



November 06, 2023

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

Sub: Investor Presentation on the Un-Audited Financial Results for the Quarter and Half Year ended 30th September, 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 Un-Audited Financial Results of the Company for the Quarter and Half Year ended 30th September, 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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KEY FINANCIAL HIGHLIGHTS

(On Consolidated Basis)

Financials (INR Lakhs)	Q2 FY 23-24	Q1 FY 23-24	QoQ Growth	H1 FY 23-24	H1 FY 22-23	YoY H1 Growth
Revenue	4354.88	4053.87	7.42%	8408.75	5331.48	57.72%
EBT	255.67	231.98	10.21%	487.65	354.66	37.50%

(On Standalone Basis)

Financials (INR Lakhs)	Q2 FY 23-24	Q1 FY 23-24	QoQ Growth	H1 FY 23-24	H1 FY 22-23	YoY H1 Growth
Revenue	4175.70	3883.64	7.52%	8059.34	4914.69	63.98%
EBT	302.12*	190.92	58.24%	493.04	287.11	71.73%

* Includes dividend received from subsidiary company for the FY 22-23

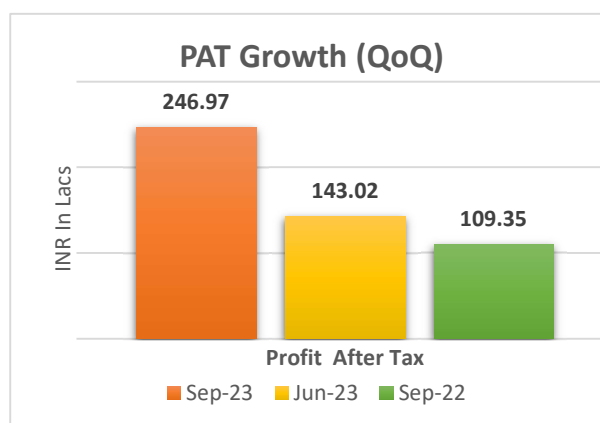
On consolidated basis, the Company has achieved a total revenue of Rs. 4354.88 lacs and profit before tax of Rs. 255.67 Lacs for 2nd Quarter of FY 2023-24.

On standalone basis, the Company has achieved a total revenue of Rs. 4175.70 lacs and profit before tax of Rs. 302.12 lacs for 2nd Quarter of FY 2023-24.

The Company has recorded a 57.72% growth in turnover and 37.50% growth in earnings during the H1 FY 2023-24 in comparison of turnover and earnings during the corresponding quarter of last financial year i.e., H1 2022-23 on consolidated basis.

The Company has recorded a 7.42% growth in turnover and 10.21% growth in earnings during the Q2 FY 2023-24 in comparison of turnover and earnings during the last quarter i.e. Q1 2023-24 on consolidated basis.

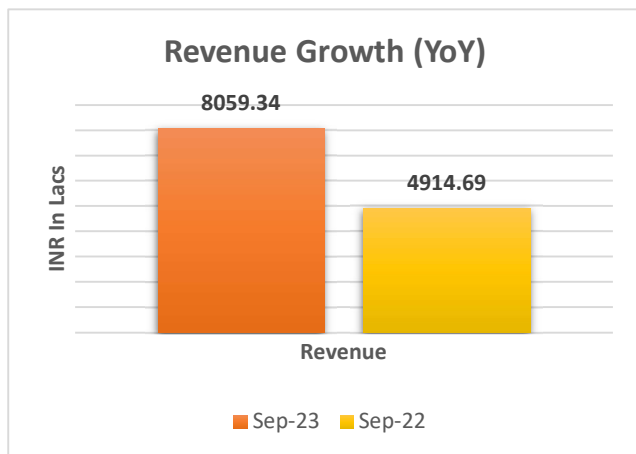
KEY FINANCIAL METRICS - QoQ (Standalone)



