



**May 22, 2024**

BSE Limited  
Corporate Relationship Department,  
P J Towers, Dalal Street  
Mumbai – 400 001  
**Scrip Code- 523558**

**Sub: Investor Presentation on the Audited Financial Results for the Financial Year ended 31<sup>st</sup> March, 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 Audited Financial Results of the Company for the Financial Year ended 31<sup>st</sup> March, 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

+91 11 41067060, info@swissmilitaryshop.com

www.swissmilitaryshop.com, CIN: L51100DL1989PLC034797



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# FLYING HIGH

Swiss Military Consumer Goods Limited  
Q4/FY24 Investors' 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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# OVER THE TOP



# Q4FY24 AT A GLANCE [CONSOLIDATED]



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**5408.89**

REVENUE  
(Rs lac)



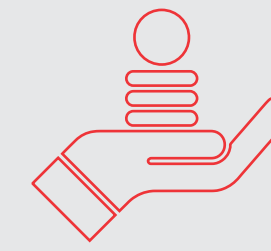
**328.72**

EBITDA  
(Rs lac)



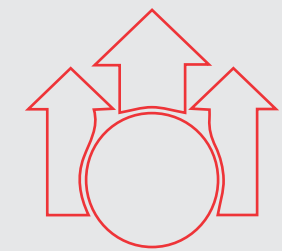
**320.18**

EBT  
(Rs lac)



**237.21**

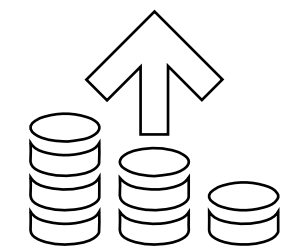
PAT  
(Rs lac)



**6.08**

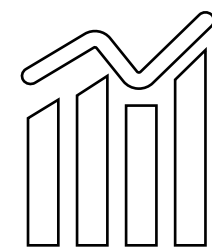
EBITDA MARGIN  
(%)

# FY24 AT A GLANCE [CONSOLIDATED]



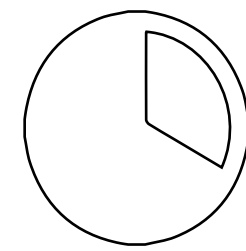
**18791.54**

REVENUE  
(Rs lac)



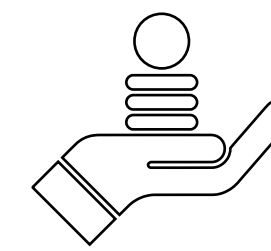
**1147.27**

EBITDA  
(Rs lac)



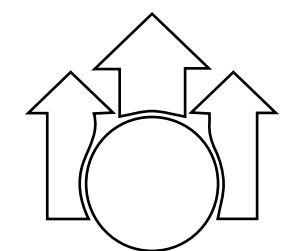
**1121.97**

EBT  
(Rs lac)



**834.85**

PAT  
(Rs lac)



**6.11**

EBITDA MARGIN  
(%)



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# COMPARISON



# Q4/FY24 VS Q4/FY23 [STANDALONE]



5248.53

Revenue (₹ lac)

40.5%

(March 2023: ₹ 3736.37 lac)



303.12

EBITDA (₹ lac)

61%

(March 2023: ₹ 188.33 lac)



295.08

EBT (₹ lac)

60.7%

(March 2023: ₹ 183.61 lac)

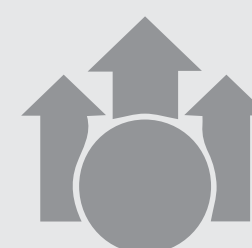


218.53

PAT (₹ lac)

61.1%

(March 2023: ₹ 135.69 lac)



5.7

EBITDA Margin (%)

70bps

(March 2023: 5%)

# Q4/FY24 VS Q3/FY24 [STANDALONE]



5248.53

Revenue (₹ lac)

9%  
(Dec 2023: ₹ 4815.12 lac)



303.12

EBITDA (₹ lac)

3.8%  
(Dec 2023: ₹ 292.11 lac)



295.08

EBT (₹ lac)

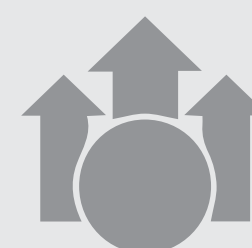
2.4%  
(Dec 2023: ₹ 288.20 lac)



218.53

PAT (₹ lac)

2.5%  
(Dec 2023: ₹ 213.26 lac)



5.7  
EBITDA Margin (%)

(30)bps  
(Dec 2023: 6.0%)



# FY24 VS FY23



18122.99

Revenue (₹ lac)

