



February 15, 2018

To,

The Listing Department,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001

The Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block,
Bandra Kurla Complex
Bandra (East), Mumbai-400 051

Scrip Code -532613

Trading Symbol: VIPCLOTHING

Subject: Investor Presentation - February 2018

Dear Sir/ Madam

Pursuant to Regulation 30 and other respective regulations of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find enclosed Investor Presentation.

This is to further inform that the Investor Presentation has been uploaded on the website of the Company www.vipclothing.in and is also available on the websites of the Stock Exchanges for your information and also for the information of the public at large.

This is for your information and records.

Yours faithfully
For VIP CLOTHING LIMITED
(Formerly known as Maxwell Industries Limited)

Chief Financial Officer & Company Secretary
Encl: As above



VIP Clothing Ltd.
(Formerly known as Maxwell Industries Ltd.)

Registered Office: C-6, Street No. 22, MIDC,
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Investor presentation

February 2018





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Q3 & 9Months FY18 Financial Highlights



Q3 & 9M FY18 Financials

(₹ in Million)

Particulars	Q3 FY18	Q2 FY18	Q3 FY17	9M FY18	9M FY17
Revenue from operations	463	647	439	1,667	1,727
Gross Profit	209	287	200	704	691
GP Margin (%)	45%	44%	46%	42%	40%
EBDITA	33	69	28	102	117
EBDITA Margin (%)	7%	11%	6%	6%	7%
Other Income	1	6	1	9	6
Depreciation and amortization expense	8	9	9	25	25
Finance costs	31	29	31	90	95
PBT before Exceptional Item	-5	38	-11	-4	2
PBT Margin(%)	-1%	6%	-3%	0%	0%
Exceptional items	-4	-	-	-4	-72
Profit / (Loss) from continuing operations	-8	39	-11	-5	-70
Profit / (Loss) from discontinuing operations	-0	-0	-1	-0	-16
Profit / (Loss) for the year (Total)	-9	39	-13	-6	-86



September 2017 Balance Sheet as per Ind AS

₹ in million

ASSETS (₹ in Mn)	Sep 2017	Mar 2017
NON CURRENT ASSETS	1,711	1,727
Property , Plant & Equipment	443	456
Intangible Assets	1,252	1,254
Investments	0	0
Other Non Current Assets	15	16
CURRENT ASSETS	1,877	1,682
Inventories	1,159	1,033
Trade Recivable	550	528
Cash & Cash Equivalent	15	0
Bank Balance	54	40
Loans	3	2
Other	0	0
Current Tax (net)	8	13
Other Current Assets	88	66
TOTAL ASSETS	3,588	3,409

₹ in million

EQUITY & LIABILITIES	Sep 2017	Mar 2017
EQUITY	1,577	1,562
Share Capital	132	132
Other Equity	1,445	1,430
NON CURRENT LIABILITIES	598	604
Borrowings	49	51
Other Financial Liabilities	2	3
Provision	6	7
Deffered tax Liabilities (net)	541	543
CURRENT LIABILITIES	1,413	1,243
Borrowings	978	942
Trade Payables	322	227
Other Financial Liabilities	32	47
Other Current Liabilities	14	9
Provisions	67	18
TOTAL LIABILITIES	3,588	3,409



Company Overview

Company Overview

01

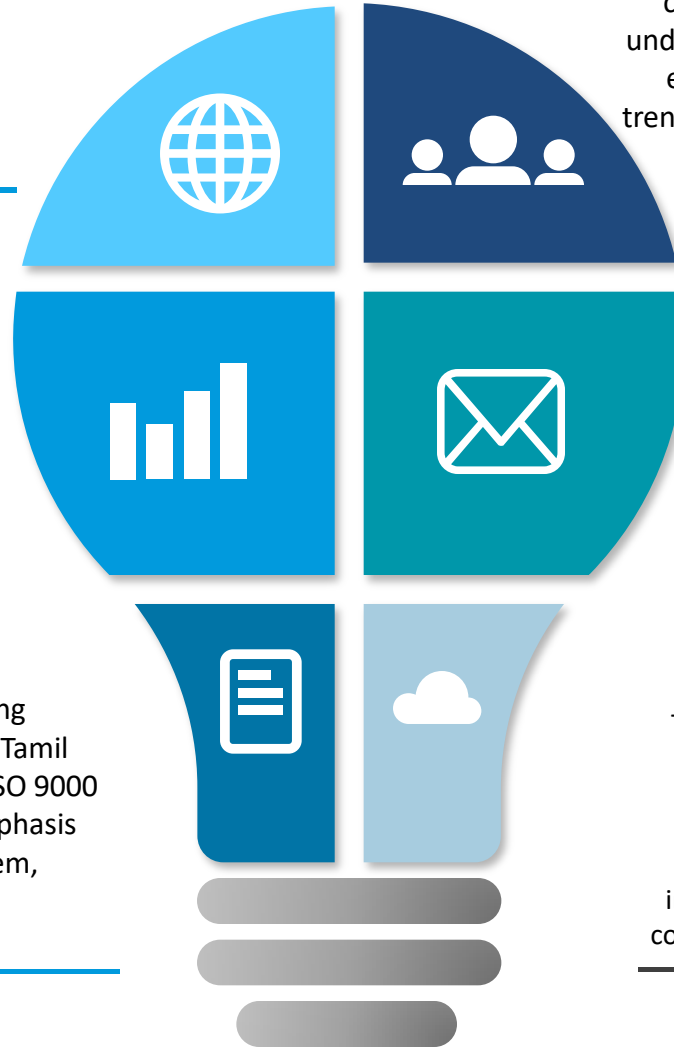
VIP Clothing Limited was incorporated in the year 1991 to satiate the discerning taste of Indian Consumer.

