



31st October, 2023

BSE Limited Phiroze Jeejeebhoy Towers, Dalal St, Kala Ghoda, Fort, Mumbai – 400001 Code No. 507880	National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051. Code – VIPIND
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Subject: Presentations made/being made to analysts / institutional investors

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith presentation being made by the Company to the analysts/ institutional investors.

Kindly take the same on record.

Thanking you,

Yours faithfully,

For V.I.P. Industries Limited

ANAND
CHAMPALA
L DAGA

Digitally signed by
ANAND
CHAMPALAL DAGA
Date: 2023.10.31
14:42:57 +05'30'

Anand Daga
Company Secretary & Head – Legal

Encl. As above

VIP INDUSTRIES LIMITED

Registered Office: DGP House, 5th Floor, 88C, Old Prabhadevi Road, Mumbai 400 025. INDIA.
TEL: +91 (22) 6653 9000 FAX: +91 (22) 6653 9089 EMAIL: corpcomm@vipbags.com WEB: www.vipbags.com
CIN - L25200MH1968PLC013914



VHP

INVESTOR PRESENTATION Q2 & H1 FY24





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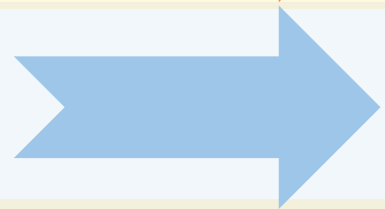
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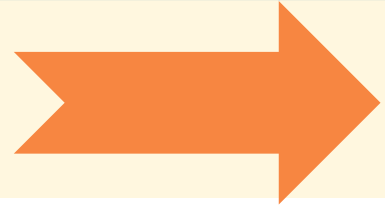
Index



Company Overview



Q2 & H1 FY24 Financial Performance

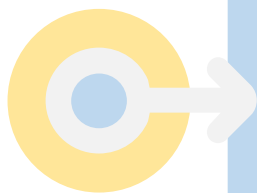


Brands, Channels & Categories

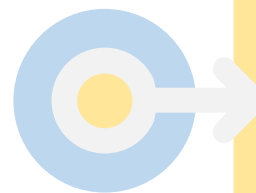
A person wearing blue jeans and white sneakers is pulling a tan rolling suitcase through a glass entrance. The person's hand is on the handle of the suitcase. The background is a bright, blurred interior space with green arrows pointing right. A yellow banner is overlaid on the left side of the image.

Company Overview

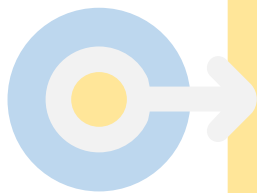
Undisputed leader in an Oligopolistic Indian Luggage Industry



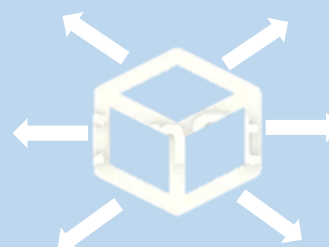
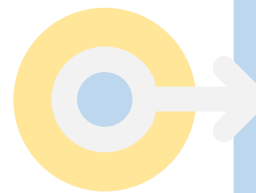
**Established in
1968**



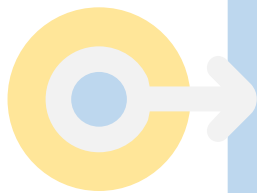
**10 Own
Manufacturing
Facilities in India &
Bangladesh**



