



August 13, 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 30th June, 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 30th June, 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



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SOARING HIGHER

Swiss Military Consumer Goods Limited
Q1/FY25 INVESTOR PRESENTATION





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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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1. Highlights of Q1FY25
2. Company Overview
3. MD's Statement
4. Growth over the Quarters
5. Our Strategic Initiatives





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WITH OVER ...



15+

MANUFACTURING
PARTNERS



1,500+

PRODUCT SKUS



180+

CITIES OF
PRESENCE



2,000+

DEALERS



1,800+

MULTI-BRAND
OUTLETS



15+

E-COMMERCE
PORTALS
MARKETING OUR
PRODUCTS

...we stand tall in the competitive market of travel gear
and lifestyle products.



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**WE ARE
SWISS MILITARY CONSUMER GOODS LTD.**

**COMPANY
OVERVIEW**



Q1FY25 AT A GLANCE

[CONSOLIDATED]



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4,638.86

REVENUE
(Rs lac)

239.39

EBITDA
(Rs lac)

232.43

EBT
(Rs lac)

172.89

PAT
(Rs lac)

5.16%

EBITDA MARGIN
(%)

Q1FY24 AT A GLANCE

[CONSOLIDATED]

4,053.87

REVENUE
(Rs lac)

239.07

EBITDA
(Rs lac)

231.98

EBT
(Rs lac)

172.27

PAT
(Rs lac)

5.90%

EBITDA MARGIN
(%)

MD's WORDS...



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We have had a steady start to FY25 with balanced performance, consolidating our position from a record year gone by. Our renovation and innovation offerings are rolling out progressively with an encouraging response. Our strategic initiatives are driving tangible results, and we remain on track to meet our annual goals. Looking ahead, we are excited about the opportunities to build on this momentum and continue delivering value for our shareholders. With a visionary approach and a dedicated team, we're not just anticipating the future—we're shaping it. Thank you for your continued support and confidence in our vision.





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WHO ARE WE?

Swiss Military Consumer Goods Limited specializes in a diverse range of premium lifestyle products, catering to a broad audience with a focus on quality and innovation.



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WHAT GUIDES 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 DO WE OFFER?



PRODUCT PORTFOLIO

Luggage



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Home appliances



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Other products



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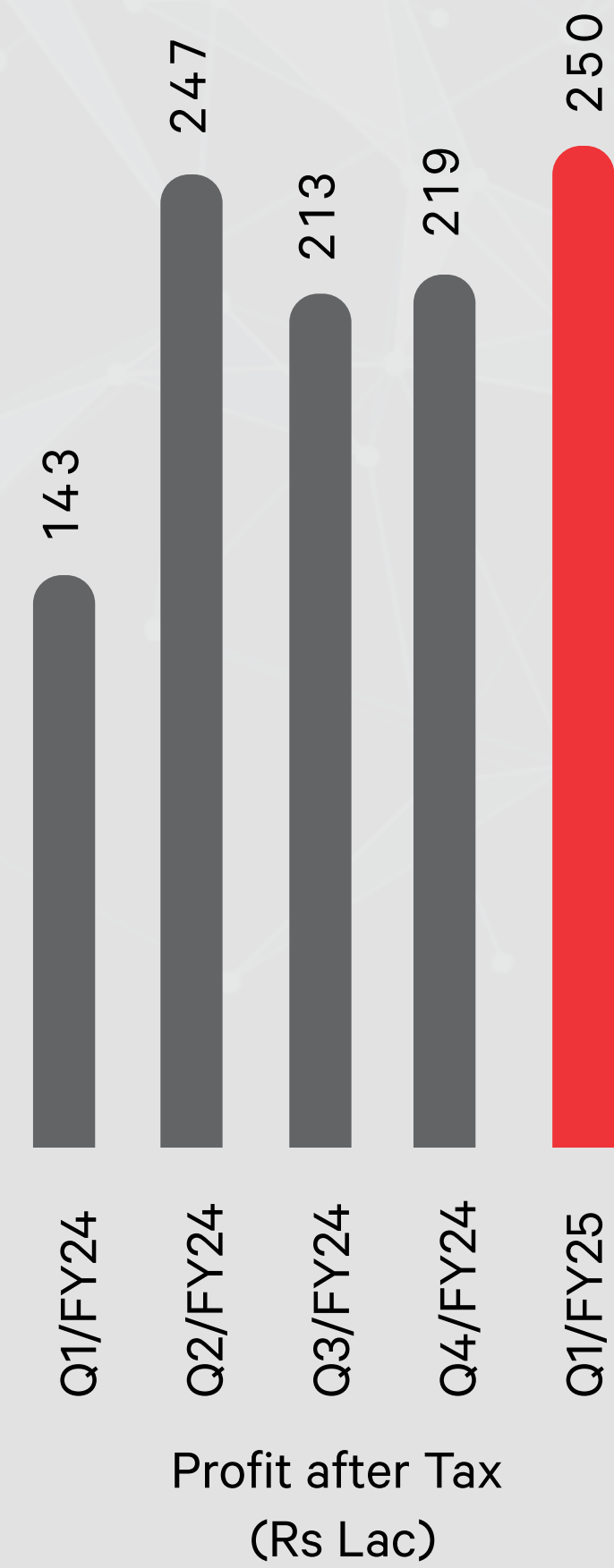
UPWARDS & FORWARDS