02

Engaged in Business of Manufacturing and selling innerwear, the Company went Public in year 1993.

03

VIP has in-house manufacturing facility located in Gujarat and Tamil Nadu. Accredited with TUV- ISO 9000 certificate that reflects its emphasis on Quality Management System, designing, manufacturing and delivery.



One of India's leading intimate apparel company providing intimate wear to consumers across various segments under different brands. VIP enrich and expand fashion quotient in multiple trends and style from inner comfort to fashionable garments

04

The Company possesses one of the widest and largest sales and distribution network for innerwear products

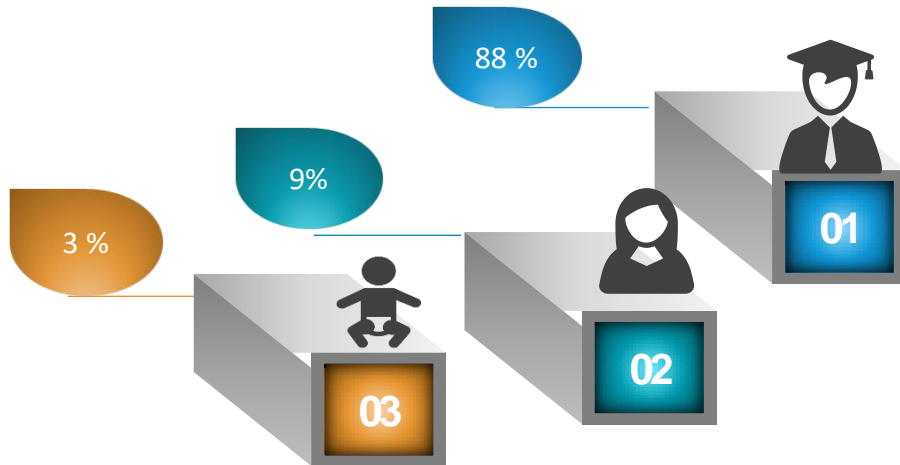
05

The Company focus is to become an International Symbol of Excellence through continuous customer satisfaction, innovation, manpower development, productivity improvement, quality improvement, cost reduction and time management

06

Sales & Distribution

Sales Mix

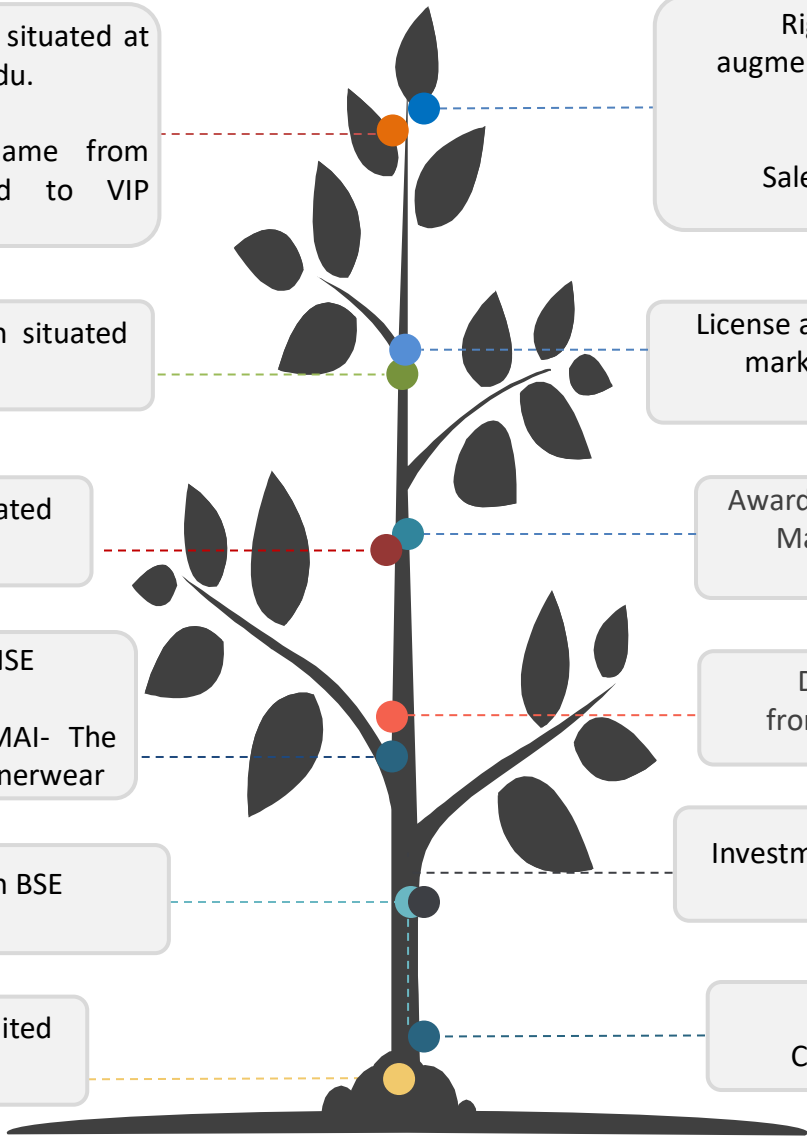


Network



The globe is our canvas today. We enjoy long- standing relationships with our customers. We enjoy leadership position in our chosen geographies. Leveraging years of experience, we have developed a keen perception of the markets we operate in. Consequently our varied product profile has always been bolstered by unique strategies that go a long way in forging an indelible market presence.

