



**May 09, 2023**

BSE Limited  
Corporate Relationship Department,  
P J Towers, Dalal Street  
Mumbai – 400 001  
**Scrip Code- 523558**

**Sub: Investor Presentation on the Audited Financial Results for the Financial Year ended 31<sup>st</sup> March, 2023.**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed investor presentation on the Audited Financial Results of the Company for the Financial Year ended 31<sup>st</sup> March, 2023.

Kindly take the above on record.

Thanking You,

**For SWISS MILITARY CONSUMER GOODS LIMITED**

**VIKAS JAIN  
COMPANY SECRETARY**

**SWISS MILITARY CONSUMER GOODS LIMITED**

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www.swissmilitaryshop.com, CIN: L51100DL1989PLC034797



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### **KEY FINANCIAL HIGHLIGHTS**

(On standalone Basis)

<b>Financials (INR Lakhs)</b>	<b>FY2021-22</b>	<b>FY2022-23</b>	<b>YoY Growth</b>	<b>Q3 FY 2022-23</b>	<b>Q4 FY 2022-23</b>	<b>QoQ Growth</b>
Revenue	5,549.68	12,220.81	120.21%	3,569.75	3,736.37	4.67%
EBT	274.55	652.79	137.77%	182.07	183.61	0.85%

On standalone basis, Company has achieved a total revenue of Rs. 3,736.37 lacs and profit before tax of Rs. 183.61 lacs for 4th Quarter of FY 2022-23 and a total revenue of Rs.12,220.81 lacs and profit before tax of Rs. 652.79 lacs for the year ended as on 31st March 2023.

On consolidated basis, the Company has achieved a total revenue of Rs. 3,926.90 lacs and profit before tax of Rs. 224.34 lacs for 4th Quarter of FY 2022-23 and a total revenue of Rs. 12,999.94 lacs and profit before tax of Rs. 786.18 lacs for year ended as on 31st March 2023.

The Company has recorded a turnover of Rs. 12,220.81 Lacs during the financial year 2022-23 in comparison of turnover of Rs. 5,549.68 Lacs during the preceding financial year 2021-22. The growth in the turnover was recorded as 120.21%.

