



6th Augsut, 2024

BSE Limited Phiroze Jeejeebhoy Towers, Dalal St, Kala Ghoda, Fort, Mumbai – 400001 Code No. 507880	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: Presentations made/being made to analysts / institutional investors

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith presentation being made by the Company to the analysts/ institutional investors.

Kindly take the same on record.

Thanking you,

Yours faithfully,

For V.I.P. Industries Limited

Anand Daga
Company Secretary & Head – Legal

Encl. As above

VIP INDUSTRIES LIMITED

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CIN - L25200MH1968PLC013914

RISE. ROAR.
RECLAIM.



INVESTOR PRESENTATION
Q1FY25





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Company Overview



Q1FY25 Financial Performance

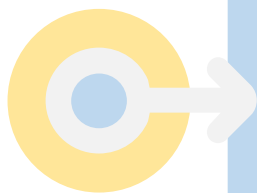


Brands, Channels & Categories

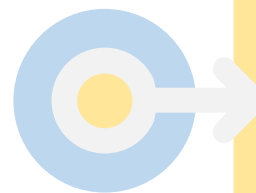


Company Overview

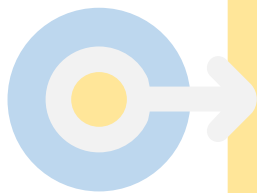
Undisputed leader in an Oligopolistic Indian Luggage Industry



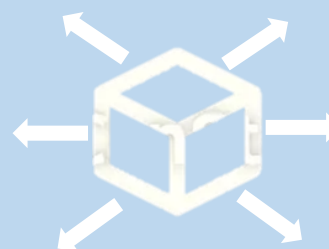
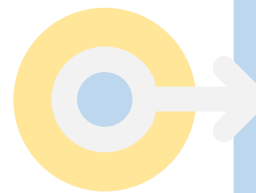
**Established in
1968**



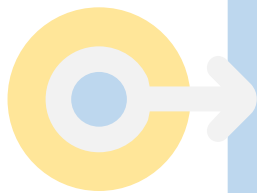
**10 Own
Manufacturing
Facilities in India &
Bangladesh**



