



**November 14, 2024**

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 30<sup>th</sup> September, 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 30<sup>th</sup> September, 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

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www.swissmilitaryshop.com, CIN: L51100DL1989PLC034797



**SWISS  
MILITARY**



SWISS MILITARY CONSUMER GOODS LIMITED  
Q2/FY25 INVESTOR PRESENTATION

## 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.

# Travelogue

1. Reaching Peaks
2. MD's Words
3. Scaling Heights
4. About the Company
5. What we Have to Offer
6. Focused Endeavours





# SCALING NEW HEIGHTS



# Q2/**FY25** vs Q2/**FY24**



**5,555.51**  
Revenue (₹ lac)

**27.57%**  
(September 2023:  
₹4354.88 lac)



**264.21**  
EBITDA (₹ lac)

**1.25%**  
(September 2023:  
₹260.93 lac)



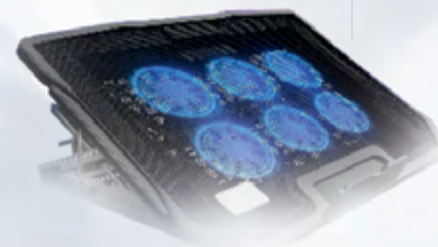
**254.62**  
EBT (₹ lac)

**(0.41)%**  
(September 2023:  
₹255.67 lac)



**184.44**  
PAT (₹ lac)

**(4.37)%**  
(September 2023:  
₹192.86 lac)



## MD'S LOCUTION



I am pleased to report that the Company has delivered robust growth across key financial metrics for the second quarter and first half of the financial year 2024-25.

Our renovation and innovation offerings are rolling out progressively with an encouraging response backed by festival season. Our focus on expanding the brand into new markets is progressively taking shape. Our strategic initiatives are driving tangible results, and we remain on track to meet our annual goals.

I am pleased to convey that we have successfully completed the rights issue of equity shares. This issue was oversubscribed by a remarkable 220%, which is a clear testament to the confidence our shareholders have in the Company's future.

With our strong financial performance so far, coupled with the capital raised through the rights issue, we are poised to seize significant opportunities in the growing luggage and bags market.





# ADDING TO THE EXCITEMENT





SWISS  
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# SWISS MILITARY **EXPANDS IN** SOUTH INDIA

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.





SWISS  
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# SWISS NECKBAND- **BRUIT**

Experience uninterrupted audio bliss with the Bruit Neckband by Swiss Military Audio! Connect and enjoy crystal-clear sound with an impressive 50 hours of playtime. Perfect for every adventure!





SWISS  
MILITARY

# SWISS MILITARY **POWER BANK** ELECTRA MITE

Stay unstoppable with the Electra Mite Powerbank by Swiss Military Audio!  
Compact yet powerful, it's your ultimate energy boost wherever life takes you.