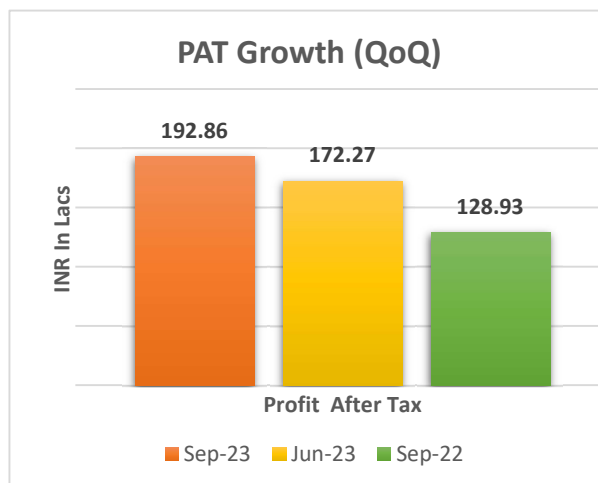
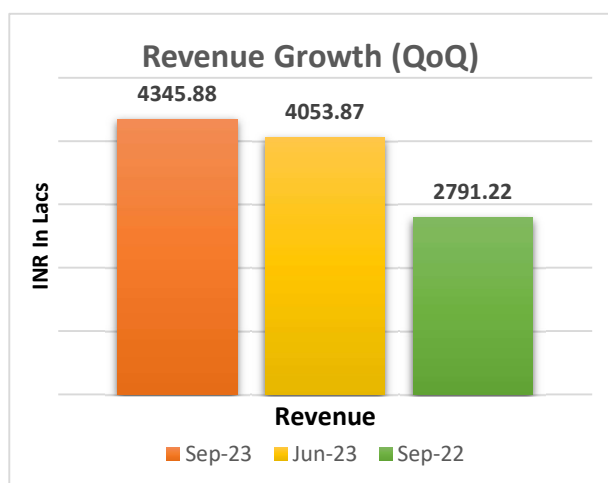


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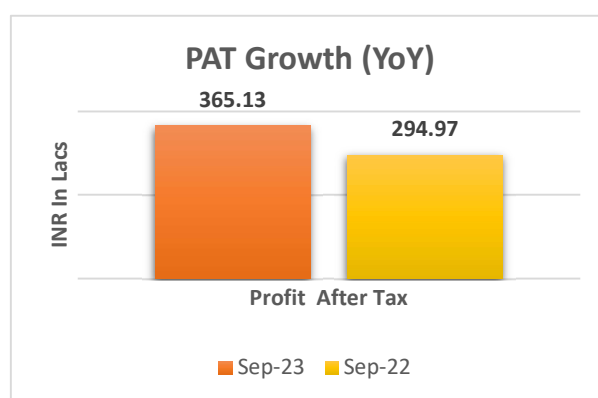
KEY FINANCIAL METRICS - YoY (Standalone)



KEY FINANCIAL METRICS - QoQ (Consolidated)



KEY FINANCIAL METRICS - YoY (Consolidated)



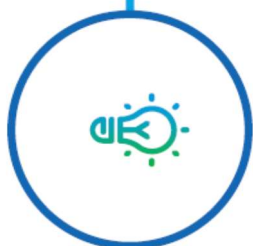


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Strategic Priorities



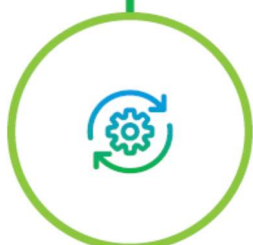
Strengthen & accelerate core business



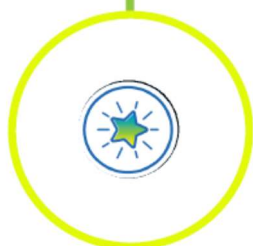
Drive Digital & Innovation



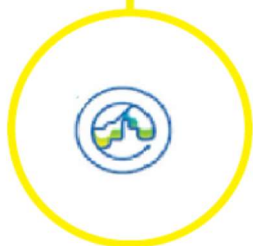
Unlock synergies



Create Future Ready Org



Explore new opportunities



Embed sustainability



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The party's just getting started. This is where the fun starts.

