



24<sup>th</sup> October, 2024

<b>BSE Limited</b> Phiroze Jeejeebhoy Towers, Dalal St, Kala Ghoda, Fort, Mumbai – 400001  Code No. 507880	<b>National Stock Exchange of India Ltd.</b> 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 Investor presentation Q2 FY 25 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**

**Ashitosh Sheth**  
**Company Secretary & Head – Legal**  
**ACS 25997**

Encl. As above

**VIP INDUSTRIES LIMITED**

Registered Office: DGP House, 5<sup>th</sup> Floor, 88C, Old Prabhadevi Road, Mumbai 400 025. INDIA.  
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CIN - L25200MH1968PLC013914

RISE. ROAR.  
RECLAIM.



INVESTOR PRESENTATION  
Q2FY25





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Company Overview



Q2FY25 Financial Performance



Brands, Channels & Categories




# Company Overview


# Undisputed leader in an Oligopolistic Indian Luggage Industry



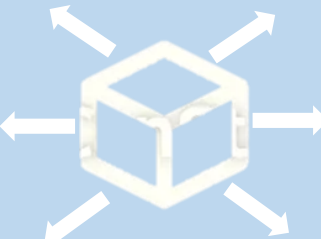
**Established in 1968**



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



**#1 In the organized luggage space**



**Servicing customers through ~13,500 Point of Sales across ~1300 towns**



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



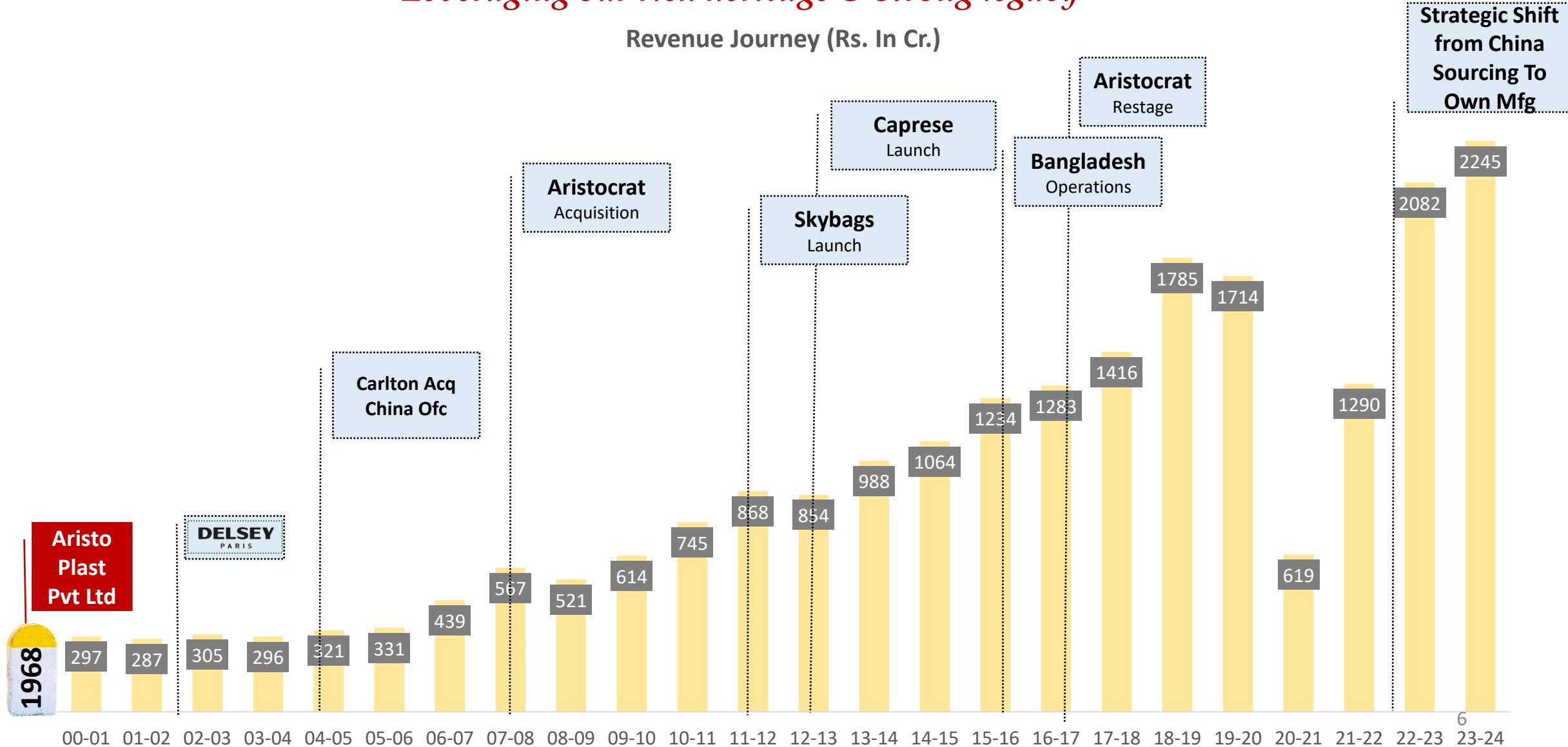
**~8840 employees\***

\*~3768 at Bangladesh<sup>5</sup>

# 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**  
Managing Director

She is a qualified Chartered Accountant and has over 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.