SWISS  
MILITARY

# SWISS EARBUDS- **DAPPLE**

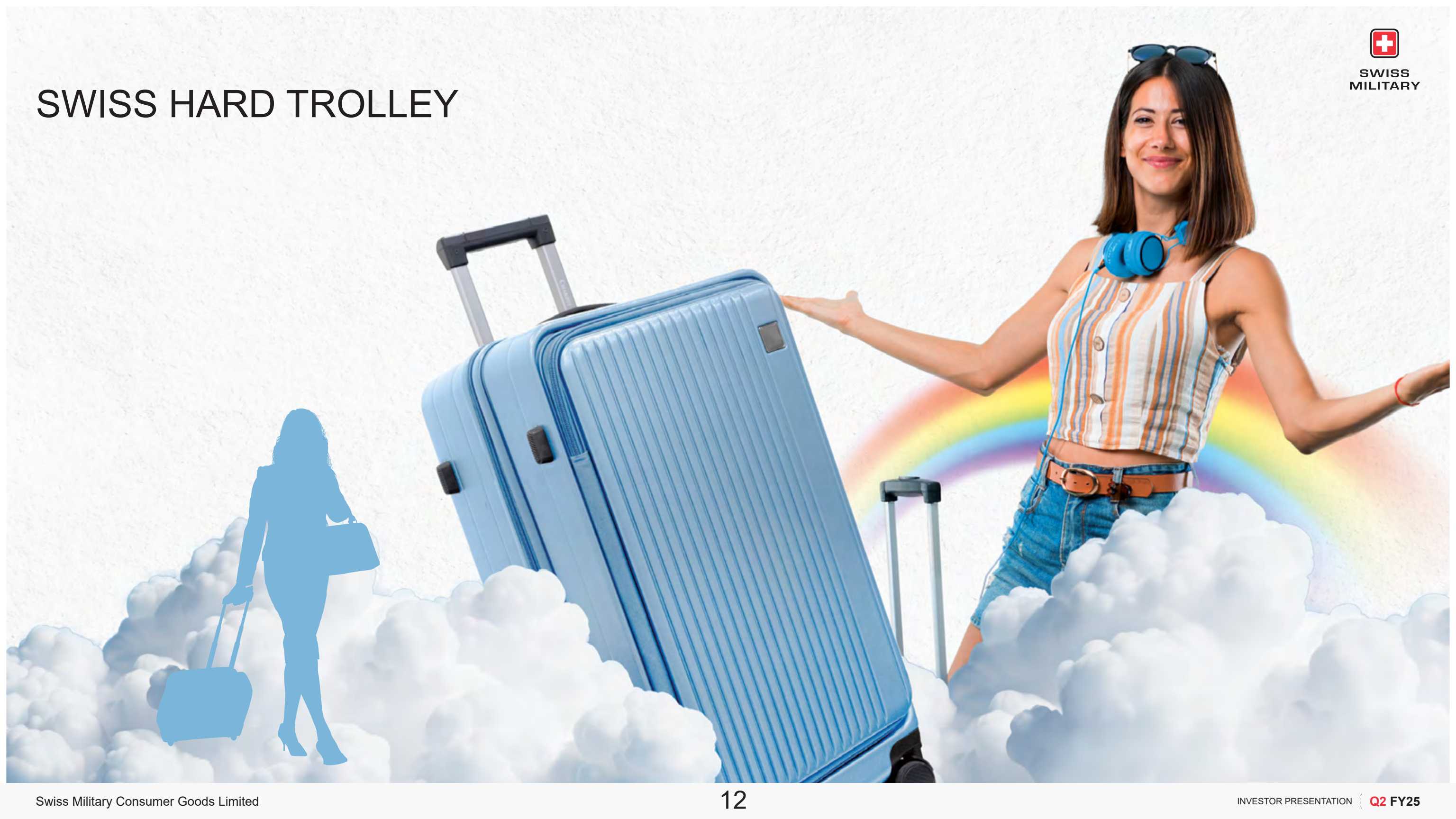
Plug into pure bliss with Dapple Earpods by Swiss Military Audio- where style meets unbeatable sound! Tiny buds, massive vibes. Are you ready to Dapple your day?