We are pleased to present our quarterly financial results, which underscore our commitment to growth and excellence. We are confident and excited about the robust long-term growth in the lifestyle and consumer products market. With our strategic focus on deep customer engagement, product innovation and sustainability, we are well poised to capture long-term growth and drive towards sustaining this growth trajectory.

We have introduced high-quality travel & home products like mixers, grinders and choppers, oil filled heaters and extensive range of travel essentials. While the Alpino Mixer Grinder Juicer is a perfect for a brunch party, the HeatMax is an innovative yet efficient oil-filled heater ensuring to keep you warm in the upcoming winter chill. Travel products such as the Jenny Trolley bag, the Supreme Collection Hard, Star Hard Top Trolley Bag have become market leaders in their own right in no time. The Bluetooth flame speaker sets the mood with its innovative and portable design. We are excited to present this collection and so many more that are now set to hit the Indian shores both from our domestic and global production lines.

We look forward to being a part of your Diwali celebrations and hope that our products bring joy, convenience, and style to your and everyone's homes and journeys.

Our competitive moat

1. Rich experience of our Promoters & Management

Swiss Military is powered by a Talented and Experienced Management Team with decades of experience in achieving milestones across different geographies and product categories. Owing to this rich global experience, our Promoters and Management have thorough knowledge of the core aspects of both our target consumer and market, which gives us an edge over our competitors operating in similar segments.



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2. Global brand

The globally-recognized Swiss Military brand has massive benefits both in existing and new markets. It is recognized and respected for its quality and comes with a loyal customer base. Being recognized globally, it saves effort and resources in branding and advertisements at every level and makes market expansion easy for a well-established global player such as Swiss Military at every step.

3. High-growth products with a large number of SKUs

We have created a formidable presence in three fast moving product categories. Moreover, we continue to enhance our product offerings by introducing innovative, cost effective yet contemporary SKU's in every product segment that perfectly plug into the customer demand-vacuum today.

4. Brick-and-click presence

Our omnichannel or 'brick-and-click' strategy benefits the Company by enabling us to reach new customer segments while providing customers a seamless experience regardless of the channel they use. In the process, Swiss Military products achieve more availability, drive sales and integrates digital touchpoints with all our physical stores.

5. Formidable distribution network

Our focus is on both expanding our existing product range and multiplying our market reach rapidly, thus expanding the scale of operations and building and nurturing relations with our distributors and retailers who are both vital for our growth and give us the critical market feedback to help fine tune our efforts in the market, keeping customer demands and changing perceptions in full view perpetually.

6. Debt-free company

Having a zero-debt position has numerous advantages. Besides the obvious, the most prominent being that it gives us adequate flexibility to plan our capital allocations based on present corporate priorities judiciously.



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7. Asset-light model

Having created a robust asset-light operating model, we are able to modulate our operations in line with existing market dynamics. This results in sufficient liquidity for our operations at all times. Further, as a tech-enabled new-age business model, it gives us greater flexibility in both our operations and scalability than other traditional asset-heavy competitors.

We are now executing strategies that will boost our topline growth and profitability exponentially. This will allow us to create superior value for all our stakeholders. Like we mentioned, "*We are just getting started*" and we would now be unleashing our best sellers from global production lines across all product categories shortly thus both creating a niche for ourselves and also capturing market share rapidly.

The journey ahead of us is indeed riveting. We shall continue focusing on process technologies, efficiency improvement, sustainability and customer engagement as pillars for our growth. Our passion, professionalism and perseverance in working with our customers, partners and each other give us a compelling future outlook.

We will continue to work diligently towards building a world-class organization both by being market leaders offering unprecedented growth and returns for all our investors in years to come!

Thank You.