VAIBHAV GLOBAL LIMITED

Ref: VGL/CS/2021/39 **Date: 06th April, 2021**

National Stock Exchange of India Limited (NSE)
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra, Mumbai – 400 051
Symbol: VAIBHAVGBL

BSE Limited
Phiroze JeejeeBhoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 532156

Subject: Press Release

Dear Sir / Madam,

Please find enclosed press release titled "**Vaibhav Global's Subsidiary, Shop TJC, Launches Exclusive TV channel in the UK called TJC Beauty"**

Kindly take the same on record.

Thanking you,

Yours Truly,

For Vaibhav Global Limited

SUSHIL SHARMA Digitally signed by SUSHIL SHARMA Date: 2021.04.06 15:15:02 +05'30'

Sushil Sharma
Company Secretary

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Regd. Office: K-6B, Fateh Tiba, Adarsh Nagar, Jaipur – 302004, Rajasthan, India • Phone: 91-141-2601020, Fax: 91-141-2605077
CIN: L36911RJ1989PLC004945 • Email: investor_relations@vaibhavglobal.com • Website: www.vaibhavglobal.com

VAIBHAV GLOBAL LIMITED

Vaibhav Global's Subsidiary, Shop TJC, Launches Exclusive TV channel in the UK called TJC Beauty

Jaipur, April 6, 2021

Vaibhav Global's Limited (VGL's) UK subsidiary, Shop TJC, has launched a new and exclusive TV channel called **TJC Beauty** with the simple philosophy – beauty is for everyone! TJC Beauty will provide the customer with trustworthy reviews and expert insights to guide them through the often overwhelming and bewildering beauty market. With expert presenters and guests, the customers will be able to explore trends, find new favorites or pick up classic products that make them feel like the best.

TJC Beauty will be streamed on 5USA from 6:00 am to 10:00 am daily. Previously, it was only available online, but now can be watched by customers on satellite as well.

Commenting on this development, Mr. Srikant Jha, Managing Director, TJC UK said – *"At TJC, we understand that each individual has unique beauty requirements and our offerings have been curated to deliver joy by catering to these diverse needs. We are as excited as our customers with the launch of TJC Beauty, which will exclusively help them find the best deals and benefit from expert advice."*

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About Shop TJC

Headquartered in London, UK, Shop TJC, is a wholly owned step-down subsidiary of Vaibhav Global Ltd. (VGL), a vertically integrated E-retailer with global sourcing and manufacturing capabilities. Shop TJC, through it omni-channel retailing in UK is specialized in jewellery, home, beauty, fashion, gemstones, and other lifestyle accessories. Established in 2006, Shop TJC reaches ~25 million UK households via live Television shows 24 hours a day, seven days a week, 365 days a year. For more information visit www.tjc.co.uk and download the interactive app on App Store, Google Play or many other streaming devices or television.

About Vaibhav Global Limited

Vaibhav Global Limited (VGL) is listed on stock exchanges in India (BSE: 532156, NSE: VAIBHAVGBL, ISIN - INE884A01019). VGL is an E-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 Shop 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, Spectrum, AT&T, Sky, Virgin, Freeview, Freesat etc. The Company's ecommerce websites www.shoplc.com in the US and www.tjc.co.uk in the UK complement TV coverage and diversify customer engagement. VGL ranks 65th in Fortune India's Next 500 list released in March 2021. The Company is committed to 'Delivering Joy' to all the stakeholders. Through its flagship One for One Program where a meal is provided for every piece sold at the retail channels, the Company has provided over 47.3 million meals in US, UK, and India since program inception.

For further information, please contact:

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Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Vaibhav Global Ltd. will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

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