48.3%

(March 2023: ₹ 12220.81 lac)

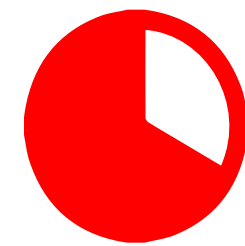


1097.62

EBITDA (₹ lac)

64.4%

(March 2023: ₹ 667.71 lac)



1076.32

EBT (₹ lac)

64.9%

(March 2023: ₹ 652.79 lac)

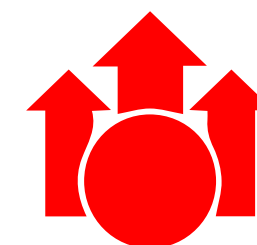


821.78

PAT (₹ lac)

58.7%

(March 2023: ₹ 517.81 lac)



6

EBITDA Margin (%)

60bps

(March 2023: 5.4%)

# A SNAPSHOT [STANDALONE]



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₹ in lac

Particulars	Q4/24	Q3/23	Change (%)	Q4/23	Change (%)	FY24	FY23	Change (%)
Revenue from Operations	5,248.53	4,815.12	9.00	3,736.37	40.50	18,122.99	12,220.81	48.30
Total income	5,285.35	4,849.67	9.00	3,784.73	39.60	18,361.37	12,303.46	49.20
EBITDA	303.12	292.11	3.80	188.33	61.00	1,097.62	667.71	64.40
Net Profit	218.53	213.26	2.50	135.69	61.10	821.78	517.81	58.70
EBITDA Margin (%)	5.70	6.00	-0.30	5.00	0.70	6.00	5.40	0.60
Net Margin (%)	4.10	4.40	-0.30	3.60	0.50	4.50	4.20	0.30
Earnings per Share (₹)	0.11	0.11	0.00	0.07	57.10	0.42	0.26	61.50

# Message from the MD



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We have achieved another strong financial quarter, thanks to robust turnover growth and significant brand development initiatives. Swiss Military is debt-free and asset-light, with a very strong research-based approach to solving customer problems. I can truly attribute our success so far to the resilience and commitment of my team. Swiss Military has been hyper-focused on maintaining its brand legacy while being deeply committed to fostering innovation and championing sustainability. With an unwavering attention to customer satisfaction, streamlined operations and product development, we do believe we can provide excellent value to customers at reasonable prices and optimise returns to the shareholders.