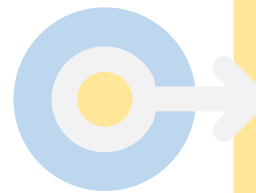
**#1 In the
organized
luggage
space**



**Servicing
customers through
~13,000 Point of
Sales across ~1300
towns**



**Present in
multiple luggage
categories across
price points**

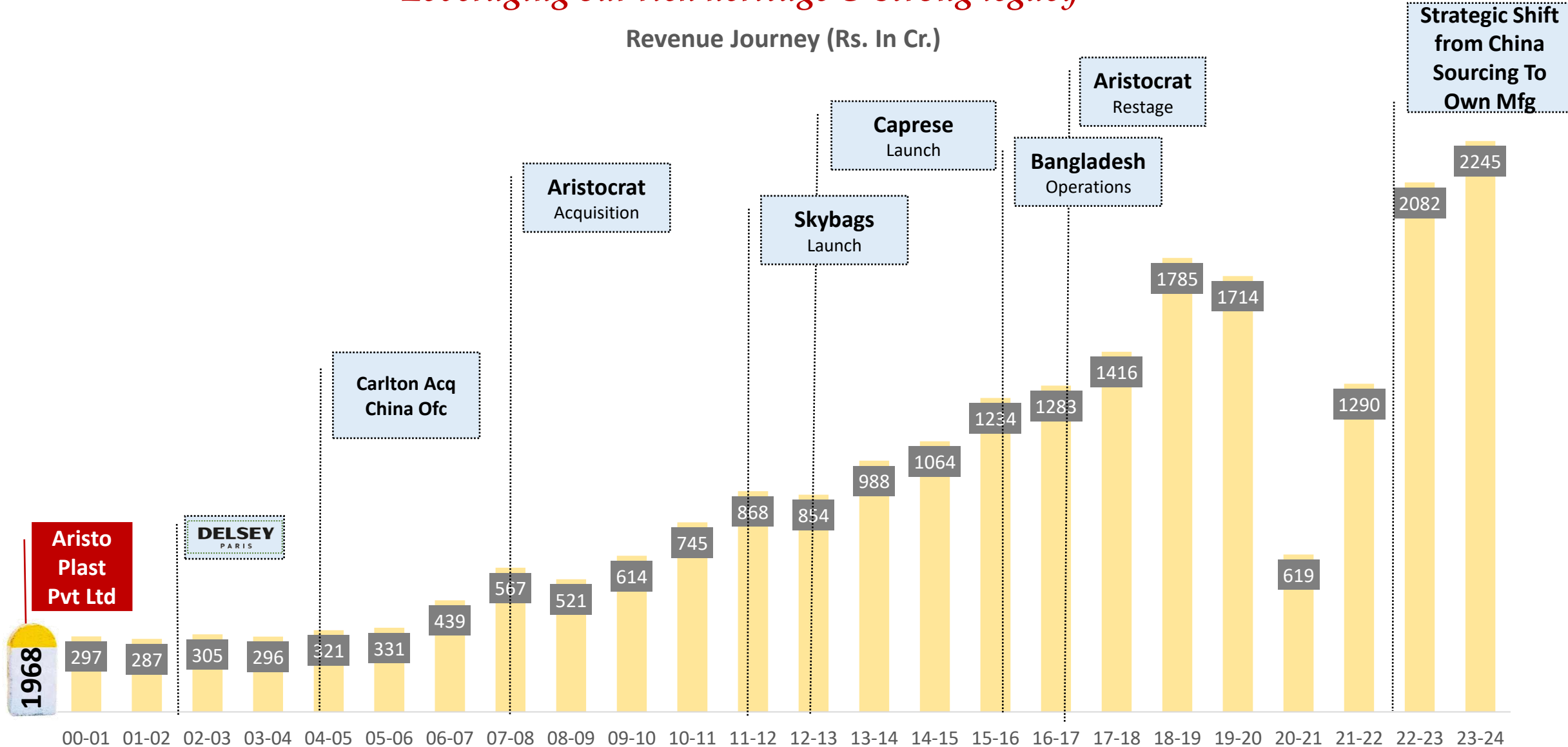


**~9400
employees***

Milestones

Leveraging our rich heritage & strong legacy

Revenue Journey (Rs. In Cr.)



Board Of Directors



Mr. Dilip Piramal
Chairman

He is a Commerce graduate and an experienced industrialist who has pioneered the luggage industry in India. He has an experience of more than 50 years in the luggage industry



Mr. Amit Jatia
Independent Director

He has a degree in Business Administration from the Marshall School of Business, Los Angeles. He has attended several sessions of the YPO / Harvard President's Program at HBS. He has over 26 years of experience in the QSR industry.



Ms Radhika Piramal
Executive Vice Chairperson

She a graduate from Oxford University and has done an MBA from the Harvard Business School. She has over 10 years of experience in managing and strategizing the business of luggage, bags and other travel accessories.



Mr. Ramesh Damani
Independent Director

He is a Commerce graduate and a post-graduate in Business Administration, Marketing from California State University, Northridge. He has over 20 years of experience in security market.



Ms Neetu Kashiramka
Managing Director

She is a qualified Chartered Accountant and has over 25 years of experience across varied industries. At VIP industries, she is responsible to build the organization growth strategy and lead execution across all business verticals & regions globally



Mr. Tushar Jani
Independent Director

He is a Science graduate. He is a founder of Blue Dart Courier Services, Blue Dart Express Limited, Blue Dart Aviation Limited and Express Industry Council of India. He has over 40 years of experience in the Shipping and Transport Industry. He has pioneered inland logistics of sea freight containers.



Mr. Ashish Saha
Executive Director

He holds Post Graduate Diploma in Dye & Moulding from Central Scientific Instruments Organizations, INDOSWISS Training Centre, Diploma in Instrument Technology and has over 40 years of experience in luggage industry. At VIP Industries, he heads India manufacturing and New projects



Dr. Suresh Surana
Independent Director

He holds a Doctorate in Business Administration, is a Fellow Member of ICAI and a law graduate from University of Mumbai. He has established RSM India and under his leadership it has become the largest first-generation home-grown accounting, tax and consulting group in India

Strengthened Senior Management Team



Akash Shukla
Vice President - Human Resources
 22 years of experience across varied industries including luggage



Anjan Mohanty
Chief Executive Officer – Bangladesh
 25 years of experience in the apparel industry



Ashish Saha
Executive Director & Sr. Vice President – India Manufacturing & New Projects
 44 years of experience in the luggage industry



Dipti Shah
Vice President – Marketing
 20 years of experience across varied industries



Manish Desai
Chief Financial Officer
 25 years of experience across varied industries



MVH Sastry
Vice President - Procurement & Sourcing
 23 years of experience in FMCG industry



Praful Gupta
Vice President - Sales & CRM
 24 years of experience in the FMCG & luggage industry



S.Somasundaram
Vice President-Strategic Projects (Quality, Supply Planning & Fulfillment)
 30 years of experience across varied industries



Sushant Junnarkar
Vice President - E-commerce & Caprese
 23 years of experience across industries, and in digital domain for FMCG, fashion & beauty



Vasant Dewaji
Design Head
 32 years of experience across varied industries



VIP Power Brands : High Equity, targeted at distinctive opportunity spaces



Proposition

Innovative & Caring partner that makes every trip comfortable, safe and enjoyable


Trendy , colorful luggage brand that helps you get noticed

Partner every young middle Indian in this journey with products that are built to outperform and outlast


Brand Print




Hello Holidays

Move in Style

Unpack Your Dreams



BRANDS FROM THE HOUSE OF VIP INDUSTRIES



VIP Power Brands : High Equity, targeted at distinctive opportunity spaces



Proposition

Luggage Partner For Young Visionaries & Leaders

Avant-garde range of handbags & accessories for every woman who wishes to announce her arrival in life

