

RISE. ROAR.
RECLAIM.



INVESTOR PRESENTATION
Q4FY25





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Company Overview



Q4 FY25 Financial Performance

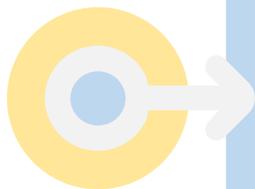


Brands, Channels & Categories

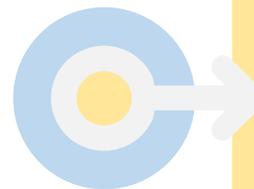


Company Overview

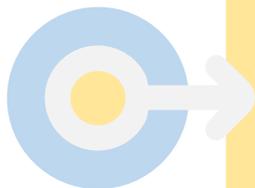
Undisputed leader in an Oligopolistic Indian Luggage Industry



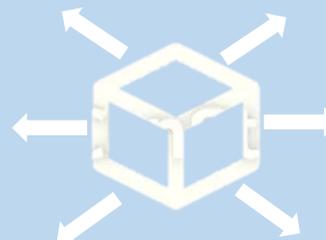
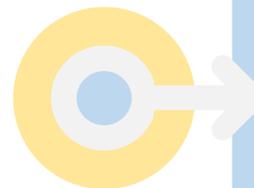
**Established in
1968**



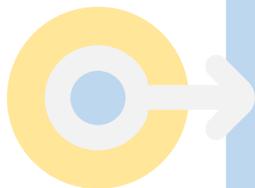
**10 Own
Manufacturing
Facilities in India &
Bangladesh**



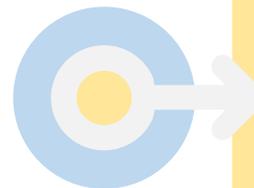
**#1 In the
organized
luggage
space**



**Servicing
customers through
~14,000 Point of
Sales across ~1400
towns**



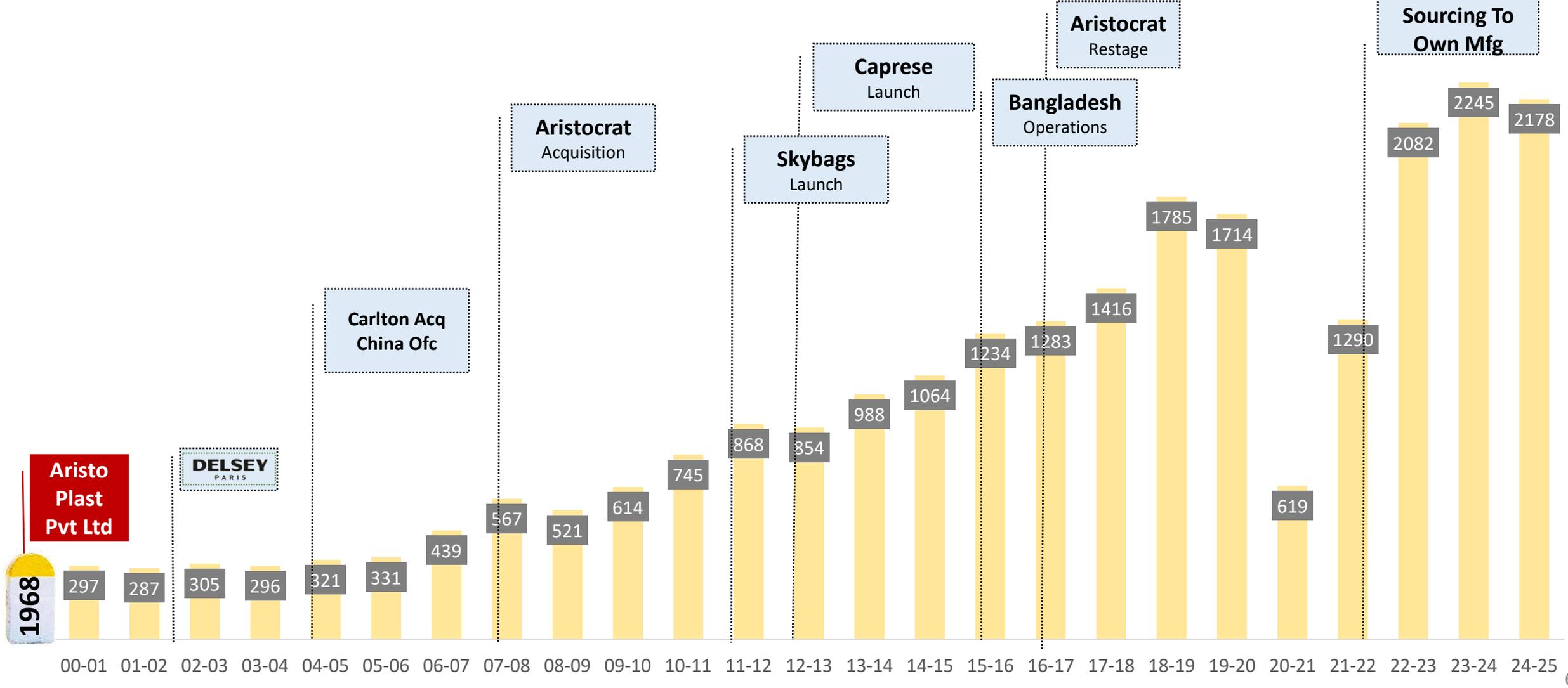
**Present in
multiple luggage
categories across
price points**



