

## INTIMATION

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### VAKRANGEE PARTNERS WITH JK CEMENT TO PROVIDE LEAD GENERATION FOR SALE OF CEMENT

**MUMBAI, October 06, 2023:** Vakrangee Limited (VL), has entered into an arrangement with JK Cement Limited for lead generation for sale of grey Cement through Vakrangee Kendra networks. JK Cement is one of the India's leading manufacturers of Grey Cement, White Cement, white cement-based wall putty and other building material.

Vakrangee Kendras are exclusive Branded format outlets offering a comprehensive range of products and services across banking, insurance, ATM, assisted e-Commerce, e-Governance and Total Healthcare. With 84% of Vakrangee Kendra outlets in Tier-4 to 6 locations, this association will enable Vakrangee to allow its customers to get access to cement products in the most remote parts of the country.

We will continue to add more products and services and tie-up with leading business partners to offer our customers a one-stop solution to all their needs. We are aspiring to be the most trustworthy physical as well as online convenience store across India and positively moving towards Vakrangee Kendra's new brand philosophy of 'AB Poori Duniya Pados Mein'.

#### **About Vakrangee Limited**

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

Incorporated in 1990, Vakrangee has emerged as one of India's largest Last Mile Distribution Platform with a Physical as well as Digital Eco-system in place with a PAN INDIA Presence. We are delivering real-time banking & Financial Services, ATM, insurance, e-Governance, e-Commerce (including Healthcare services) and logistics services to the unserved rural, semi-urban and urban markets and enabling Indians to benefit from financial, social and digital inclusion.

Vakrangee has emerged as the "Go To Market Platform" for various Business verticals including Fintech and Digital platforms. The Assisted Digital Convenience stores (Physical Outlets) are called as "Vakrangee Kendra" which acts as the "One-stop shop" for availing various services and products and Digital platform is called as BharatEasy Mobile Super app.

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

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