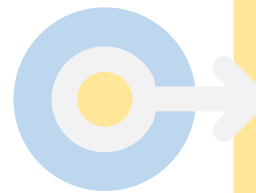
**#1 In the
organized
luggage
space**



**Servicing
customers through
~12,000 Point of
Sales across ~1300
towns**



**Present in
multiple luggage
categories across
price points**



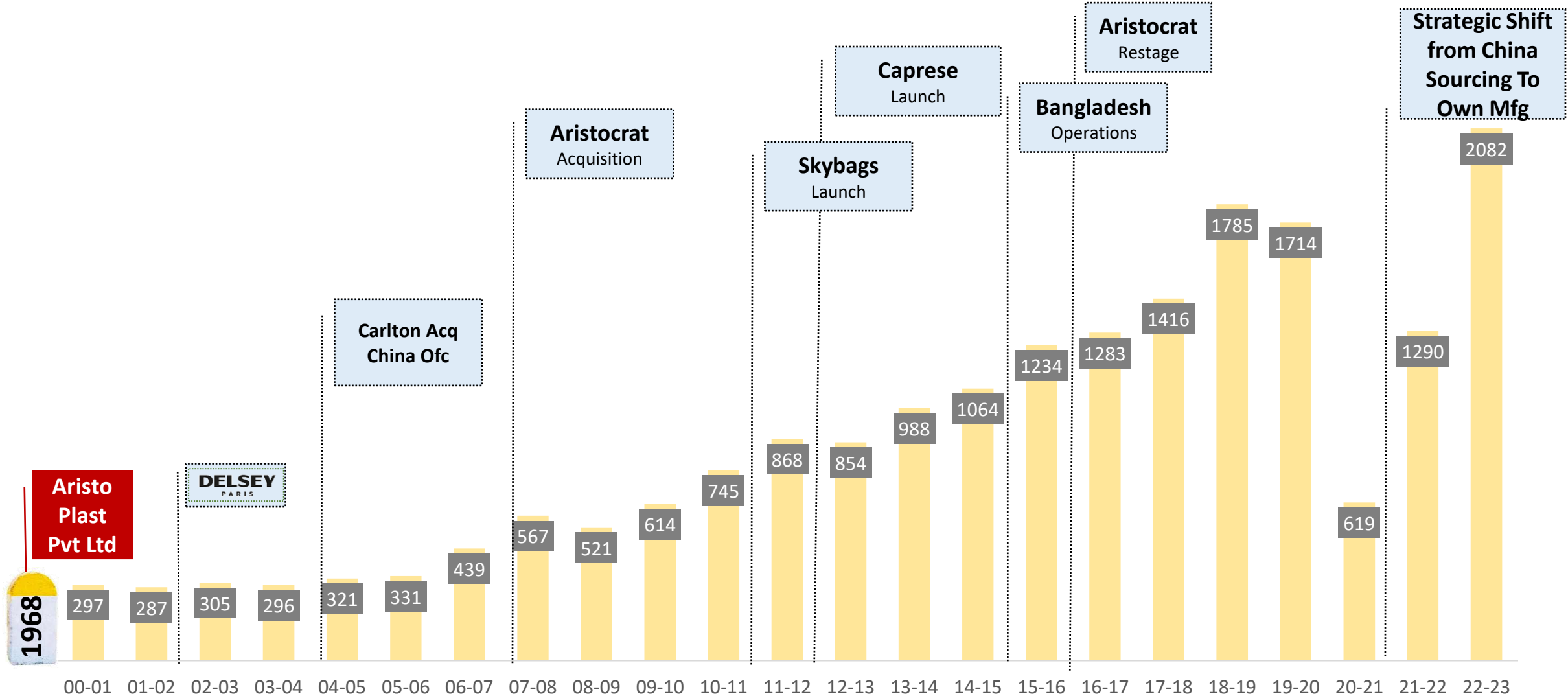
**~13000
employees***

*~8000 at Bangladesh

Milestones

Leveraging our rich heritage & strong legacy

Revenue Journey (Rs. In Cr.)



Board Of Directors



Mr. Dilip Piramal
Chairman

He is a Commerce graduate and an experienced industrialist who has pioneered the luggage industry in India. He has an experience of more than 50 years in the luggage industry



Ms Radhika Piramal
Executive Vice Chairperson

She a graduate from Oxford University and has done an MBA from the Harvard Business School. She has over 10 years of experience in managing and strategizing the business of luggage, bags and other travel accessories.



Ms Neetu Kashiramka
MD Designate & CFO

She is a qualified Chartered Accountant and has 25 years of experience across varied industries. At VIP industries, she is responsible to build the organization growth strategy and lead execution across all business verticals & regions globally



Mr. Ashish Saha
Executive Director

He holds Post Graduate Diploma in Dye & Moulding from Central Scientific Instruments Organizations, INDOSWISS Training Centre, Diploma in Instrument Technology and has over 40 years of experience in luggage industry. At VIP Industries, he heads India manufacturing and New projects



Mr. Amit Jatia
Independent Director

He has a degree in Business Administration from the Marshall School of Business, Los Angeles. He has attended several sessions of the YPO / Harvard President's Program at HBS. He has over 26 years of experience in the QSR industry.



Ms Nisaba Godrej
Independent Director

She has completed B.Sc. from The Wharton School and an MBA from Harvard Business School. She is the Executive Chairperson of Godrej Consumer Products and Director of Godrej Agrovet and Teach For India.



Mr. Ramesh Damani
Independent Director

He is a Commerce graduate and a post-graduate in Business Administration, Marketing from California State University, Northridge. He has over 20 years of experience in security market.



Mr. Tushar Jani
Independent Director

He is a Science graduate. He is a founder of Blue Dart Courier Services, Blue Dart Express Limited, Blue Dart Aviation Limited and Express Industry Council of India. He has over 40 years of experience in the Shipping and Transport Industry. He has pioneered inland logistics of sea freight containers.



Dr. Suresh Surana
Independent Director

He holds a Doctorate in Business Administration, is a Fellow Member of ICAI and a law graduate from University of Mumbai. He has established RSM India and under his leadership it has become the largest first-generation home-grown accounting, tax and consulting group in India



Senior Management



Abhinav Kapoor
Vice President - Sales
22 years of experience in
FMCG industry



Anjan Mohanty
Chief Executive Officer –
Bangladesh
25 years of experience in
apparel industry



Anup Sur
Vice President – Supply
Chain Management
25 years of experience
across varied industries



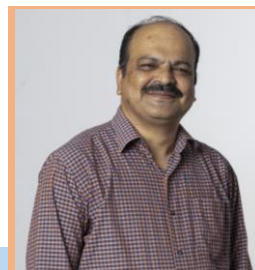
Ashish Saha
Executive Director & Sr. Vice
President – India
Manufacturing & New Projects
44 years of experience in
luggage industry



MVH Sastry
Vice President -
Procurement & Sourcing
18 years of experience in
FMCG industry



Praful Gupta
Vice President -
Marketing
24 years of experience in
FMCG & luggage industry



Suhas Kshirsagar
Vice President - Corporate
Quality & CRM
29 years of experience in
luggage, automotive &
FMCG industry



Sunil Kolhe
Sr. Vice President –
Design & New Product
Development
36 years of experience in
luggage industry



Sushant Junnarkar
Vice President -
Ecommerce & Caprese
23 years of experience
across industries, and in
digital domain for FMCG,
fashion & beauty



Vikas Anand
Vice President - Human
Resources
18 years of experience
across varied industries



VIP Power Brands : High Equity, targeted at distinctive opportunity spaces



Proposition

Innovative & Caring partner that makes every trip comfortable, safe and enjoyable

Trendy , colorful luggage brand that helps you get noticed

Partner every young middle Indian in this journey with products that are built to outperform and outlast



Brand Print




Hello Holidays




Move in Style

Unpack Your Dreams



BRANDS FROM THE HOUSE OF VIP INDUSTRIES



VIP Power Brands : High Equity, targeted at distinctive opportunity spaces



Proposition

Luggage Partner For Young Visionaries & Leaders

Avant-garde range of handbags & accessories for every woman who wishes to announce her arrival in life