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From Strength to

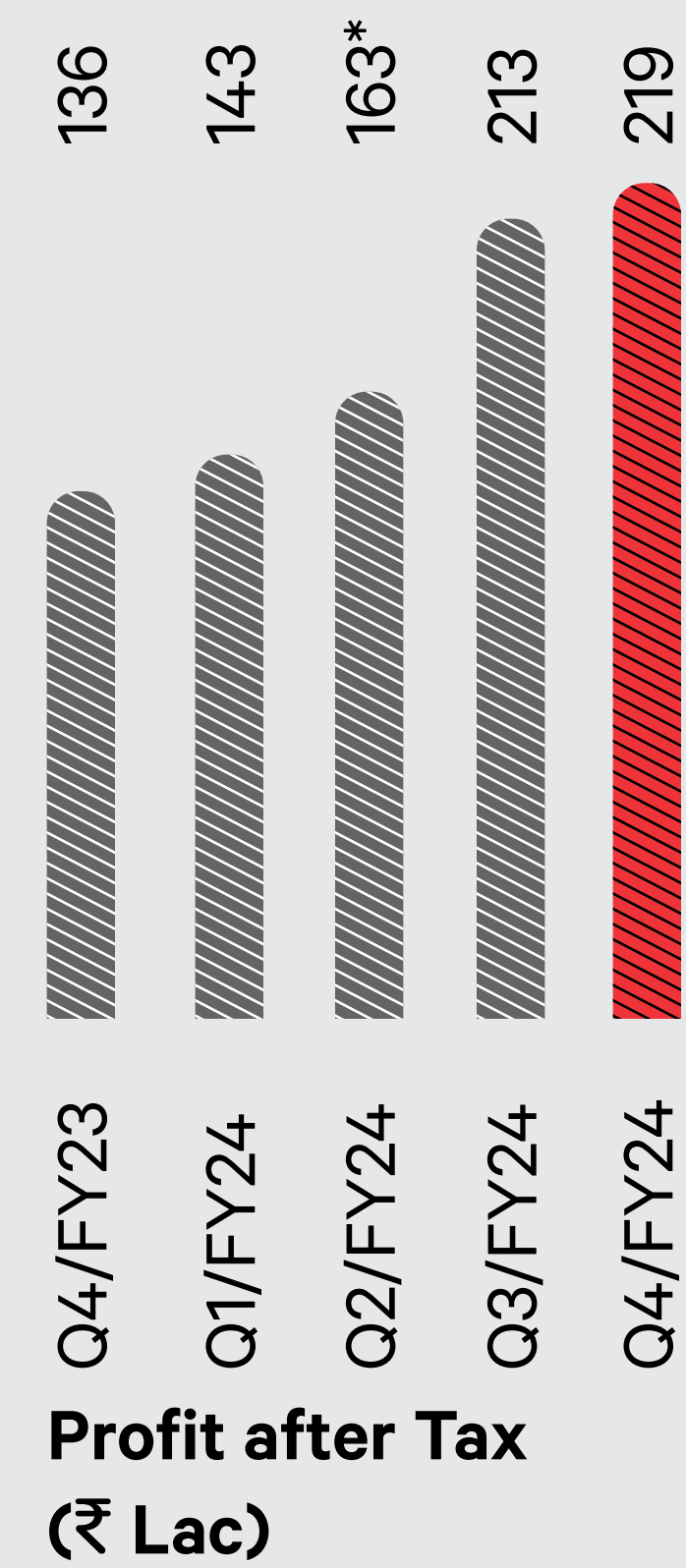