**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



**Ms. Payal Kothari**  
Independent Director

Ms. Payal Kothari, holds a Bachelor degree in Economics and is law graduate and Solicitor, specializing in Negotiation and Mediation and has done Certification Course from Harvard Law School. She is Practicing advocate having 29 years of experience in litigations.



# Strengthened Senior Management Team



**Akash Shukla**  
**Vice President - Human Resources**  
 22 years of experience across varied industries including luggage



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



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



**Dipti Shah**  
**Vice President – Marketing**  
 20 years of experience across varied industries



**Manish Desai**  
**Chief Financial Officer**  
 25 years of experience across varied industries



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



**Praful Gupta**  
**Vice President - Sales & CRM**  
 24 years of experience in the FMCG & luggage industry



**S.Somasundaram**  
**Vice President-Strategic Projects (Quality, Supply Planning & Fulfillment)**  
 30 years of experience across varied industries



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



**Vasant Dewaji**  
**Design Head**  
 32 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



## SOFT LUGGAGE



## BACKPACKS



## BUSINESS SATCHELS



## DUFFLE BAGS



## LADIES HANDBAGS



A person wearing blue jeans and white sneakers is pulling a tan rolling suitcase. The person is walking on a paved sidewalk in front of a glass entrance. Inside the building, there are green arrows pointing to the right. The scene is brightly lit, suggesting daytime.

# Financial Overview

# Performance Highlights (Consolidated)

## Q2 FY25 Financial Performance Snapshot

<b>4407 ('000) Volume</b> <i>17.8%</i>	<b>Rs. 547 Cr. Revenues</b> <i>-0.3%</i>	<b>45%* GP %</b> <i>-10.4%</i>	<b>0.1% EBITDA %</b> <i>-10%</i>	<b>Rs. -46 Cr. PBT#</b> <i>NA</i>
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*Over Q2 FY24*

## H1 FY25 Financial Performance Snapshot

<b>9318 ('000) Volume</b> <i>14.4%</i>	<b>Rs. 1188 Cr. Revenues</b> <i>0%</i>	<b>44.7%* GP %</b> <i>-7.6%</i>	<b>4.4% EBITDA %</b> <i>-7.3%</i>	<b>Rs. -41.83 Cr. PBT#</b> <i>NA</i>
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*Over H1 FY24*

**EBITDA Bridge**

<b>EBITDA % - Q2 FY 24</b>	<b>10.1%</b>
Decrease in Gross Margin	-10.4%
Decrease in Employee Cost	1.5%
Decrease in Advt Expenditure	1.2%
Increase in Other Expenditure	-2.3%
<b>EBITDA % - Q2 FY 25</b>	<b>0.1%</b>

**GC trend**

Quarter	GC %
Q2 FY24	55.5%
Q3 FY24	55.8%
Q4 FY24	50.0%
Q1 FY25	44.3%
Q2 FY25	45.1%

- Volume growth stood at 18% for Q2 and 14% for H1 FY25
- Revenue growth remained flat owing to Price support for on-line channels netted off in the current year result.
- Gross margins impacted mainly on account of :
  - Lower realization owing to brand and channel mix.
  - SL upright at a reduced margin, Bangladesh result due to reduced capacity utilization.
- EBITDA impacted by higher Advertisement and marketplace spends towards online channels and Fixed overheads on account of additional warehousing owing to high inventory
- Tight control on procurement along with focused approach on liquidation resulted in inventory reduction of Rs. 174 crs over March 24.
- Net Borrowing has been reduced by Rs. 35 crs in line with overall reduction plan.