Brand Print

CARLTON
THE NEW FACE OF BUSINESS

The New Face Of Business

CAPRESE

All That A Girl Can Be

BRANDS FROM THE HOUSE OF VIP INDUSTRIES



Diversified Product Portfolio



HARD LUGGAGE



DUFFLE BAGS



SOFT LUGGAGE



LADIES HANDBAGS



BACKPACKS



Healthy geographical presence - Driving Deeper Penetration



RETAIL TRADE

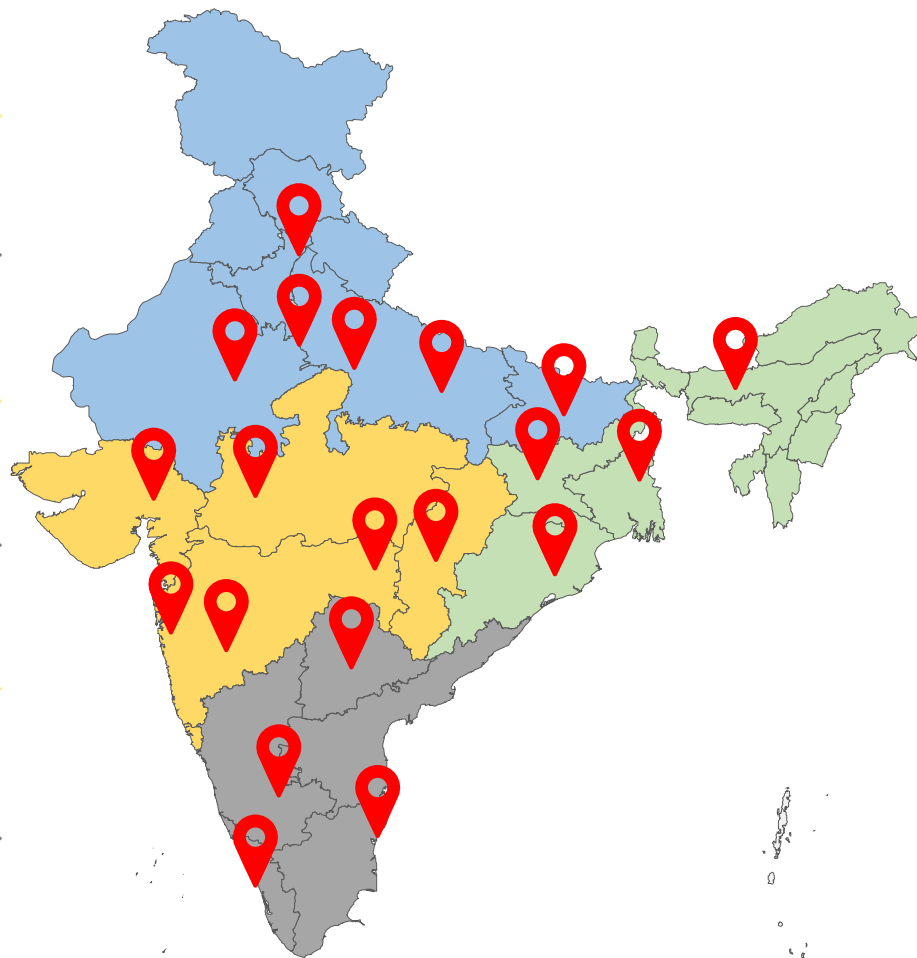
MODERN TRADE

GENERAL TRADE

ECOM

CSD CPC

INSTITUTIONAL



Branch locations

4 Regions 20 Branches

Pop Strata	VIP Presence (No. of towns)		
	As of FY20	As of FY23	As of H1 FY24
30K – 50K	182	263	369
50K - 1 Lakh	278	479	499
1 - 5 Lakhs	321	395	395
5 -20 Lakhs	73	79	79
20 - 50 Lakhs	8	8	8
50 Lakhs+	5	5	5
Total	867	1229	1355

Financial Overview



Performance Highlights (Consolidated)

Q2 FY24 Financial Performance Snapshot

Rs. 549 Cr. Revenues <i>+6%</i>	55.5%* GP % <i>+7.4%</i>	10.1% EBITDA % <i>-4.7%</i>	Rs. 19 Cr. PBT# <i>-63%</i>
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Over Q2 FY23

H1 FY24 Financial Performance Snapshot

Rs. 1182 Cr. Revenues <i>+7%</i>	52.3%* GP % <i>+3.2%</i>	11.7% EBITDA % <i>-5%</i>	Rs. 97 Cr. PBT# <i>-36%</i>
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Over H1 FY23

EBITDA Bridge

EBITDA % - Q2 FY 23	14.8%
Increase in Gross Margin	+7.1%
Increase in Other Expenditure	-6.3%
Increase in Advt & DCA Exp	-4.5%
Increase in Employee Cost	-0.9%
EBITDA % - Q2 FY 24	10.1%

GC trend

Quarter	GC %
Q1 FY23	49.9%
Q2 FY23	48.1%
Q3 FY23	49.4%
Q4 FY23	57.9%
Q1 FY24	49.5%
Q2 FY24	55.5%

- Overall revenue growth at 6% (Volume @ 10%)
- Trade channels (offline and online) cumulative growth at 13%^
- Ecommerce continues to grow at over 50% YoY^
- CSD revenues, impacted due to a large-scale range refreshment
- Gross margins bounced back to 55.5%* after being impacted in Q1 on account of hampered production at our Bangladesh facility
- Other Exp include Rs. 6 cr professional fees to BCG for ecommerce project and Rs. 3 cr on a/c of marketplace activations
- Out of 4.5% Advertisement & DCA variance, 4.2% is on account of Ecommerce

