commerce, e-Governance, Financial services and Logistics. These Nextgen outlets are spread across 19 states, 350+ districts and 2,000+ postal codes of the country, out of which more than 70% outlets are from Tier 5 and Tier 6 cities.

Commenting on the same, Mr. Dinesh Nandwana, **Founder Promoter & Executive Chairman**, said *"We are honored and excited to receive this certification from GUINNESS WORLD RECORDS. This global recognition is a validation of our belief and commitment to the transformation agenda to the Nextgen Vakrangee Kendras. This record-breaking feat also showcases capability of our extended family of Vakrangee employees, franchise partners and vendor associates."*

Vakrangee's planned target is to reach at least 25,000 operational Nextgen Vakrangee Kendras by FY 2019-20 and further enhance it to reach 45,000 Nextgen outlet by FY 2020-21 and 75,000 by FY2021-22.

This Nextgen model also embodies technological advancements such as mandatory ATMs that enable the ease of financial transactions; centralized monitoring with the help of CCTV Cameras which would provide remote assistance to the pan-India Kendras, digital advertising through digital signage for brand partners, along with biometric and pin pad devices to enable all kind of payments mechanisms.

Commenting on the same, Mr. Swapnil Dangarikar, Official Adjudicator, GUINNESS WORLD RECORDS : said that “We are delighted that Vakrangee have created a new world record by opening Most stores launched simultaneously. All outlets were collectively inaugurated at sharp 11.07 Am on 14th January 2019.

It is an honor to present Vakrangee Limited a certificate for achieving a GUINNESS WORLD RECORDS title. “I am excited to announce that they are now Officially Amazing™”.

The last GUINNESS WORLD RECORDS title was created by Xiaomi on October 29, 2018 by opening over 500 Mi Stores simultaneously which Vakrangee have created new record by opening 1107 stores simultaneously. Now, Vakrangee has been part of GUINNESS WORLD RECORDS.

Guinness World Record™ Title Certificate & Ceremony Photograph:



Photograph of Nextgen Vakrangee Kendra:



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 outlets to deliver real-time banking & Financial Services, ATM, insurance, e-governance, e-commerce and logistics services to the unserved rural, semi-urban and urban markets. The Assisted Digital Convenience stores are called as "Vakrangee Kendra" which acts as the "One-stop shop" for availing various services and products. 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 population. Banking at "Vakrangee Kendra" outlets is a unique experience with disruptive technology like APS, e-KYC, inter-operability and real-time transactions. In addition to banking "Vakrangee Kendra" outlets also provide insurance products, e-governance services and ecommerce products.

About Guinness World Record (GWR)

GUINNESS WORLD RECORDS (GWR) is the global authority on record-breaking achievement. First published in 1955, the iconic annual Guinness World Records books have sold over 141 million copies in 22 languages and in more than 100 countries. Additionally, the Guinness World Records: Gamer's Edition, first published in 2007, has sold more than 4 million copies to date.

Guinness World Records' worldwide television programmes reach over 750 million viewers annually and more than 3.3 million people subscribe to the GWR YouTube channel, which enjoys more than 450 million views per year. The GWR website receives over 19.9 million visitors annually, and we have over 15 million fans on Facebook.

The Guinness World Records commercial sales division provides customized consultancy services for some of the world's top brands and agencies to help place record breaking at the heart of their marketing campaigns, employee-engagement programmes, and live and experiential events.

For further information, please contact at:

Email: investor@vakrangee.in

Sanjay Kharat

Concept PR

Email: sanjay.kharat@conceptpr.com

Mobile: +919820317454