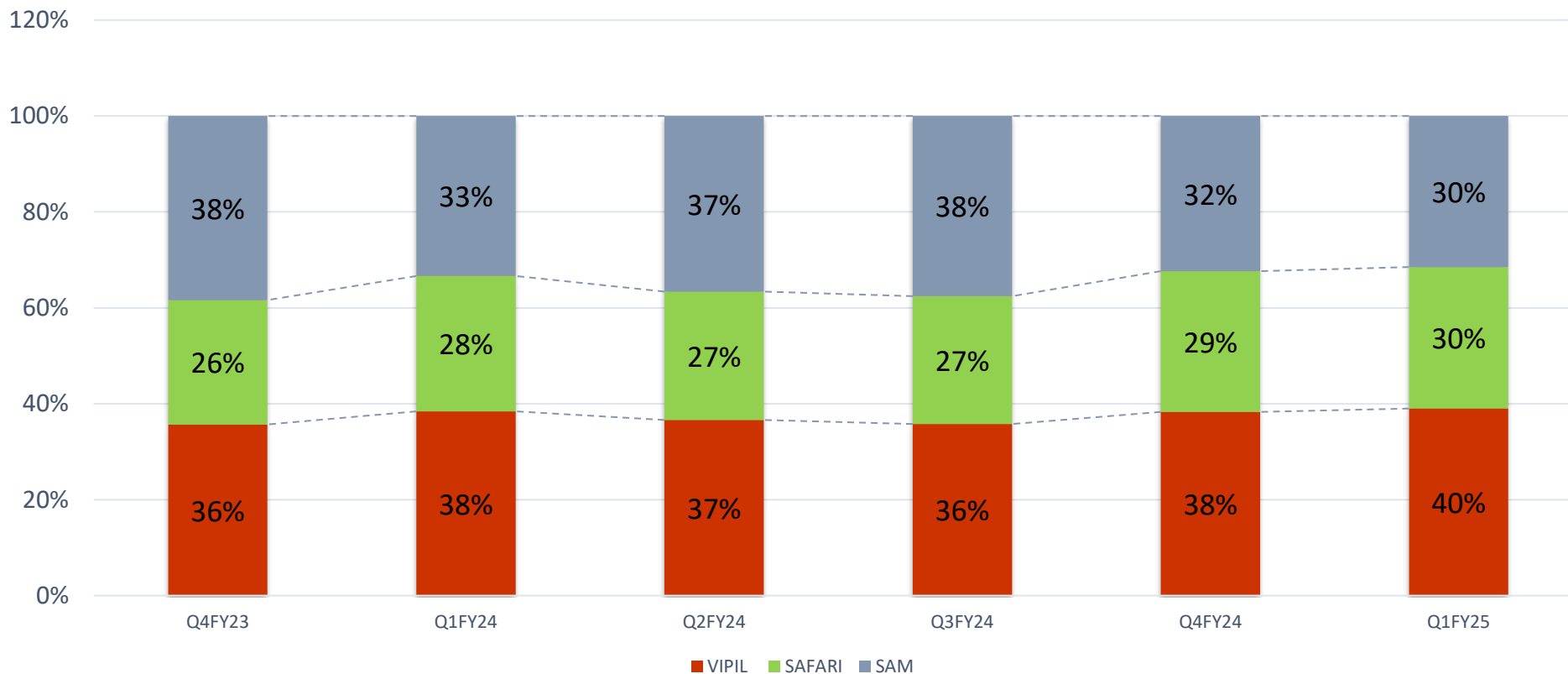




# Market Share



Historic Market Share %



Relative Market share based on reported results of 3 Companies

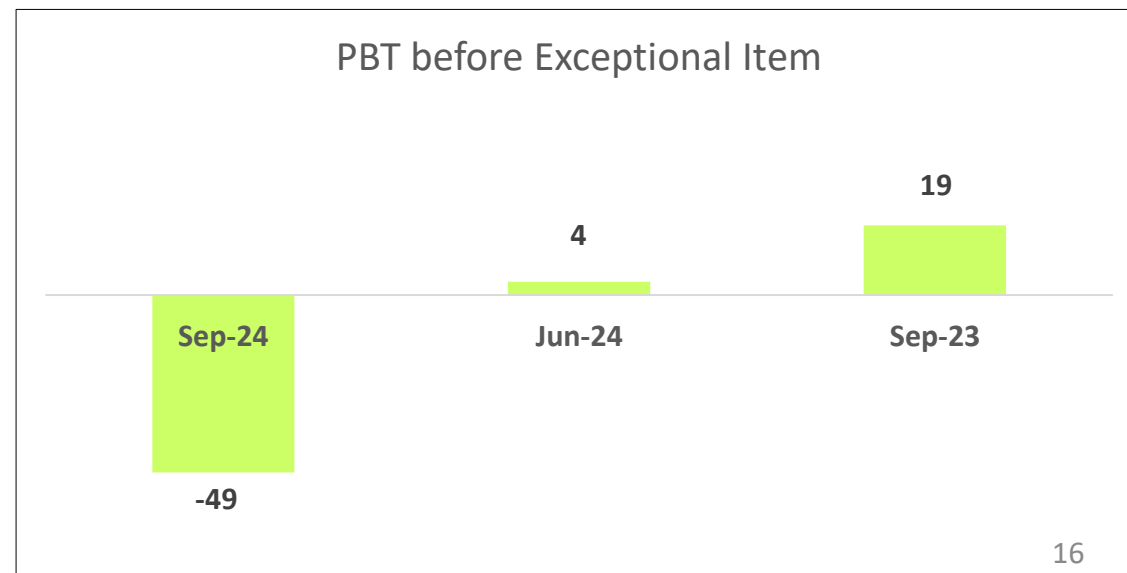
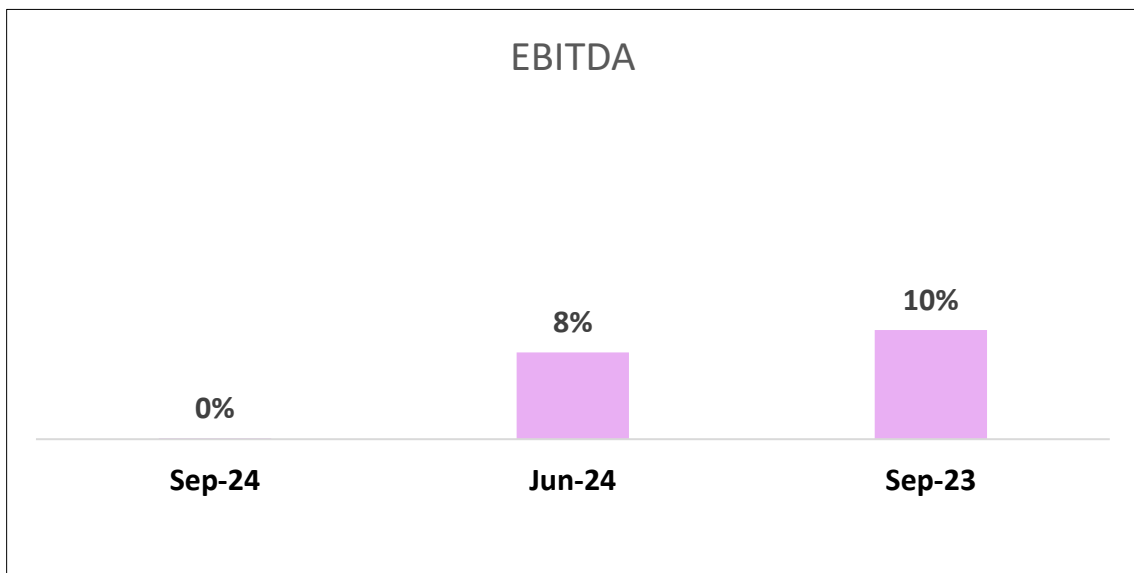