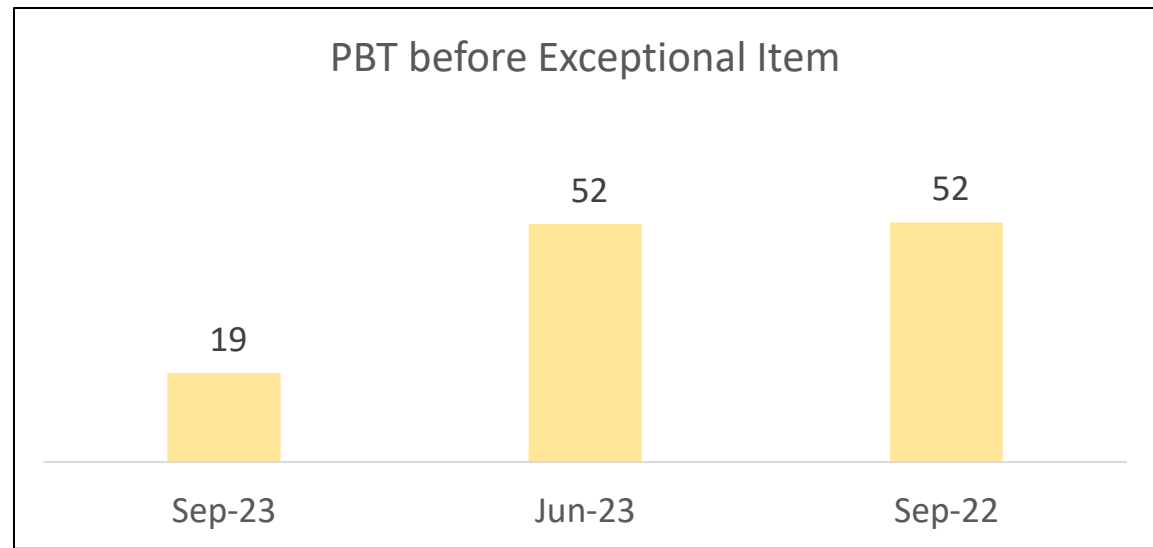
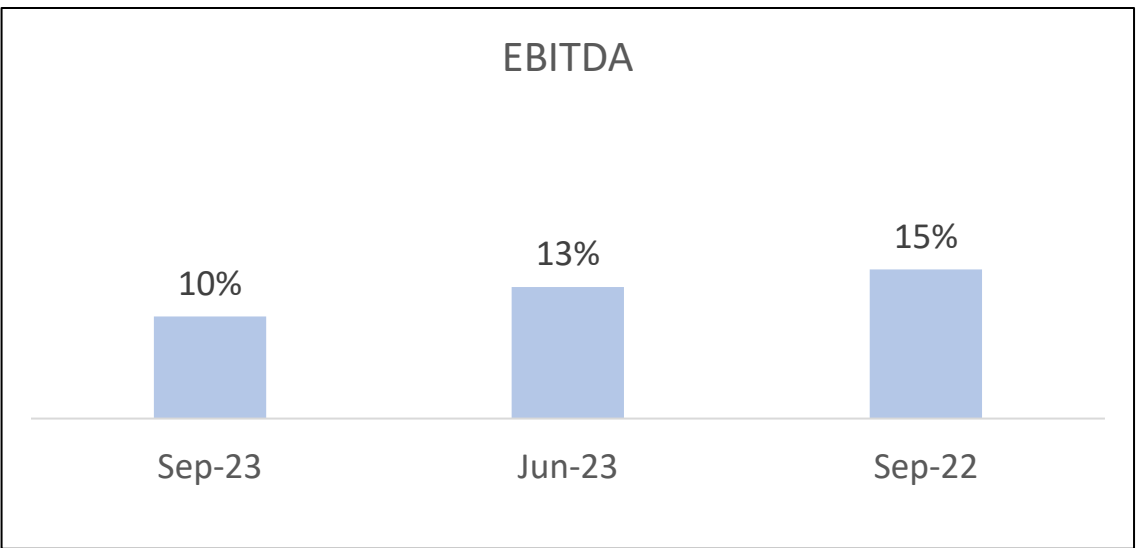
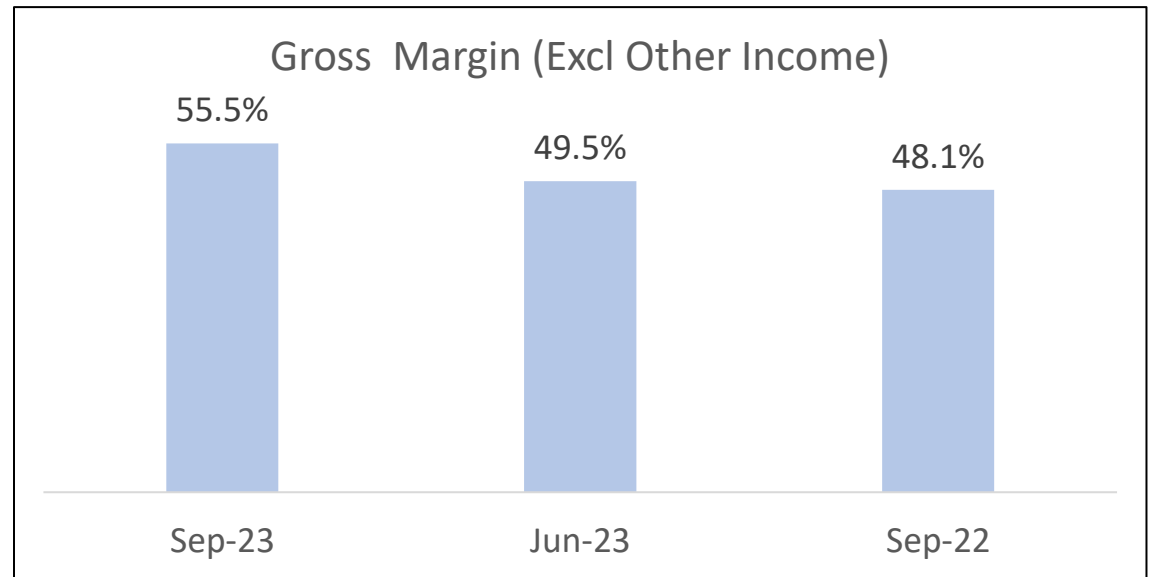
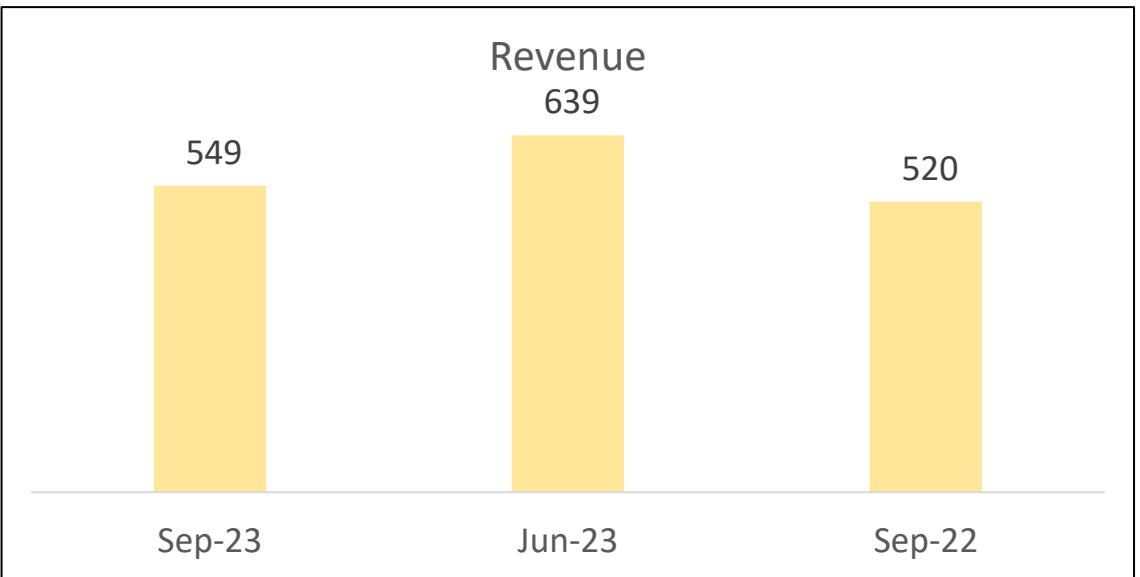
^growth calculated on gross revenue *net off other income #after exceptional item