**~8471
employees***

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



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.



Ms. Neetu Kashiramka
Managing Director

She is a qualified Chartered Accountant and has over 26 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. 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



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.



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.



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.



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



Ms. Payal Kothari
Independent Director

Ms. Payal Kothari, holds a Bachelor degree in Economics and is a practicing advocate having 29 years of experience; specializes in litigation & real estate matters amongst others. Also holds Certification from Harvard Law School. ⁷

Strengthened Senior Management Team



Akash Shukla
Vice President - Human Resources & Additional responsibility of Sales & CRM (in interim capacity)
 23 years of experience across varied industries including luggage



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



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



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



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



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



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



BACKPACKS



BUSINESS SATCHELS



DUFFLE BAGS



TRAVEL ACCESSORIES



LADIES' HANDBAGS



A person wearing blue jeans and white sneakers is pulling a tan rolling suitcase. The person is walking on a paved sidewalk in front of a glass entrance. Inside the building, there are blurred figures of people and green arrows pointing to the right. A semi-transparent grey box is overlaid on the left side of the image, containing the text 'Financial Overview'.

Financial Overview

Performance Highlights (Consolidated)

Q4 FY25 Financial Performance Snapshot

3897('000) Volume <i>10%</i>	Rs. 494 Cr. Revenues <i>-4%</i>	47%* GP % <i>-3%</i>	2.1% EBITDA % <i>0.1%</i>	Rs. -33 Cr. PBT# <i>NA</i>
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Over Q4 FY24

FY25 Financial Performance Snapshot

17019 ('000) Volume <i>11%</i>	Rs. 2178 Cr. Revenues <i>-3%</i>	45.6%* GP % <i>-7%</i>	4.3% EBITDA % <i>-5%</i>	Rs. -91 Cr. PBT# <i>NA</i>
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Over FY24

EBITDA Bridge

EBITDA % - Q4 FY 24	2.2%
Decrease in Gross Margin	-3.1%
Decrease in Other Expenditure	0.7%
Reclassification in Advt Expenditure	0.3%
Decrease in Employee Cost	2.0%
EBITDA % - Q4 FY 25	2.1%

