



February 14, 2025

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

Sub: Investor Presentation on the Un-Audited Financial Results for the Quarter ended 31st December, 2024.

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed investor presentation on the Un-Audited Financial Results of the Company for the Quarter ended 31st December, 2024.

Kindly take the above on record.

Thanking You,

For **SWISS MILITARY CONSUMER GOODS LIMITED**

VIKAS JAIN
COMPANY SECRETARY

SWISS MILITARY CONSUMER GOODS LIMITED

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www.swissmilitaryshop.com, CIN: L51100DL1989PLC034797



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Aiming For **Greater Heights**

Swiss Military Consumer Goods Limited



SAFE HARBOUR

EXCEPT FOR THE HISTORICAL INFORMATION CONTAINED HEREIN, STATEMENTS IN THIS PRESENTATION AND THE SUBSEQUENT DISCUSSIONS, WHICH INCLUDE WORDS OR PHRASES SUCH AS "WILL", "AIM", "WILL LIKELY RESULT", "WOULD", "BELIEVE", "MAY", "EXPECT", "WILL CONTINUE", "ANTICIPATE", "ESTIMATE", "INTEND", "PLAN", "CONTEMPLATE", "SEEK TO", "FUTURE", "OBJECTIVE", "GOAL", "LIKELY", "PROJECT", "SHOULD", "POTENTIAL", "WILL PURSUE", AND SIMILAR EXPRESSIONS OF SUCH EXPRESSIONS MAY CONSTITUTE" FORWARD-LOOKING STATEMENTS. THESE FORWARD-LOOKING STATEMENTS INVOLVE SEVERAL RISKS, UNCERTAINTIES AND OTHER FACTORS THAT COULD CAUSE ACTUAL RESULTS TO DIFFER MATERIALLY FROM THOSE SUGGESTED BY THE FORWARD-LOOKING STATEMENTS. THESE RISKS AND UNCERTAINTIES INCLUDE BUT ARE NOT LIMITED TO OUR ABILITY TO SUCCESSFULLY IMPLEMENT OUR STRATEGY, OUR GROWTH AND EXPANSION PLANS, OBTAIN REGULATORY APPROVALS, OUR PROVISIONING POLICIES, TECHNOLOGICAL CHANGES, INVESTMENT AND BUSINESS INCOME, CASH FLOW PROJECTIONS, OUR EXPOSURE TO MARKET RISKS AS WELL AS OTHER RISKS. THE COMPANY DOES NOT UNDERTAKE ANY OBLIGATION TO UPDATE FORWARD-LOOKING STATEMENTS TO REFLECT EVENTS OR CIRCUMSTANCES AFTER THE DATE THEREOF.



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Guide

1. Soaring Higher
2. MD's words
3. Magnifying the Thrill
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5. About the Company
6. What we have to Offer
7. Union Budget
8. We are Prepared



SOARING HIGHER

QoQ

Q3/**FY25** vs Q2/**FY25**

(STANDALONE FINANCIALS)



5574.47	5,376.70
Revenue (₹ lac)	Revenue (₹ lac)
December 24	September 24

% Change 3.68



322.05	273.38
EBITDA (₹ lac)	EBITDA (₹ lac)
December 24	September 24

% Change 17.80



232.54	175.09
PAT (₹ lac)	PAT (₹ lac)
December 24	September 24

% Change 32.81



5.78	5.08
EBITDA Margin (₹ lac)	EBITDA Margin (₹ lac)
December 24	September 24

% Change 13.62

YoY

Q3/**FY25** vs Q3/**FY24**

(STANDALONE FINANCIALS)



5,574.47	4,815.12
Revenue (₹ lac)	Revenue (₹ lac)
December 24	December 23

% Change 15.77



322.05	292.11
EBITDA (₹ lac)	EBITDA (₹ lac)
December 24	December 23

% Change 10.25



232.54	213.26
PAT (₹ lac)	PAT (₹ lac)
December 24	December 23

% Change 9.04



5.78	6.07
EBITDA Margin (₹ lac)	EBITDA Margin (₹ lac)
December 24	December 23

% Change (4.77)

MD'S words

Our achievements this quarter are the result of deliberate and effective strategies. We've witnessed significant traction from our renovation and innovation initiatives, rolled out strategically during the festive season to a highly encouraging response. These efforts have fueled robust turnover growth, strengthened our market positioning, and further enhanced our operational efficiency.