Q2 & H1 FY24 Financial Performance - Consolidated

Particulars	Quarter ended			Six months ended		Year ended
	Sep-23	Jun-23	Sep-22	Sep-23	Sep-22	Mar-23
Revenue from Operations	546	636	515	1182	1105	2082
Other Income	3	3	5	5	12	17
Total Revenue	549	639	520	1187	1118	2099
COGS	243	321	267	564	563	1019
Gross Contribution	306	317	253	623	555	1081
GC Margin (without Other Income)	55.5%	49.5%	48.1%	52.3%	49.1%	51.1%
Employee Benefits expenses	66	66	58	132	118	236
Other Expenses	184	168	118	352	250	514
Total Expenses	250	234	176	484	368	750
EBIDTA	55	83	77	139	187	331
EBIDTA Margin	10.1%	13.0%	14.8%	11.7%	16.7%	15.8%
Depreciation	24	21	18	45	36	74
EBIT	32	62	59	94	151	257
Finance Cost	12	11	7	23	13	28
Profit before Exceptional items	19	52	52	71	137	229
Exceptional items (Expense) / Income	0	26	0	26	15	-32
Profit before Tax	19	77	52	97	152	197
Tax	6	20	9	26	40	44
Profit After Tax	13	58	43	71	113	152



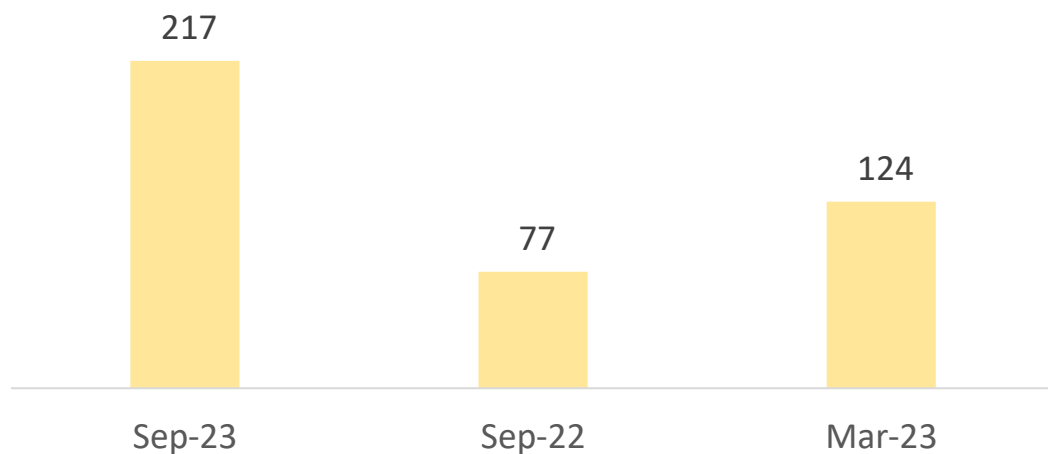
Key Financial Metrics - P&L



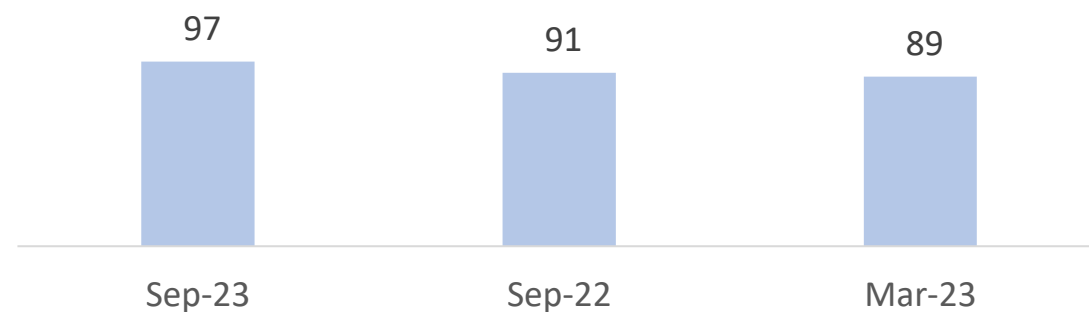


Key Financial Metrics – Balance Sheet

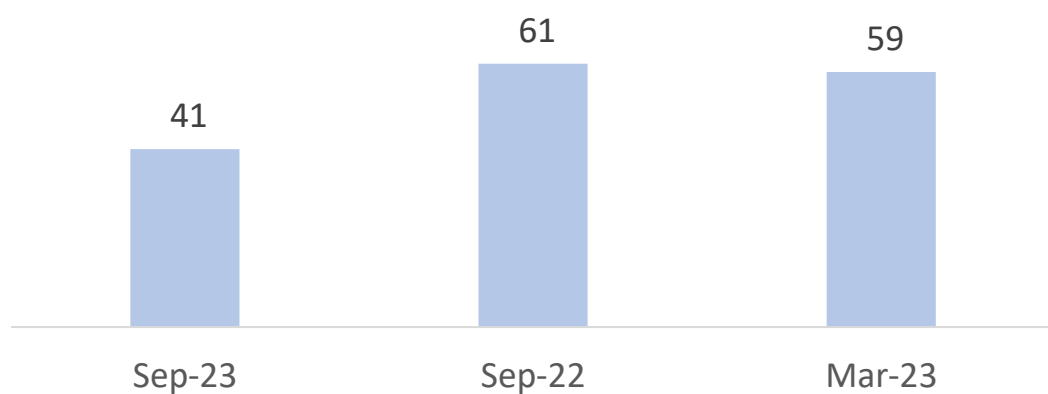
Net Debt



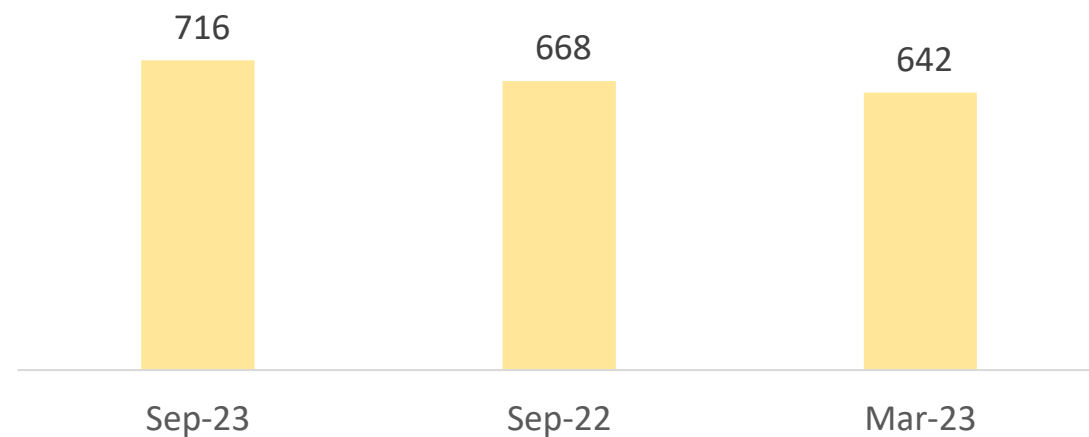
Net Current Assets (No of Days)



Investments & Cash & Bank



Shareholders' Funds



A person wearing blue jeans and white sneakers is pulling a tan rolling suitcase through a store entrance. The background is a blurred interior of a store with shelves and other people. The text 'Brands & Categories' is overlaid on the left side of the image.

Brands & Categories

Revenue Performance : Brands & Categories



Channel-wise Saliency	H1 FY23	H1 FY24
General trade	23%	22%
Retail trade	11%	10%
Modern trade	26%	27%
Ecom	15%	21%
CSD CPC	12%	9%
Institutional	7%	6%
International	5%	4%

Brand-wise Saliency	H1 FY23	H1 FY24
Carlton	5%	5%
VIP	24%	20%
Skybags	31%	31%
Premium & Mass Premium	60%	56%
Aristocrat + Alfa	36%	39%
Caprese	4%	4%

Category-wise Saliency	H1 FY23	H1 FY24
Uprights	76%	75%
Hard Luggage	49%	50%
Soft Luggage	27%	25%
Duffel Bags	7%	7%
Backpacks	12%	13%
Ladies Hand Bags	4%	4%

- 1 Trade Channels growth (Online & Offline) at a healthy 15%
- 2 Investments in strengthening ECOM business fundamentals show results with 50% YoY growth
- 3 Backpack new collection has been received very well – making it the fastest growing category
- 4 Competitive play in the Value Segment through ‘Aristocrat’ continues to be strong; 20% YoY growth

5 Slower secondary sales in Q1 impacted Q2 performance for primary driven offline trade channels like GT & MT

6 International business suffered with demand slowdown in middle east and increase in global China supplies

A person wearing blue jeans and white sneakers is pulling a tan rolling suitcase through a glass entrance. The person's hand is on the handle of the suitcase. The background is a bright, blurred interior space with green arrows pointing right. An orange banner is overlaid on the left side of the image.