Brand Print

CARLTON
THE NEW FACE OF BUSINESS

The New Face Of Business

CAPRESE

All That A Girl Can Be

BRANDS FROM THE HOUSE OF VIP INDUSTRIES



Diversified Product Portfolio

HARD LUGGAGE



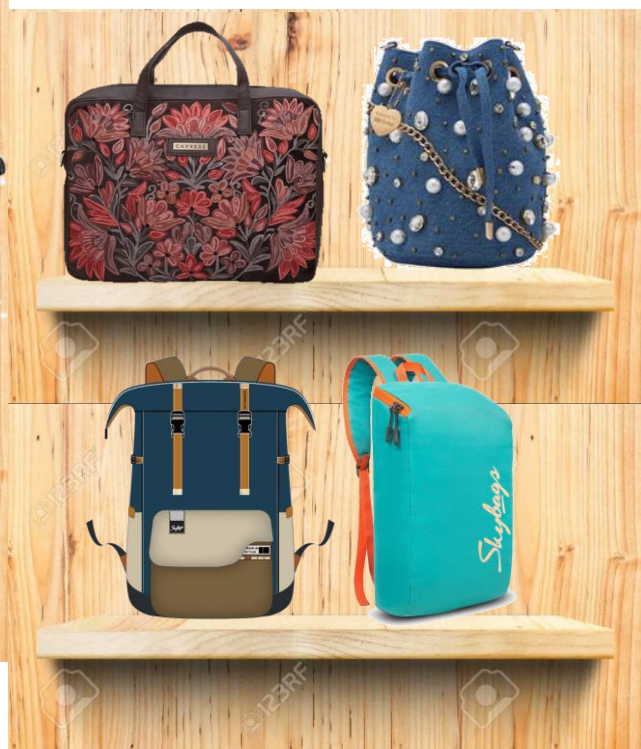
SOFT LUGGAGE



DUFFLE BAGS



LADIES HANDBAGS



BACKPACKS

Financial Overview



Performance Highlights (Consolidated)

Q1 FY25 Financial Performance Snapshot

Rs. 639 Cr. Revenues <i>+0.4%</i>	44%* GP % <i>-5.1%</i>	8% EBITDA % <i>-5.0%</i>	Rs. 4 Cr. PBT# <i>-95%</i>
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Over Q1 FY24

Volume Growth

1% Offline channels	73% Ecommerce
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Overall growth @ 11%

EBITDA Bridge	EBITDA % - Q1 FY 24	13%
	Decrease in Gross Margin	-5.1%
	Decrease in Employee Cost	0.1%
	Decrease in Advt Expenditure	2.6%
	Increase in Other Expenditure	-2.6%
	EBITDA % - Q1 FY 25	8%

GC trend	Quarter	GC %
	Q1 FY24	49.5%
	Q2 FY24	55.5%
	Q3 FY24	55.8%
	Q4 FY24	50.0%
	Q1 FY25	44.3%

- Overall revenue growth for Q1 FY25 was flat
 - However, volume growth sustained at 11%
 - Ecommerce continued its growth trajectory with YoY value increase of 66%^
- Payout to ecommerce for price support is netted off from current year revenue
- Gross margins declined by 510 bps on account of SL liquidation, channel mix and lower production at Bangladesh
- Employee cost impact includes reversal of additional one-time provisions
- Other expenses higher mainly on a/c of net loss on forex and marketplace expenses