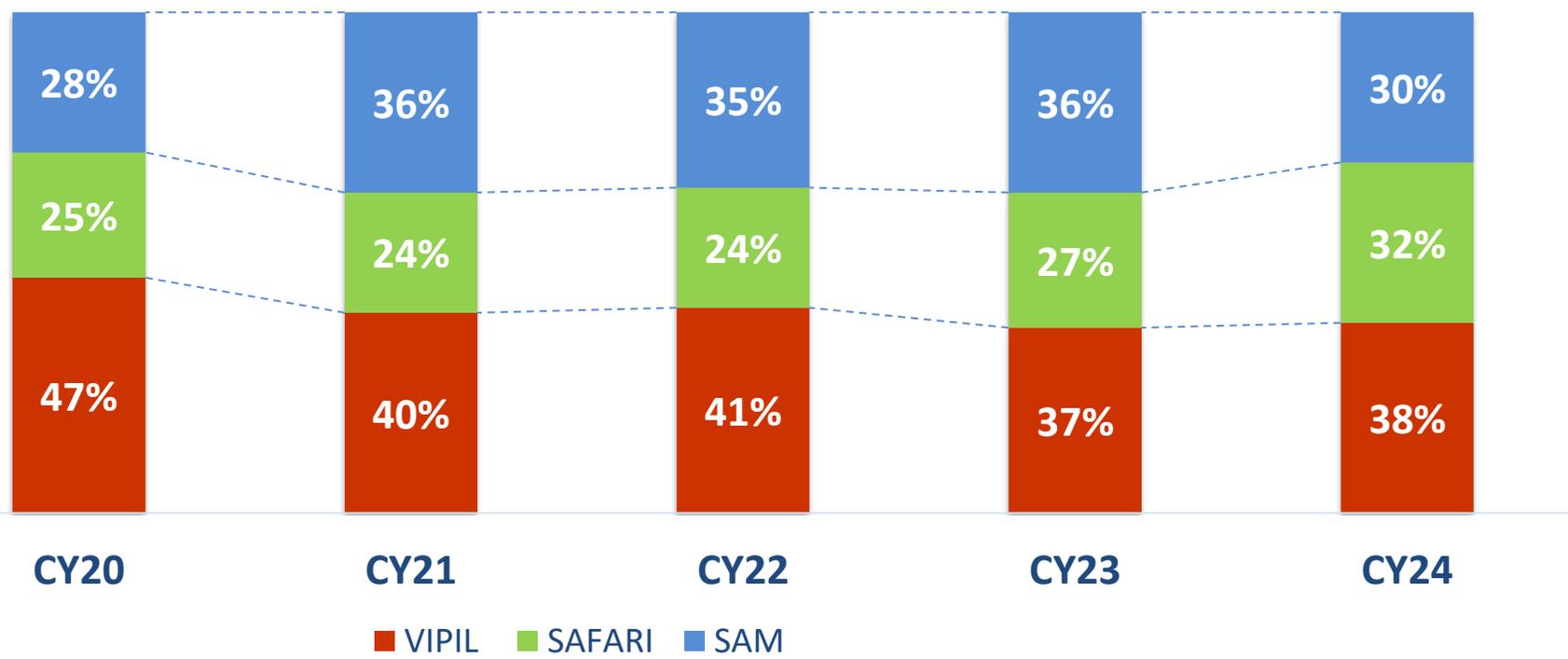
GC trend

Quarter	GC %
Q4 FY24	50.00%
Q1 FY25	44.30%
Q2 FY25	45.10%
Q3 FY25	46.60%
Q4 FY25	47.00%

- Volume growth for Q4 is 10% and FY25 is 11%.
- Revenue degrowth by 4% for Q4 and 3% for FY25, having netted of price support.
 - Otherwise, would have resulted in a flat & 1% growth respectively
- Gross margins impacted YoY mainly on account of :
 - Lower realization owing to brand and channel mix.
 - Liquidation of slow-moving inventory
 - Price support netted off from revenue
 - Inventory provision of Rs. 5.2 cr
- Manpower cost optimization resulted in YoY and QoQ decrease of 16% & 20% respectively. Our employee benefits expenses as a % of revenue now stand at 10% for the year against 12% in FY24
- Tight control on procurement along with focused approach on liquidation resulted in inventory reduction of Rs. 218 crs over March 24.
- Net Borrowing has been reduced by Rs. 118 crs in line with overall reduction plan.

