A MULTI-SECTOR ENTERPRISE PLATFORM

VKR GROUP

CHAIRMAN'S CORPORATE PROFILE



VISION WITH PURPOSE. ENTERPRISE WITH INTEGRITY.

A leadership-led portfolio spanning real estate, infrastructure, manufacturing, fashion, food, consumer products, education, sports and gifting.

VIVEK RATAN | CHAIRMAN

01 / LEADERSHIP

Building with ambition. Leading with purpose.



Vivek Ratan

Chairman, VKR Group

VKR Group is presented as a long-term enterprise platform built around a diversified portfolio of business initiatives. The Chairman's role is to set direction, connect opportunity with execution, build capable teams and encourage responsible, sustainable growth across the Group's sectors.

Leadership priorities

Strategic direction	Define clear priorities, disciplined milestones and measurable outcomes.
Institution building	Develop strong teams, systems, governance and operating capabilities.
Partnerships	Build trusted relationships with customers, suppliers, institutions and investors.
Responsible growth	Balance commercial ambition with quality, safety, compliance and community value.

02 / THE GROUP

One group. Multiple avenues for progress.

VKR Group's portfolio brings together complementary business verticals. The platform is designed to create value through focused business units, shared capabilities and a common commitment to quality, customer trust and disciplined execution.

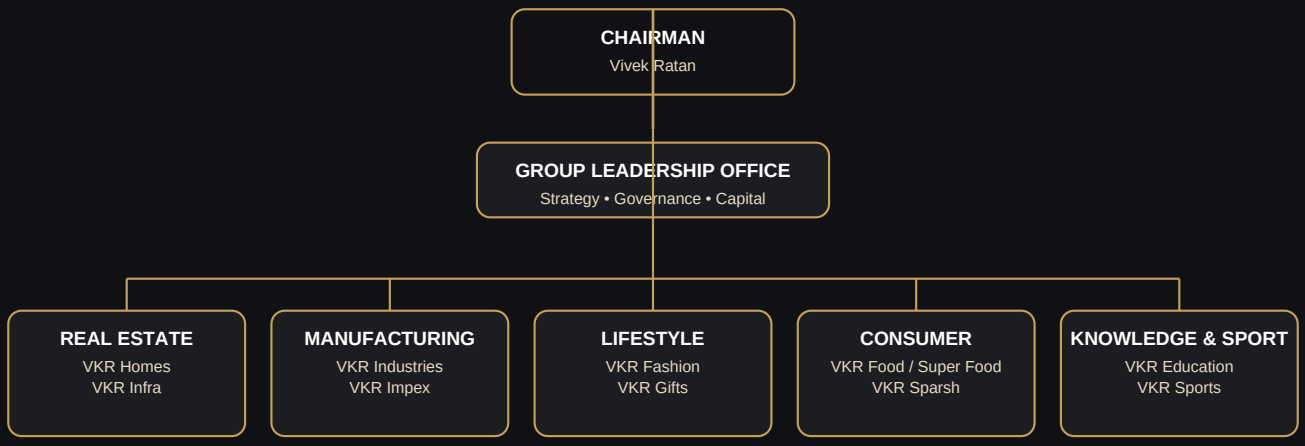
BUILT ENVIRONMENT Homes • infrastructure • commercial development	**INDUSTRIAL CAPABILITIES** Manufacturing • product development • trade
LIFESTYLE & PERSONAL EXPRESSION Apparel • fashion accessories • gifting	**EVERYDAY CONSUMPTION** Food • personal care • household essentials
FUTURE GENERATIONS Education • sports • skills and wellbeing	

Our operating philosophy

Each business should have a defined customer, a clear value proposition, accountable leadership, a credible operating plan and transparent performance measures. Shared group services can support finance, legal, technology, talent, procurement, brand standards and risk management.

A clear framework for accountability.

Illustrative Group Organisation Chart



Illustrative portfolio governance model — subject to legal entity and management confirmation.

Governance principle

The Chairman sets strategic direction. A Group Leadership Office coordinates portfolio strategy and shared services. Each vertical is led by an accountable business head with defined budgets, operating targets, compliance obligations and reporting cadence.

04 / BUILT ENVIRONMENT

Shaping places where people and business thrive.



VKR HOMES

Residential communities, plotted development and lifestyle-led real estate concepts, with emphasis on thoughtful planning, amenities, liveability and customer experience.

VKR INFRA

Infrastructure and commercial development initiatives, including business centres, mixed-use concepts and enabling assets.

Development discipline

Every project should progress through land and title due diligence, feasibility, planning approvals, design coordination, cost control, construction quality, safety systems, sales governance and handover readiness. Project-specific approvals and technical validation remain essential.

05 / INDUSTRIAL PLATFORM

From product vision to production capability.

VKR INDUSTRIES

A multi-industry manufacturing platform intended to develop modern production capacity, quality systems, efficient utilities, safe workplaces and scalable supply chains.

