

VL/DS/SE/2015-16/032

July 30, 2015

To,

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

**Sub: Media Release- Vakrangee announces strategic tie-up with Amazon India for its Vakrangee Kendra business**

**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 Amazon India for its Vakrangee Kendra business”**

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 – July 30, 2015**

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## **VAKRANGEE ANNOUNCES STRATEGIC TIE-UP WITH AMAZON INDIA FOR ITS VAKRANGEE KENDRA BUSINESS**

Vakrangee has entered into a strategic tie-up with Amazon India in its constant endeavor to connect India's unserved and underserved citizens to modern ecosystems. Vakrangee has joined hands with Amazon India wherein it shall provide marketing, promotional and pick-up services to Amazon through the "Vakrangee Kendras".

As part of the agreement, Vakrangee through its various Vakrangee Kendras (1) shall perform marketing and promotional activities which shall include not limiting to introducing and informing customers entering Vakrangee Kendras of and about the Amazon India website, informing and promoting the products available, ensuring that the purchase and confirmation message is successfully received by the customer, following up on the order placed by the customer, if necessary, etc; (2) shall provide pick-up services to Amazon India for the products ordered by the customers across India.

### **About Vakrangee Limited**

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

Incorporated in 1990, Vakrangee started as a system integrator and end-to-end technology intensive service provider by bringing together all hardware, software, networking, data center as well as on-ground skilled resources for various Mission Mode Projects with high national significance under National e-Governance Plan of India. Vakrangee has partnered with Nationalized Banks, Private Banks, Central government and State governments for successfully implementing these flagship projects that benefits every Indian.

Vakrangee has been the pioneer in changing the retail landscape in this country and has been setting up 35,000 rural and 15,000 Urban Ultra Small Bank Branches for PSU banks with one bank-one Sub Service Area model providing 33 banking services to the rural as well as Urban customers in their neighborhood with disruptive technology like AEPS, e-KYC, inter-operable and real time transactions. Vakrangee is also providing insurance, pension and other financial products in addition to various G2C and e-commerce services under the same roof to make the Ultra Small Bank Branches more profitable. Vakrangee has been also granted license by Reserve Bank of India (RBI) for setting up minimum of 15,000 ATMs across the country in next three years and now the outlets Urban/semi-urban locations are also offering the ATM services. These retail services are being offered under the brand name "Vakrangee Kendra". Vakrangee has also applied for "Payments Bank" License from Reserve Bank of India so that Vakrangee can better serve its targeted customer in the rural and urban areas with more innovative products and services.

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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