Significant Milestone



2016

Sale of the processing house situated at SIPCOT, Perun durai, Tamil Nadu.

Change of Company's name from Maxwell Industries Limited to VIP Clothing Limited

2014

Sale of in-operative division situated at MIDC, Navi Mumbai

2011

Sale of spinning division situated at Kollapalur, Tamil Nadu

2007

Equity Shares were listed on NSE

Golden Scale Trophy by CMAI- The brand of the year for men's innerwear

2005

Equity Shares were listed on BSE Limited

1991

Incorporated as a Private Limited Company

Right Issue of ~ ₹ 430 million to augment the working capital base of the Company

Sale of Factory Land and Building situated at Daman

2017

License agreement for manufacturing, marketing, distribution and sale of Eminence Brand products

2015

Awarded the Brand Leadership for Marketing Excellence by Indira Group of Institutes, Pune

2012

Delisting of the Equity Shares from the OTC Exchange of India

2008

Investment of ~ ₹ 451 millions by Reliance Capital Partners

2006

IPO of our Company. First Company to get listed OTCEI

1993

Infrastructure

Manufacturing Facility Umbergaon, Gujarat

Location	Umbergaon, GIDC Gujarat (Garmenting Unit)
Products Manufactured	Briefs, Vests, Trunks for Men & Juniors & ladies Panties, BRA
Facility details	Garmenting unit; with fabric inspection, cutting, stitching, ironing, inspection & packing facilities
Capacity	1,60,000 boxes per month



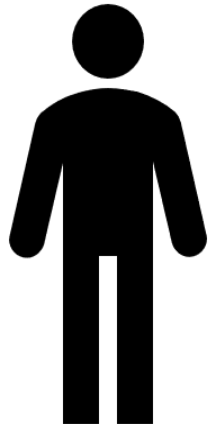
Manufacturing Facility - Thingalur, Tamilnadu

Location	Thingalur, Tamilnadu (Garmenting Unit)
Products Manufactured	Briefs, Vests, Trunks for Men & Juniors & ladies Panties, BRA
Facility details	Garmenting unit; with fabric inspection, cutting, stitching, ironing, inspection & packing facilities
Capacity	2,20,000 boxes per month



Factory - Facilities





INNERWEAR

VEST **VIP**

Bonus Premium; Bonus Classic;
Bonus Knitshrunk; Nawab;
Supreme ; Bonus Fab; Bonus
Junior; Pro

Frenchie
Elite; Oxy; Square

BRIEFS **VIP**

Spector; Signor; Gold; Champ;
Alpha; Apex; Designer

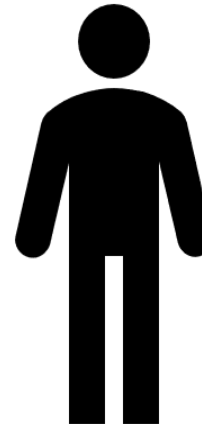
Frenchie
Eurofit; Pro; Envy

Trunk **VIP**

Advanta; Ultima; Unique;
Punch Print; Punch Plain; Pic
Pocket; Sigma; Boxer

Frenchie
Pixel; Beat; Neo

Boxer
VIP
Freakout



OUTERWEAR

T- Shirt
VIP
Pulse
Frenchie
Crew

Muscle tee
VIP
Blaze

Track Pants
VIP
Trek
Frenchie
Jogger

Bermuda
VIP
Player
Frenchie
Relax

Socks
Frenchie

Fundamental Bra
Feelings
Criss-cross; Dew; Charm; Cheer-
up; Breeze; Pep; Snow;
Nursing Bra;
Feelings
New mom

T-Shirt Bra
Feelings
Beam; Trendy; Glitz; Elle;
Cosmo; Ornate Verve; Curve;
Flair; Glam; Sparkle

Sports Bra
Feelings
Ease; Savvy; Rhythm, Evolve;
Active; Vital; Edge; Zeal;

Panties
Feelings
Intimate; Dreamz; Moodz;
Passion; Flora; Expression;
Ultrasoft; Shy; Amelie