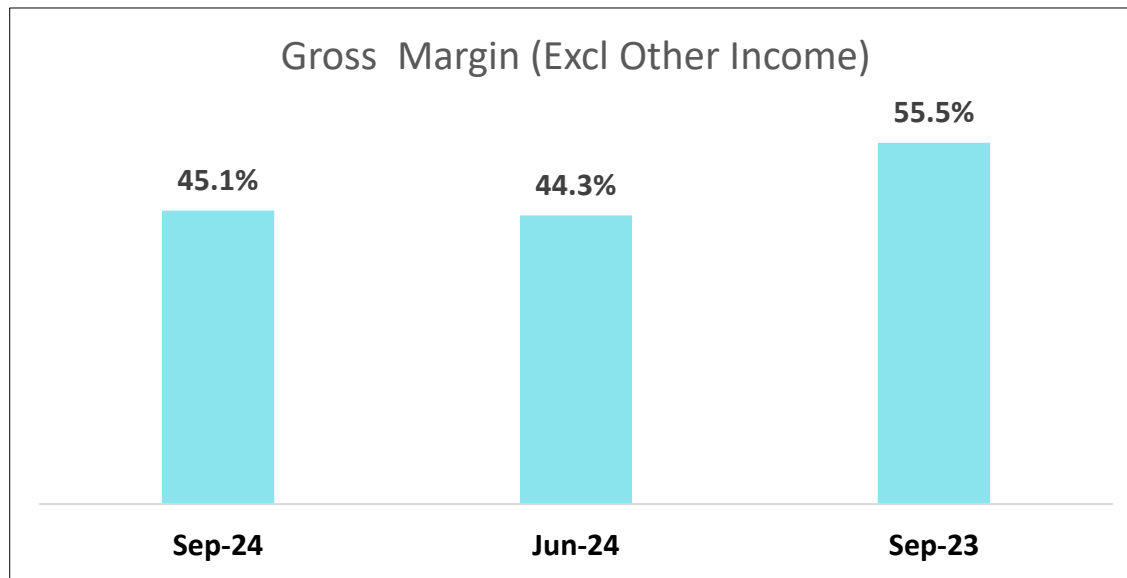
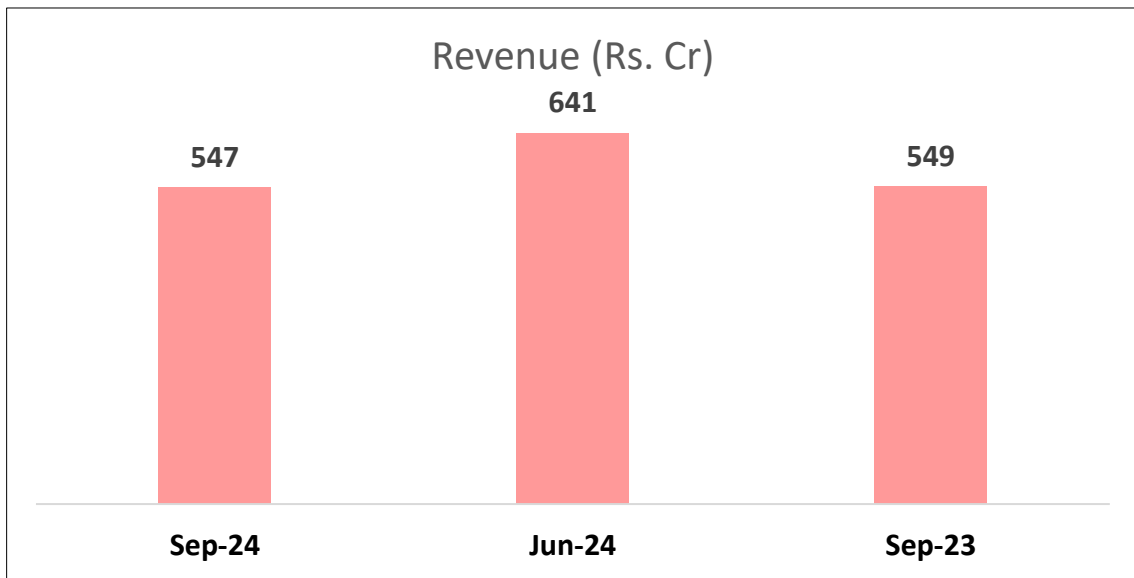
**Product placement coupled with price calibration and growth in share of business in E-commerce channel resulted in gain of close to 400 bps in last two quarters.**

