



August 09, 2019

To,

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

Scrip Code : 532613

To,

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.

Trading Symbol : VIPCLOTHNG

Subject : Investor Presentation - Q1 - F.Y. 2019-20.

Dear Sir/Madam,

Pursuant to Regulation 30 and any other applicable regulations of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find enclosed Investor Presentation for Q1 F.Y. 2019-20, the same has been uploaded on the website of the Company www.vipclothing.in.

Requested you to kindly take the same on your record and disseminate the same on your website for the information of the public at large.

Thanking you

Yours faithfully,
For **VIP Clothing 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,
Andheri (E), Mumbai - 400 093, India.
CIN : L18101MH1991PLC059804

Export Div.

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PIONEERS IN THE INNERWEAR CATEGORY

SINCE 1971 VIP Clothing revolutionised the innerwear category with branded comfort.

Investor Presentation

August 2019



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This presentation contains certain forward looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The Company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the Company.



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Q1 & FY20 Financial Highlights

Q1 & FY20 Financials

(₹ in Million)

Particulars	Q1 FY20	Q4 FY19	Q1 FY19	FY19
Revenue from operations	574.0	402.3	709.8	2,074.6
Gross Profit	223.1	184.9	276.0	863.0
GP Margin (%)	38.9%	46.0%	38.9%	41.6%
EBDITA	30	8	28	36
EBDITA Margin (%)	5.2%	1.9%	3.9%	1.8%
Other Income	6.4	5.5	2.2	19.7
Depreciation and amortization expense	8.1	8.1	8.4	33.1
Finance costs	23.3	22.4	21.1	88.1
PBT before Exceptional Item	5.1	(17.2)	0.6	(65.1)
PBT Margin(%)	0.9%	-4.3%	0.1%	-3.1%
Exceptional items	0.0	0.0	0.0	0.0
Profit / (Loss) from continuing operations	6.27	(16.8)	0.9	(61.9)
Profit / (Loss) from discontinuing operations	0.0	0.0	(0.4)	0.0
Profit / (Loss) for the year (Total)	6.3	(16.8)	0.5	(61.9)
Other Comprehensive Income	(0.4)	1.1	0.0	(2.2)
Total Comprehensive Income for the period	5.9	(15.6)	0.5	(64.1)



Balance Sheet

(₹ in Million)

Particulars	FY19	FY18
ASSETS		
Non-current assets		
Property, plant and equipment	386.50	410.13
Intangible assets	1246.07	1,250.20
Financial assets		
Investments	0.12	0.12
Other	10.01	12.42
Other non-current assets	3.66	3.70
Sub-total - Non-Current Assets	1,646.34	1,676.56
Current assets		
Inventories	1,116.95	1,134.89
Financial assets		
Trade receivables	604.42	651.65
Cash and cash equivalents	0.16	0.07
Bank balances other than above	57.06	51.02
Loans	2.87	2.39
Other	0.08	0.10
Current Tax Assets (Net)	1.34	0.70
Other current assets	142.07	118.44
Sub-total - Current Assets	1,924.94	1,959.25
TOTAL - ASSETS	3,571.29	3,635.81

Particulars	FY19	FY18
EQUITY AND LIABILITIES		
Equity		
Equity Share capital	165.19	165.19
Other equity	1,714.03	1,781.18
Sub-total - Shareholders' funds	1,879.23	1,946.37
Non-current liabilities		
Financial liabilities		
Borrowings	2.17	3.14
Other financial liabilities	58.24	52.30
Provisions	11.68	9.02
Deferred tax liabilities (net)	536.07	540.33
Sub-total - Non-current liabilities	608.17	604.79
Current liabilities		
Financial liabilities		
Borrowings	824.61	797.95
Trade payables	207.53	240.85
Other financial liabilities (other than specified above)	25.64	21.45
Provisions	21.98	21.22
Other current liabilities	4.13	3.19
Sub-total - Current liabilities	1,083.89	1,084.66
TOTAL - EQUITY AND LIABILITIES	3,571.29	3,635.81



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.