Camisole
Feelings
Princess; Elegance, Innocence;
Poise; Cute; Shine; Smile

Track Pants
Feelings

Capri
Feelings

T-shirts
Feelings

Leggings
Feelings

Night Suits
Feelings



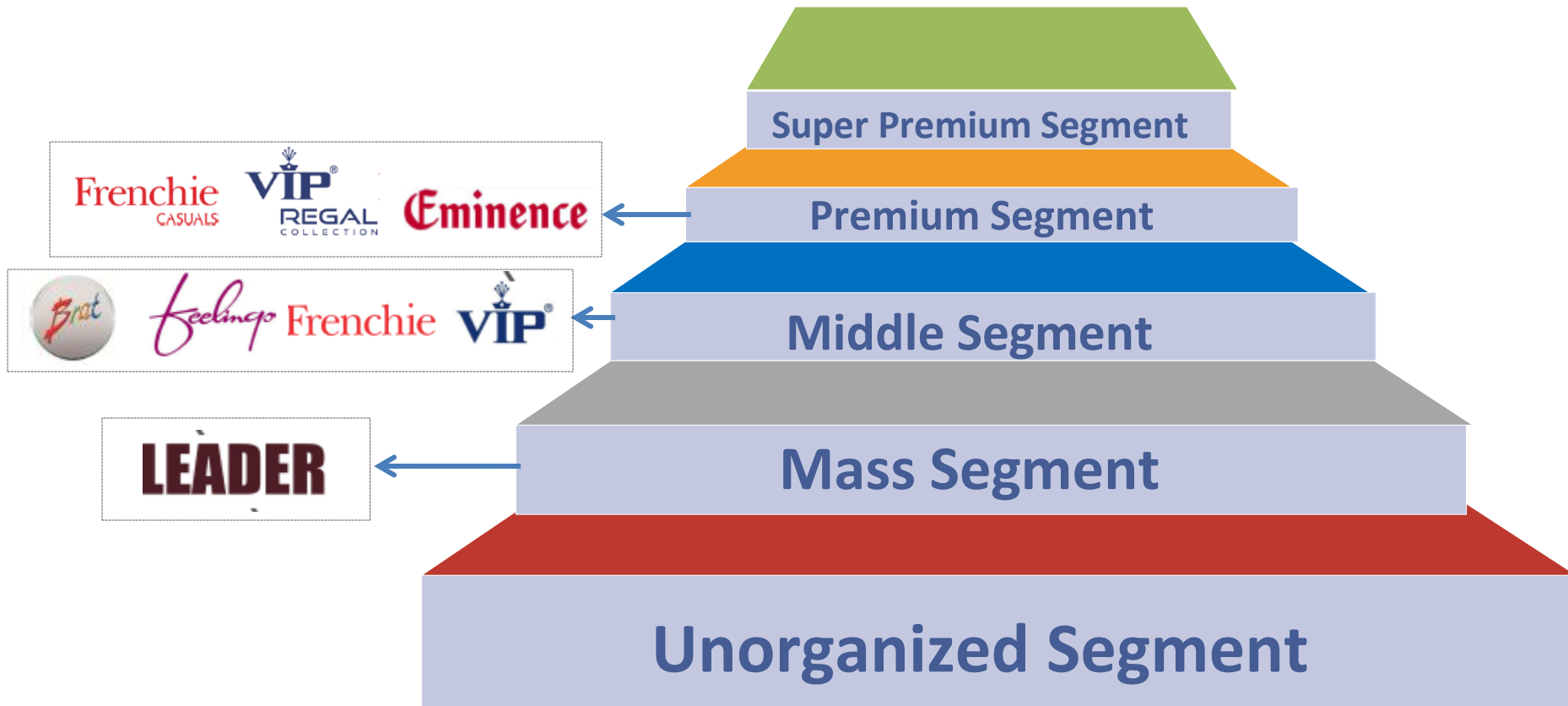
INNERWEAR



OUTERWEAR



Category Presence



Brand and Advertising

1

- Contemporary Classic' brand catering to sober tastes.
- Draw on the 40+years heritage of claiming 'authority' on underwear making.
- Advertised through mass media like TV & Print and high impact hoardings
- Use of International Models in order to be distinct from others.

The logo for VIP, featuring the letters 'VIP' in a serif font with a crown above the 'I', all enclosed within a diamond-shaped border.

2

- Young edgy fashion' brand meant for the fashion conscious.
- Draw on the edgy imagery of the brand earlier & make it relevant for the times.
- Advertised through mass media like TV & Print, high impact media hoardings and also extensive use of Digital media for youth connect. Use of International Models.

Frenchie

3

- Positioned as 'Real Contemporary' brand meant for the modern woman's need of 'everyday essentials.
- Will have modern contemporary classics.
- Advertised through mass media like Print / Magazines and rely on 'sampling' for inducing product trials and also extensive use of Digital media for youth connect & product range discovery.

The logo for Frenchie, featuring the word 'Frenchie' in a pink, cursive script font.