# Q2 & H1 FY25 Financial Performance - Consolidated

Rs. In Cr.

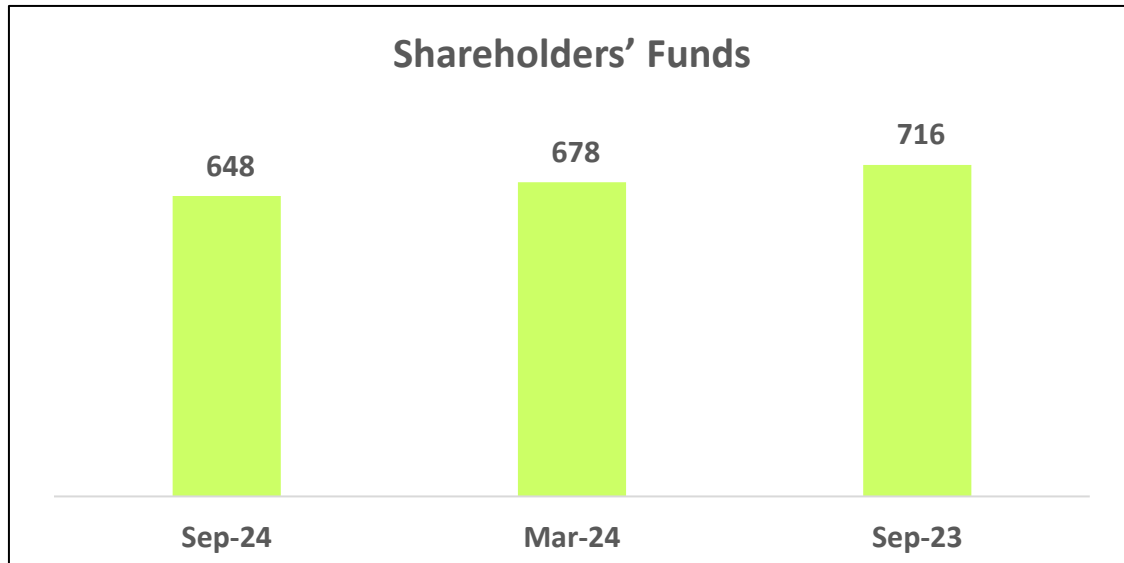
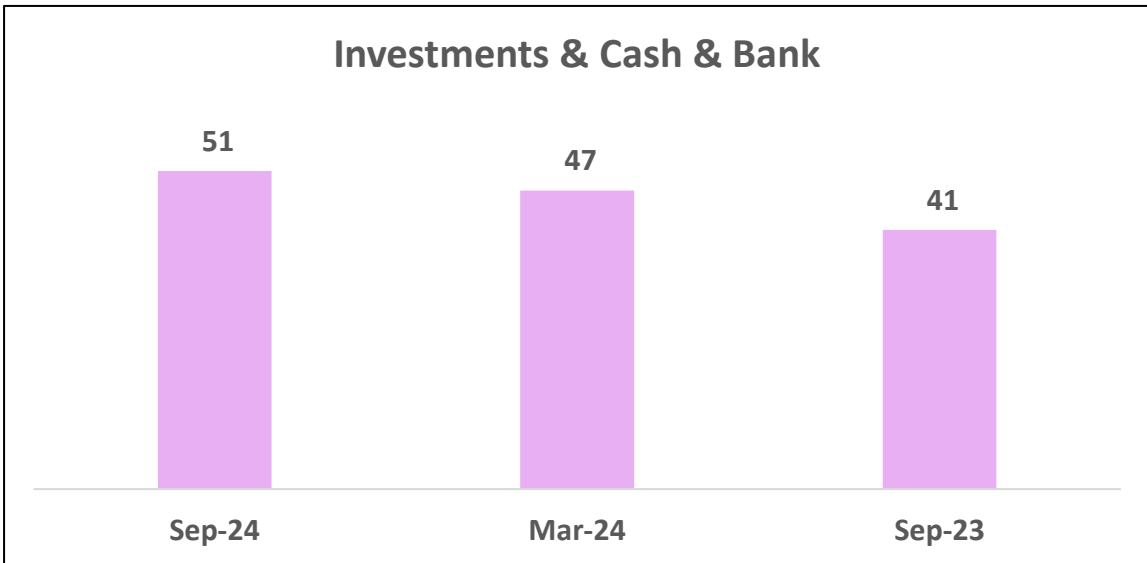
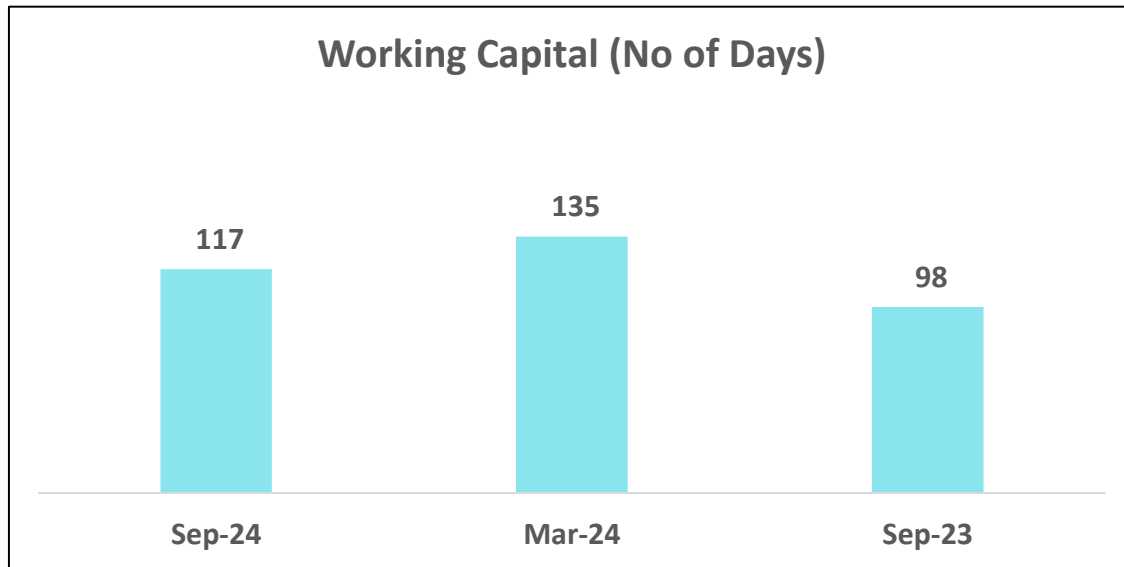
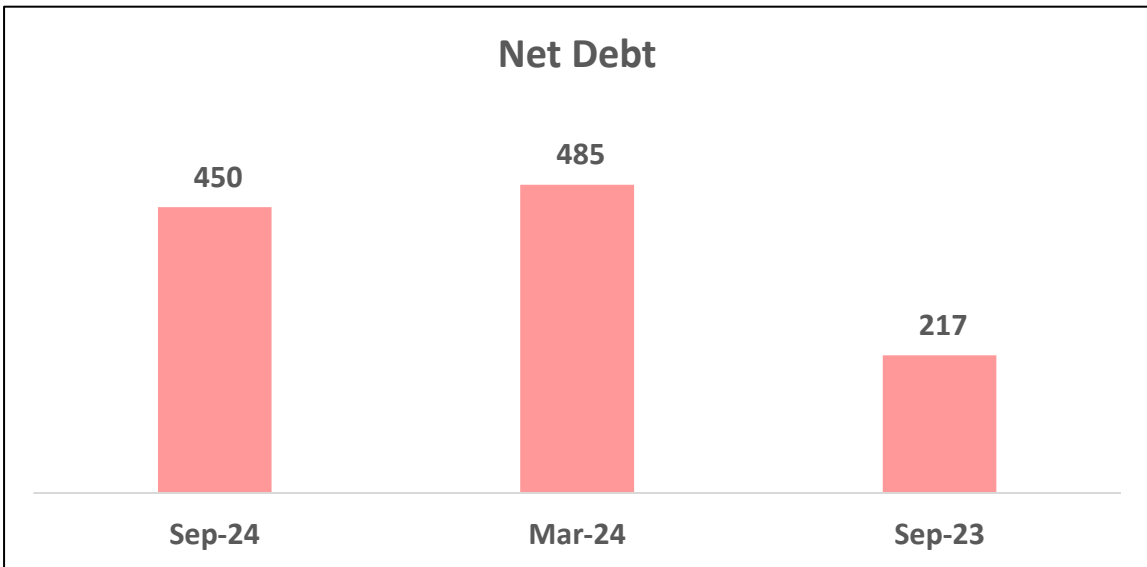
Particulars	Quarter ended			Year ended	
	Sep-24	Jun-24	Sep-23	Sep-24	Sep-23
Revenue from Operations	544	639	546	1,183	1,182
Other Income	3	2	3	5	5
<b>Total Revenue</b>	<b>547</b>	<b>641</b>	<b>549</b>	<b>1,188</b>	<b>1,187</b>
COGS	299	356	243	655	564
<b>Gross Contribution</b>	<b>248</b>	<b>285</b>	<b>306</b>	<b>533</b>	<b>623</b>
<b>GC Margin (without Other Income)</b>	<b>45.1%</b>	<b>44.3%</b>	<b>55.5%</b>	<b>44.7%</b>	<b>52.3%</b>
Employee Benefits expenses	58	59	66	117	132
Other Expenses	190	175	184	365	352