04

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

05

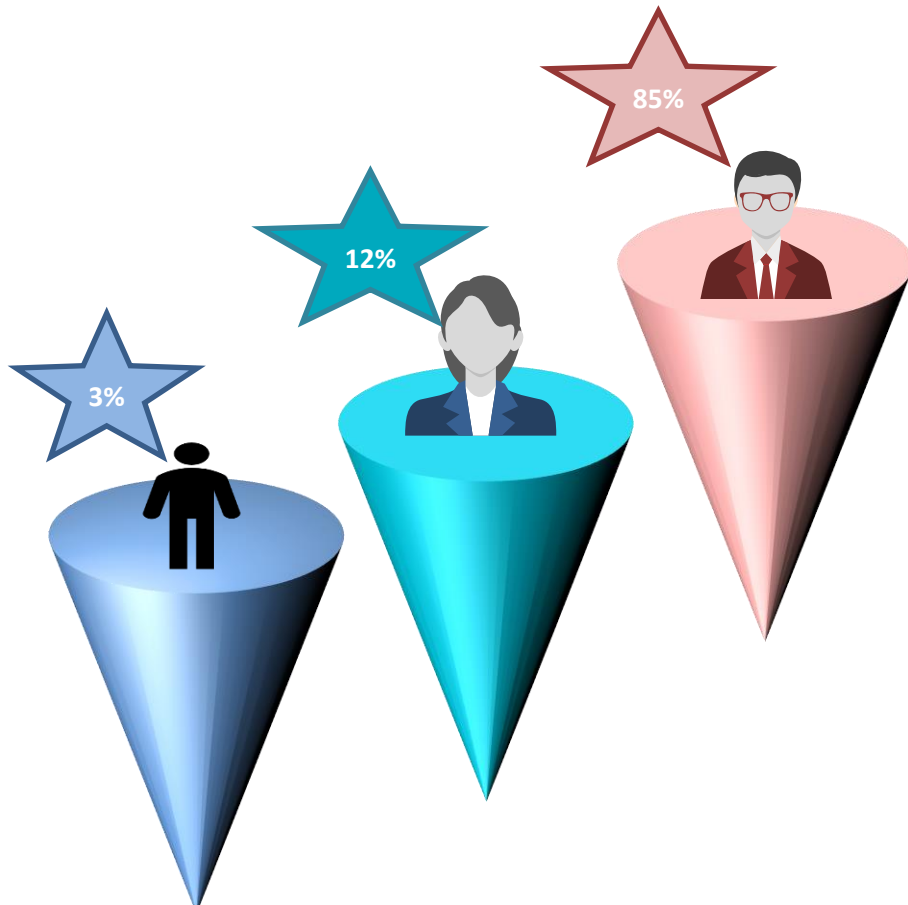
The Company possesses one of the widest and largest sales and distribution network for innerwear products