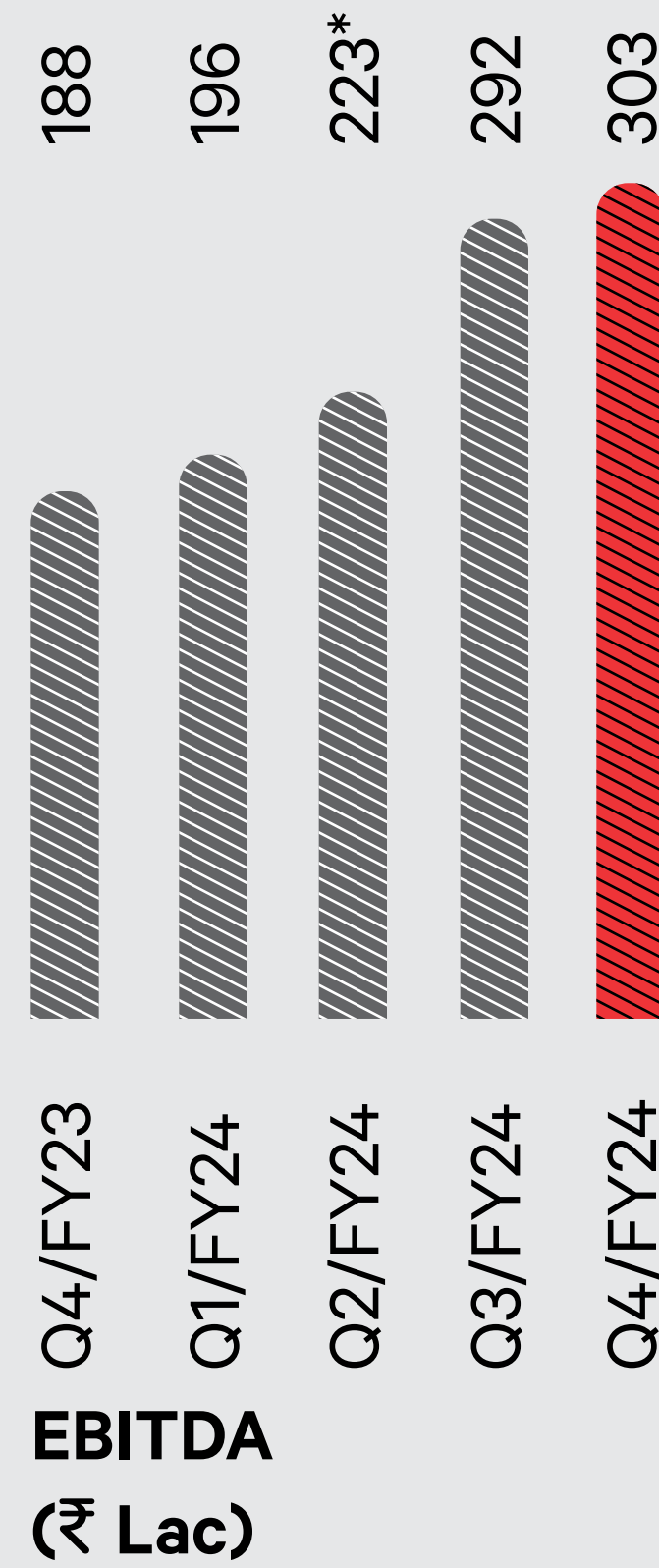
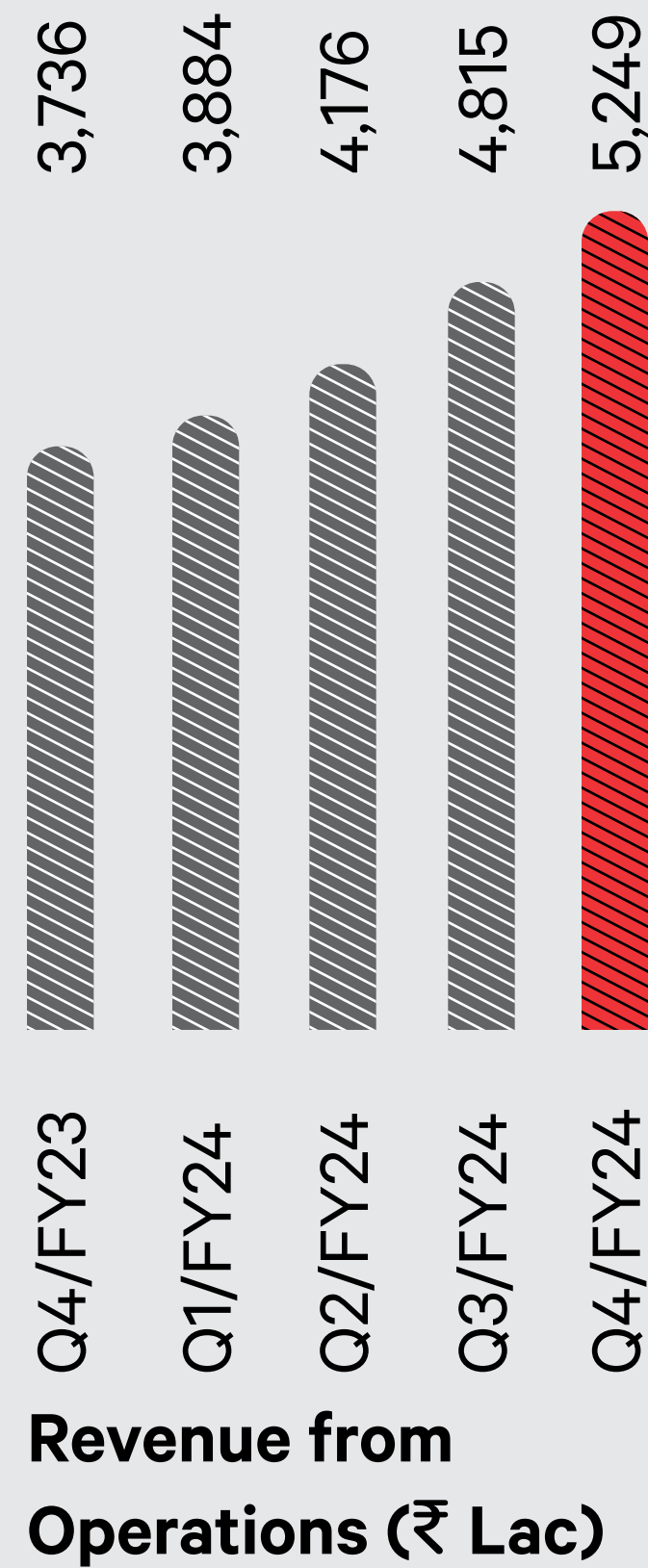
**STRENGTH**