Presence in format Stores

Large Format store tie -ups

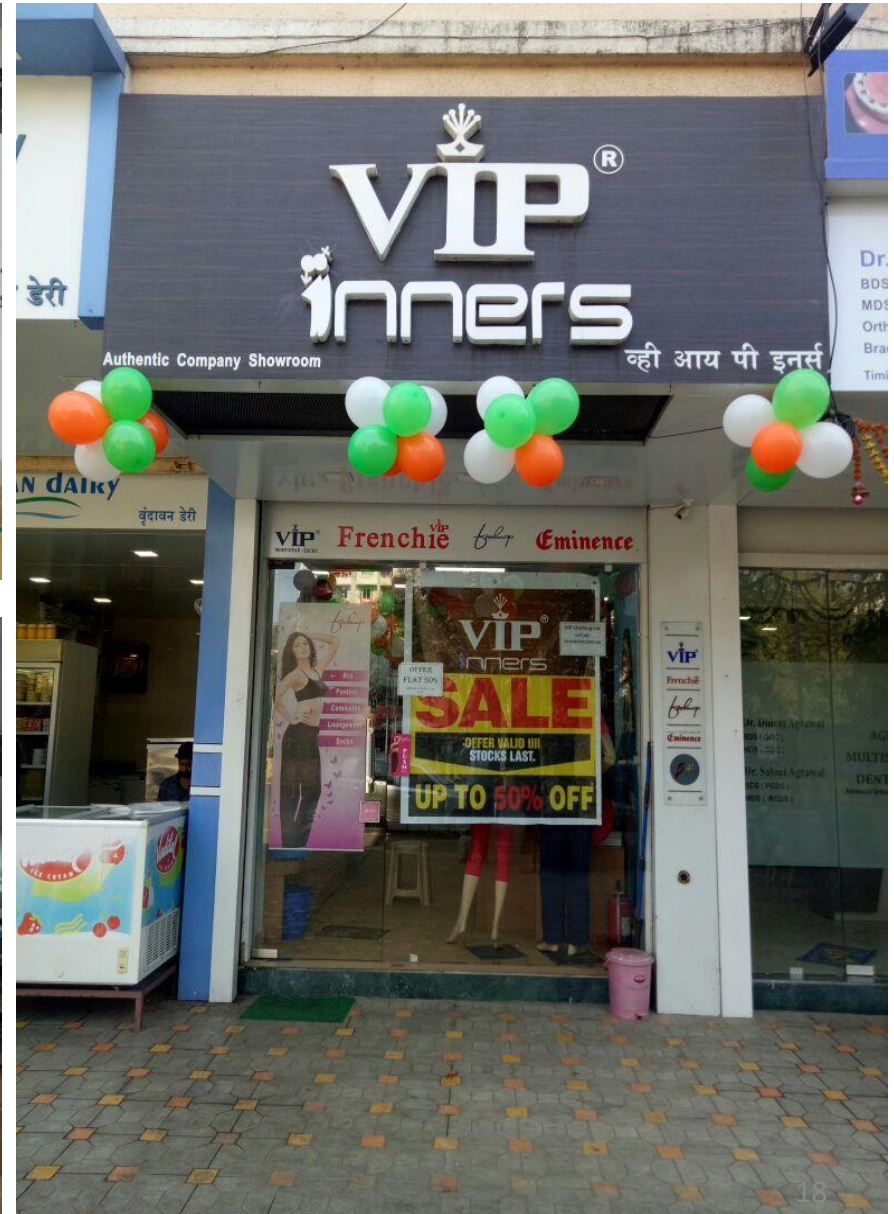


E-commerce Tie -ups





Presence in format Stores



Key Awards and Achievements



Brand 'VIP Frenchie' as Power Brand of the year 2012.



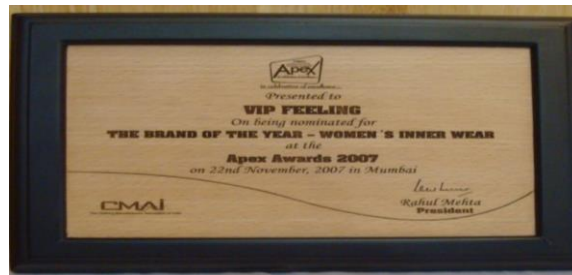
"SUPERBRANDS" –The Economic Times – February 17th, 2012



"BRAND LEADERSHIP AWARD" for pioneering work in innerwear segment in India.



Golden Scale Trophy (2007-2008) - The Brand of the year Men's Inner Wear By CMAI



Apex Award 2007 - " The Brand of the year -Women's Inner wear " by CMAI



Apex Awards – 2006 : The Brand of the year - Men's Inner Wear By CMAI

Mr. Sunil J. Pathare, Chairman & Managing Director

Mr. Sunil J. Pathare, aged 46 years, is the Promoter and the Chairman & Managing Director of our Company.

- He holds a Bachelor's degree in Commerce.
- He looks after the overall management of the Company.
- He has been awarded the “Entrepreneurship Excellence Award” by the Small and Medium Business Development Chamber of India in 2007, Indira Group of Institutes award for Marketing excellence in March, 2012, Inside Fashion Brand Award (VIP) for excellence in Retail.

Mr. Kapil J. Pathare, Whole Time Director

Mr. Kapil J. Pathare, aged 38 years, is the Promoter and the Whole time Director of our Company.

- He holds a Bachelor's degree in Commerce and Masters in Business Administration (Entrepreneurship and Family Business).
- He looks after the overall production activities of the Company.



Mr. Robin Banerjee, Independent Director

Mr. Robin Banerjee, aged 62 years, is the Non- Executive Independent Director of our Company.

- He holds degree of Chartered Accountant , Cost Accountant and Company Secretary.
- He has over 35 years of professional experience in finance and corporate management, including strategic planning, mergers and acquisitions, corporate finance and strategic business development.



The Board

Mr. Gopal Sehjpal, Independent Director

Mr. Gopal Sehjpal aged 73 years, is the Non- Executive Independent Director of our Company.

- He holds a Master's Degree in Arts (Philosophy) and a Post Graduate Diploma in Personnel Management.
- He is also a member of the Institute of Management Consultants of India and a Life Member with the Bombay Management Association, Indian Institute of Quality Management and Consultancy Development Centre (Ministry of Science and Technology, Government of India).



Mr. Chetan Sheth, Independent Director

Mr. Chetan Sheth, aged 54 years, is the Non- Executive Independent Director of our Company.

- He holds a Diploma in Production Engineering, awarded by the Board of Technical Examinations on behalf of the Government of Maharashtra on May 22, 1987 and has over 26 years of professional experience in the manufacturing engineering and corporate management.



Mrs. Meher Castelino, Independent Director

Mrs. Meher Bruno Castelino aged 73 years, is the Non- Executive Independent Director of our Company.

- She has been associated with the Company since 2015.
- She has headed the designing departments of export as well as local fashion houses.
- She is the official writer for Lakmé Fashion Week since 2006 reporting all over the globe.
- She has appeared in over 2000 live fashion shows around the globe, many of which were conceived and directed by her.



Management Team



Mr. Yogesh Tiwari
CEO – Sales, Marketing and Production

Mr. Tiwari holds a degree in Masters of Management Studies (Marketing) from Narsee Monjee Institute of Management Studies.

He has overall experience of more than 30 years with more than 15 years of experience in the marketing field.

He was previously associated with Blackberries Apparels as VP Marketing



Mr. Ashish Mandaliya
CFO & Company Secretary

Mr. Mandaliya holds the degree of Chartered Accountant, Company Secretary and LLB.

He has an experience of more than 15 years in the field of finance and secretarial compliances.