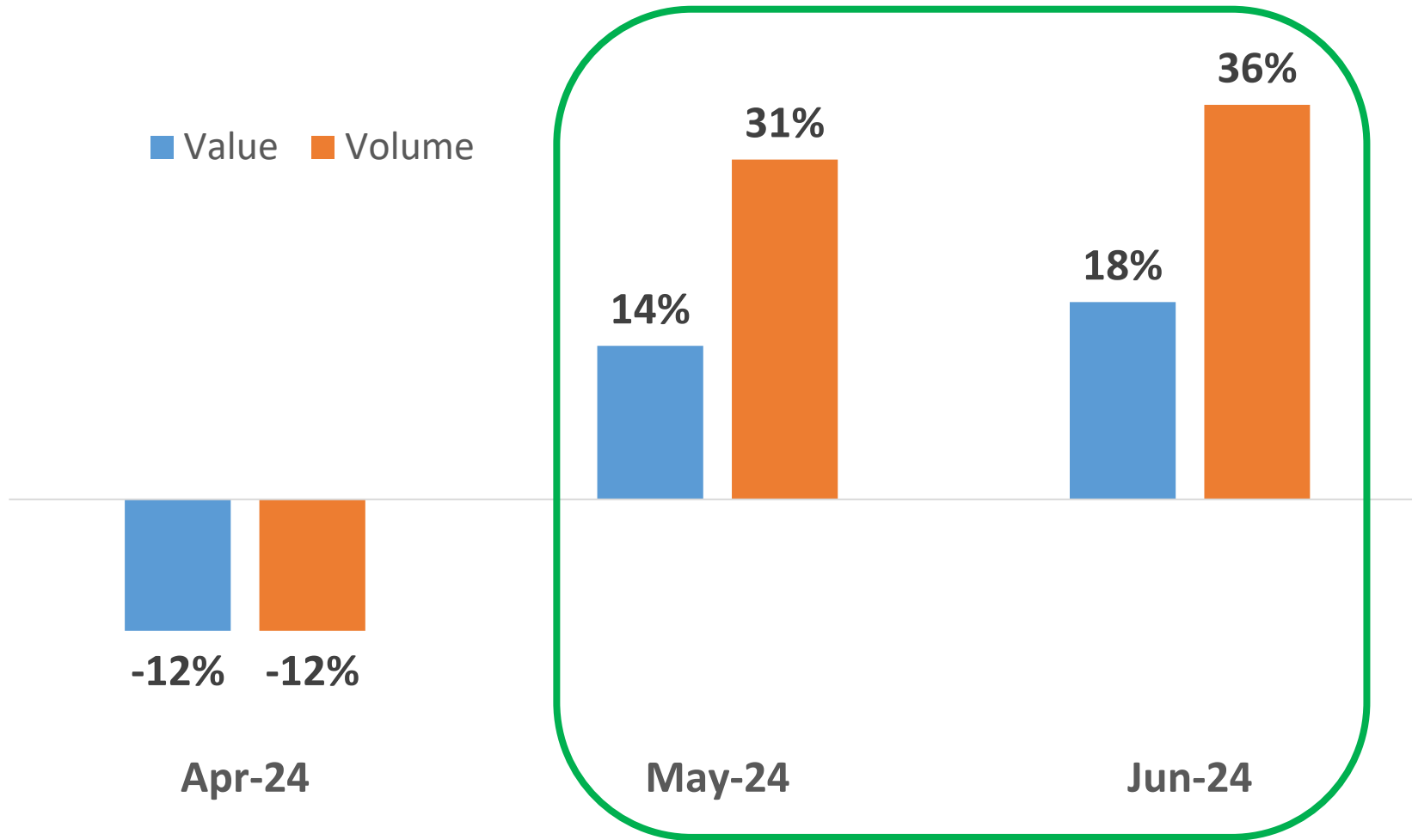
^growth calculated on gross revenue *net off other income #after exceptional item



Monthly Performance



Month on Month Revenue Performance (% growth)



