



August 10, 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 ended 30th June, 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 ended 30th June, 2023.

Kindly take the above on record.

Thanking You,

For SWISS MILITARY CONSUMER GOODS LIMITED

**VIKAS JAIN
COMPANY SECRETARY**

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



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KEY FINANCIAL HIGHLIGHTS
(On Consolidated Basis)

Financials (INR Lakhs)	Q1 FY 2023-24	Q4 FY 2022-23	Q1 FY 2022-23	QoQ Growth	YoY Growth
Revenue	4053.87	3926.90	2540.26	3.23%	59.58%
EBT	231.98	224.34	180.49	3.41%	28.53%

On consolidated basis, the Company has achieved a total revenue of Rs. 4,053.87 lacs and profit before tax of Rs. 231.98 lacs for 1st Quarter of FY 2023-24.

On standalone basis, the Company has achieved a total revenue of Rs. 3,883.64 lacs and profit before tax of Rs. 190.92 lacs for 1st Quarter of FY 2023-24.

The Company has recorded a 59.58% growth in turnover and 28.53% growth in earnings during the Q1 FY 2023-24 in comparison of turnover and earnings during the corresponding quarter of last financial year i.e., Q1 2022-23 on consolidated basis.

The Company has recorded a 3.23% growth in turnover and 3.41% growth in earnings during the Q1 FY 2023-24 in comparison of turnover and earnings during the last quarter i.e. Q4 2022-23 on consolidated basis.



ANUJ SAWHNEY
MANAGING DIRECTOR

We are pleased to present our quarterly financial results, which underscore our commitment to growth and excellence. The past three months have been an exciting period for our organization, as we have continued to execute our strategic initiatives with precision and dedication.

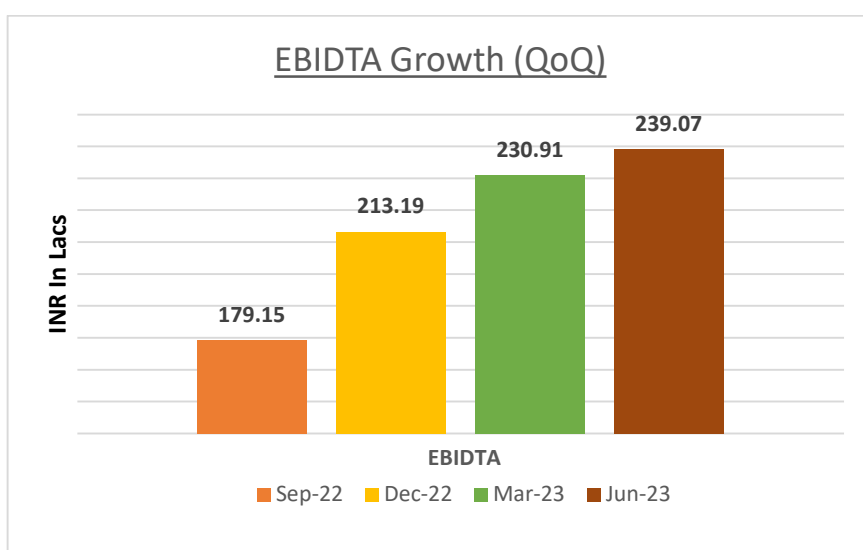
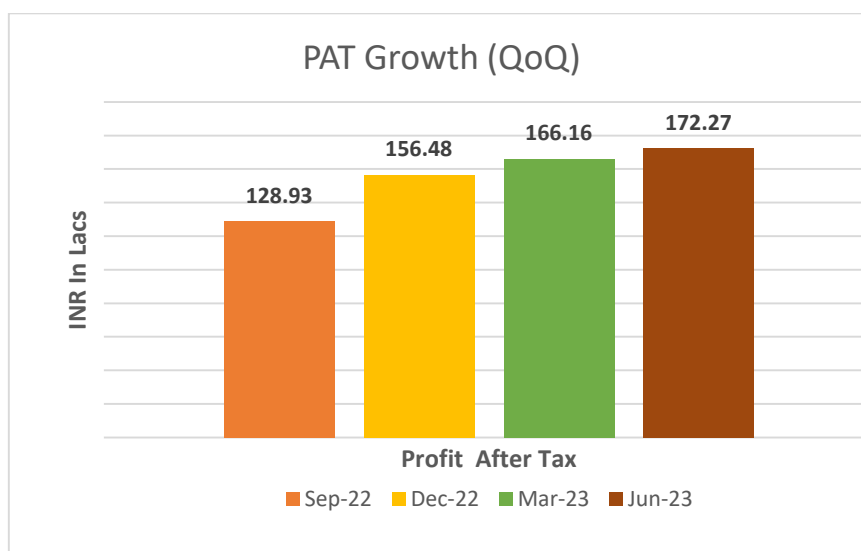
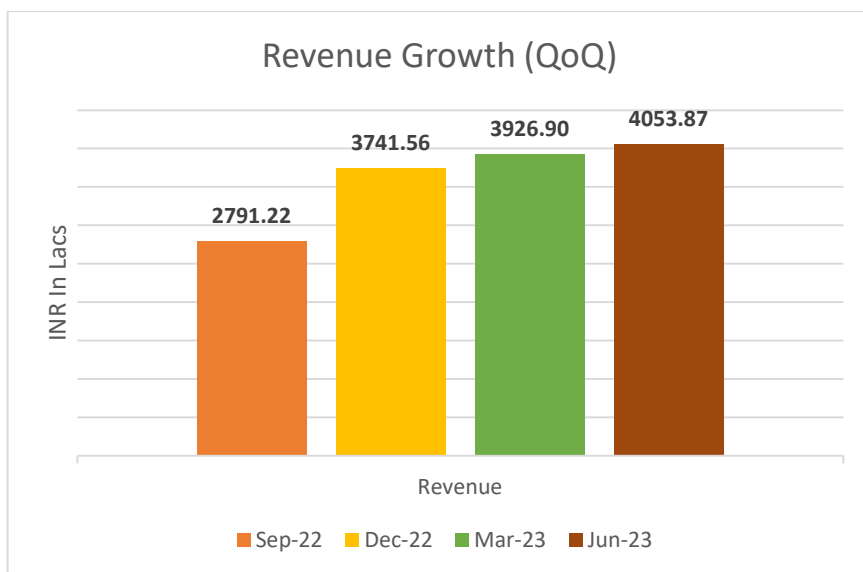
One of our primary goals has been to expand our market presence, and we have made significant strides in this direction. Our efforts to enter new geographic regions have yielded positive results. Innovation remains a cornerstone of our growth strategy, and our R&D teams have been working tirelessly to bring exciting new products to the market. Efficiency in our operations continues to be a focus area, and our efforts in streamlining processes and optimizing resource allocation not only enhances our profitability but also positions us to invest more resources into our growth initiatives.