# Moving up STEP BY STEP

[STANDALONE]



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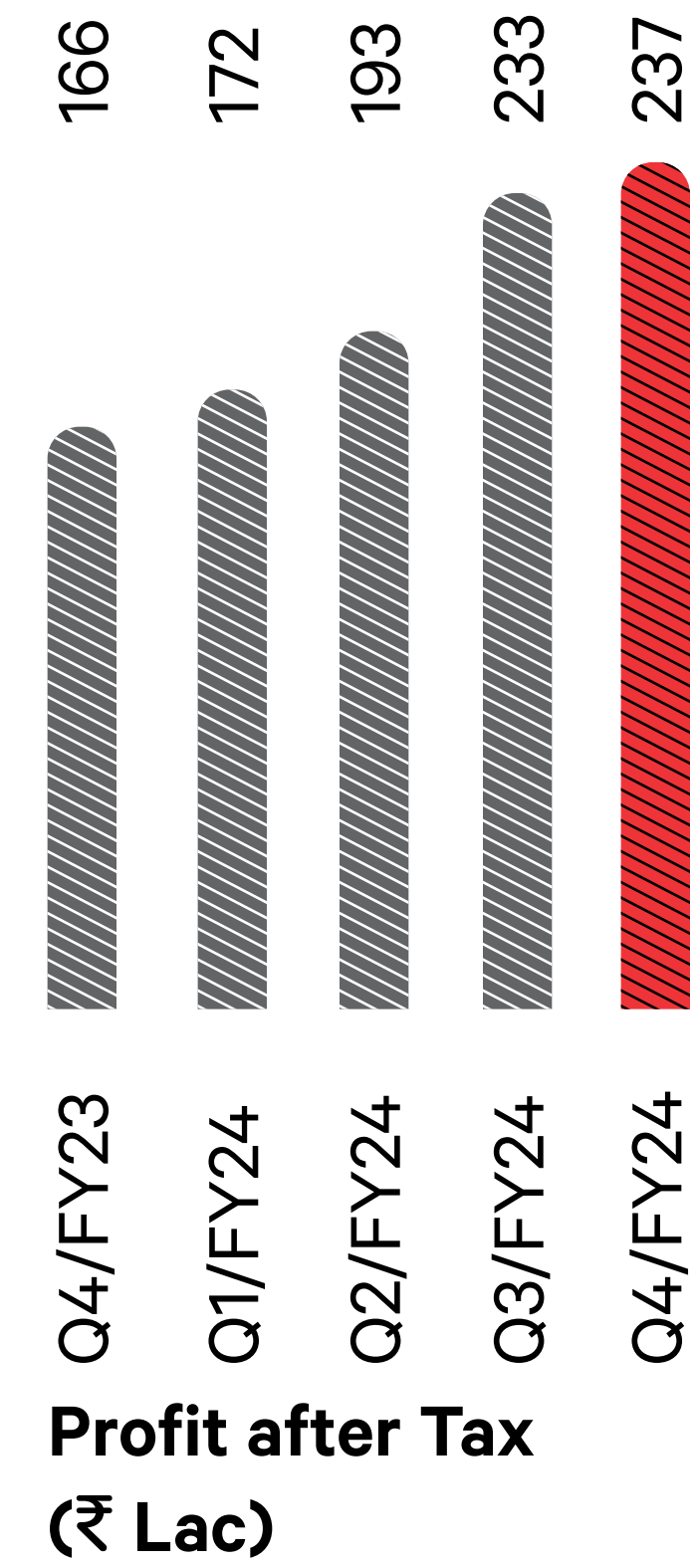
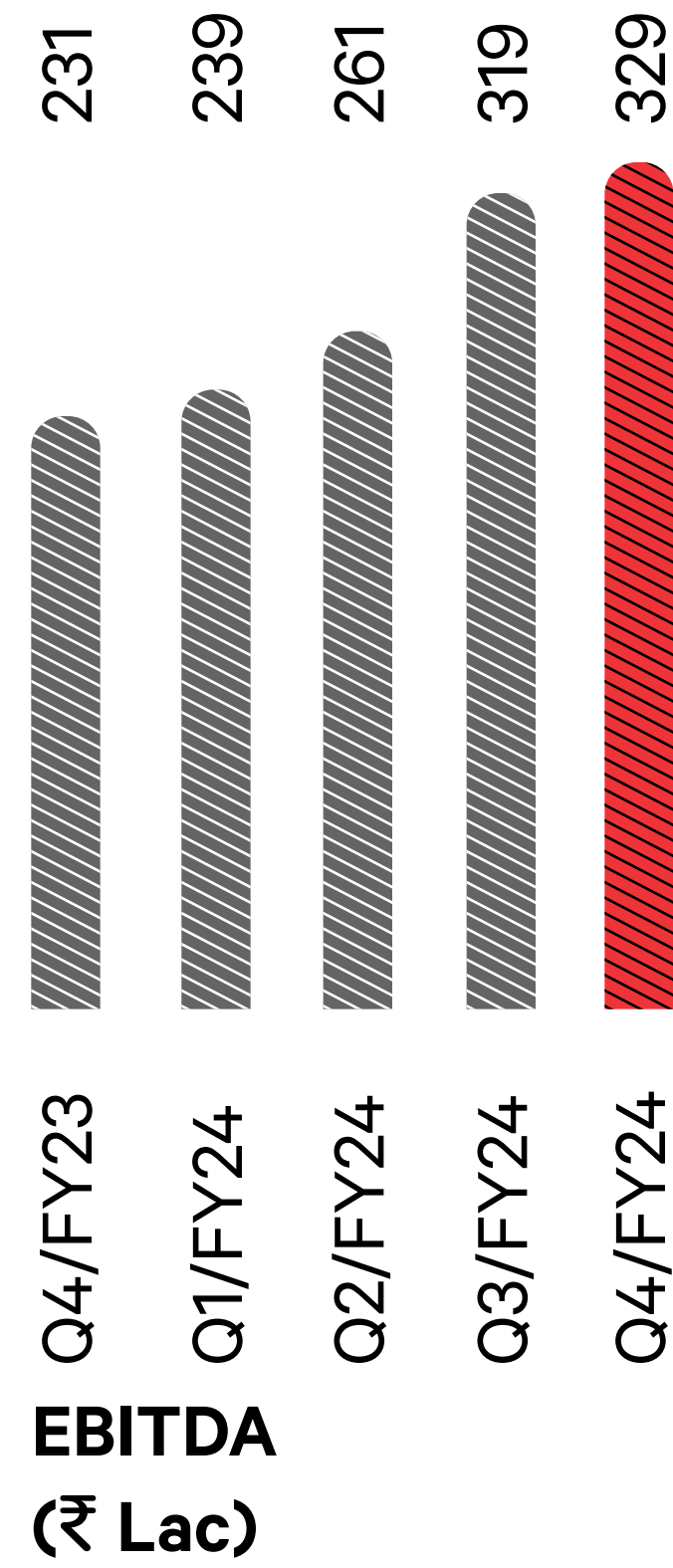
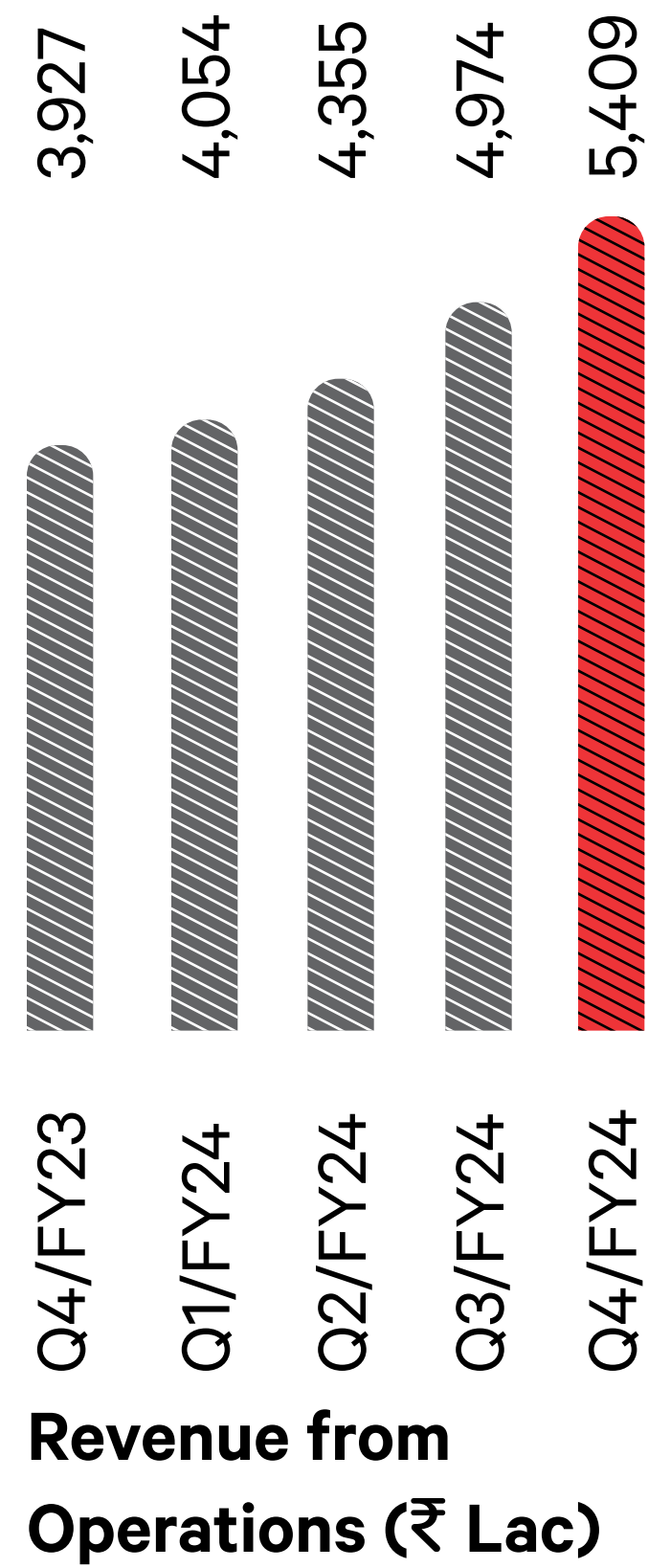