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# SWISS HARD TROLLEY





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# SWISS BACKPACK- GHOST-X





# RAISING THE BAR



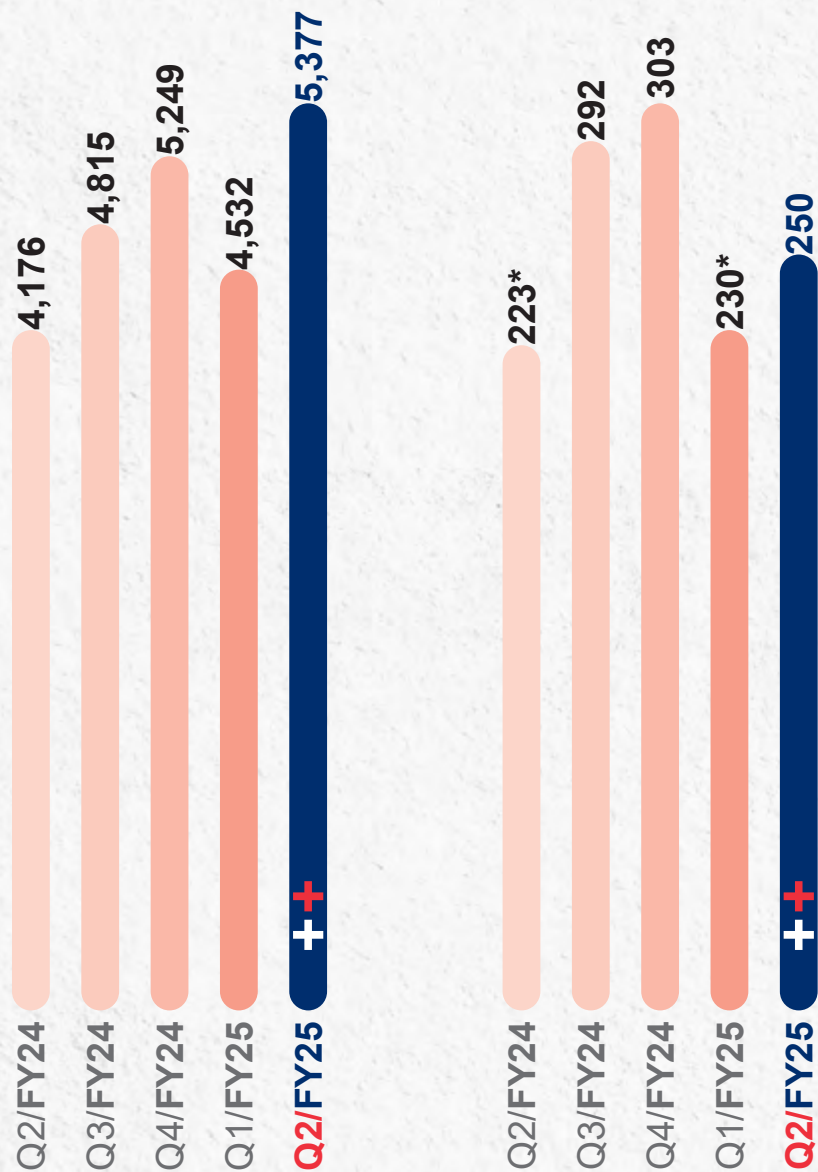


# ASCENDING EXCELLENCE (STANDALONE)

Revenue from Operations  
(₹ Lac)

EBITDA  
(₹ Lac)

Profit After Tax  
(₹ Lac)