Brands Strengthening

Product Launches Targeting Key Q2 Consumer Cohorts

Capitalizing on Student travel season



Back to college



Supplementary Campaigns Targeting Key Q2 Consumer Cohorts

Capitalizing on Student travel season

Back to college

Skybags
 MOVE IN STYLE

Get up to **50% OFF** +
 Additional **10% OFF** for students

GOOD BYE
 BEFORE BUY

Get up to **50% OFF** +
 Additional **10% OFF** for students

Get up to **50% OFF** +
 Additional **10% OFF** for students

Offer valid on Skybags Cityscape, Airway Pro and Twentyfour7 Pro till 31st August, 2023

START SMART

50% OFF
 PLUS
20% OFF
 ONLY FOR STUDENTS

Valid 1st Aug to 15th Sep 2023 only*

*T&C Apply

WHAT'S THE LOOK THAT KEEPS YOU TRENDING?

SEND YOUR ENTRIES NOW!

#IDTOFAME contest encouraged participant to create their unique campus look with their latest sky bags backpack collection , the contest saw an impressive 4 million views along with high engagement

Skybags
 MOVE IN STYLE

Congratulations!

on winning the
#IDTOFAME
 Challenge!

DM us to win your
#KeepTrendingKit



The #IDTOFAME contest was amplified by leading marco and micro influencers to drive participation and reach.