PACING AHEAD

[STANDALONE]



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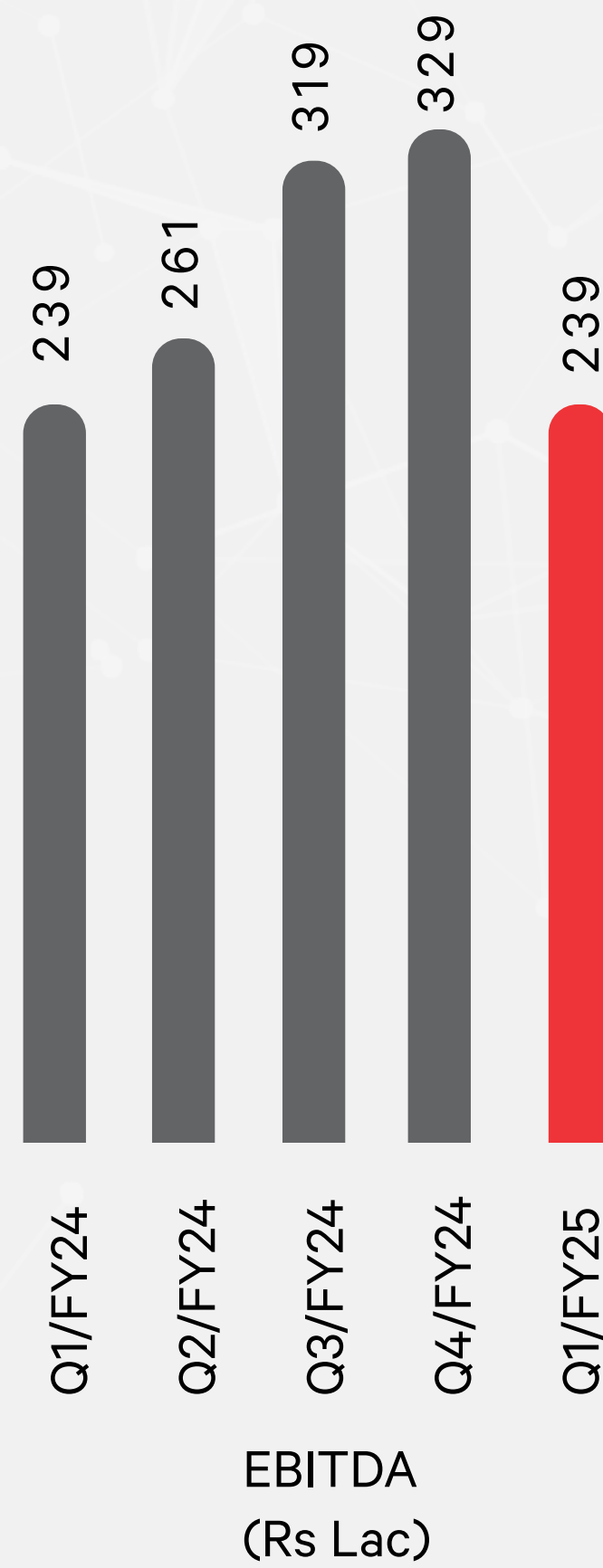
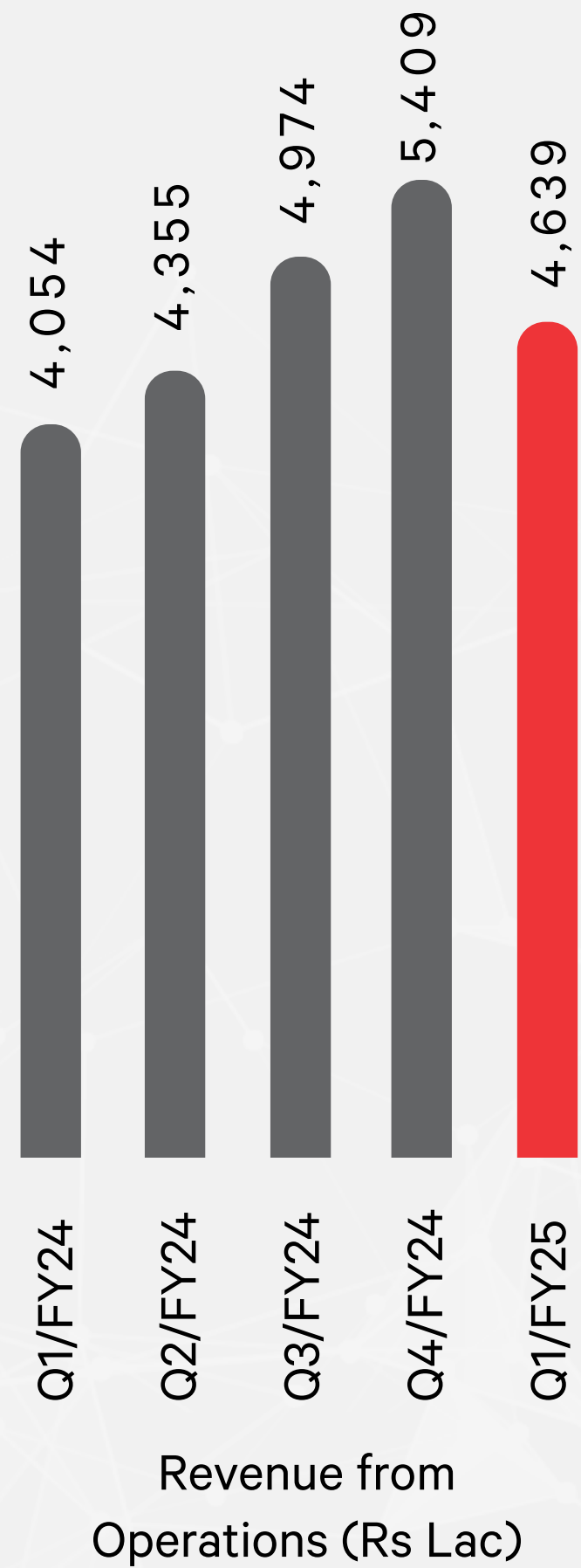