Mr. Devendra Vyas
Chief finance Controller

Mr. Vyas is a Chartered Accountant and holds a degree of Master's in Business Administration


He has an experience of more than 17 years in variant industries


He has extensive experience in Costing, Accounting, MIS, Internal & Statutory Audit and Taxation





Key Strengths


Key Strength


- 01  **Brand Recall** **Brand recall value amongst the customer. VIP caters to the aspirational needs of average Indian.**


- 02  **Distribution Network** **VIP has a large distribution network catering to various geographies domestically as well as overseas.**


- 03  **Experience Team** **Experienced Promoters & Professional Management Team Leading its way to higher peaks.**

- 04  **Eye on Quality** **VIP fabric quality, styling and packaging has made its consumers feel their graduation to a superior lifestyle.**

- 05  **Product Portfolio** **VIP Leader is a reflection of company's commitment to provide practical and well designed products at most reasonable prices. Strong brands across price and customer segments**

- 06  **Infrastructure** **State of Art Manufacturing Facilities at Thingalur and Umbergaon**

- 07  **Workmen** **Pool of over 2,500 skilled and unskilled workmen to cater to the product demands while maintaining quality standards**

- 08  **Positioning** **The brand is positioned to be affordable and comfortable. Internationally accepted Quality, Stringent Quality check of all products.**



Business Strategy

Capitalize on Growing Market Opportunities



Focus on Product Design

Focus on product design and development to cater to ever evolving fashion trends with stress on quality and packaging.



Expand Product Portfolio

Capitalize on the Brand Recall by enhancing our product offering in various segments.



Improving sales network

Augmenting the sales force and distribution network to enhance our product reach and availability



Enhance Brand Visibility

Promotion through intelligent Marketing & Advertising . Advertisement focussed towards creating a pull for our products



Smart Sales Tracking

Enhancing our digital footprints to track our sales force performance on real time basis.



Focus on Product Availability

Focus on - On Time In Full Supply. This will help us to better utilise our manufacturing capacities, improve product availability and better our inventory turnover.



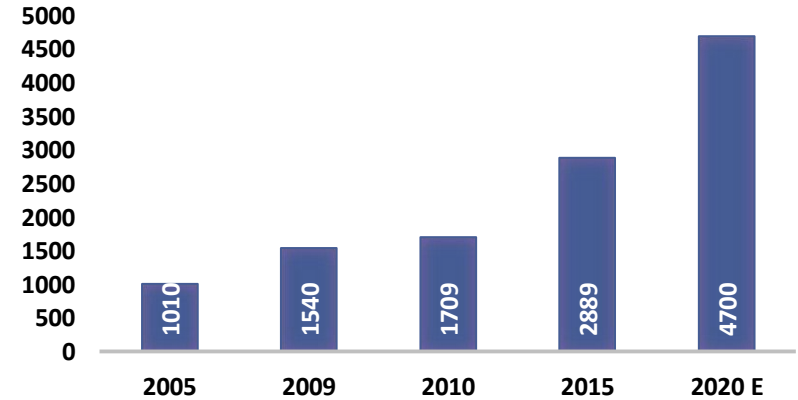
Industry Overview

Innerwear Segment Overview

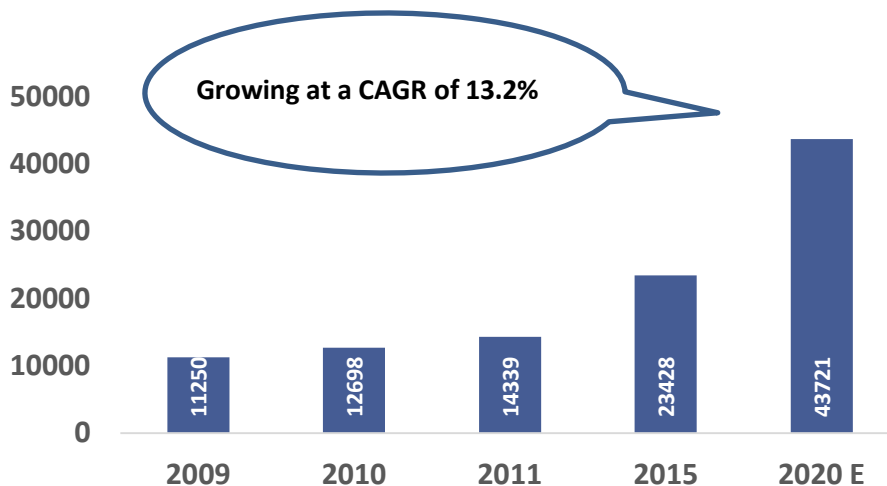
Overview

- Among the core apparel categories, innerwear appears to be a potential growth category across all segments
- The Indian apparel sector is expected to grow from ₹ 1,709 billion in 2010 to ₹ 4,700 billion by 2020E, representing a CAGR of 10.6%.
- Of this, the innerwear market currently valued at ₹ 14,339 crore (in 2011) is expected to grow to ₹43,721 crore by 2020E, growing at a CAGR of 13.2%, outpacing the growth of the overall apparel market.
- Also, the women’s segment that has historically been smaller in size compared to the men’s segment is expected to grow at a faster pace (CAGR of 15% over 2010-2020E as compared to 10% CAGR in the men’s segment). The women’s innerwear segment is likely to touch ₹30,000 crore from the current ₹8,500 crore. On the other hand, the men’s innerwear segment is likely to grow from ₹5,800 crore in 2010 to ₹13,700 crore in 2020E. Improving Indian demographics and increased preference for proper fits, sizes, etc. lend credence to the growth of organised players in the Indian innerwear market

