



February 15, 2025

BSE Limited
Corporate Relationship Department,
P J Towers, Dalal Street
Mumbai – 400 001
Scrip Code- 523558

Sub: Press Release on the Un-audited (Standalone and Consolidated) Financial Results of the Company for the Quarter and nine months ended December 31, 2024.

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Press Release on Un-audited (Standalone and Consolidated) Financial Results of the Company for the Quarter and nine months ended December 31, 2024.

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



Swiss Military Consumer Goods Ltd. Reports Strong Financial Performance for Q3 and Nine-Month Period of FY 2024-25

Company Delivers Robust Growth with Strategic Investments and Market Expansion Initiatives

New Delhi, 14th February, 2025 – Swiss Military Consumer Goods Ltd., a global lifestyle brand with over 40 years of legacy has announced its robust financial results for the third quarter and nine-month period ending December 31, 2024, showcasing sustained growth and strategic expansion across multiple business verticals.

On a standalone basis, the company recorded a total revenue of Rs. **55.74 crores** in **Q3 FY 2024-25**, marking a **15.77%** increase in turnover and an **8.18%** rise in earnings compared to **Q3 FY 2023-24**. The company's profit before tax (PBT) stood at Rs. **3.12 crores**, demonstrating strong operational efficiency. Additionally, compared to Q3 FY 2023-24, revenue increased by **3.68%**, while earnings surged by **29.29%**.

For the nine-month period, Swiss Military achieved a total revenue of **Rs. 154.83 crores** and a PBT of Rs. **8.60 crores**, reflecting a **20.26%** growth in turnover and a **10.13%** increase in earnings over the same period last year.

On a consolidated basis, Q3 revenue stood at Rs. **57.25 crores** with a PBT of Rs. **3.16 crores**, while the nine-month performance saw revenue reaching Rs. **159.20 crores** and a PBT of Rs. **8.03 crores**, underscoring the company's ability to sustain momentum across markets.

Strategic Expansion and Innovation

Swiss Military has attributed its impressive financial performance to strategic initiatives, including product innovation, enhanced market penetration, and streamlined operations. The brand's growth trajectory has been reinforced by its category-wise expansion across luggage, electronics, and home appliances:

- Luggage, Backpacks & Slings – The introduction of 3 to 4 new products per month, including the upcoming **EKO-SWISS sustainable travel gear** and the ultra-premium **Black Gold Collection**.
- Electronics – Monthly launches of 1 to 2 new products, emphasizing high battery power, fast charging, and cutting-edge design.
- Home Appliances – Strategic expansions with 1 to 2 new products per quarter, focusing on North India with plans for national scaling.

Quote

“Our focus remains on delivering quality, innovation, and customer-centricity. With rising disposable incomes and increased travel demand, we are committed to leading the travel and consumer goods industry with unmatched products and services. We are confident that our strategic initiatives will propel the Swiss Military to greater heights,” said **Mr. Anuj Sawhney, Managing Director of Swiss Military Consumer Goods Ltd.**

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Leveraging Union Budget's Tourism & Travel Focus

The Union Budget 2025-26 presents major opportunities for the travel industry, benefiting luggage manufacturers. Initiatives like **Swadesh Darshan 2.0** (50 world-class destinations), **"Heal in India"** (medical tourism), and improved **e-visa services** will boost domestic and international travel. **MUDRA loans** for homestays promote entrepreneurship, driving demand for modern luggage. With rising disposable incomes and increased travel, we remain committed to innovation, sustainability, and consumer needs, executing a strong strategy across **categories, geographies, sourcing, and marketing** to fuel growth.

Expanding Geographical Reach

Our geographic expansion strategy is bold and decisive, aimed at solidifying our presence across India:

- **South India Focus:** We are set to expand into over 1,000 new LFR and GT stores in Telangana, Karnataka, Kerala, and Tamil Nadu for TG within the next quarter.
- **Pan-India Presence:** By Q2 2025, we aim to establish the Swiss Military as a household name across India in the GT segment.
- **Introduction of CPC and CSD Formats:** These initiatives will diversify our sales channels, capturing niche and institutional markets.
- **E-commerce and Quick Commerce:** We are making a massive influx of products across online marketplaces and Quick Commerce platforms to enhance accessibility and customer engagement.
- **Electronics Division Expansion:** A nationwide rollout into LFR and GT formats ensures our electronics segment gains traction across diverse markets.
- **Exclusive Brand Outlets (EBOs):** Starting with 10 pilot EBOs this year, we will rigorously test and refine this model before initiating a mass rollout across India next year.

Manufacturing and Supply Chain Advancements

A major milestone was achieved with the opening of Swiss Military's first luggage manufacturing unit in Faridabad, which will enhance cost leadership, operational efficiency, and faster market turnaround times. By integrating global best practices with the 'Make in India' initiative, we ensure the lowest cost and fastest time-to-market for our customers through optimized manufacturing and sourcing methodologies.

Swiss Military is dedicated to supporting travelers and tech enthusiasts with cutting-edge, lightweight, functional, and stylish products. To drive efficiency, the company has optimized its supply chain throughputs by installing state-of-the-art SAP ERP systems. These systems seamlessly optimize inventory funnels, lowering inventory holding costs, logistics, and warehousing expenses. By pushing just-in-time deliveries across its omni-channel network, Swiss Military maintains an optimal balance between speed, efficiency, brand value, and profitability.

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Strengthening Brand Presence Through Marketing & PR

Swiss Military is positioning itself as a global brand that offers **affordable premium products**, innovative marketing and PR strategies to reinforce its brand position as an affordable premium player. The company has partnered with Adfactors PR, India's leading public relations firms, to drive strategic PR campaigns, digital engagement, social media marketing and media outreach. Through robust campaigns on major Online and Quick Commerce marketplaces, we are ensuring increased visibility and traction for our products, further solidifying our presence in the digital ecosystem.

Looking Ahead

With a clear roadmap for product innovation, market expansion, and operational excellence, Swiss Military is poised for accelerated growth. The company's unwavering commitment to excellence, sustainability, and customer satisfaction will continue to drive its success in the coming years.

About Swiss Military

Swiss Military, a global lifestyle brand with a 40-year legacy, offers premium and innovative products across 26 countries, dealing with over 3000 product sku's across various verticals, captivating audiences worldwide. Operating transparently in India, it tailors products through extensive research, ensuring affordability while meeting unique market demands. Led by Chairman Mr. Ashok Sawhney and MD Mr. Anuj Sawhney, Swiss Military delivers premium lifestyle offerings. Its diverse portfolio spans Travel Gear, Small Consumer Appliances, and Apparel, reflecting reliability, quality, and sustainability. The brand's robust presence includes 3000+ retail points in Mumbai, Delhi, Gujarat, Punjab, Himachal, Uttar Pradesh, Jharkhand, Maharashtra, Madhya Pradesh, Chhattisgarh, Orissa and Southern India. Swiss Military is also expanding in tier 2 and 3 cities. Its impact on the domestic market connects customers with affordable premium lifestyle products. For more information, please visit [Swiss Military](#).

For more information, contact:

Vikas Jain – Company Secretary
cs@swissmilitaryshop.com

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