\* Excluding dividend received from subsidiary amounting to Rs 83.69 lac for FY23

# Moving up **STEP BY STEP** [CONSOLIDATED]



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



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# ABOUT US

- Licensees of the globally recognised Swiss Military brand in India.
- Headquartered in New Delhi, India
- Operating on an asset-light model.
- Marketing products through physical and digital channels
- Debt-free company



# ABOUT US



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15+

MANUFACTURING  
PARTNERS

1,500+

PRODUCT SKUS

180+

CITIES OF PRESENCE

2,000+

DEALERS

1800+

MULTI-BRAND  
OUTLETS

15+

E-COMMERCE  
PORTALS  
MARKETING OUR  
PRODUCTS



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# NEW PRODUCTS



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# LUGGAGE & TRAVEL GEAR



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# HOME APPLIANCE



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Feel the Pulse  
of Power  
**BYOND**  
by Swiss Military



Volume +  
Power On/Off  
Volume -

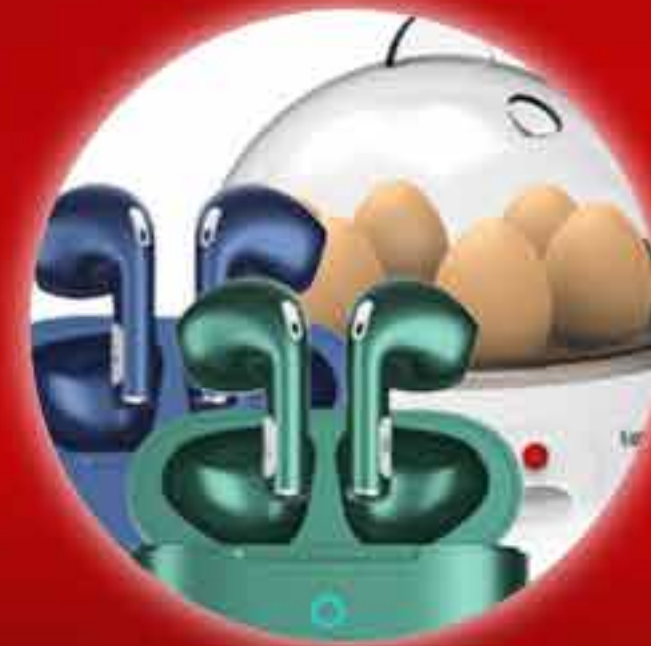
BYOND



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What's in

# STORE



# A new FACILITY



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- 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

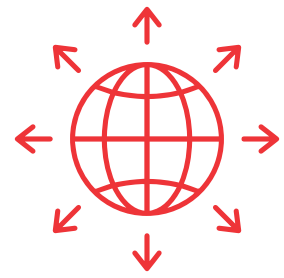
PRODUCTION  
CAPACITY  
(Lac pcs annually)

**ESTIMATED REVENUE GENERATION OF ₹150 CRORE  
AT OPTIMUM UTILISATION**

# Our strategic objectives for the upcoming year include:



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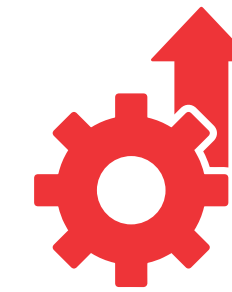
## **Expanding Market Reach:**

We aim to penetrate deeper into emerging markets, enhancing our global footprint and responding to the increasing demand for high-quality travel gear and accessories.



## **Product Innovation:**

Our focus will continue on innovation, driven by consumer insights and technological advancements. We will enhance our product offerings to meet the evolving needs of our customers, ensuring we stay ahead of industry trends.



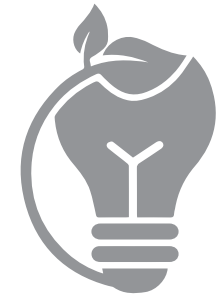
## **Operational Excellence:**

We will continue to streamline our operations to improve efficiency and reduce costs. Our investment in the new manufacturing facility is expected to significantly contribute to these efforts by localizing production and minimizing logistical overheads.



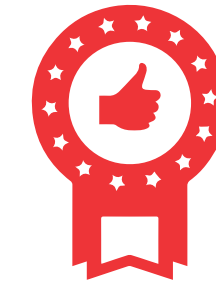


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### **Sustainability Initiatives:**

In alignment with global trends and consumer preferences, we will intensify our efforts towards sustainability. This includes optimizing our manufacturing processes and exploring eco-friendly materials and technologies.