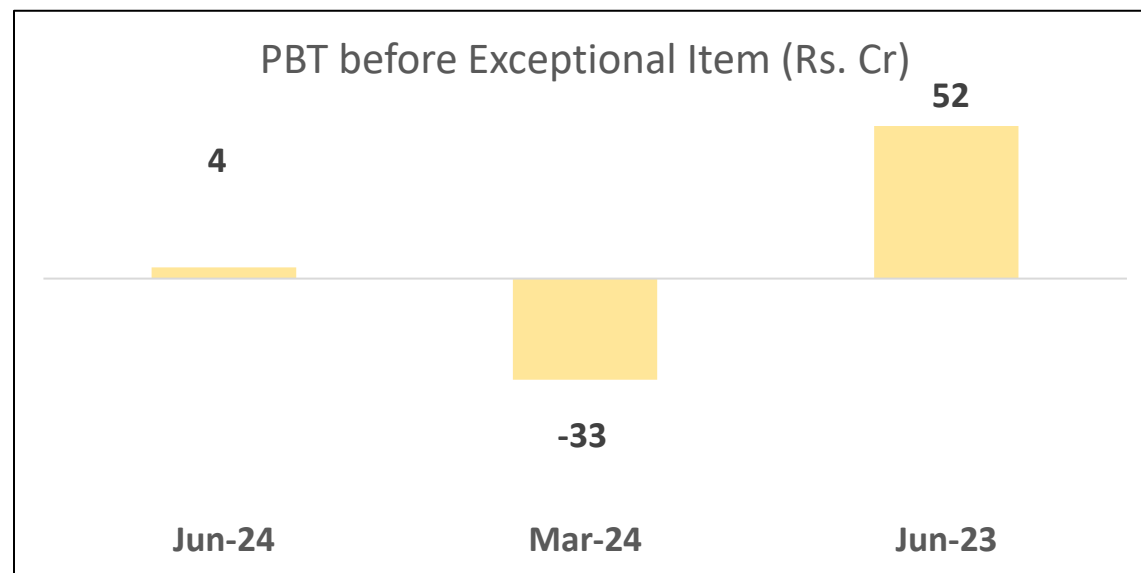
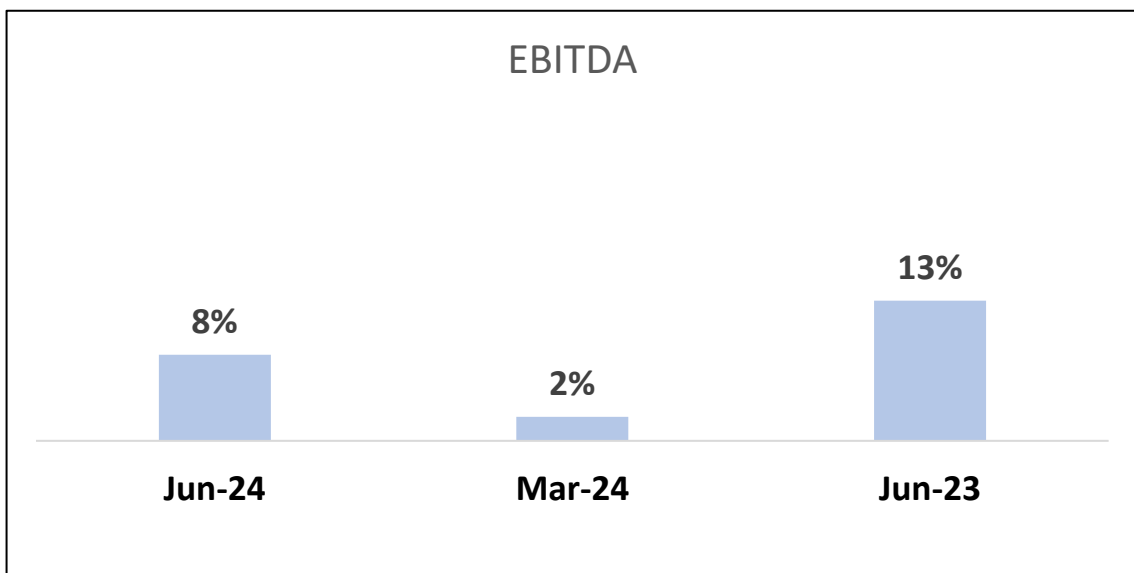
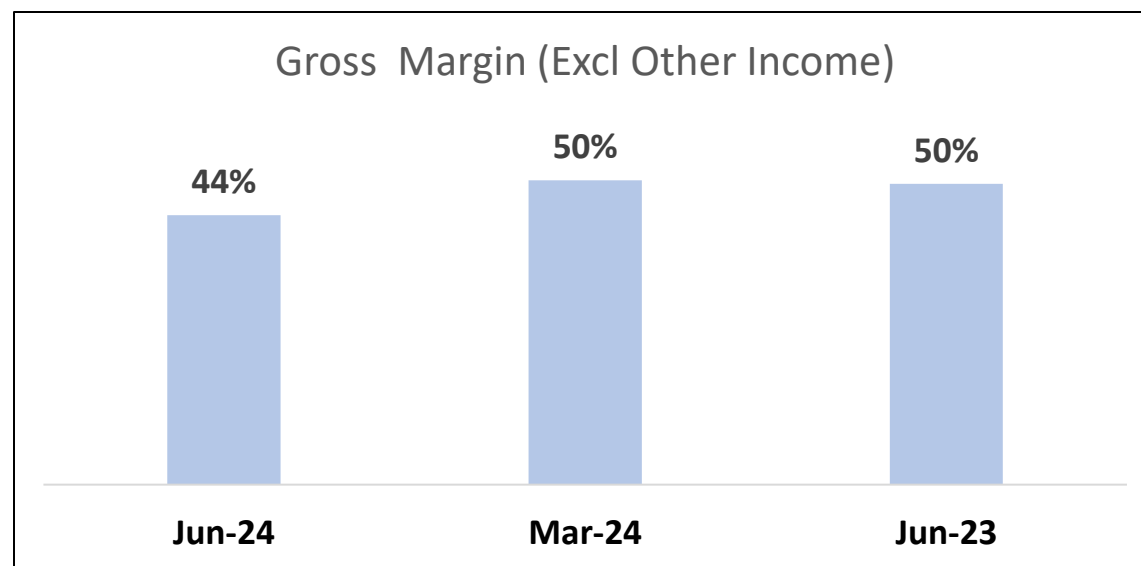
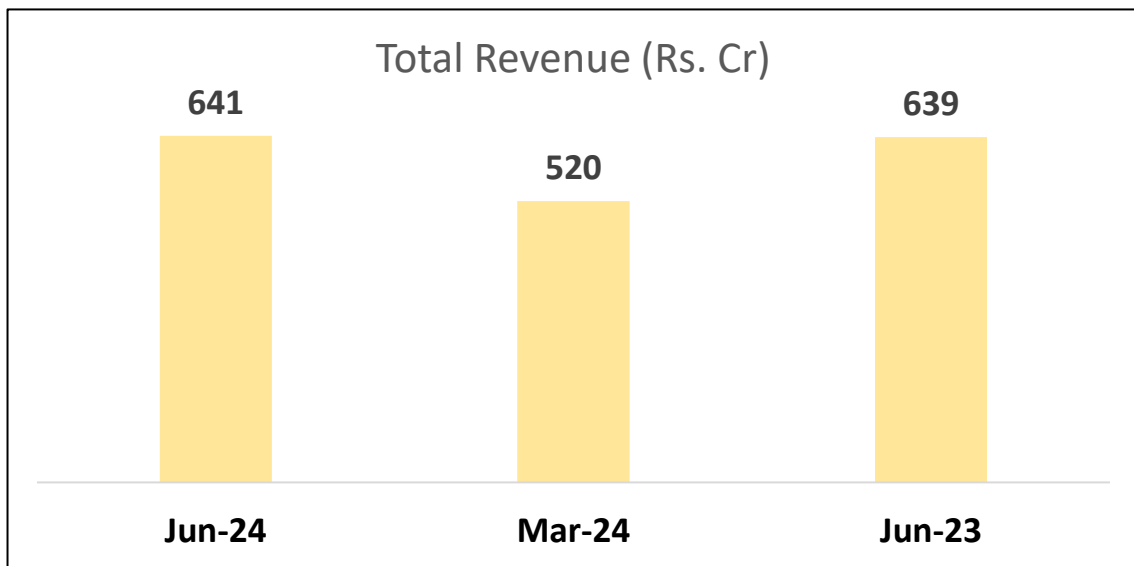
^growth calculated on gross revenue

Q1 FY25 Financial Performance - Consolidated

Rs. In Cr.