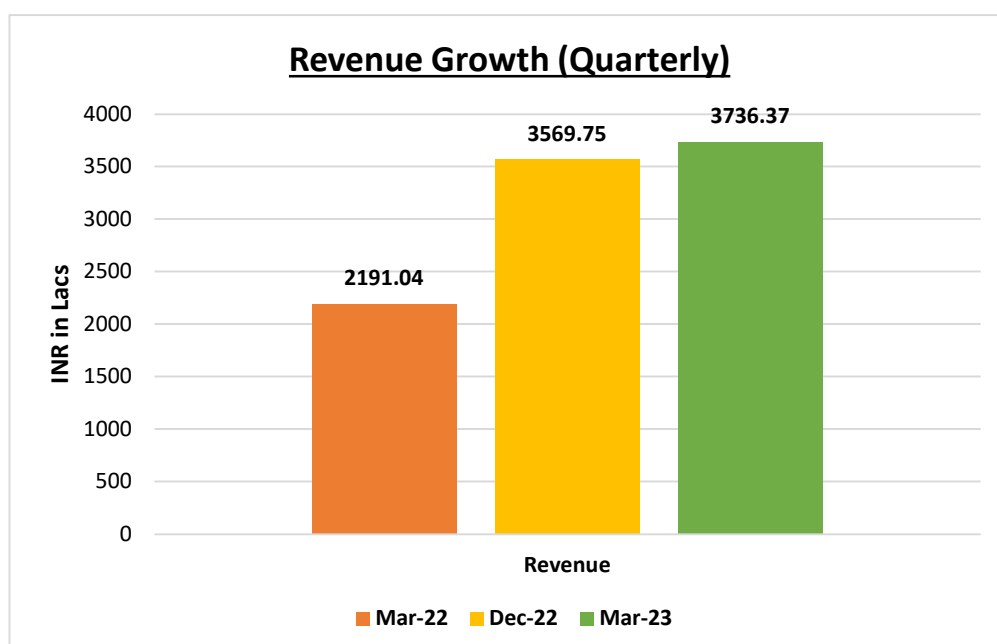
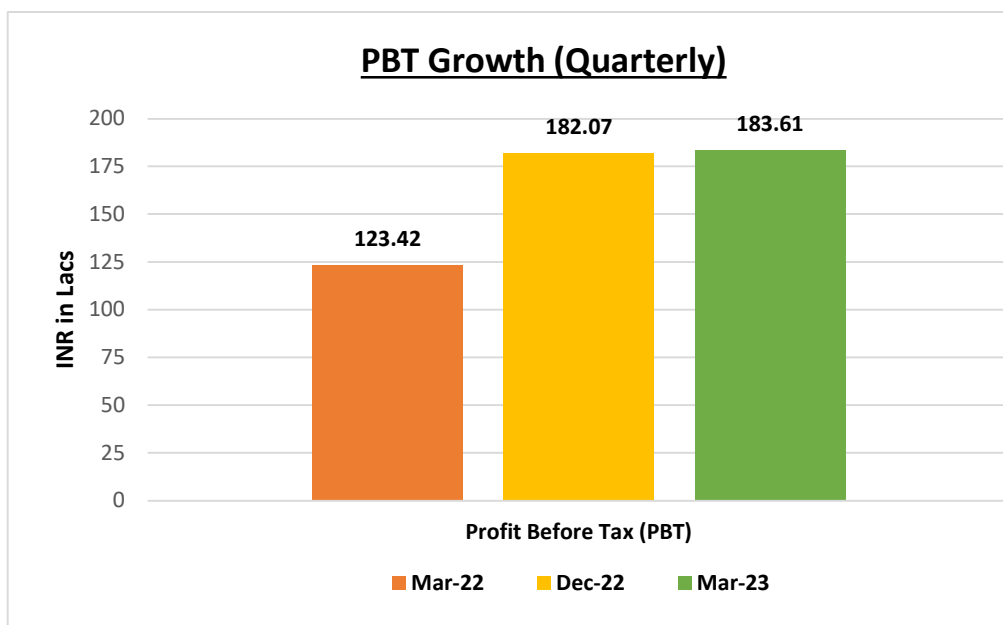
During the financial year 2022-23 the company has earned a profit before tax of Rs. 652.79 lacs in comparison of profit before tax earned during the preceding financial year 2021-22 which was Rs. 274.55 lacs and thereby showing a growth of nearly 137.77% on standalone basis.

We are pleased to report that we delivered sequential improvement in performance, demonstrating the resilience and agility of our business on yearly basis. We are also able to sustain the momentum in comparison of the preceding quarter of the festive season and high sale. Our strategy of premium quality at affordable prices with innovative and cutting-edge products continues to serve us well. New strategies and initiatives listed below being undertaken now by the Company shall now take us to never before heights in a short span of time.



