



5th January, 2021

BSE Limited Phiroze Jeejeebhoy Towers, Dalal St, Kala Ghoda, Fort, Mumbai - 400001 Code No. 507880, 959848 and 959982	National Stock Exchange of India Ltd. 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: Press Release

Dear Sir/Madam,

Please find enclosed the Press Release dated 5th January, 2021 titled as "VIP Industries appoints Anindya Dutta as the new Managing Director of the Company".

You the requested to take the above information on record.

Thanking you,

Yours faithfully,

V.I.P. Industries Limited

Anand Daga
Company Secretary & Head - Legal

Encl. As above

VIP INDUSTRIES LIMITED

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VIP Industries appoints Anindya Dutta as the new Managing Director of the Company

Mr. Anindya Dutta will take charge as the MD of the Company w.e.f. February 1, 2021

Mumbai, January 5, 2021: VIP Industries Ltd. Asia's largest and the world's second largest luggage Company today announced the appointment of Mr. Anindya Dutta as the Managing Director (MD) w.e.f. 1st February, 2021.

Anindya brings more than 20 years of leadership experience in the FMCG industry across business verticals and categories. Prior to joining VIP Industries, he was the Managing Director of Havmor Ice Creams Pvt Ltd (a Lotte Group company). Being the first MD after its acquisition by the Korean conglomerate, he was not only instrumental in scaling up the business to a national brand but also brought about an organizational transformation towards a professional and streamlined business operations poised for fast paced profitable growth.

Prior to Havmor, he was with Britannia Industries for almost 18 years, in roles of increasing impact in Sales & Distribution, Category & Brand lifecycle management, Channel development, Supply chain operations and leading P&Ls like Britannia's Dairy, Breads and International Business SBU's.

In leading VIP Industries, Anindya will be responsible for managing all the business verticals and its operations. He will work alongside Dilip PIRAMAL and Radhika PIRAMAL to drive strategic business growth and efficiencies. The Company expects to reinforce its leadership in the industry by expanding its consumer franchise and strengthening the consumer trust it enjoys.

Speaking on the appointment, Mr. Dilip PIRAMAL, Chairman said *"I am glad to have Anindya Dutta with us on the board as the Managing Director of the Company. We welcome him to our leadership team. I am confident that Anindya's professional experience and business acumen will help us strengthen our market position and take the organization to greater heights."*

Commenting on the new role, Mr. Anindya Dutta said *"I am pleased to be a part of VIP Industries, a market leader in its sector enjoying exceptional trust and reputation with consumers and industry peers with its long legacy and business standards. My top priorities will be to further strengthen the brands with enhanced focus towards innovation and strategic business operations and also expand the business in the International markets. I will ensure my best to continue the legacy built by the founders by keeping the culture and value system intact while growing the Company from strength to strength."*

About:

VIP Industries Ltd. is Asia's largest and the world's second largest luggage maker, headquartered in Mumbai. A public limited Indian company manufacturing luggage and travel accessories, VIP Industries Ltd. has more than 8000 retail outlets in its armoury apart from a well-developed network of retailers in 50 countries. VIP Industries Ltd. journey began in 1971 when the first VIP suitcase was

manufactured, and the brand has skyrocketed since. To date VIP Industries Ltd. has sold over 60 million pieces of luggage to travellers around the world and subsequently became the leading manufacturer of hard and soft luggage in Asia, with a goal to make travel simple and convenient.

Brand portfolio includes renowned names like VIP, Skybags, Carlton, Aristocrat, Alfa and Caprese. Since inception, the company has kept in step with the changing needs and tastes of the discerning and quality conscious traveller. VIP Industries has a global footprint with its products available not just across India but also all over Middle East, the UK and select African and South East Asian countries.

For further details please contact:

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