<b>Total Expenses</b>	<b>248</b>	<b>234</b>	<b>250</b>	<b>481</b>	<b>484</b>
<b>EBIDTA</b>	<b>0</b>	<b>51</b>	<b>55</b>	<b>52</b>	<b>139</b>
<b>EBIDTA Margin</b>	<b>0.1%</b>	<b>8.0%</b>	<b>10.1%</b>	<b>4.4%</b>	<b>11.7%</b>
Depreciation	30	29	24	59	45
<b>EBIT</b>	<b>(29)</b>	<b>22</b>	<b>32</b>	<b>(7)</b>	<b>94</b>
Finance Cost	20	18	12	39	23
<b>Profit before Exceptional items</b>	<b>(49)</b>	<b>4</b>	<b>19</b>	<b>(45)</b>	<b>71</b>
<b>Exceptional items Expense / (Income)</b>	<b>(4)</b>	<b>-</b>	<b>-</b>	<b>(4)</b>	<b>(26)</b>
<b>Profit before Tax</b>	<b>(46)</b>	<b>4</b>	<b>19</b>	<b>(42)</b>	<b>97</b>
Tax	(13)	(0)	6	(13)	26
<b>Profit After Tax</b>	<b>(33)</b>	<b>4</b>	<b>13</b>	<b>(29)</b>	<b>71</b>

