

## December 11, 2024

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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 : "VIPCLOTHNG"

## Sub: - Submission of Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclosed herewith press release being issued by the Company announcing partnership with Swiggy Instamart to offer instant 10-minute delivery of its iconic men's innerwear brand, Frenchie.

Requested to take the same on record.

Thanking you.

Yours faithfully, For VIP Clothing Limited

**Mr. Rahul Soni** Company Secretary and Compliance Officer Membership No.: A61305

Encl: As above.

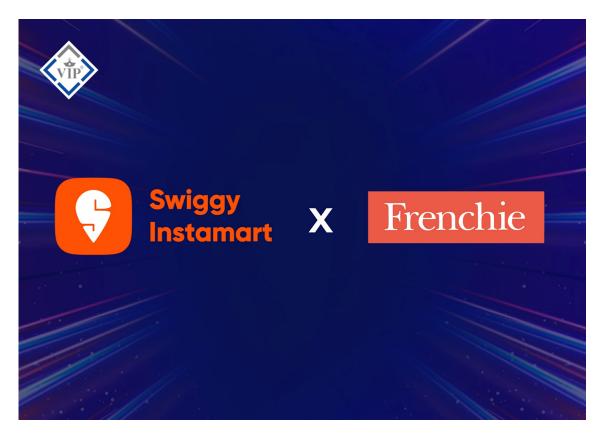
**VIP Clothing Ltd.** 

CIN: L18101MH1991PLC059804 Registered office: C-6, Road No.22, MIDC, Andheri (East), Mumbai -400 093. Phone: +91 22-2825 7624; Fax: +91 22-2837 1023 Email- id: investor.relations@viporg.com; Website: www.vipclothing.in



## VIP Clothing Joins Hands with Swiggy Instamart for 10-Minute Frenchie Deliveries

## Mumbai, 11<sup>th</sup> December 2024



VIP Clothing Ltd., a trailblazer in the Indian innerwear industry, has partnered with Swiggy Instamart to offer instant 10-minute delivery of its iconic men's innerwear brand, Frenchie.

This bold move targets modern consumers seeking convenience and speed, positioning VIP as a pioneer in leveraging quick commerce for the fashion industry.

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