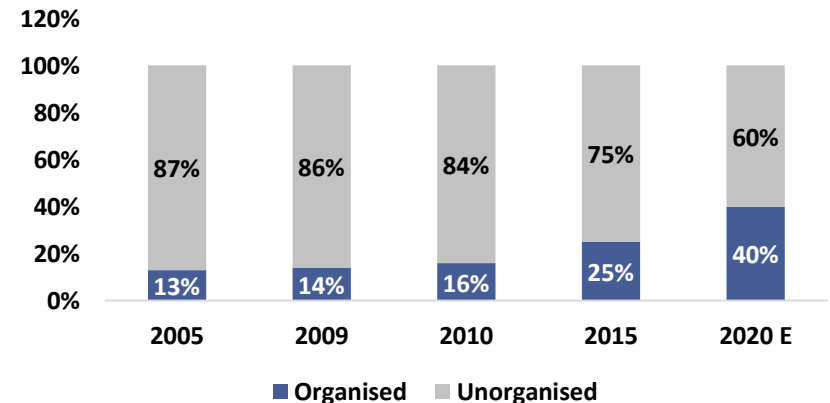
India’s Growing apparel Market



INDIAN INNERWEAR MARKET



Organised & Unorganised Market



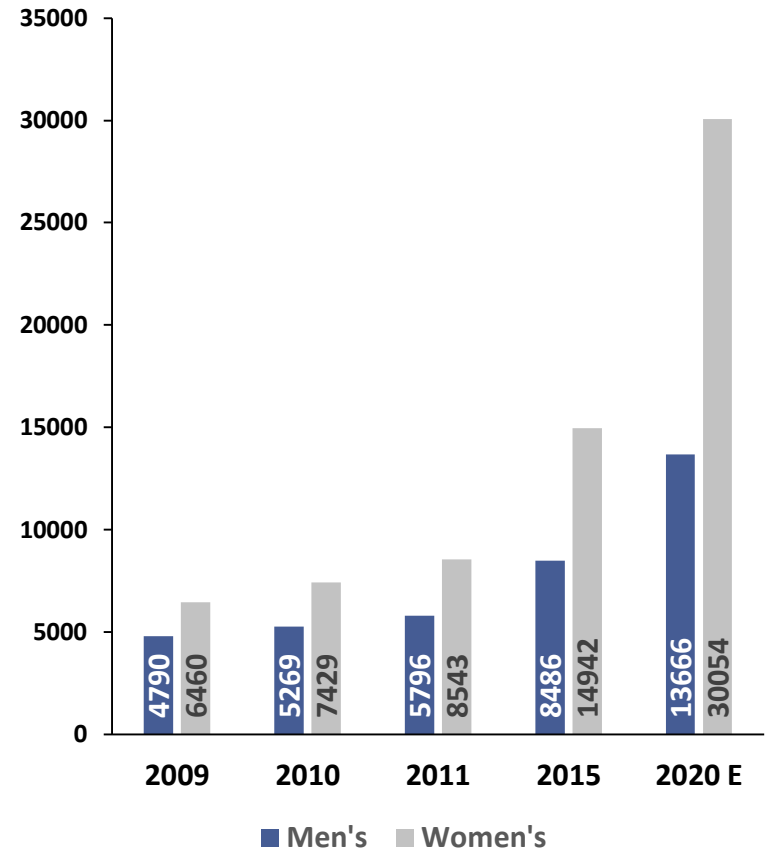
The Men's Innerwear Market

- The men's innerwear market, in India, is increasing its base size at a promising rate.
- the men's innerwear segment is likely to grow from ₹ 4,790 crore in 2009 to ₹ 13,666 crore in 2020E.
- On the basis of product pricing, this market is further subdivided into super premium, premium, medium, and economy segments. The economy segment contributes around 55% to the market, while the mid-price segment makes up 36%, the remaining 14% comes from premium and super premium segments. In these segments, the consumer seeks higher fashion orientation and higher comfort, as well as a strong brand name.

The Women's Innerwear Market

- With growing consumption and shift from low-end to high-end products, the women's innerwear segment is set to outpace the men's innerwear segment expects the women's innerwear segment to grow from 6,460 crore in 2009 to 30,054 crore in 2020E.
- When it comes to price-wise segmentation, the women's innerwear market is dominated by products of mid-price and economy segment. These segments together contribute 80% of the market, while the remaining 20% comes from the premium and super premium segments. Like men's innerwear, the mid-price and premium segments are expected to grow more rapidly within women's innerwear categories.

Women's segment set to outpace Men's segment



Source: ICICIdirect.com Research



Financial Highlights



Financial Highlights - Profit & Loss Accounts

(₹ in Million)

Particulars	FY 2017	FY 2016
Revenue from operations (net)	2,321	1,945
Gross Profit	906	794
GP Margin (%)	39%	41%
EBDITA	171	-1
EBDITA Margin (%)	7%	0%
Other Income	9	6
Depreciation and amortization expense	36	39
Finance costs	122	126
PBT before Exceptional Item	22	-159
PBT Margin(%)	1%	-8%
Exceptional items	-72	79
Profit / (Loss) from continuing operations	-46	-85
Profit / (Loss) from discontinuing operations	-12	-14
Profit / (Loss) for the year (Total)	-58	-99