The Company's ability to deliver such consistent results, quarter after quarter, amidst a competitive and dynamic market environment, is a clear reflection of our focused execution and strategic clarity. We remain steadfast in our commitment to achieving our annual goals and driving sustainable growth.



MAGNIFYING THE THRILL





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SWISS MILITARY EXPANDS PRODUCT LINE IN HYDERABAD

We are excited to announce the expansion of our product line in the travel gear category, specifically targeting the thriving South Indian markets of Hyderabad and Chennai.





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EDGE

HARD TOP TROLLEY BAG

Ideal for family trips or out-of-city getaways – travel like a pro with the butter smooth 360° rotatable wheels for seamless movement from the airport to your destination. The set is available in small, medium and large sizes.



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BRISTOL

HARD TROLLEY BAG WITH LAPTOP COMPARTMENT

Ideal for work trips, it features a dedicated compartment for your 14" laptop and an inbuilt charging port (USB + C-Port). Ace it as a professional – while traveling and working!





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CALVIN

HARD LUGGAGE TROLLEY

The Hard Luggage Trolley has a unique 3D self-embossed design. It is lightweight, spacious, and designed for hassle-free travel. It features an innovative organizer compartment with a 3 - dial combination lock to safely pack all your belongings.





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RAISING THE BAR





ASCENDING EXCELLENCE

(STANDALONE)



Revenue from Operations

(₹ Lac)

Q3/FY24	4,815
Q4/FY24	5,249
Q1/FY25	4,532
Q2/FY25	5,377
Q3/FY25	5,574

EBITDA

(₹ Lac)

Q3/FY24	292
Q4/FY24	303
Q1/FY25	230*
Q2/FY25	250
Q3/FY25	322

Profit after Tax

(₹ Lac)

Q3/FY24	213
Q4/FY24	219
Q1/FY25	167*
Q2/FY25	175
Q3/FY25	233

*THE FIGURES OF Q1/FY25 HAVE BEEN REARRANGED TO THE EXTENT OF DIVIDEND INCOME FROM SUBSIDIARY COMPANY



ASCENDING EXCELLENCE

(CONSOLIDATED)



Revenue from Operations

(₹ Lac)

Q3/FY24	4,974
Q4/FY24	5,409
Q1/FY25	4,639
Q2/FY25	5,556
Q3/FY25	5,725

EBITDA

(₹ Lac)

Q3/FY24	319
Q4/FY24	329
Q1/FY25	239
Q2/FY25	264
Q3/FY25	328

Profit after Tax

(₹ Lac)