06

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

Sales & Distribution

Sales Mix



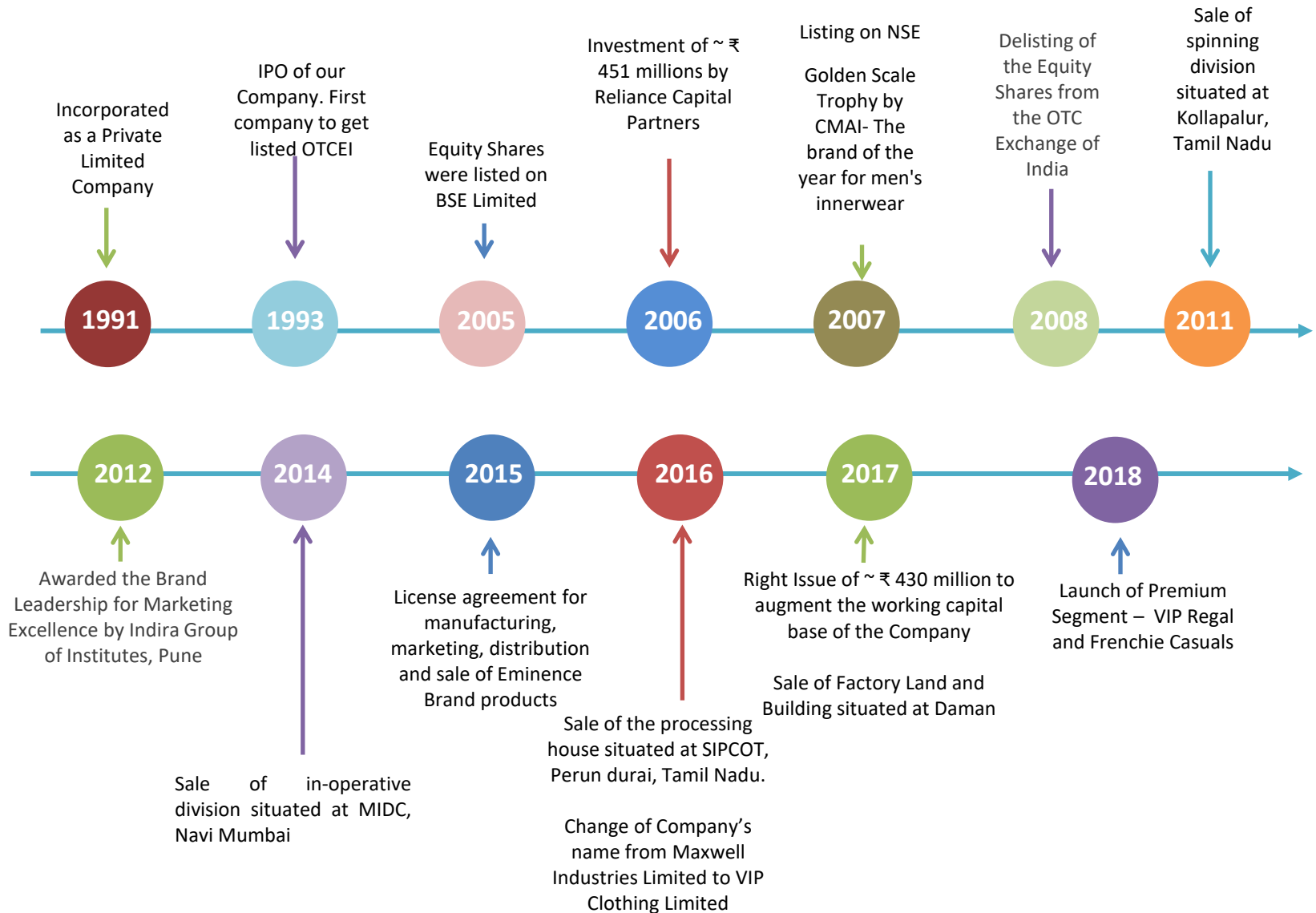
Network

VIP has Pan India Presence with one of the largest distribution 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.

Milestone



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; Fresh; Drycool
Frenchie
Elite; Oxy; Square; Neo; Flex; Ribs; Enticer, Gym wear

BRIEFS **VIP**

Spector; Signor; Gold; Champ; Alpha; Apex; Designer; Fresh, Drycool
Frenchie
Eurofit; Pro; Envy; Groove; Lows