Market Share

Calendar year Market Share %



Relative Market share based on reported results of 3 Companies

Q4 & FY25 Financial Performance - Consolidated

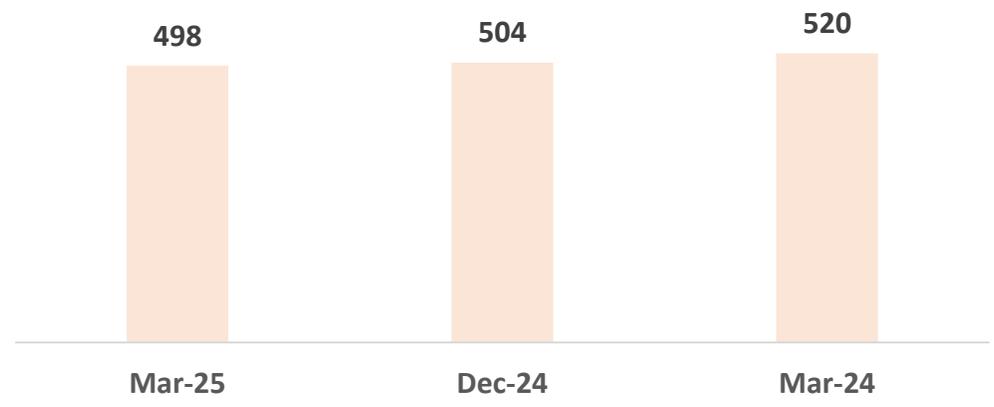
Rs. In Cr.

Particulars	Quarter ended			Year ended	
	Mar-25	Dec-24	Mar-24	Mar-25	Mar-24
Revenue from Operations	494	501	516	2,178	2,245
Other Income	4	2	4	11	12
Total Revenue	498	504	520	2,189	2,257
COGS	263	268	257	1,185	1,062
Gross Contribution	235	236	263	1,005	1,195
GC Margin (without Other Income)	47%	47%	50%	46%	53%
Employee Benefits expenses	54	54	68	225	270
Other Expenses	171	150	183	686	720
Total Expenses	225	204	251	911	990
EBIDTA	10	31	12	93	205
EBIDTA Margin	2%	6%	2%	4%	9%
Depreciation	30	30	28	119	99
EBIT	(20)	1	(17)	(26)	106
Finance Cost	17	18	17	73	55
Profit before Exceptional items	(37)	(17)	(33)	(99)	51
Exceptional items Expense / (Income)	4	-	-	8	26
Profit before Tax	(33)	(17)	(33)	(91)	77
Tax	(5)	(4)	(9)	(22)	22
Profit After Tax	(27)	(12)	(24)	(69)	54

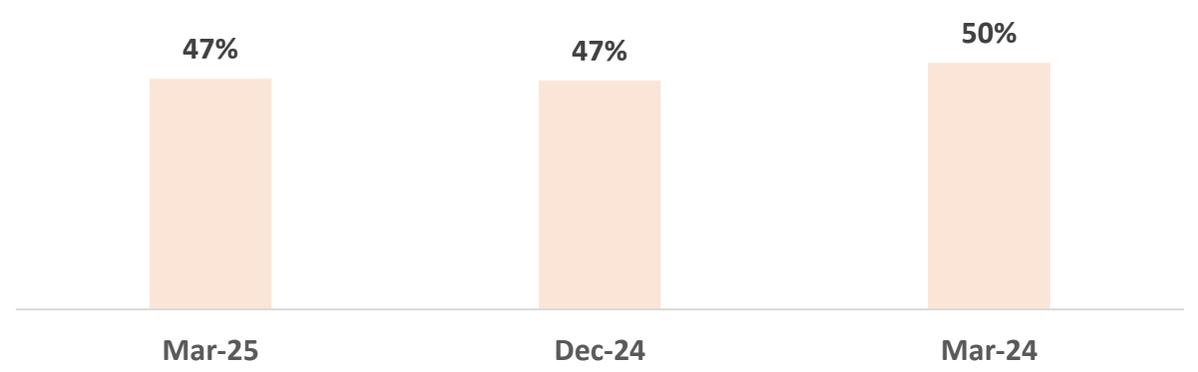
Other expenses have reported a sequential increase mainly on account of performance marketing spends for ecommerce, professional fees, investment towards dealer conferences & product roadshows and others