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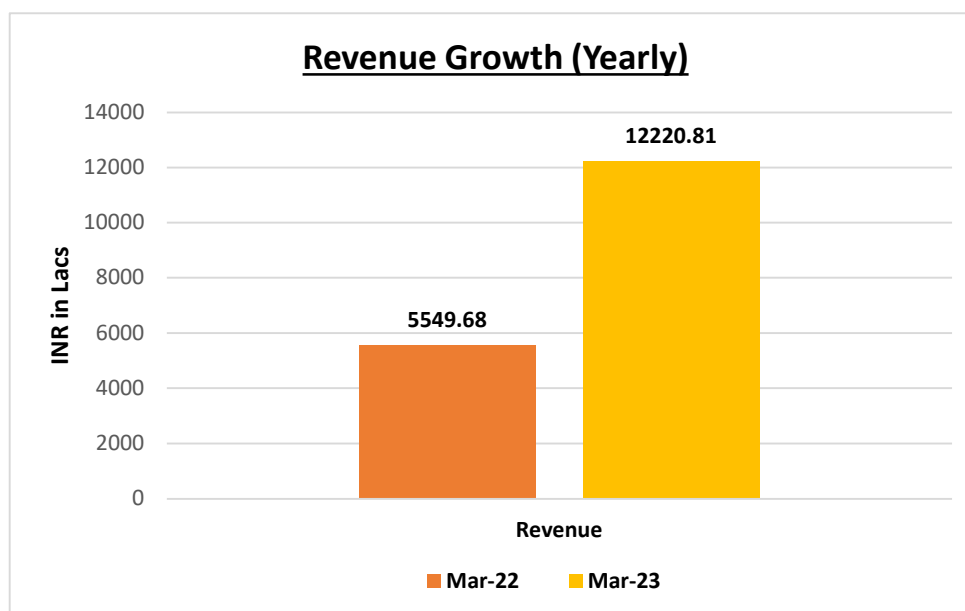
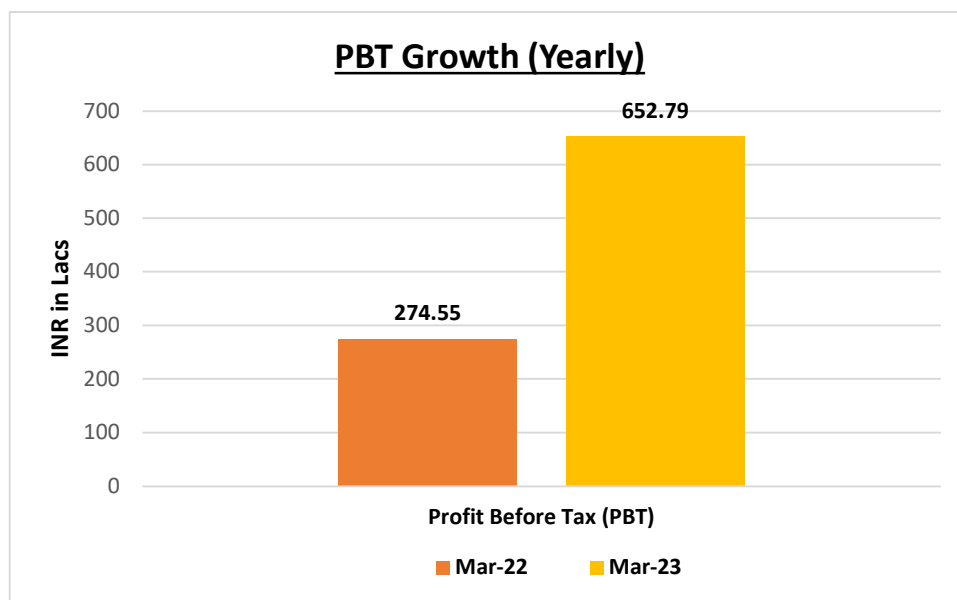
**QUARTERLY PROFIT AND REVENUE COMPARISON ON STANDALONE BASIS**





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**YEAR TO DATE PROFIT AND REVENUE COMPARISON ON STANDALONE BASIS**





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## **NEW INITIATIVES BEING UNDERTAKEN**

1. **Manufacturing Activities underway** - The company has been working endlessly on expanding collaborative partnerships under a joint venture with industry leaders by pooling resources for manufacturing of Luggage & miscellaneous Travel Gear to further the reach and scope of the company by deploying industry leading technologies in a cost-effective manner in this segment.
2. **Introduction of Various sub-categories in the Travel Gear division** – We are proud to announce that in addition to our present offering of Luggage in the Indian sub-continent we are now introducing our global best-seller sub-categories of Backpacks, Sling bags, Laptop Strollers, Duffle bags & Travel Accessories to offer a holistic and dynamic range to the market. Immense efforts have been undertaken to introduce this never-seen-before Innovative range.
3. **World-class range being Introduced in the Undergarments division** – New technologies and materials such as Modals / Bamboo etc. which are both environment friendly and offer fantastic quality at reasonable prices which are set to be market leading offerings are now set to be launched in order to redefine both our position and market placement in the market.
4. **Tie-ups with various class leading Vendors for the Home Appliances Range** – An aggressive strategy is underway in order to introduce cutting edge, innovative and affordable products in the market in this ever-dynamic industry which shall place us firmly amongst leading brands in the space.
5. **Partnership in E-commerce space to launch mass sub-brand** - Our company has successfully made arrangements with a big e-commerce platform to launch a cost-effective mass brand in the Luggage & Travel Gear segment on an exclusive basis under the name 'Sky Scape'. Preparations are underway for a big launch shortly for the same.