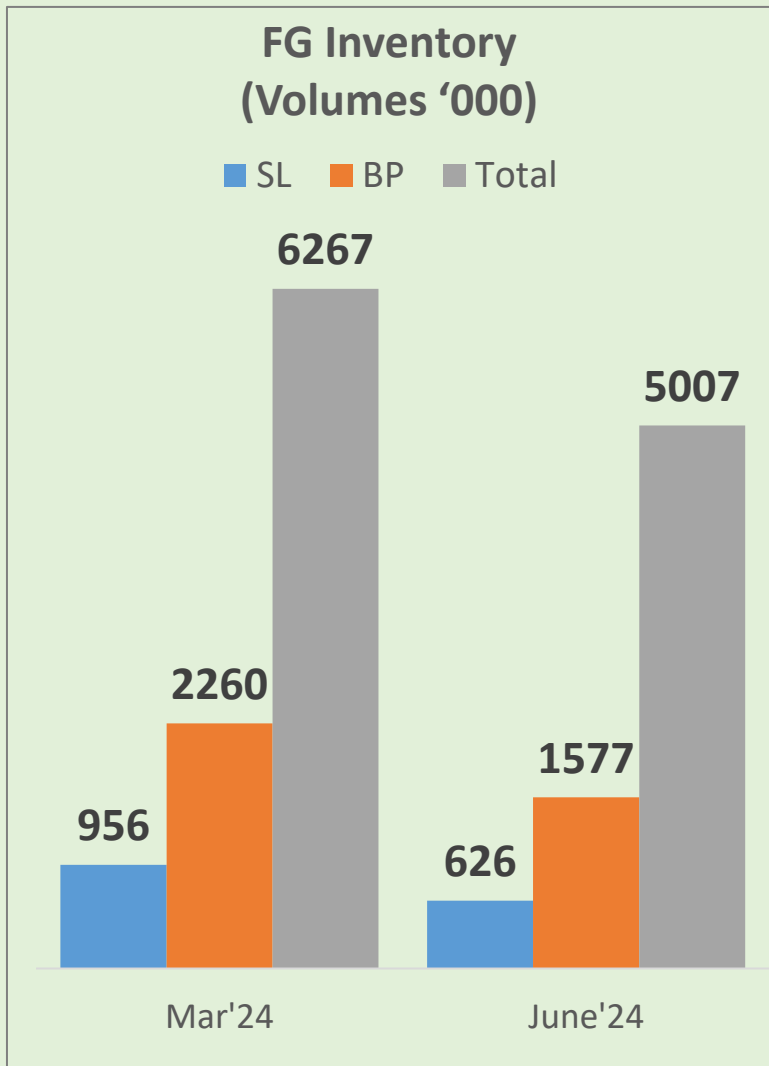
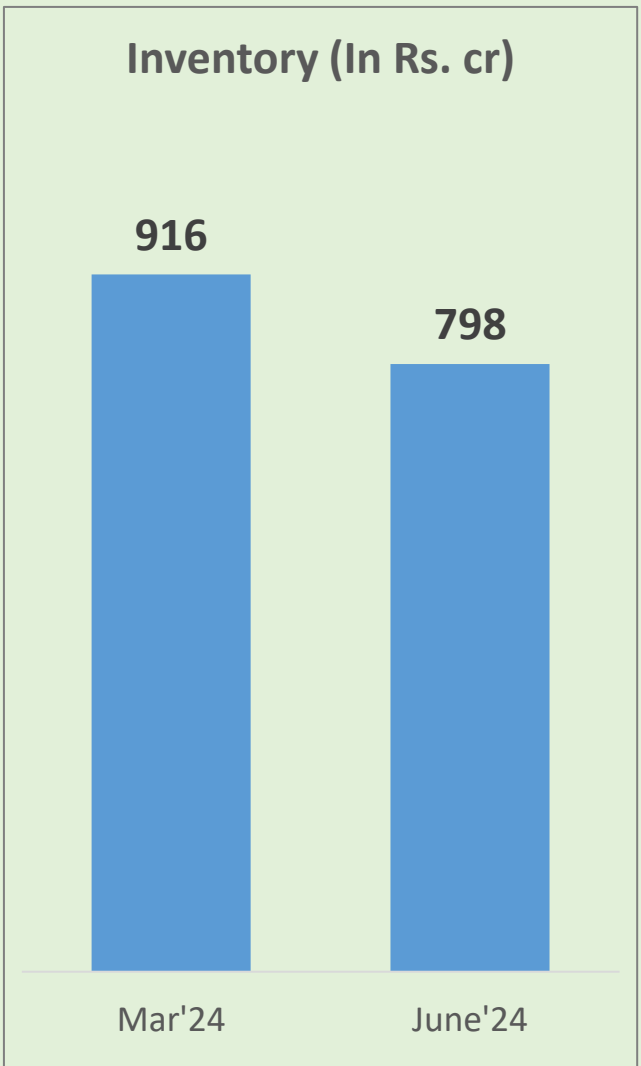
Particulars	Quarter ended			Year ended
	Jun-24	Mar-24	Jun-23	Mar-24
Revenue from Operations	639	516	636	2,245
Other Income	2	4	3	12
Total Revenue	641	520	639	2,257
COGS	356	258	321	1,064
Gross Contribution	285	262	317	1,193
GC Margin (without Other Income)	44.3%	50.1%	49.5%	52.6%
Employee Benefits expenses	59	68	66	270
Other Expenses	175	182	168	718
Total Expenses	234	251	234	988
EBIDTA	51	12	83	205
EBIDTA Margin	8.0%	2.2%	13.0%	9.1%
Depreciation	29	28	21	99
EBIT	22	-17	62	106
Finance Cost	18	17	11	55
Profit before Exceptional items	4	-33	52	51
Exceptional items Expense / (Income)	-	-	26	26
Profit before Tax	4	-33	77	77
Tax	(0)	(9)	20	22
Profit After Tax	4	-24	58	54