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; Runner

Bermuda **VIP**

Player
Frenchie
Relax

Socks **Frenchie**

INNERWEAR

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



OUTERWEAR

Track Pants **Feelings**

Capri **Feelings**

T-shirts **Feelings**

Leggings **Feelings**

Night Suits **Feelings**



Category Presence

Super Premium Segment

Premium Segment



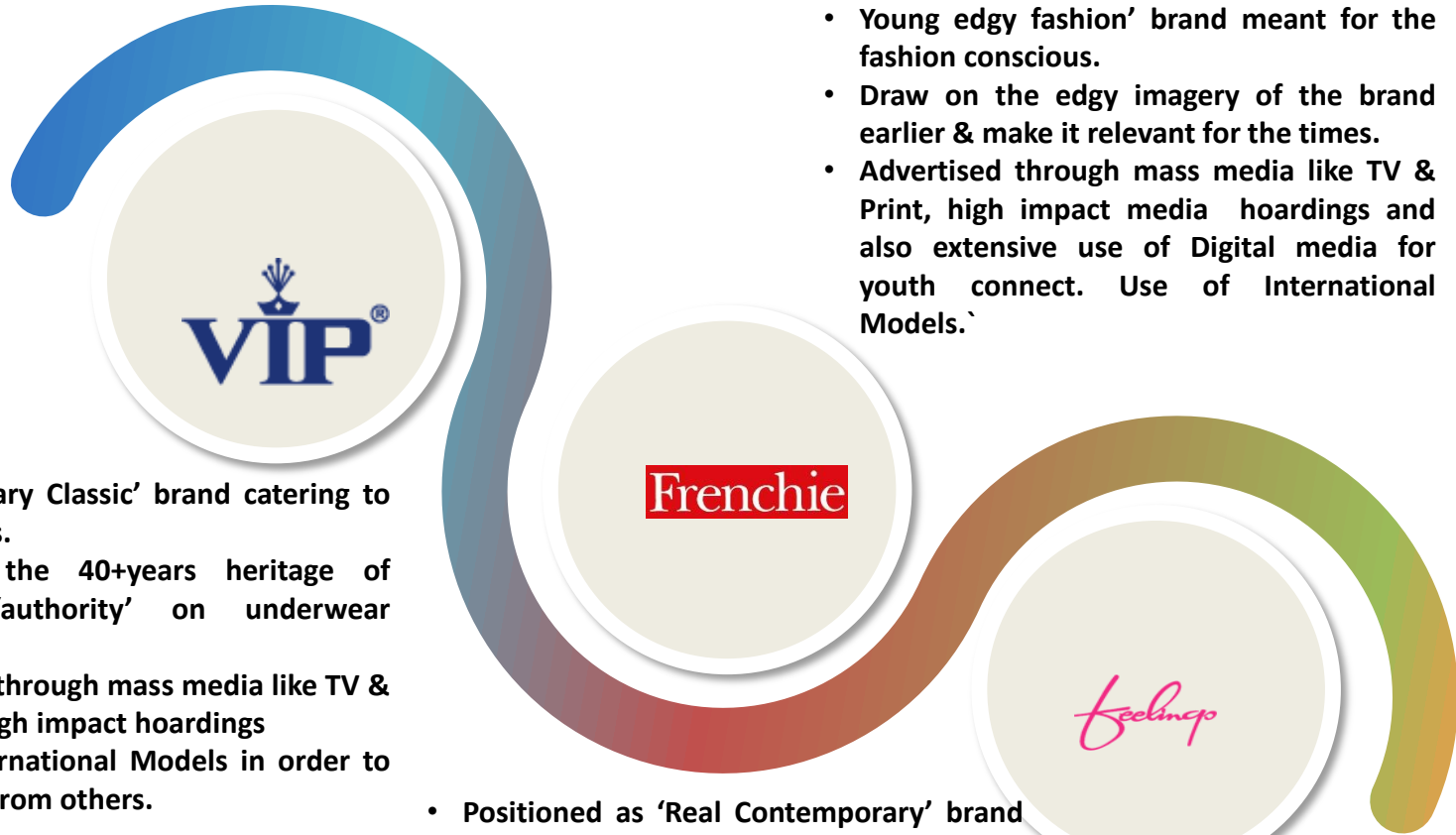
Middle Segment



Mass Segment



Unorganized Segment



- 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.

- 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.'

- 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.

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 48 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 40 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 64 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 75 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 56 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 75 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.



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 20 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 18 years in variant industries

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



Key Strengths

Key Strength



Brand Recall

Brand recall value amongst the customer. VIP caters to the aspirational needs of average Indian.



Distribution Network

VIP has a large distribution network catering to various geographies domestically as well as overseas.