Q3/FY24	233
Q4/FY24	237
Q1/FY25	173
Q2/FY25	184
Q3/FY25	233



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ABOUT THE COMPANY

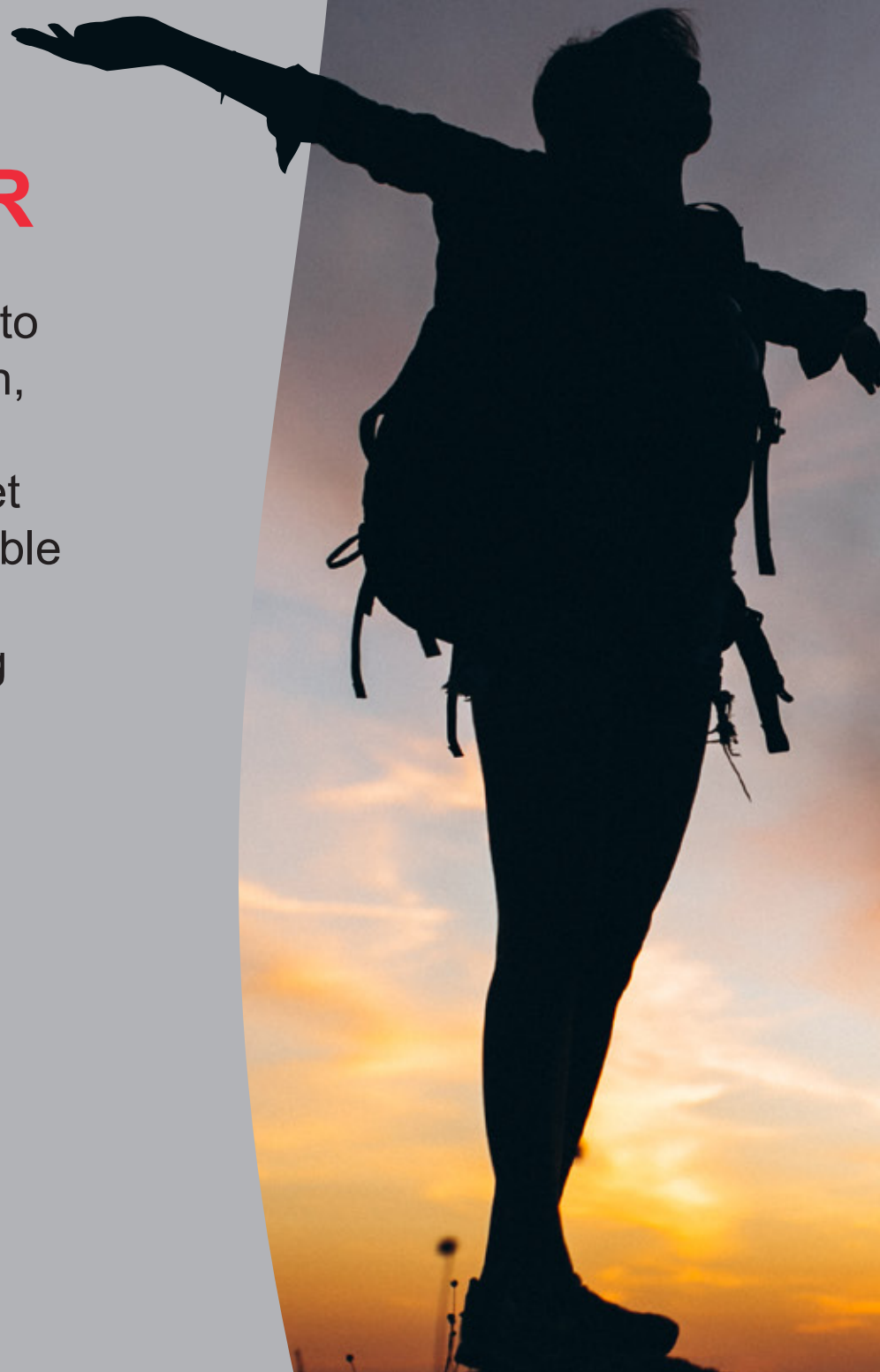




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WHAT WE **STAND FOR**

Driven by a commitment to innovative product design, Swiss Military Consumer Goods Limited fills market gaps with simple, affordable solutions. By optimising resources and leveraging collective buying power, it creates products that balances imagination, quality, and price.



HOW ARE WE DIFFERENT?

Operate on an asset-light model.	Headquartered in New Delhi, India
Licensees of the globally recognised Swiss Military brand in India.	Market products through physical and digital channels
	Collaborate with white-label manufacturing partners





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WHAT DRIVES US?



VISION

The vision of the Swiss Military is to be the most coveted & loved brand in India for its quality and reliability



MISSION

Swiss Military's mission is to continue its unfailing commitment to offering world-class products at affordable prices.