Key Financial Metrics - P&L

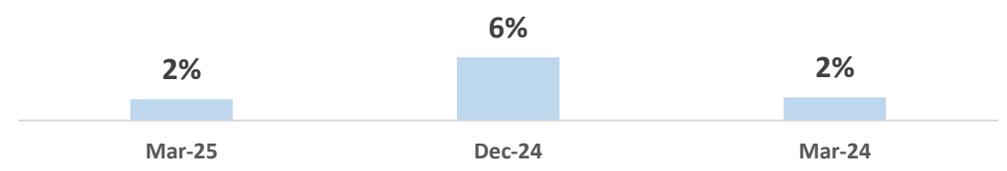
Revenue (Rs. Cr)



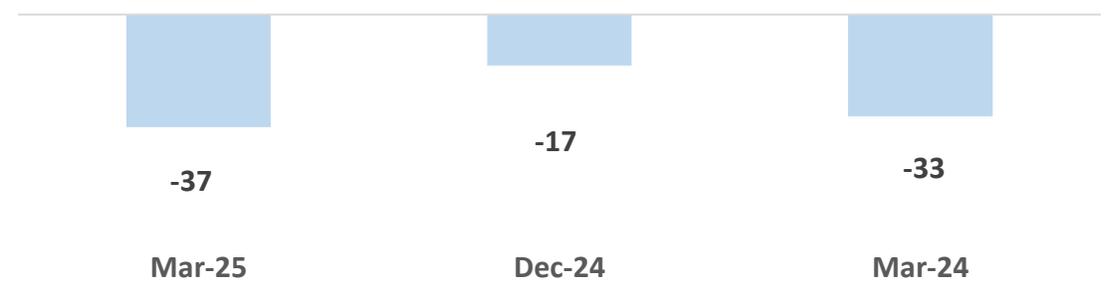
Gross Margin % (Excl Other Income)



EBITDA %



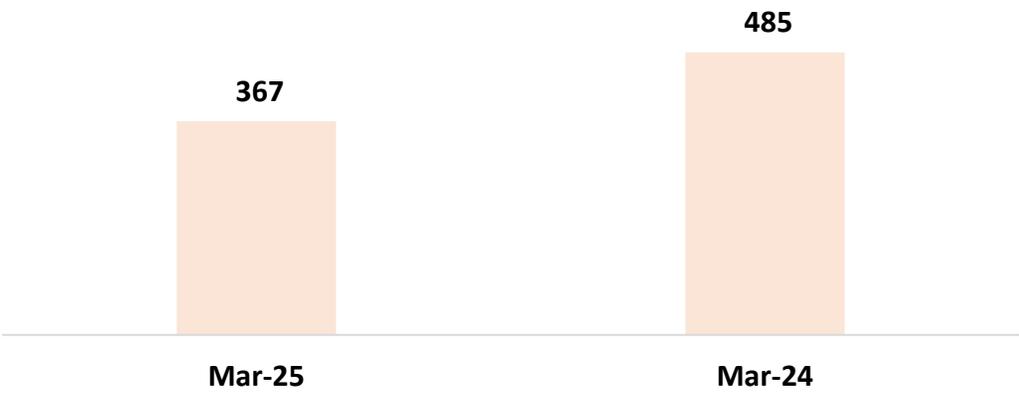
PBT before Exceptional Item (Rs. Cr)