# Key Financial Metrics - P&L





# FY24 Key Financial Metrics - Balance Sheet



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

## Brands & Categories

# Revenue Performance : Brands & Categories



Channel-wise Salience	Q2FY24	Q2FY25
General trade	17%	11%
Retail trade	11%	8%
Modern trade	23%	18%
E-Com	31%	45%
CSD CPC	9%	7%
Institutional	6%	9%
International	3%	2%

Brand-wise Salience	Q2FY24	Q2FY25
Carlton	3%	4%
VIP	20%	20%
Skybags	34%	27%
<b>Premium &amp; Mass Premium</b>	57%	52%
Aristocrat + Alfa	39%	45%
Caprese	4%	4%

Category-wise Salience	Q2FY24	Q2FY25
Uprights	76%	77%
Hard Luggage	52%	60%
Soft Luggage	24%	17%
Duffel Bags	7%	8%
Backpacks	12%	11%
Ladies Hand Bags	5%	4%

1 The share of E-commerce in overall sales for Q2 stands at 45%, an increase of 1400 bps.

2 Higher contribution of value product resulted in Aristocrat registering a higher share in the overall brand mix over last year.

3 Hard luggage contribution within upright stands at 78% against 68% for Q2 over last year.

4 Aggressive and predatory pricing by online channel has impacted offtake by the traditional channel resulting in de-growth over last year.

5 Carlton's share has improved marginally, more is expected with new launches going forward.

6 Fashion category has been extended to GT channel for better reach and extraction.

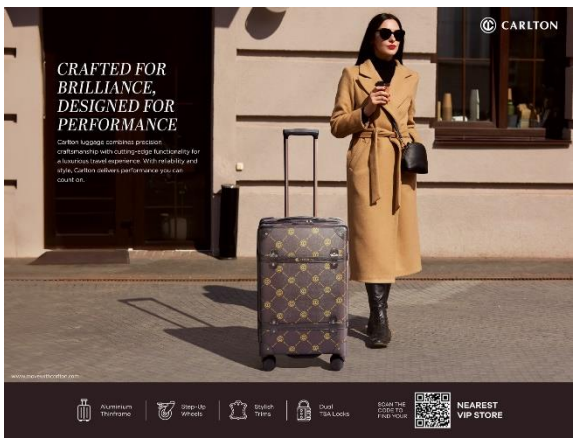


A person wearing blue jeans and white sneakers is pulling a tan rolling suitcase through a glass door. The person's hand is on the handle of the suitcase. The background is a blurred indoor space with other people and green arrow-shaped signs on the glass door. The floor is made of light-colored tiles.