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WHAT WE HAVE TO OFFER





SWISS
MILITARY

LUGGAGE





SWISS
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HOME APPLIANCES





SWISS
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OTHER ELECTRONICS





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UNION BUDGET

TOURISM FOCUS

Union Budget 2025-26 has allocated Rs 2541.06 crore to enhance infrastructure, skill development, and travel facilitation.



BOOSTING EMPLOYMENT FOCUSED TOURISM GROWTH

1 Intensive skill development for youth, including in Hospitality Management

2 MUDRA loans for homestays

3 Enhancing travel ease and connectivity to tourist spots

4 Incentives to states for destination management, amenities, and marketing

5 Streamlined e-visa and visa-fee waivers for select tourist groups



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REVAMPING TOURISM INFRASTRUCTURE

A major initiative includes developing 50 top tourist destinations in partnership with states through a challenge mode.

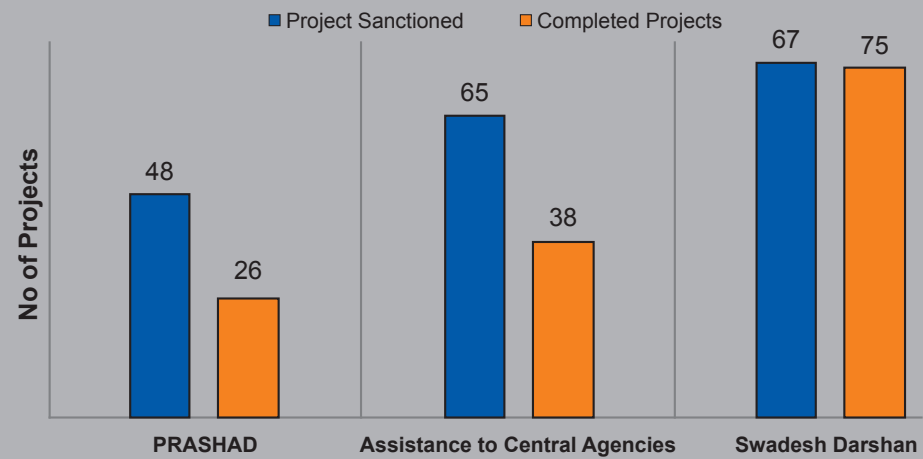




- Rs 3,295.8 crore in interest-free loans for 40 tourism projects across 23 states.
- Rs 793.2 crore for 34 projects under Swadesh Darshan Scheme 2.0 for sustainable tourism.
- Rs 60 crore allocated for youth skill development in tourism and hospitality.



Chart VI.22: Tourism infrastructure development



Source: Ministry of Tourism
Note: Status as of December 2024

ENHANCING SPIRITUAL TOURISM

The government will focus on developing pilgrimage and heritage sites, with the Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASHAD) enhancing infrastructure and amenities at key locations.



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STRENGTHENING INDIA'S GLOBAL Medical Tourism

Focus on medical tourism through the “Heal in India” initiative and improvements in travel facilitation, such as streamlined e-visa services and enhanced connectivity, will foster increased travel volumes. These developments are bound to fuel the demand for durable, lightweight, and modern luggage solutions.



THE FUTURE LOOKS BRIGHT!



The Indian government identifies the tourism sector as a significant driver of the nation's economic growth.



Outbound tourism spend to rise 11% to \$55 bn 2034.



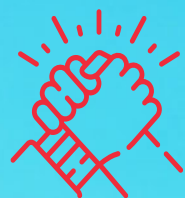
India presently has 80 million passport holders desiring travel.

**WE ARE
PREPARED**





A greenfield manufacturing facility in Faridabad, Haryana, for travel gear



A step towards the commitment to modernising the travel gear sector in India



Production has started in February 2025

₹150 Crore
Estimated Revenue Generation At Optimum Utilisation

56.5

INITIAL INVESTMENT
(₹ crore)

1.21

LAND AREA
(acre)

85,000

BUILT-UP AREA
(sq. ft.)

10

PRODUCTION CAPACITY
(Lac pcs annually)



**SWISS
MILITARY**

**THANK
YOU**

Vikas Jain

Company Secretary

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