

VAKRANGEE LAUNCHES COMPLETE AGRI SERVICES ACROSS ITS PLATFORM

- Vakrangee Kendra will be the one-stop-shop for all Agriculture requirements across the value chain for its customers.
- Farmers will be able to get the end to end crop advisory as well as get access to a wide range of quality input products such as seeds, pesticides, fertilizers, nutrients and farm implements.
- The Indian agriculture market reached a value of about INR 55,994 billion in 2020. The market is further expected to grow at a CAGR of nearly 12% between 2021 and 2026 to reach a value of approximately INR 111,916 billion by 2026 (Source: <https://www.expertmarketresearch.com/reports/indian-agriculture-market>).

Mumbai, October 4, 2021: Vakrangee Limited (VL) has tied up with BigHaat Agro Private Limited to provide end to end Agri services, digital advisory as well as access to quality agri input products to the farmer community in the remotest part of the country. BigHaat is India's leading Agri Digital Platform transforming the agriculture value chain from pre-harvest to post-harvest leveraging science, data and technology. It is impacting millions of farmers across the country by providing accessibility of extensive range of high quality inputs, end to end crop guidance and market linkages for various commodities, thus offering 360 degree solution to farmers with a very unique approach.

Under this partnership, Vakrangee through its Nextgen Kendras and BharatEasy app will now be able to provide wide range of quality inputs such as seeds, pesticides, fertilizers, nutrients and farm implements by leveraging the power of data, science and technology in remote areas of the country. With 70% of Nextgen Vakrangee Kendra outlets in Tier-5 and 6 towns, Vakrangee will offer Agri services to the farmer community in the unserved/underserved parts of the country.

Vakrangee aims to drive efficiencies in the areas of distribution, marketing and operations of Agriculture value chain with data-driven business intelligence. Our data strategy along with our Partner BigHaat would enable various stakeholders of Agri value chain to come together and build end to end ecosystem for farming community and driving sustainable agriculture. Customers will get a quick and hassle-free Agri service experience and access to an end-to-end service delivery through Vakrangee Kendra outlets and BharatEasy mobile app.

Commenting on this partnership, **Mr. Dinesh Nandwana, Managing Director & Group CEO, Vakrangee Ltd.** said, *"We are happy to partner with BigHaat to facilitate our customers with end-to-end Agri services in both urban as well as rural remote areas. We aim to digitise the*

agriculture inputs ecosystem and empower farmers in remotest parts of the country with access to high-quality agriculture inputs.

With this partnership, we have strategically added a complete bouquet of Agri care solutions at our Nextgen Kendras making them into a one-stop shop for all the Agri requirements of our customers.

He added, "Our franchisees in remote areas of the country can now enhance their revenue stream by offering Agri services too. 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 banking, insurance, ATM, financial services, assisted e-Commerce, e-Governance and logistics. We are aspiring to be the most trustworthy physical as well as online convenience store across India, positively moving towards Vakrangee Kendra's new brand philosophy of 'AB Poori Duniya Pados Mein'."

This tie-up further expands our bouquet of services available to citizens through Vakrangee Kendra. Nextgen Vakrangee Kendras exclusively offer a comprehensive range of products and services across banking, insurance, ATM, Assisted e-Commerce, e-Governance, and logistics. Vakrangee currently has ~11,900 Nextgen Vakrangee Kendras spread across 27 States & UTs, 520+ districts and 4,620+ postal codes. More than 70% of these outlets are in Tier 5 and 6 towns.

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.

About BigHaat

BigHaat is India's leading Agri Digital Platform transforming the agriculture value chain from pre-harvest to post-harvest leveraging science, data and technology. It is impacting millions of farmers across the country by providing accessibility of extensive range of high quality inputs, end to end crop guidance and market linkages for various commodities, thus offering 360 degree solution to farmers with a very unique approach.

BigHaat Technology Platform is driving efficiencies of Agri Inputs manufacturers in the areas of distribution, marketing and operations with data-driven business intelligence. Our data strategy enables various stakeholders of Agri value chain to come together and build end to end ecosystem for farming community and driving sustainable agriculture.

For further information, please contact at:

Email: investor@vakrangee.in