VKR IMPEX

A sourcing, manufacturing coordination and international trade platform focused on product development, vendor qualification, documentation, logistics and customer relationships.

Factory and supply-chain priorities

- Product and process engineering before capital commitment
- Factory layout designed for safe, efficient material flow
- Quality assurance, traceability and preventive maintenance
- Energy, water, waste and emissions management
- Supplier audits, export documentation and delivery reliability

Investment decisions should be supported by market validation, capacity planning, machinery quotations, utility studies, statutory approvals and a realistic implementation schedule.

06 / LIFESTYLE & GIFTING

Brands that express identity and occasion.

VKR FASHION

A fashion and accessories portfolio covering apparel, intimate wear, essentials, premium collections and selected lifestyle accessories. Brand development should prioritise fit, fabric, comfort, quality and consistent presentation.

VKR GIFTS

A gifting platform for customised, premium and occasion-led products, including corporate gifting, celebration collections and spiritual or devotional gifting concepts.

SANATANI GIFTS

A proposed specialist identity within the gifting portfolio for puja essentials, spiritual jewellery, temple décor and devotional lifestyle products.

Brand-building lens

A strong brand system needs a defined audience, distinctive design language, product standards, packaging architecture, price ladder, channel strategy and reliable after-sales experience.

Everyday products. Higher standards.

VKR SUPER FOOD

A food and grocery concept focused on staples and pantry categories such as spices, pulses, flours, rice, oils, tea, coffee, green tea, kahwa, sugar and salt. The brand opportunity rests on sourcing integrity, product consistency, food safety and transparent labelling.

VKR SPARSH

A consumer-care platform spanning personal care, baby care, dental care, wipes and related everyday essentials. Product safety, ingredient compliance, age-appropriate testing and clear usage information must guide development.

APPEASE

A proposed care-focused brand identity within the wider VKR consumer ecosystem, with product ranges and claims to be validated against applicable regulatory and safety requirements.

Consumer trust is built through product performance, safe formulation, honest claims, dependable availability and responsive customer care.

08 / EDUCATION & SPORT

Investing in capability, confidence and opportunity.



VKR EDUCATION

An institution-building vision centred on quality learning environments, academic facilities, libraries, research spaces, student and faculty accommodation, sports and holistic development. Any campus proposal should be backed by academic planning, statutory permissions, qualified leadership and a sustainable operating model.

VKR SPORTS

A sports and active-lifestyle platform covering equipment, accessories, training environments and participation-led initiatives across multiple disciplines. Product safety, fit-for-purpose design and performance testing are key.

Long-term impact

Education and sport can create enduring social value when access, inclusion, coaching quality, safety and measurable outcomes are built into the operating model.

09 / BRAND ARCHITECTURE

A masterbrand. Distinct market-facing identities.

VKR GROUP	Group masterbrand • corporate identity • governance • shared standards
PROPERTY & INFRA	VKR Homes • VKR Infra
INDUSTRY & TRADE	VKR Industries • VKR Impex
FASHION & GIFTING	VKR Fashion • VKR Gifts • Sanatani Gifts
FOOD & CARE	VKR Super Food • VKR Sparsh • Appease
LEARNING & SPORT	VKR Education • VKR Sports

Architecture rules

Use VKR Group as the corporate endorsement. Give each customer-facing brand its own positioning, visual identity and product promise. Maintain consistent legal disclosures, quality standards and brand governance. Confirm trademark ownership, registrations and entity relationships before public use.

10 / EXECUTION AGENDA

Ambition translated into disciplined action.

01 FOUNDATION	Confirm legal entities, ownership, governance, leadership roles, brand rights and business status.
02 PRIORITISATION	Rank divisions by readiness, market demand, capital intensity, risk and strategic fit.
03 BUSINESS CASES	Build validated market studies, financial models, operating plans, hiring plans and compliance registers.
04 CONTROL SYSTEMS	Establish budgets, KPIs, internal controls, procurement rules, quality systems and monthly reviews.
05 SCALE RESPONSIBLY	Expand only when customer demand, cash flow, capability, approvals and service levels support growth.

A diversified portfolio succeeds when focus, governance and execution are stronger than the complexity of the portfolio itself.

THE VKR GROUP COMMITMENT

Create value.
Earn trust.
Build for generations.

A diversified enterprise vision grounded in responsible growth, quality, innovation and enduring relationships.

CORPORATE OFFICE

VKR Group
Innov8 Infinity Tower B, DLF Cyber City
Gurugram, Haryana – 122002, India

CONTACT

+91 83684 10694
vivek.ratan@vkrfashion.com

PROFILE STATUS & IMPORTANT NOTE

This is a presentation profile based on information and portfolio concepts supplied for drafting. Business names, proposed divisions, projects and the illustrative organisation chart are not proof of incorporation, ownership, approvals, commercial operations or financial performance. Verify all legal, financial, certification and project claims before external circulation. The organisation chart is a strategic framework, not a legal group structure.

VKR GROUP | LEADERSHIP • ENTERPRISE • IMPACT