We also recognize that the business landscape continues to evolve rapidly. We remain committed to our growth-oriented approach and will stay agile in responding to emerging trends and challenges. Our outlook for the upcoming quarters remains optimistic, and we are confident in our ability to sustain this growth trajectory.



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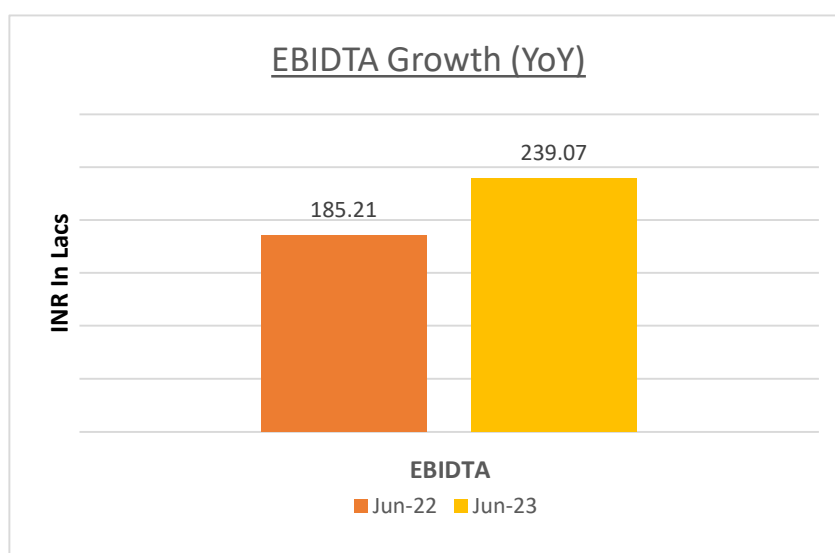
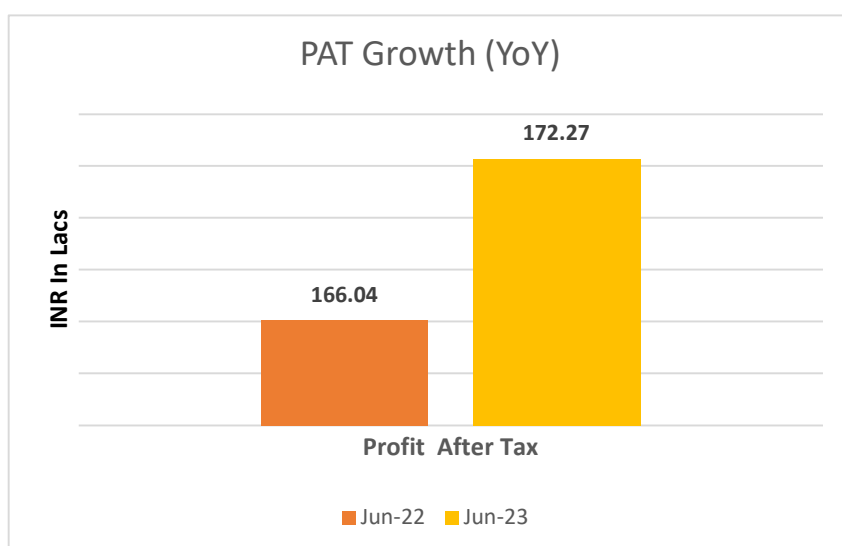
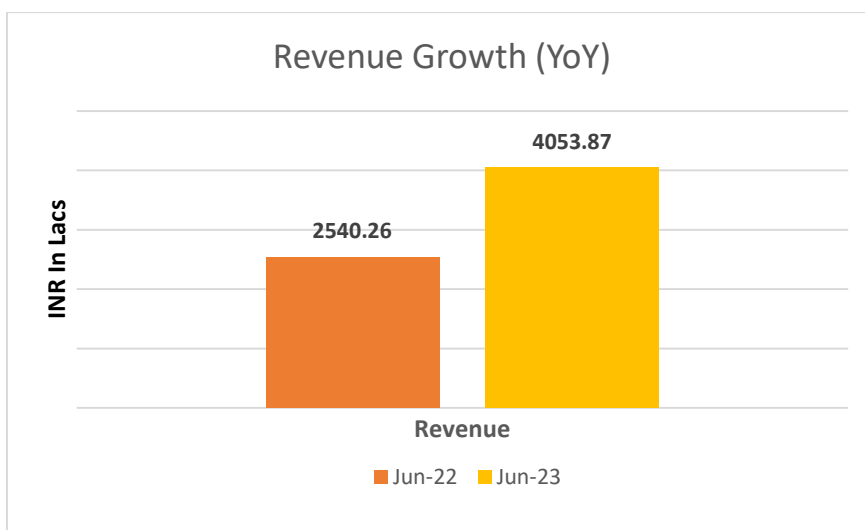
KEY FINANCIAL METRICS - QoQ





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KEY FINANCIAL METRICS - YoY





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**GOING AHEAD, STRATEGIC PRIORITIES FOR FY 23-24
(DIVERSIFY - EXCEL – COLLABORATE)**

1. DIVERSIFY -

- ✓ ***Inhouse Manufacturing Capabilities*** : As a brand committed to become both self-reliant and self-sufficient, we have made significant strides in our own manufacturing capabilities. We are working towards establishing state-of-the-art manufacturing facilities equipped with cutting-edge technologies in the near future. These facilities will provide us with greater control over our production process, leading to quality products and sustainable cost efficiencies. To support our future growth and strengthen our margins, we are going to invest significantly in expanding our manufacturing capabilities before the end of FY 2023-24. As a result, in-house manufacturing will contribute to a significant increase in sales revenues due to category best sellers being introduced at very competitive prices to the market.
- ✓ ***Product Diversification*** : Expand product range to include a variety of new innovative products based on extensive market research and on-ground knowledge after months of data gathering.