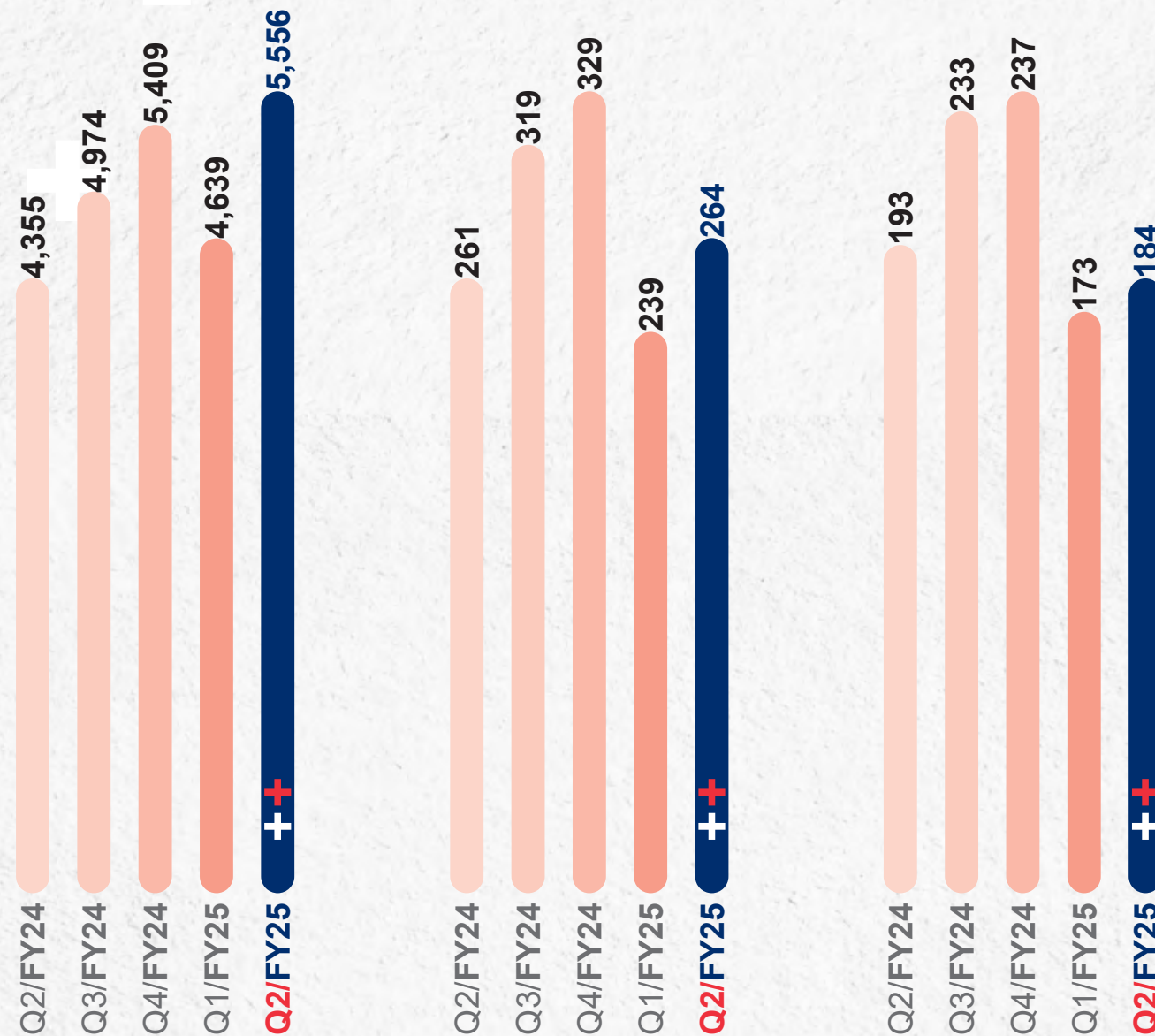


# ASCENDING EXCELLENCE (CONSOLIDATED)

Revenue from Operations  
(₹ Lac)

EBITDA  
(₹ Lac)

Profit After Tax  
(₹ Lac)



\*THE FIGURES OF Q2/FY24 & Q1/FY25 HAVE BEEN REARRANGED TO THE EXTENT OF DIVIDEND INCOME FROM SUBSIDIARY COMPANY





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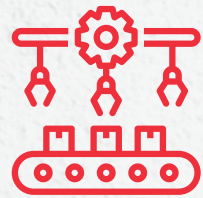
## WHAT WE **STAND FOR**

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.





