



**December 11, 2024**

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"**

**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**

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**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](mailto:investor.relations@viporg.com); **Website:** [www.vipclothing.in](http://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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