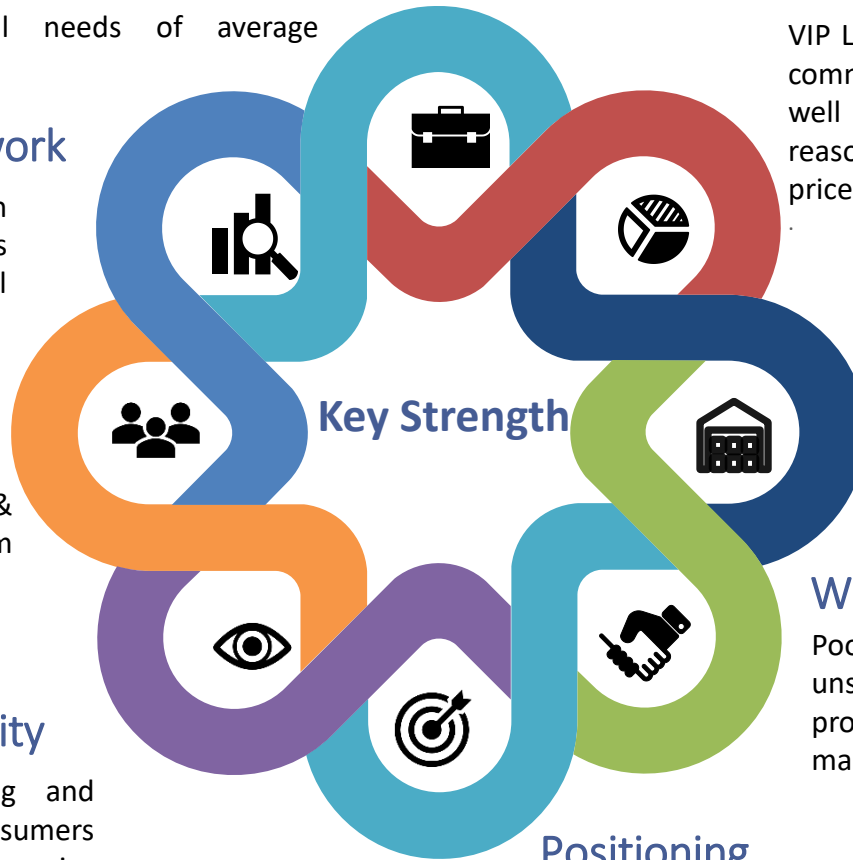
Experience Team

Experienced Promoters & Professional Management Team Leading its way to higher peaks..



Eye on Quality

VIP fabric quality, styling and packaging has made its consumers feel their graduation to a superior lifestyle. .



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

Infrastructure



State of Art Manufacturing Facilities at Thingalur and Umbergaon .

Workmen



Pool of over 2,500 skilled and unskilled workmen to cater to the product demands while maintaining quality standards.

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



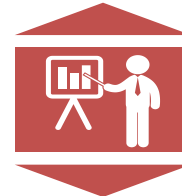
Focus on Product Design

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

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.