- ✓ ***Market Segmentation*** : Identify specific segments within the market such as the much needed sustainable products range especially in Apparels and Travel Gear and further segment the premium affordability options that are the urgent need of the hour presently.
- ✓ ***Geographical Expansion*** : Expand market reach exponentially in order to soon have a Pan-India presence for the brand with strategic alliances with partners across multiple platforms.
- ✓ ***Increase market share by wide accessibility with multichannel distribution*** : Our wide-reaching distribution network ensures seamless access to our products across India, encompassing over 3,000 points of sale. Through diverse channels including modern trade, multi-brand outlets (MBOs) and e-commerce platforms presenting customers today with several options to experience the brand. With strategic penetration down the population strata, we have achieved an impressive market presence in our addressable town universe in a short time span. This expanding network is bound to grow rapidly due to positive word of mouth and great customer engagement with the brand.
- ✓ ***E-Commerce and Online Presence***: Leverage digital marketing extensively to soon be one of the most sought after brands in the space.
- ✓ ***Strong brand connect with focus on digital marketing***: In an ever-evolving retail landscape, we are committed to fostering lasting connections with our customer downline including our distribution and retail base. Through targeted marketing and advertising initiatives, we highlight our unique brand positioning thus forging deep emotional bonds with our customers thus ensuring crucial purchase conversions at the time of the actual product buy.

