



**SWISS
MILITARY**

September 23, 2024

The General Manager - Listing Department
Department of Corporate Services,
Bombay Stock Exchange Limited
25, P J Towers, Dalal Street
Mumbai – 400 001

Scrip Code: BSE: 523558

Dear Sir/ Madam,

Sub: Disclosure under Regulation 7 (2) of SEBI (Prohibition of Insider Trading) Regulations, 2015

Please find attached disclosures pursuant to Regulation 7(2) of SEBI (Prohibition of Insider Trading) Regulations, 2015 with respect to intimation received from Promoters of the company i.e. Anushi Retail LLP and Ashok Sawhney Foundation, for allotment of equity shares through rights issue.

Kindly take the same on your records.

Thanking You,

For **SWISS MILITARY CONSUMER GOODS LIMITED**

VIKAS JAIN
COMPANY SECRETARY

Encl: as above

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

ANUSHI RETAIL LLP

Regd. Office: 9/27, Kalkaji Extension, New Delhi – 110019

Date: 23/09/2024

To,
The Compliance Officer
Swiss Military Consumer Goods Limited
W-39, Okhla Industrial Area, Phase - II
New Delhi – 110020

Sub: Intimation under Regulation 7(2) of the SEBI (Prohibition of Insider Trading) Regulations, 2015

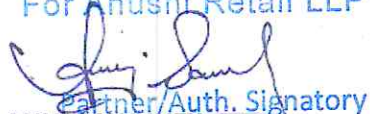
Dear Sir,

Please find enclosed herewith the disclosure pursuant to regulation 7(2) of the SEBI (Prohibition of Insider Trading) Regulations, 2015 for allotment of 1,39,70,136 Equity Shares of Swiss Military Consumer Goods Limited, through Rights issue.

Kindly take the same on record.

For ANUSHI RETAIL LLP

For Anushi Retail LLP



Partner/Auth. Signatory

ANUJ SAWHNEY

DESIGNATED PARTNER

Encl.: As above

FORM C
SEBI (Prohibition of Insider Trading) Regulations, 2015
[Regulation 7 (2) read with Regulation 6(2) – Continual disclosure]

Name of the company : SWISS MILITARY CONSUMER GOODS LTD.
 ISIN of the company : INE010C01025

Details of change in holding of Securities of Promoter, Employee or Director of a listed company and other such persons as mentioned in Regulation 6(2).

Name, PAN, CIN/DIN, & address with Contact nos.	Category of Person (Promoters/K MP/Directors/ immediate relative to/others etc.)	Securities held prior to acquisition/disposal				Securities acquired/Disposed				Securities held post acquisition/disposal		Date of allotment advice/acquisition of shares/ sale of shares specify		Date of intimation To company	Mode of acquisition / disposal (on market/public/ rights/ preferential offer / off market/ Inter-se transfer, ESOPs etc.)
		Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No. and % of shareholding	Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No.	Value	Transaction Type (Buy/Sale / e/Pledge / Revoke/Invoke)	Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No. and % of shareholding	From	To				
ANUSHI RETAIL LLP ABQFA4764N LLPIN: AAR-1165 10/24,SF, KALKAJI EXTENSION, NEW DELHI-19 011-45052128	PROMOTER	EQUITY	11,73,50,684 59.69%	EQUITY	1,39,70,136	17,46,26,700	BUY	EQUITY	13,13,20,820 55.67%	20/09/2024	20/09/2024	23/09/2024	RIGHTS		

Details of trading in derivatives of the company by Promoter, Employee or Director of a listed company and other such persons as mentioned in Regulation 6(2).

Type of contract	Contract specifications	Trading in derivatives (Specify type of contract, Futures or Options etc)				Exchange on which the trade was executed
		Buy		Sell		
		Notional Value	Number of units (contracts * lot size)	Notional Value	Number of units (contracts * lot size)	

Name & Signature: ANUJ SAWNEY
 Designation: DESIGNATED PARTNER
 Date: 23.09.2024
 Place: NEW DELHI

For Anushi Retail LLP

 Partner/ Auth. Signatory

ASHOK SAWHNEY FOUNDATION

CIN: U87300DL2024NPL426960

REGD. OFFICE- 9/27, KALKAJI EXTENSION, NEW DELHI- 110019

E-MAIL- ashoksawhneyfoundation@gmail.com

Date: 23/09/2024

To,
The Company Secretary
Swiss Military Consumer Goods Limited
W-39, Okhla Industrial Area, Phase - II
New Delhi – 110020

Sub: Intimation under Regulation 7(2) of the SEBI (Prohibition of Insider Trading) Regulations, 2015

Dear Sir,

Please find enclosed herewith the disclosure pursuant to regulation 7(2) of the SEBI (Prohibition of Insider Trading) Regulations, 2015 for allotment of 95,00,000 Equity Shares of Swiss Military Consumer Goods Limited, through Rights issue.

Kindly take the same on record.

For ASHOK SAWHNEY FOUNDATION
ASHOK SAWHNEY FOUNDATION


ASHOK KUMAR SAWHNEY
DIRECTOR

Encl.: As above

FORM C
SEBI (Prohibition of Insider Trading) Regulations, 2015
[Regulation 7(2) read with Regulation 6(2) – Continual disclosure]

Name of the company: **SWISS MILITARY CONSUMER GOODS LTD.**
 ISIN of the company : **INE010C01025**

Details of change in holding of Securities of Promoter, Employee or Director of a listed company and other such persons as mentioned in Regulation 6(2).


Name, PAN, CIN/DIN, & address with Contact nos.	Category of Person (Promoters/KMP/Directors/ immediate relative to/others etc.)	Securities held prior to acquisition/disposal		Securities acquired/Disposed			Securities held post acquisition/disposal		Date of allotment advice/acquisition of shares/ sale of shares specify		Date of intimation To company	Mode of acquisition / disposal (on market/public/ rights/ preferential offer / off market/ Inter-se transfer, ESOPs etc.)	
		Type of security (For eg. - Shares, Warrants, Convertible Debentures etc.)	No. and % of shareholding	Type of security (For eg. - Shares, Warrants, Convertible Debentures etc.)	No.	Value	Transaction Type (Buy/Sale/Pledge / Revoke/Invoke)	Type of security (For eg. - Shares, Warrants, Convertible Debentures etc.)	No. and % of shareholding	From			To
ASHOK SAWHNEY FOUNDATION ABACA1944M 9/27, KALKAJI EXTENSION, NEW DELHI-19 011-45052128	PROMOTER	EQUITY	-	EQUITY	95,00,000	11,87,50,000	BUY	EQUITY	95,00,000 4.03%	20/09/2024	20/09/2024	23/09/2024	RIGHTS

Details of trading in derivatives of the company by Promoter, Employee or Director of a listed company and other such persons as mentioned in Regulation 6(2).

Type of contract	Contract specifications	Trading in derivatives (Specify type of contract, Futures or Options etc)				Exchange on which the trade was executed
		Buy		Sell		
		Notional Value	Number of units (contracts * lot size)	Notional Value	Number of units (contracts * lot size)	

Name & Signature: **ASHOK KUMAR SAWHNEY**
 Designation: **DIRECTOR**

Date: **23.09.2024**
 Place: **NEW DELHI**

ASHOK SAWHNEY FOUNDATION

Director/Auth. Signatory