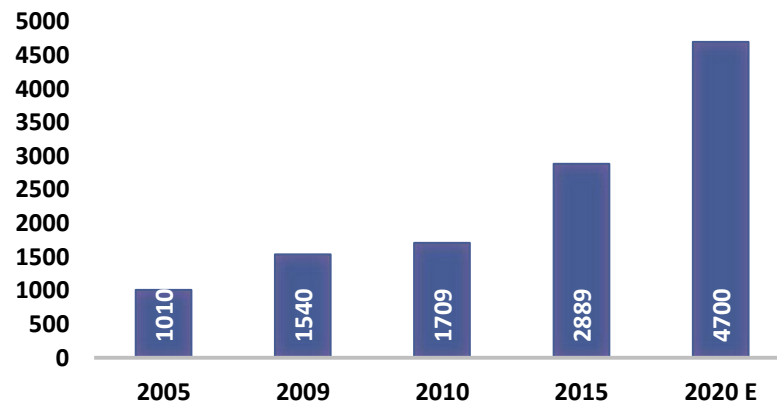
Industry Overview

Innerwear Segment Overview

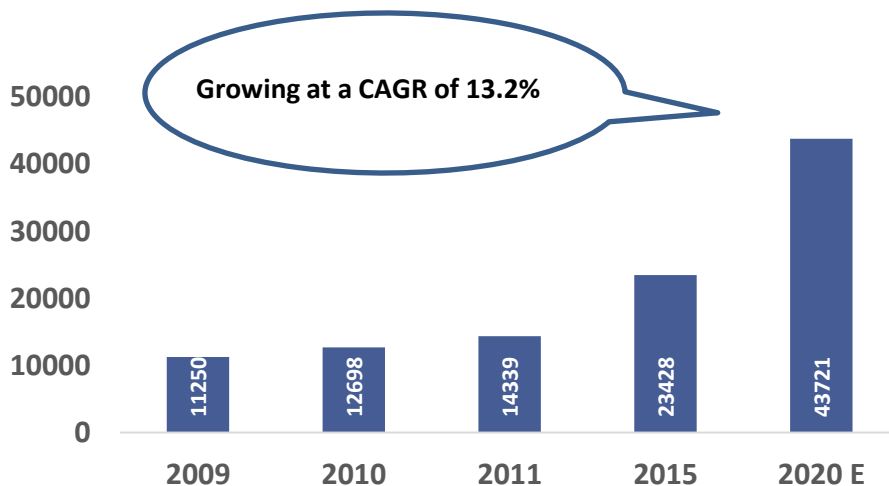
Overview

- 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

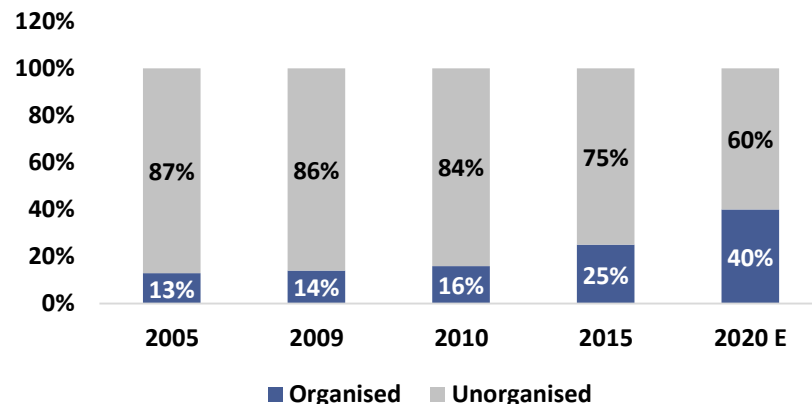
India’s Growing apparel Market



INDIAN INNERWEAR MARKET



Organised & Unorganised Market



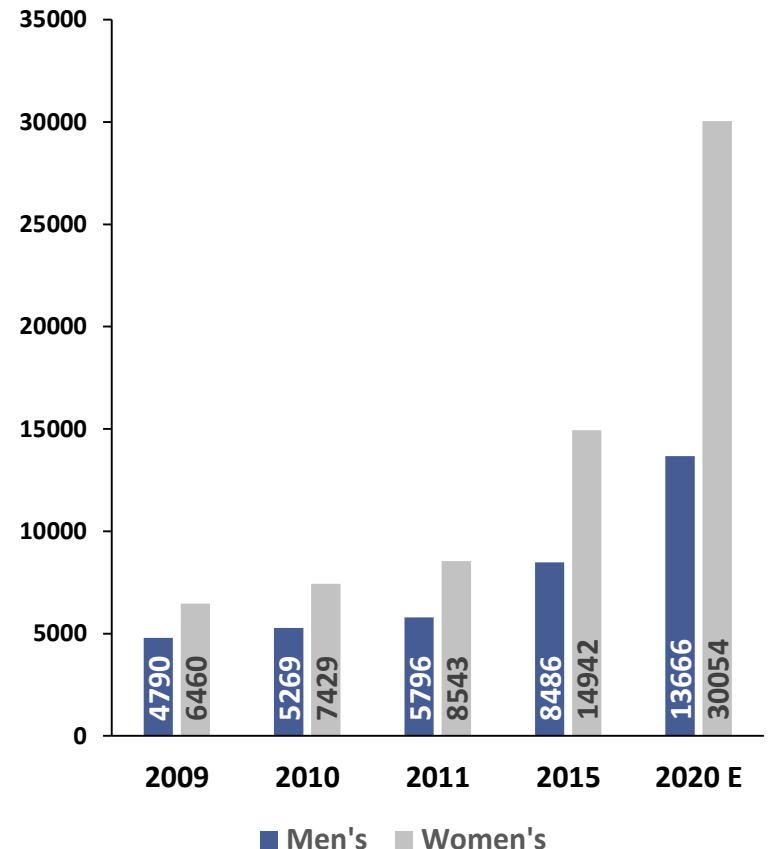
The Men's Innerwear Market

- 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

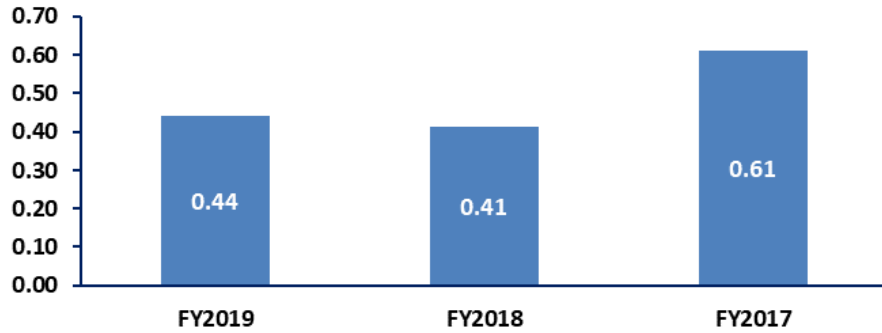
(₹ in Million)

