



Vaibhav Global Limited

Expanding Reach: TJC Beauty (UK) Now Also on SKY Network

Jaipur, November 17, 2021:

TJC (UK) unveiled beauty channel- **TJC Beauty** in March-2021 to provide an exclusive shopping experience for beauty products. The channel is based on a simple philosophy of '**Beauty is for Everyone**'. The channel's aim is to simplify the beauty shopping experience. The channel was airing 4 hours till date.

Recently, in November-2021, TJC Beauty widened its reach by launching itself on **SKY**- UK's largest pay-tv broadcaster. With this arrangement, TJC Beauty will now be airing for 8 hours from 6 AM to 2 PM UTC. We see good potential in this segment and will continue to expand its reach going forward.

While launching the new and exclusive Beauty Channel on SKY, Mr. Srikant Jha, Managing Director, Shop TJC (UK), said, "TJC Beauty has always been about delivering the newest fashion and this update is no different. We're delighted to have extended TJC Beauty on to SKY- 668. We are offering something unique-beauty for everyone with a simplified shopping experience. Plus, we are connecting our customer with our much-loved presenters and beauty experts to make beauty uncomplicated"





About Vaibhav Global Limited

Vaibhav Global Limited (VGL) is listed on stock exchanges in India (BSE: 532156, NSE: VAIBHAVGBL, ISIN - INE884A01027). VGL is an omni-channel E-tailer of fashion jewellery, accessories, and lifestyle products in developed markets with direct access to ~110 million households (FTE) through its TV home shopping networks – Shop LC in US, Shop TJC in UK and Shop LC in Germany. The Company's ecommerce websites www.shoplc.com in the US, www.tjc.co.uk in the UK and www.shoplc.de in Germany, complement TV coverage and diversify customer engagement. VGL ranks 65th in Fortune India's Next 500 list 2021. The Company is committed to 'Delivering Joy' to all the stakeholders. Through its flagship One for One Program now "Your Purchase Feeds..." where a meal is provided for every piece sold at the retail channels, the Company has provided over 57 million meals in US, UK, Germany and India since program inception.

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