



December 26, 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 Launches of Branded Handkerchiefs and Strengthens Accessories Division with Focus on Footwear - Especially Socks!

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 Launches Branded Handkerchiefs and Strengthens Accessories Division with Focus on Footwear - Especially Socks!



Mumbai, December 2024: VIP Clothing Ltd., a leader in the innerwear market, is excited to announce the launch of its first-ever range of branded handkerchiefs under its accessories division. This move marks a significant step in the company's continued effort to transform traditionally unorganized categories into branded essentials. In addition to handkerchiefs, VIP is reinforcing its commitment to the footwear segment, with a special focus on its highly successful line of semi-premium socks.

The Chairman & Managing Director of VIP Clothing Ltd., Sunil Pathare said, "We redefined the innerwear market decades ago with the power of branding, and today, we see a similar opportunity in handkerchiefs. Our goal is to bring quality, style, and trust to this essential everyday category."

With branded handkerchiefs, VIP is adding a touch of personalisation and charm to its accessories section. This new addition offers customers a refined and stylish accessory, allowing them to showcase their individuality while complementing VIP's diverse product range.

VIP's accessories division plays a critical role in the company's strategy to strengthen its presence in the broader footwear and accessories market. With an unwavering commitment to quality, durability, and style, VIP aims to solidify its leadership position and meet the growing consumer demand for branded essentials.

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Looking ahead, VIP plans to expand its portfolio and continue its legacy of innovation and excellence. By redefining standards in the categories of socks, handkerchiefs, and complementary accessories, VIP is poised to shape the future of everyday essentials for modern consumers.

About VIP Clothing Ltd.

VIP Clothing Ltd. is a trusted brand known for its industry-leading innerwear products. With a commitment to quality and innovation, the company has been shaping consumer preferences for decades. VIP is now expanding its presence in the footwear and accessories market, offering stylish and durable products that meet the needs of today's consumers.

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