New Launches Strengthening Categories

Soft Luggage

Launch of Casual Range under Skybags

Strengthening Soft Luggage for Ecom Big Days



Backpacks

Category expansion with Rucksacks





New Launches Strengthening Premiumization Agenda



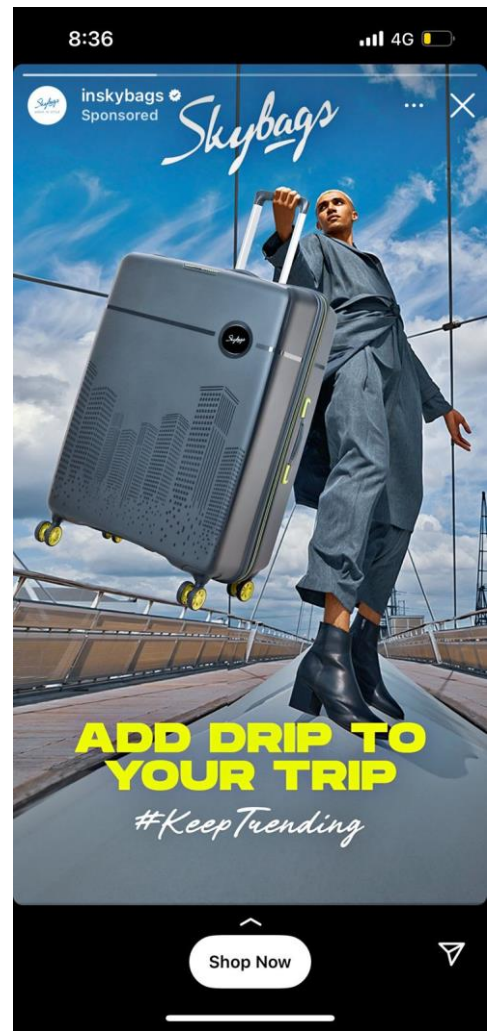
CARLTON
THE NEW FACE OF BUSINESS





Skybags' Mega Actions On Digital To Engage Youth

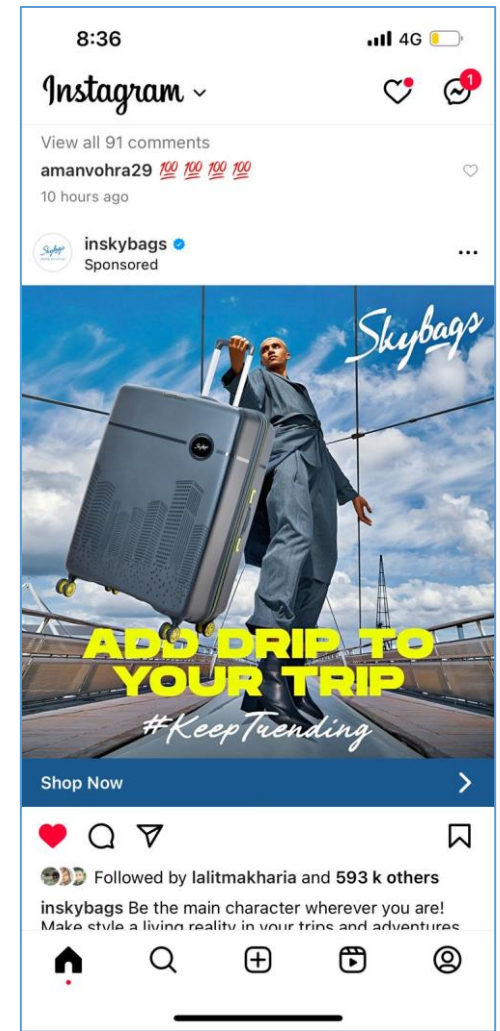
High exposure digital advertising



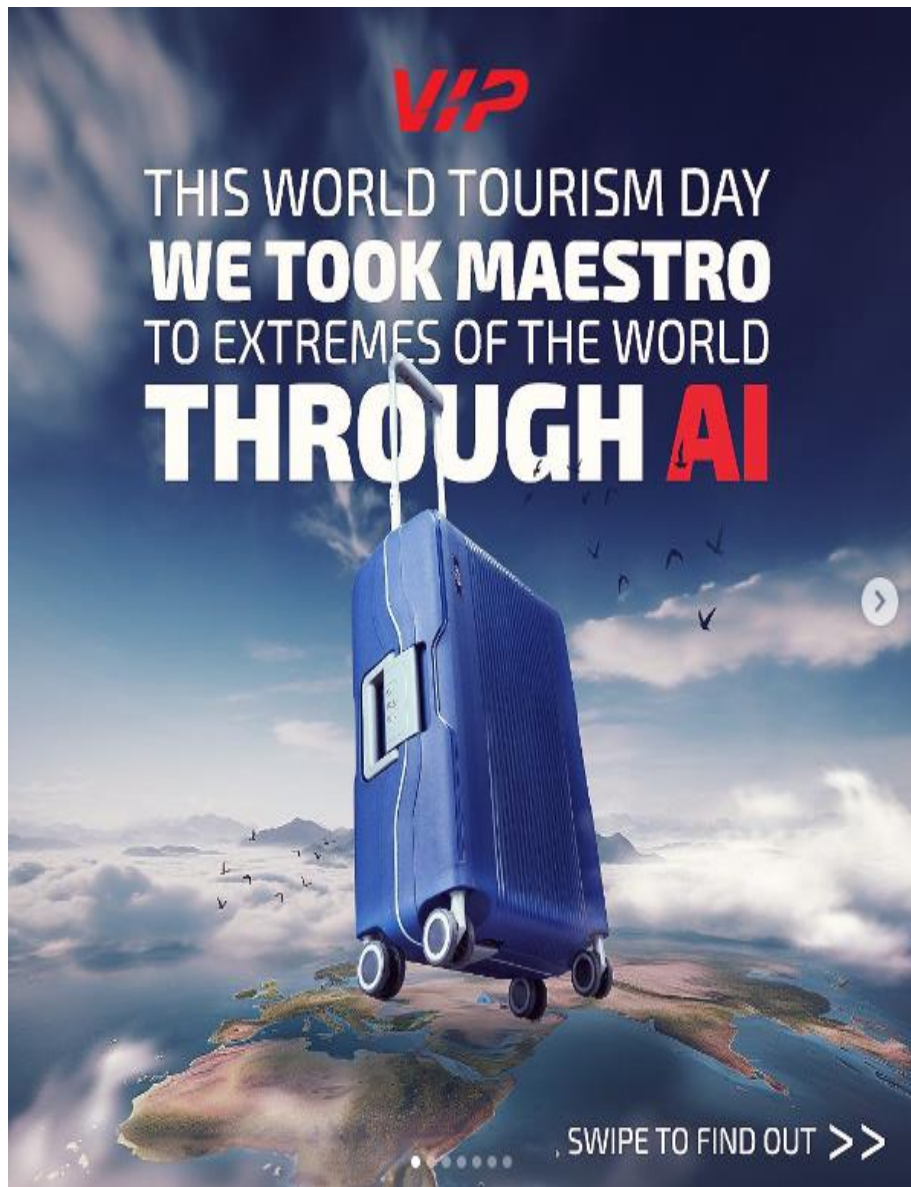
Engaging web store with high traffic



Topical & engaging content on social media resulting in 6 lakh+ engaged followers



VIP Ventured Into AI Advertising With Its World Tourism Day Campaign



vipbagsindia



vipbagsindia This World Tourism Day was like none other! We were on an AI spree since afternoon, to find out the most extreme travel destinations for VIP Maestro – the unbreakable explorer. The best part is, we got your enthusiastic support in deciding the same. We asked, "Where's next?", you replied with a poll. And the AI generated results were just as amazing! Keep swiping and tell us which one is your favorite.
