



June 07, 2022

To,

The Listing Department,  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001.

**Scrip Code : 532613**

To,

The Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza, Plot No. C/1, G Block,  
Bandra-Kurla Complex  
Bandra (East), Mumbai-400 051.

**Trading Symbol : "VIPCLOTHNG"**

**Sub:- Press Release - under Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015.**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a Press Release dated June 06, 2022, titled "**VIP Clothing launches its first franchisee model store in Kochi**".

This is for your information and record.

Thanking you.

Yours faithfully,  
**For VIP Clothing Limited**

**Archana Mungunti**  
Company Secretary  
A31071

**Encl : As above.**



**VIP Clothing Limited**

**Registered Office :** C-6, Road No. 22, MIDC,  
Andheri (E), Mumbai-400 093, Maharashtra India

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## VIP Clothing launches its first franchisee model store in Kochi

*~ Strengthens its retail presence in Kerala with the opening of its new flagship store in the city known as Queen of the Arabian sea~*

**Kochi, June 06, 2022:** VIP Clothing, India's leading Indian iconic brand of innerwear manufacturer has expanded its brick-and-mortar presence with its first ever franchisee model store in the city known as Queen of the Arabian sea, Kochi. VIP Clothing is poised to strengthen its retail presence in the innerwear category with a diverse range of innerwear collections.

The new store is spread with a variety of options and offers the latest collection across categories for men and women and kids. It features a diverse range of styles in brands that includes VIP, Frenchie, Feelings, Leader and Brat.

Speaking at the store launch, Mr. Sunil Pathare, CMD of VIP Clothing Ltd said, "We are thrilled to announce the opening of a brand-new franchisee store in Ernakulam. As Kerala being the strongest market for VIP Clothing from many years, made us to take a decision of launching the 1<sup>st</sup> Franchise Model in Kerala. We are pleased with the response and our relationship with the people of Kochi. We hope to open many more stores as a one-stop shopping destination for all your innerwear needs. We plan to expand the VIP Inners exclusive stores in the next 3 years to 100 stores in India."

The store is located on the 40/2983, Kalavath Towers, Civil Lane Road, Palarivattom, Ernakulam, Kochi, Kerala – 682025 and is open from 10:00 am to 8:00 pm throughout the week. Besides the new store, the brand presently retails through its website.

<https://www.vipinners.com/>

### **About VIP**

VIP Clothing Ltd. is a leading Indian company engaged in manufacturing and marketing intimate apparel and innerwear products. In the last 50 years, the company has built powerful brands like VIP, Frenchie, Feelings, Leader, and Brat. Till 2008 the company also handled a couple of international brands like Eminence, TRY, Rivolta, Blue chip, Live-in, Daisy Dee, Lovable, and Vanity Fair.