With a keen understanding of shifting consumer behaviours and market trend analysis, we have expanded our marketing & digital footprint as well as roped in well-known celebrities to promote our product ranges.

2. EXCEL -

- ✓ **Consciously invest in building technology** : Continuous thrust on creating new trends backed by industry leading designs and technology, we have a talented in-house R&D team that stays attuned to the ever-evolving global lifestyle trends and altering customer preferences especially in the post-pandemic era. Our recent achievements include launching the first hard-shell range of backpacks / body bags and sling bags under the UFO Series and several new introductions set to hit the market in the coming months.
- ✓ **Quality Assurance** : Ensure consistently high quality innovative material sourcing & finishes to best practices manufacturing processes to both build a world-class yet affordable product portfolio.
- ✓ **Supply Chain Efficiency** : Streamline supply chains vertically to minimize product / operating costs and reduce lead times for quickest possible time to market.
- ✓ **Customer Service Excellence** : Offer excellent brand customer experience and service with responsive support, easy returns, and clear communication channels.
- ✓ **Inventory Management** : Implement efficient inventory management IT systems for complete system visibility and excellence in every sphere of operation.
- ✓ **Sustainability Practices** : Introduction of sustainable and eco-friendly materials (including packaging) and production processes in order to contribute expeditiously towards environmental challenges facing all of mankind today.

Very Soon, we are going to introduce “Smart Travel Gear**” in the Indian sub-continent, thus revolutionising the luggage segment as we know it. Our new ranges are undergoing rigorous quality testing, ensuring superlative performance in times to come.*

3. COLLABORATE -

- ✓ **Partner Programs** : We are in constant interaction with our brand partner community under the “You’re The Difference” program to include vendor feedbacks for cutting edge technologies as well as in-depth market knowledge from every end retail store in order to keep abreast with changing trends or market demand requirements that need to be fulfilled in order to create product best sellers.
- ✓ **Community Engagement**: Build a community around our brand through social media, events, and content that resonates with our audience's values and interests.

- ✓ **Collaborations and Partnerships:** Collaborate with fashion influencers & brand ambassadors across multiple product categories to amass both credibility and visibility for the brand like never before.
- ✓ **Product Feedback and iteration:** Collect and analyse customer feedback to refine our products, making improvements based on actual user experiences.
- ✓ **Brand Identity:** Develop a strong and memorable brand identity that resonates with our target audience, emphasizing comfort, style, and confidence.

PRESENT PERFORMANCE AND FUTURE AHEAD

Competent management and talented team - we pride ourselves on being a professionally managed company that upholds the highest standards of corporate governance and internal controls. Our success is attributed to the expertise and strategic vision of our experienced leadership team. We are supported by a talented workforce that embraces a customer-centric mindset and demonstrates remarkable skills and dedication. Together, our competent leadership and exceptional team form the cornerstone of our achievements and propel us towards continued excellence.

In recent times market growth has been strong and sustained especially for the organised sector. This sustained growth is indicating a more permanent trend. Consumption & demand due to Marriage Season and Deepawali Season and New Year Gifting has also remained strong.

The demand which was the last to recover post-pandemic, has been very strong during the year led by opening of schools and offices. While hybrid working and work-from-home trends have been adopted in many organisations, most offices now require physical presence either full-time or partially. This has driven strong demand in consumer products during the year.

The E-commerce channel continued to lead the category growth with continued trends on increasing digital penetration, e-commerce adoption for higher ticket purchases and deeper geographic penetration.

In Hyper channel, value retailers continued their strong growth in the category further helped by a jump in outlet addition.

The General Trade channel segment also grew well as organised companies offered better pricing to channel partners, translating to more competitive consumer pricing.

Our brand range spans across various price points, ensuring that customers can find a brand tailored to their budget and lifestyle thus having a huge scope for our expansion in all directions.



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Swiss Military starting from Mid Premium segments that offers stylish options combining fashion and functionality also caters to the premium segment that provides both sophistication and niche product ranges to a varied audience. For the value conscious consumers, we have the newly introduced "Skyscape" sub- brand, offering quality products at affordable prices in the online marketplace space.

During the recent years the company had experienced some level of consumer down-trading to lower price points with the growth being led by the mid and economy segments. In last one year the premium segment has bounced back strongly, driven by increasing affluence and increasing consumer preference for better featured products. This trend is expected to continue over the foreseeable future. The overall long-term outlook for the organised sector remains very robust with a strong growth in travel, increasing preference for branded luggage, growth in school and office going population and sustained marriage season demand patterns.

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.

Thank You