Financial Highlights - Balance Sheet

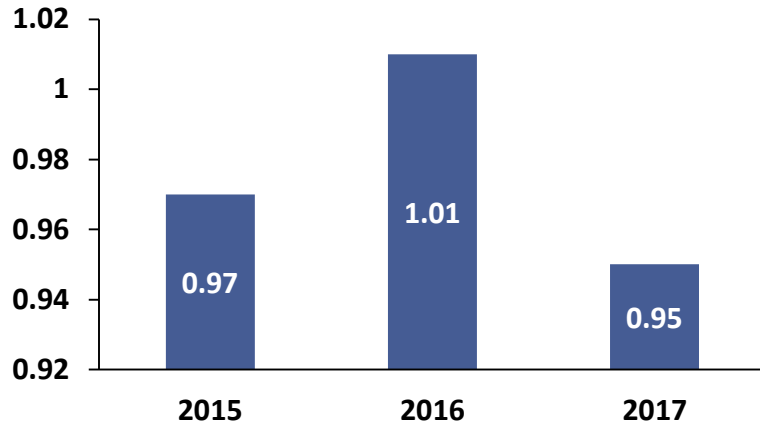
Particulars	₹ million	
	FY 2017	FY 2016
<u>EQUITY AND LIABILITIES</u>		
<u>Shareholders' funds</u>		
Share capital	132	132
Reserves and surplus	743	801
<u>Non-Current liabilities</u>		
Deferred tax liabilities (net)	122	126
Other long-term liabilities	47	43
<u>Current liabilities</u>		
Short-term borrowings	853	940
Trade payables	331	340
Other current liabilities	56	48
Short-term provisions	5	2
TOTAL	2,289	2,433

Particulars	₹ million	
	FY 2017	FY 2016
<u>ASSETS</u>		
<u>Non-current assets</u>		
Net Fixed Assets	469	617
Non-current investments	0	0
Long-term loans and advances	78	73
<u>Current assets</u>		
Inventories	1,033	1,156
Trade receivables	665	550
Cash and cash equivalents	38	29
Short-term loans and advances	6	8
TOTAL	2,283	2,425

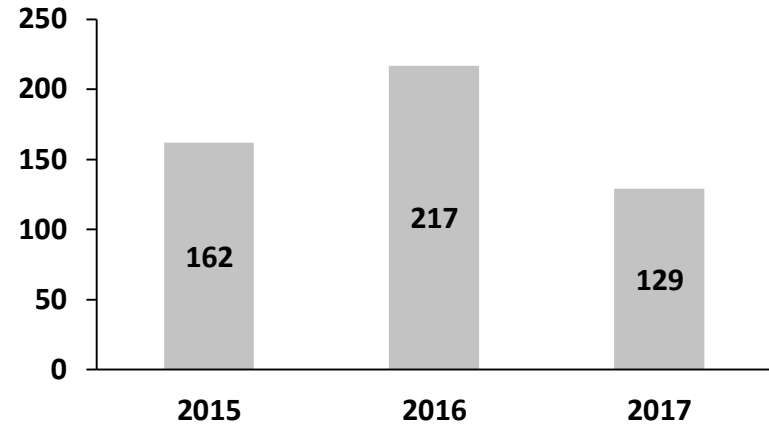


Key Operating Metrics

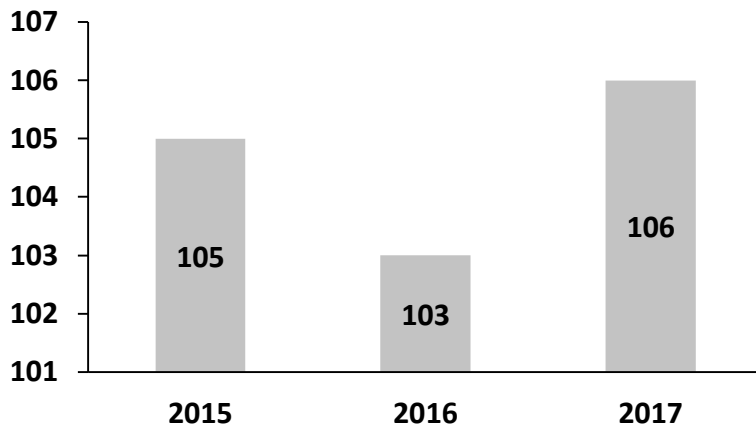
Debt Equity Ratio



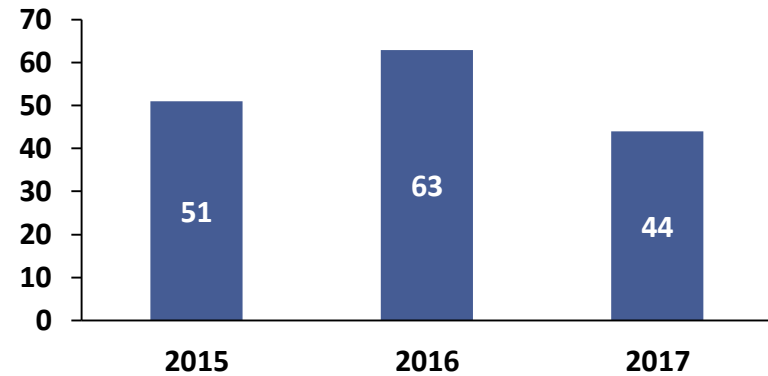
Inventory Holding Days



Debtor Days



Creditor Days





For further information, please contact

COMPANY:

VIP Clothing Limited

CIN: L18101MH1991PLC059804

Mr. Ashish Mandaliya (CFO & Company Secretary)

Tel: +91 -22 - 40209000

Email: investor.relations@viporg.com

INVESTOR RELATIONS ADVISORS:

Marathon Capital Advisory Private Limited

CIN: U67190MH2003PTC143425

Mr. Amit Porwal

Tel : +91-22-40030610

Email : vip.ir@marathoncapital.in
