



May 3, 2024

BSE Limited  
Department of Corporate Services  
Phiroze Jeejeebhoy Towers, Dalal Street  
Mumbai – 400 001  
Scrip Code: 523558

**Subject: Intimation Under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 — Acquisition of Land & Building**

Dear Sir/Madam,

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that on May 2, 2024, the company entered an Agreement to Sell, for acquiring a strategically located land & building in Sector 24, the industrial hub of Faridabad, Haryana. This acquisition involves land and building with an approximate area of 1.21 acres and a built-up area of about 85,000 sq. feet, purchased for INR 29.53 Crores.

**Purpose of Acquisition:**

This acquisition marks a pivotal step in our strategic expansion, aligning with the 'Make in India' initiative. The land & building is earmarked for a new manufacturing facility for luggage and travel gear intended, to cater to both domestic and international markets. This will enhance our capability to meet growing demand and expand our market footprint globally. The proposed manufacturing facility shall be established through wholly owned subsidiary company i.e. SM Travel Gear Private Limited.

**Details of the Proposed Manufacturing Facility:**

- Capacity: Approx. 10 lakh pcs per year
- Completion Target: On or before December 31, 2024.
- Total Investment: INR 56.50 Crores (inclusive of land, building, plant, machinery, and working capital)
- Financing Details:
  - Internal accruals: INR 12 Crores
  - Term Loan: INR 20 Crores
  - Proceeds from proposed Rights Issue: INR 24.5 Crores

**SWISS MILITARY CONSUMER GOODS LIMITED**

Regd. Office: W-39, Okhla Industrial Area, Phase-II, New Delhi – 110020

+91 11 41067060, info@swissmilitaryshop.com

www.swissmilitaryshop.com, CIN: L51100DL1989PLC034797



**Strategic Rationale:**

This investment underlines our commitment to innovation and operational excellence. The establishment of this facility is a strategic move to enhance our production capabilities and market responsiveness. It will significantly bolster our position in the competitive global travel gear market. We trust that this new facility will be a cornerstone in our journey towards sustained growth and leadership in the industry.

Kindly take the same on your record.

Thanking You,

For **SWISS MILITARY CONSUMER GOODS LIMITED**

**VIKAS JAIN**  
**COMPANY SECRETARY**

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