### **Strengthening Brand Equity:**

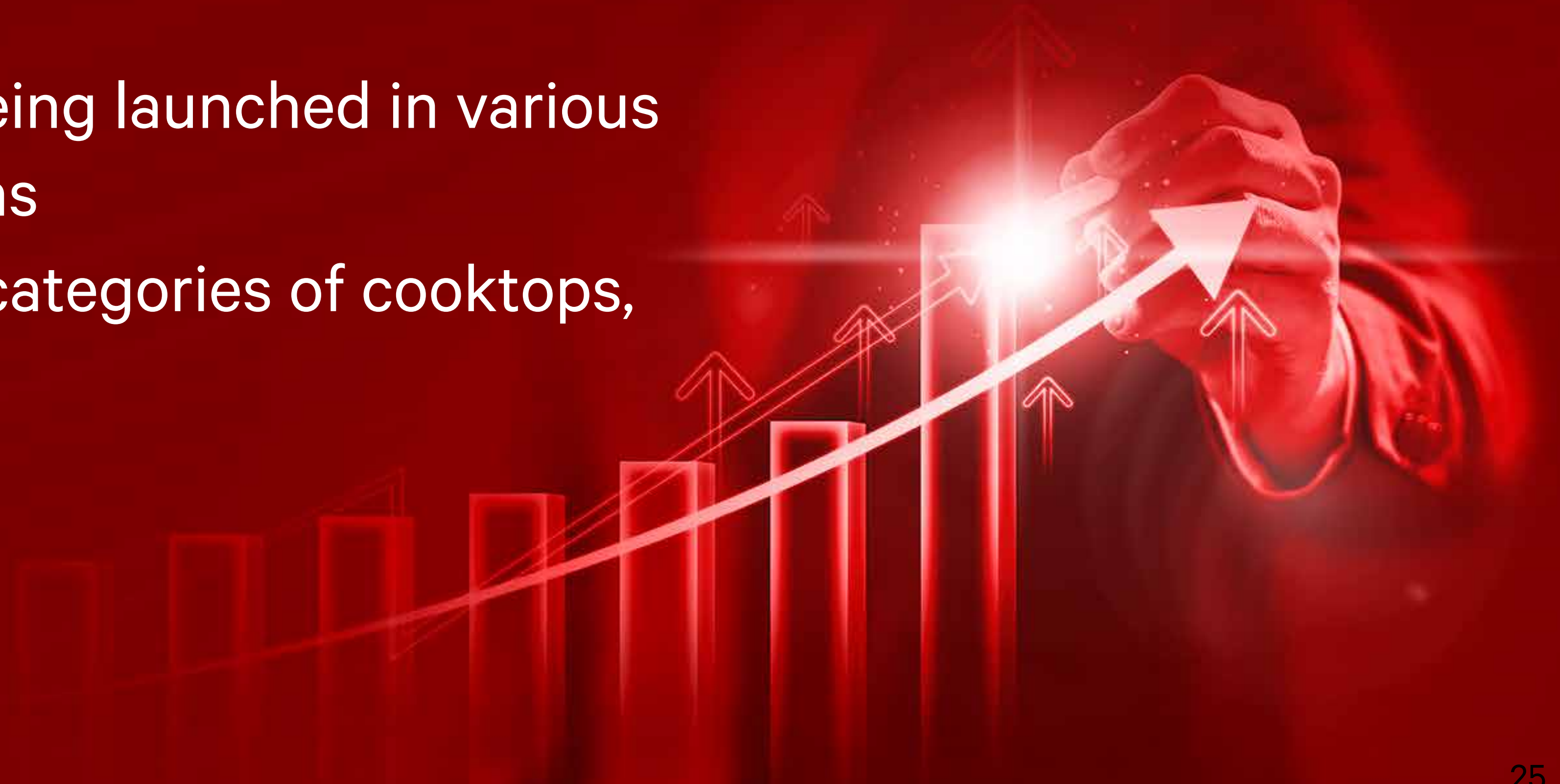
We will invest in marketing strategies and brand-building activities to further solidify Swiss Military's position as a leader in the market. Enhancing our brand perception will remain a key focus to attract new customers and retain existing ones.



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# Other GROWTH LEVERS

- Exploring new distribution avenues in Modern Trade
- Ongoing process for launching of products at CPC and CSD
- 50+ new products SKU being launched in various divisions in coming months
- Developing new product categories of cooktops, stoves, inductions, etc



# THANK YOU

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Email: [cs@swissmilitaryshop.com](mailto:cs@swissmilitaryshop.com)



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