Key Financial Metrics - P&L





Inventory Reduction



- Established Program management driven CFT Operations



- Executed bulk deals across channels at attractive prices



- Media Barter Deals



- Fresh RM purchase restricted & closely monitored, especially in Bangladesh



- RM cross-purpose to be key focus

A person wearing blue jeans and white sneakers is pulling a tan rolling suitcase through a store entrance. The person's hand is on the handle of the suitcase. The background shows a brightly lit store interior with shelves and other people, slightly out of focus. There are green arrow-shaped signs on the glass doors. The floor is made of light-colored tiles.

Brands & Categories

Revenue Performance : Brands & Categories



Channel-wise Saliency	Q1FY24	Q1FY25
General trade	27%	24%
Retail trade	9%	9%
Modern trade	30%	28%
Ecom	13%	21%
CSD CPC	10%	9%
Institutional	6%	6%
International	4%	3%

Brand-wise Saliency	Q1FY24	Q1FY25
Carlton	7%	5%
VIP	20%	20%
Skybags	29%	31%
Premium & Mass Premium	56%	56%
Aristocrat + Alfa	40%	41%
Caprese	4%	3%

Category-wise Saliency	Q1FY24	Q1FY25
Uprights	74%	75%
Hard Luggage	48%	56%
Soft Luggage	25%	19%
Duffel Bags	7%	7%
Backpacks	15%	15%
Ladies Hand Bags	4%	3%

- 1 Volume growth continued to be at 11%
- 2 ECOM business momentum continued with 66% YoY growth
- 3 Institutional sales continues to grow on the back of focused efforts
- 4
 - Value brand continues its growth story
 - Premium share of business constant
- 5 Hard luggage growth trend continues with the category contributing to more than half of the organizational revenue
- 6 Underperformance of key countries in Asia and GCC impacted international business revenue

A person wearing blue jeans and white sneakers is pulling a tan rolling suitcase through a glass door. The person's hand is on the handle of the suitcase. The background is a blurred indoor space with other people and green arrow-shaped signs on the glass. The floor is made of light-colored tiles.

Products & Brands Strengthening



Q1 Launches Push The Offering Price Upwards For Premium Carlton Brand



PINNACLE

- IML Thin Frame with premium faux leather trims
- Consumer Price: Rs. 16992



GLOBETROTTER

- Laptop sleeve in Cabin with 90:10 construction for convenience
- Consumer Price: Rs. 9563



YORKSHIRE

- Made from 40 Recycled Bottles!
- Monotube trolley handle, 30% expandable with laptop sleeve in cabin
- Consumer Price: Rs. 10480





Customer Focused New Launches Driving Growth In Mother Brand Since Last 2 Quarters