# Products & Brands Strengthening

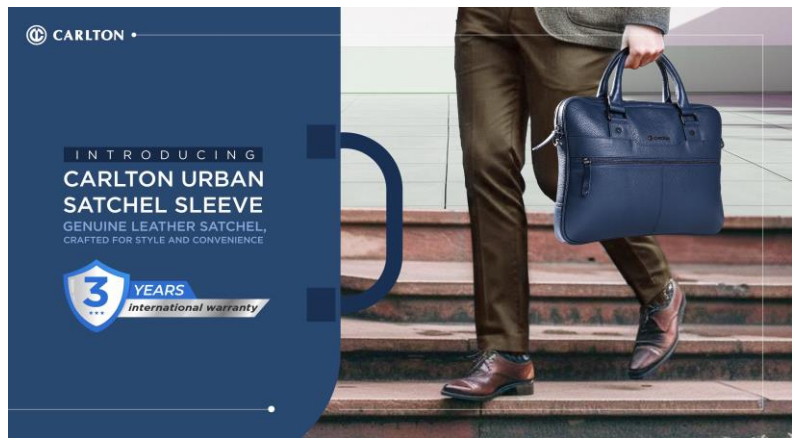


# Q2 Launches in line with Carlton's strategy of being the bridge to premium



**EDGE**

These premium backpacks contributing over 50% of total Carlton BP sale already



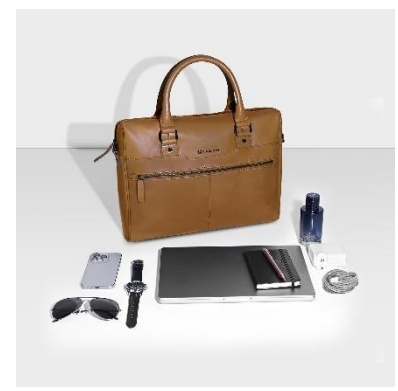
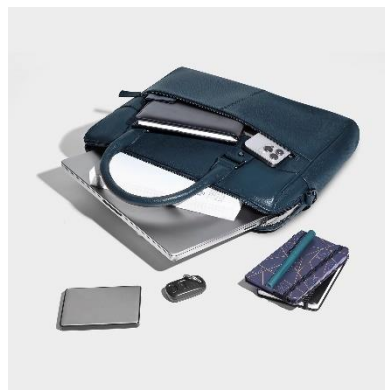
**SIGNATURE**

Serve discerning consumers with luxurious craftsmanship



**E-Tron**

**EDGE & ETRON SERIES**  
Premium structured backpacks providing bridge to luxury at accessible price point



**DELIGHTING BUSINESS TRAVELERS**  
with genuine leather laptop satchels & sleeves



# Q2 Launches: For ECOM BIG SALES - Skybags as the Go To Upgrade Brand



## ENHANCING PRINT PORTFOLIO

To continue being preferred choice of young India



Building set saliency on Flipkart with **Stroke Neo**

Refreshing colours on Amazon bestseller **Trooper**



## STRENGTHENING THE CORE

With relevant, value-added products

Premiumising E-Com mix with value-added products like **Play & Graphiq**

**Play**  
8W, TSA



**Graphiq**  
8W, TSA



## BUILDING NON-UPRIGHT PORTFOLIO

With lifestyle duffels to attract the youth



**Ortix DFT**

Boosting premium DFT portfolio on Amazon & Flipkart with **Ortix & Glam**



**Stride Gym Duffle**



**Glam DFT**

## Q2 Launches: Building E-com portfolio of VIP

### Premiumizing VIP Offering With Quad pro, a feature rich range



- First all-feature range on E- com from VIP aimed to move consumers up the price ladder & drive brand imagery

### Increasing ASP with value added set offerings



- Rigel and Stargaze active launched with value-adds like TSA lock & Anti-theft zipper to delight consumers and premiumize the mix







# Q2 Launches: Value Segment launches led by Aristocrat - All NPDs delivering healthy, higher than threshold GC



## Strengthening OPP segment to continue market leadership



## 9% ASP increase in HL with SETS



## Celebrating festivities

Diving into gifting to boost competitiveness



**The Kiara Effect – Caprese Autum-Winter'24 Collection**



**Sabrina Satchel M Mint**



**Aria Satchel Med Mustard**



**Splash Laptop Bag**



**Checker Tote Med Black**



**Topaz Tote Large Beige**



**Roxana Tote Med Pink**



**RABINA FASHION BACKPACK  
BLACK**





**For Further Information Contact:**

**VIP Industries Limited**

Mr. Manish Desai – Chief Financial Officer

Email: [manish.desai@vipbags.com](mailto:manish.desai@vipbags.com)

**Adfactors PR Pvt. Ltd.**

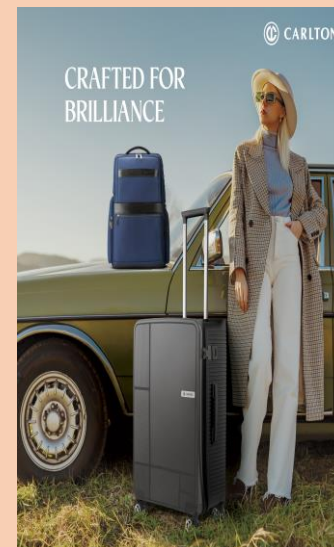
Snighter Albuquerque/ Pratik Patil

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**Thank you**