PACING AHEAD

[CONSOLIDATED]



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A SNAPSHOT

[STANDALONE]

(Rs Lac)

Particulars	Q1/25	Q1/24	Change (%)
Revenue from Operations	4532.22	3,883.64	16.70%
Total Income	4632.76	3,924.93	18.03%
EBITDA	313.34	195.49	60.28%
Net Profit	250.14	143.02	74.89%
EBITDA Margin	6.91%	5.03%	188 bps
Net Margin	5.52%	3.68%	184 bps
Earnings per Share	0.13	0.07	85.71%



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A SNAPSHOT [CONSOLIDATED]

(Rs Lac)

Particulars	Q1/25	Q1/24	Change (%)
Revenue from Operations	4,638.86	4,053.87	14.43%
Total Income	4,656.75	4,097.33	13.65%
EBITDA	239.39	239.07	0.13%
Net Profit	172.89	172.27	0.35%
EBITDA Margin	5.16%	5.90%	(74) bps
Net Margin	5.01%	4.25%	76 bps
Earnings per Share	0.09	0.09	-



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STRATEGIC INITIATIVES



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SECTORAL GROWTH

- The Travel & Tourism market is projected to experience a significant increase in revenue in the coming years worldwide.
- By 2024, revenue is estimated to reach US\$916.00bn and is projected to grow annually at a rate of 3.99%, resulting in a market volume of US\$1,114 bn by 2029.
- Along with the growth in travel and tourism, the luggage market is also on the rise. It is expected to rise from US\$ 174.4 billion in 2024 to US\$ 256.6 billion by 2030, with a CAGR of 7.3%

Swiss Military has taken strategic measures to cater to this rising demand.



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WHAT'S THAT?

A NEW FACILITY



- 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
(Rs Crore)

1.21

LAND AREA
(acre)

85,000

BUILT-UP AREA
(sq. ft.)

10

PRODUCTION CAPACITY
(Lac pcs annually)

Rs 150 CRORE

Estimated Revenue Generation At Optimum Utilisation

THANK YOU

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