#1 Cohort centric portfolio

Lightest VIP



Airtron
Premium
Lightweight



Aer/Aer Plus
Lightweight
Business



Vapour
Lightest VIP

Smartest VIP



Augment
Tech. Enabled
Luggage



#2 Occasion centric Range



Beinson
Wedding
Range



#2 Upliftment of OPP segment



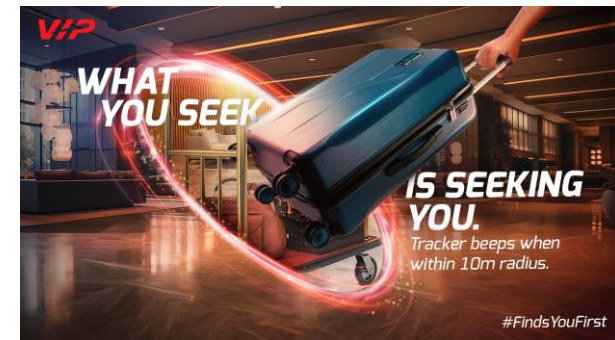
Glider NXT



Pristine



Engage





Q1 Launches Cement Skybags' Position As The Go To Upgrade Brand

OPP RANGES TO RECRUIT AND UPGRADE

Making style accessible for young India



Introduced printed sets with Splash



Gained inroads in Distribution with Coastline



Secured placement in DMART with Beam



Built set saliency in ECOM with Curve

DRIVING PREMIUMISATION

With relevant, value-added products



Float



Lite Aer Ultra-light SL

ENHANCING NON-UPRIGHT PORTFOLIO

With lifestyle duffels to attract youth



Athletix



Endeavr Sporty duffel



Q1 Launches Continued Winning Formula In Value Segment

#1 Continuing the set story



#2 Strong DF offering



#3 Continuing the PP Strategy and stronger play in OPP



#4 Introducing new winning ranges in E-com



#5 A-plus support to E-com team to promote sales
(Creating content and product images aligned to our brand DNA to have a clear communication)





The Kiara Effect – Caprese Spring-summer'24 Collection



TRINITY LAPTOP BAG



RENEE FASHION BACKPACK



SIENNA LAPTOP BAG



PINK CLOUD TOTE



SNOW SATCHEL



NEO SLING



GEORGIA SLING

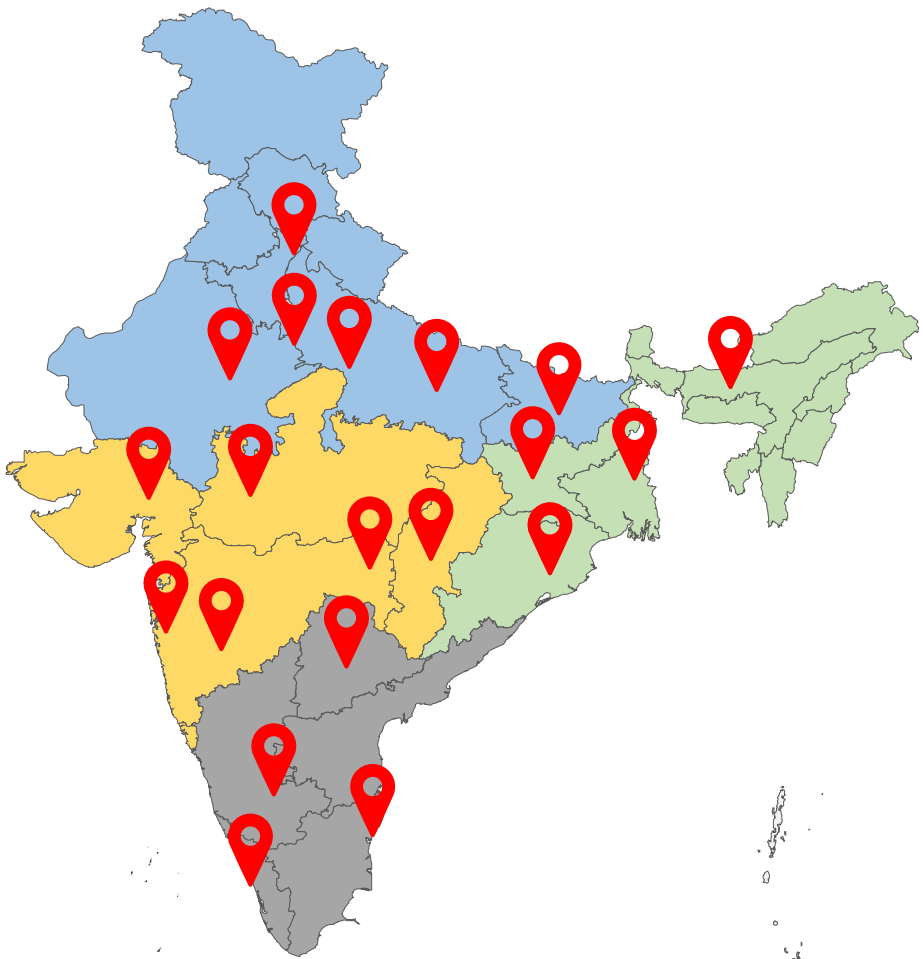
Channel Strengthening



Leveraging Healthy Geographical Presence



- RETAIL TRADE
- MODERN TRADE
- GENERAL TRADE
- ECOM
- CSD CPC
- INSTITUTIONAL



Branch locations

4 Regions 20 Branches				
Pop Strata	VIP Presence (No. of towns)			
	As of FY20	As of FY23	As of FY24	As of Q1FY25
30K – 50K	182	263	375	381
50K - 1 Lakh	278	479	499	499
1 - 5 Lakhs	321	395	395	395
5 -20 Lakhs	73	79	79	79
20 - 50 Lakhs	8	8	8	8
50 Lakhs+	5	5	5	5
Total	867	1229	1361	1367



For Further Information Contact:

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Thank you