Particulars	FY17	FY18	FY19
Revenue from operations	2,315	2,224	2,075
Gross Profit	906	940	863
GP Margin (%)	39.12%	42.29%	41.60%
EBDITA	155	105	36
EBDITA Margin (%)	7%	5%	2%
Other Income	12	13	20
Depreciation and amortization expense	34	34	33
Finance costs	122	109	88
PBT before Exceptional Item	11	-25	-65
PBT Margin(%)	0.48%	-1.13%	-3.14%
Exceptional Item (Gain) / Loss	-72	-0.2	-
Profit / (Loss) for the year (Total)	(74)	(31)	(62)
PAT Margin %	-3%	-1%	-3%

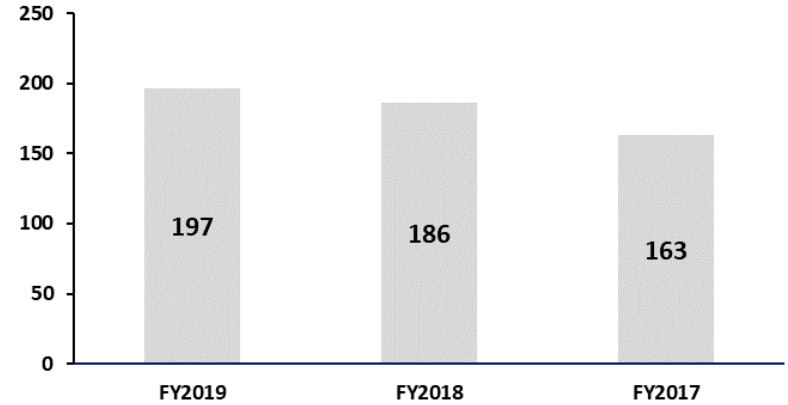


Key Operating Metrics

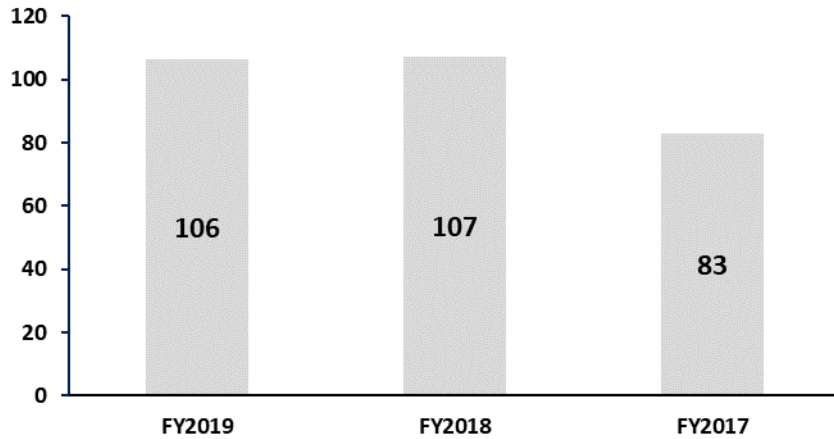
Debt Equity Ratio



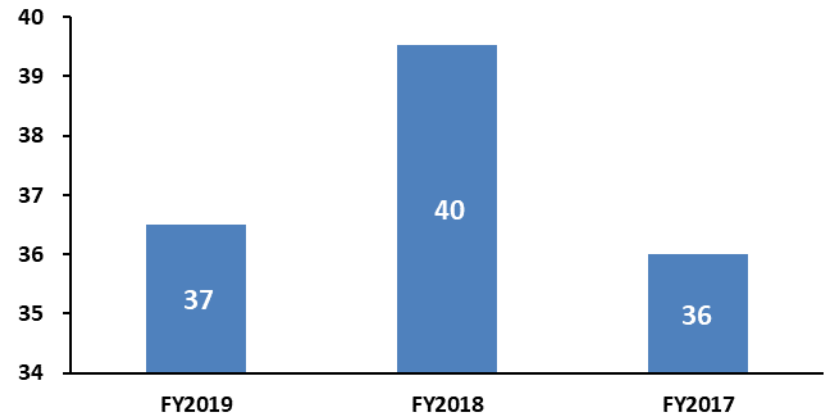
Inventory Holding Days



Dabtors Days



Creditors 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

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Email : vip.ir@marathoncapital.in