 #VIPBags #VIPLuggage #Travel #TravelGear #TravelPartner #WheresNext #worldtourismday

2w



sparrowcollections

2w Reply

View replies (1)

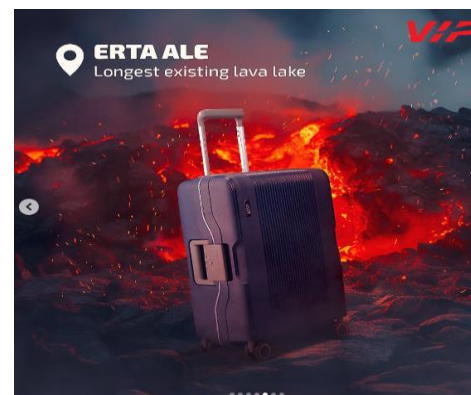
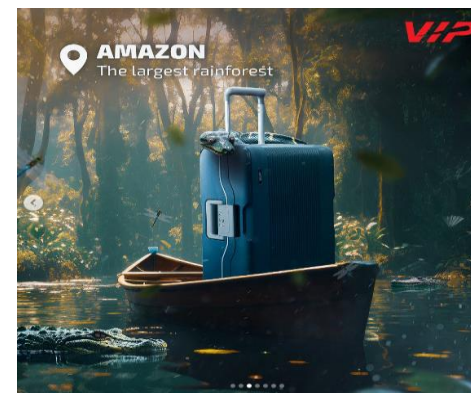
View insights

Boost post



171 likes
 SEPTEMBER 27

Add a comment...





Caprese Launched 'Emily In Paris' With 360 Degree Activations & Media



SOCIAL MEDIA PROMOTION

INFLUENCER COLLABS

CAPRESE FASHION FETE EVENT, SOCIAL AMPLIFICATION, DIGITAL PR

PRINT

Caprese's new bag collection is inspired by the hit show Emily in Paris

The collection offers a diverse range of versatile bags across various categories, including slings, totes, crossbody bags, satchels, and more.



DIGITAL PR



Caprese Launched 'Tresna' Collection With 360 Degree Activations & Media





For Further Information Contact:

VIP Industries Limited

Ms. Neetu Kashiramka – MD Designate & Chief Financial Officer

Email: neetu.kashiramka@vipbags.com

Adfactors PR Pvt. Ltd.

Snighter Albuquerque/ Pratik Patil

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Road, Mumbai – 400025

Thank you