We expect to increase our reach in the masses leading to tremendous growth possibilities, the results of which will be more visible in this year, after Q1 2023-24.

## **PRESENT PERFORMANCE AND FUTURE AHEAD**

We have been very conscious of having a sure footing in the market with regards to our product portfolio, market presence, advertising strategies and overall growth. Time has been taken deliberately to correctly assess the Indian market which is unique in several ways.

The growth may be slow but is sure footed. Mastering market forces will now pave the way ahead for our future growth story as a rock-solid foundation has now been laid for us to begin our rapid expansion in the Indian sub-continent.

Our performance this year end as well as quarter has been strong with a sharp focus on cash flow and profitability for long-term sustained growth. In the coming year, the Company will continue to prioritise growth areas, introduce several innovative products and marketing strategies that shall set us apart from the competition and optimise our resources while executing carefully laid out plans with precision.

We are now set for an exponential growth in the network of retail touch points as well as product offerings across the country on quarter-on-quarter basis. The company has already laid the foundation by building a noteworthy presence in channel sales with industry leading distributors and retailers & now focusing on key market penetration and expansion for the next level of growth.

Here are the key emphasis areas for the Company -

1. **Market penetration via Innovative Marketing strategies** – As indicated in our marketing research, we have strived hard in remodelling the entire brand communication and Public Relations strategy. We have ensured that the dynamic brand ethos is communicated effectively to an ever-evolving customer base. New social media campaigns and strategies targeted both to the customer and to strategically enhance brand perception are now being undertaken comprehensively to both penetrate the market as well as effectively gain market share.



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2. **Focus on value proposition:** We are emphasizing the value and benefits of our lifestyle goods provided to our esteemed customers by highlighting how our products enhance quality of life, offer long-term durability & most importantly provide cost-saving advantages. Clearly communicating the value proposition or to say the USP in our marketing messages has been key here.
  
3. **Introduce new systems to better integrate operations:** We are now in the process of upgrading to the industry leading ERP by shortly introducing SAP thereby bringing further operational efficiencies, lowering operating costs and improving timelines further to enhance end customer experience. New integrated warehouses are now being launched to better the logistical support required for extensive Pan-India operations. Looking for operational efficiencies, negotiating with suppliers for better pricing and eliminating non-essential expenses shall further improve this initiative.
  
4. **Maintaining financial discipline:** We have always kept a close eye on key financial metrics to diligently capture market presence on a rock-solid financial foundation. Keeping a close eye on our cash flows, regularly reviewing financial metrics and adjusting our financial plans as and when needed in a most timely manner are key here. We are working with professionals within our board and employee chain to ensure sound financial management persistently.
  
5. **Introducing programs to enhance customer loyalty:** We are implementing strategies to strengthen customer loyalty and fostering long-term relationships. We are offering personalized experiences, providing exceptional customer after-sales service and implementing loyalty programs & incentives to encourage repeat purchases by our loyal customer base.
  
6. **Adapting pricing and promotions:** An aggressive pricing & promotion strategy is being undertaken to further cement our position in the market. Both high-end as well as price-sensitive customers would be targeted with various innovative as well as entry level offerings.



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7. **Enhancing online presence:** E-commerce has always been a great way for us to both assess the market and further strengthening our position. We are optimizing our online marketing efforts and leverage social media platforms to reach and engage with bigger customer base. Extensive social media campaigns are being launched in all categories.

8. **New Employee benefit schemes being launched:** To further enhance team spirit and synergize our organizational benefits coherently, various efforts are underway to further Team spirit in an organization growing by leaps and bounds.

Our Company understands that by combining these multitude of aspects and initiatives listed above, we shall be able to build a rock-solid foundation bound to reap rich dividends in times to come. This will help us in unlocking the potential for mass reach in India, which will automatically lead to sustainable growth in the business of the company and will extend the value creation to all the stakeholders of the company in times to come.