# OUR **EDGE**



**15+**

MANUFACTURING  
PARTNERS



**1,500+**

PRODUCT  
SKUS



**200+**

CITIES OF  
PRESENCE



**1,250+**

DEALERS



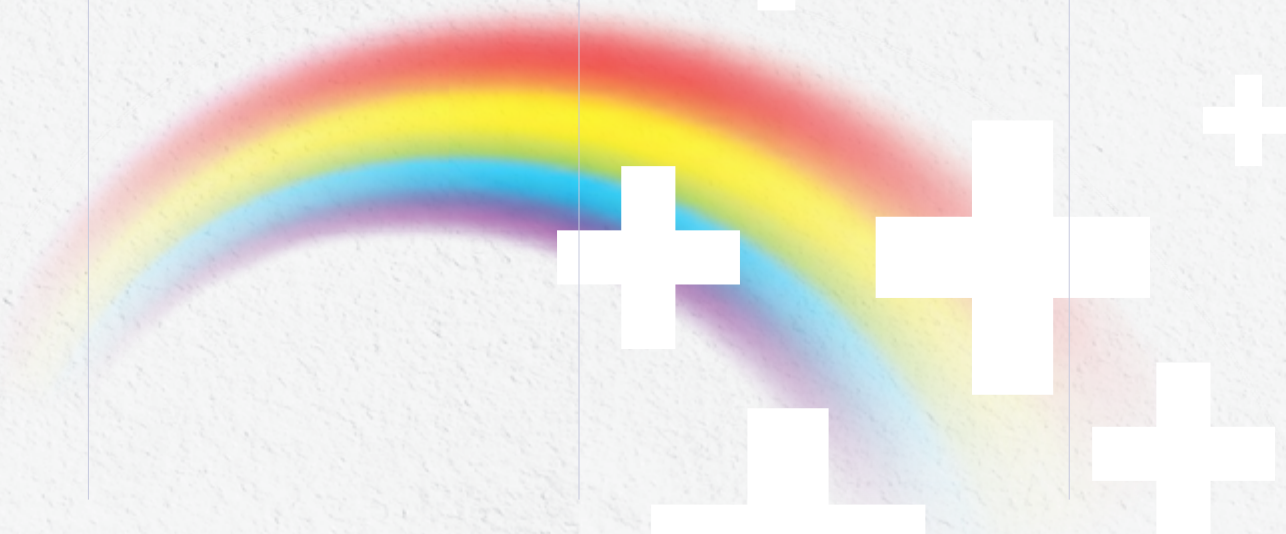
**1,000+**

MULTI-BRAND  
OUTLETS



**15+**

E-COMMERCE  
PORTALS MARKETING  
OUR PRODUCTS





SWISS  
MILITARY

# 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



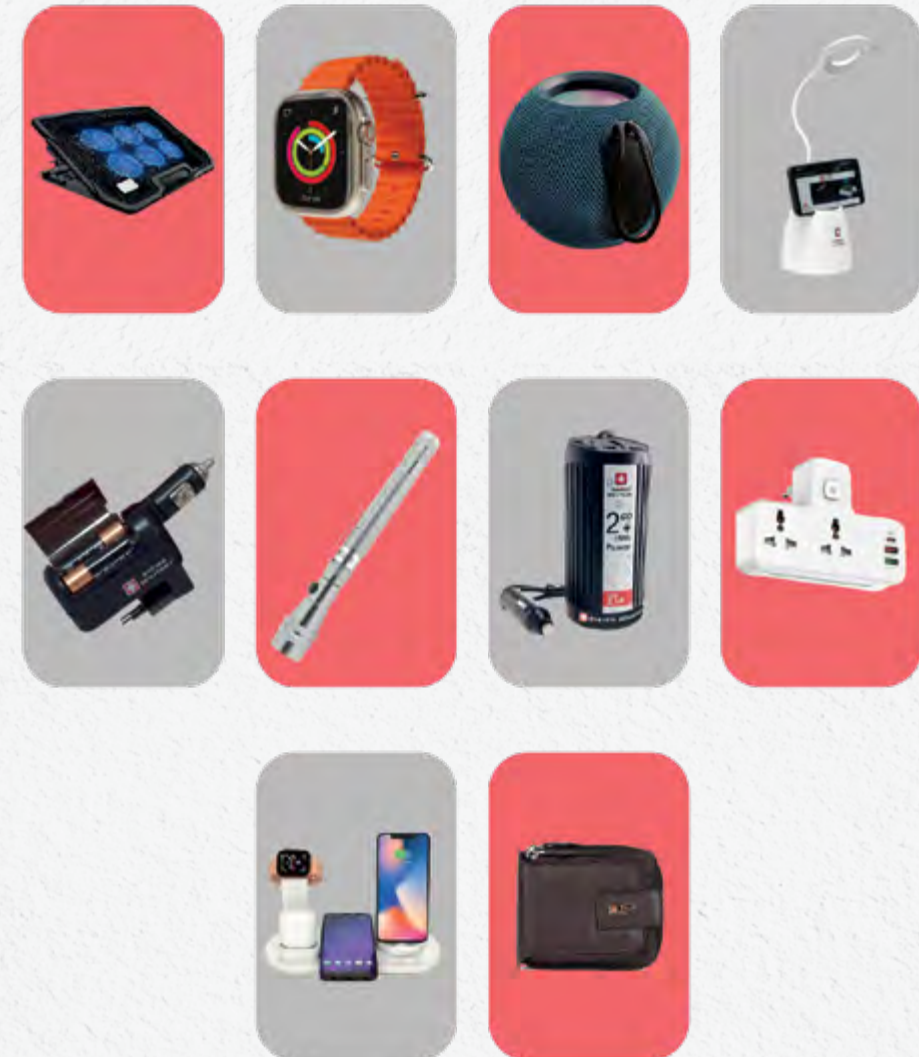
WHAT WE  
**HAVE TO OFFER**



## HOME APPLIANCES



## OTHER PRODUCTS





# FOCUSED ENDEAVOURS



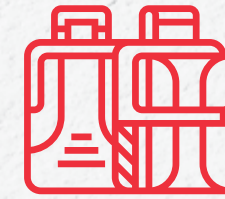
# THE FUTURE LOOKS BRIGHT!



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



India's travel market is projected to reach USD 125 billion



The luggage and bags market in India is expected to witness a CAGR of 5.02% from 2024 to 2029





# 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



Commissioning  
scheduled for  
December 2024

56.5

INITIAL INVESTMENT  
(₹ crore)

1.21

LAND AREA  
(acre)

85,000

BUILT-UP AREA  
(sq. ft.)

10

PRODUCTION CAPACITY  
(Lac pcs annually)

# ₹ 150 Crore

Estimated Revenue Generation At Optimum  
Utilisation of Manufacturing Facility



**SWISS  
MILITARY**

**THANK  
YOU**

**Vikas Jain**

*Company Secretary*

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