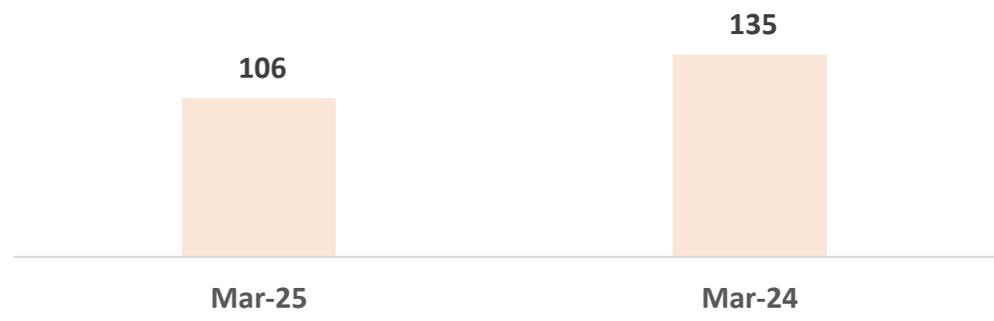
FY25 Key Financial Metrics - Balance Sheet



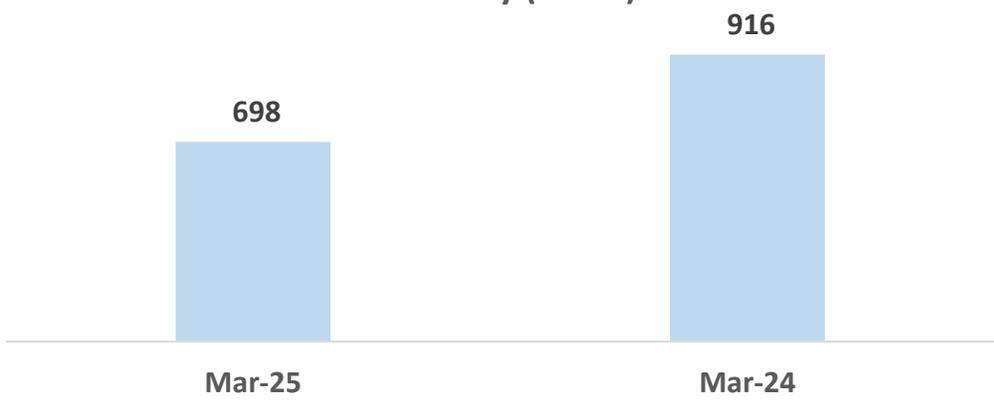
Net Debt (Rs. Cr)



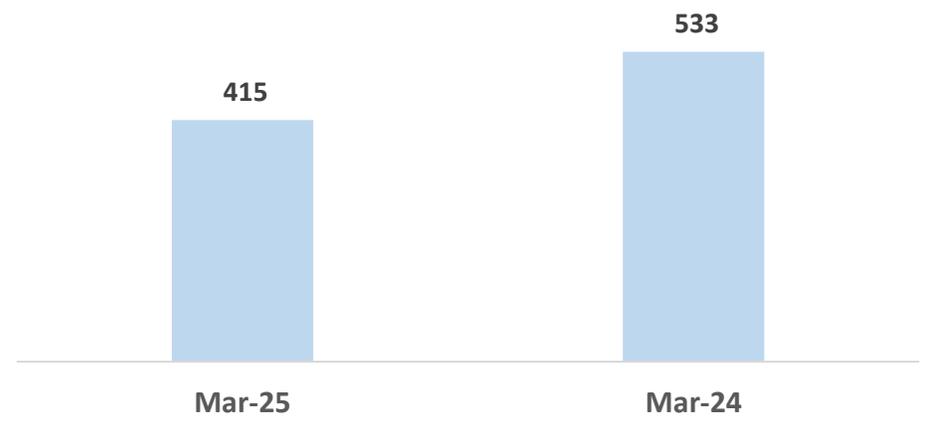
Working Capital (No of Days)



Inventory (Rs. Cr)



Borrowings (Rs. Cr)



A person wearing blue jeans and white sneakers is pulling a tan rolling suitcase through a glass door. The suitcase is orange-brown with a black handle and telescopic tubes. The background shows a blurred interior of a store or office with green arrows pointing right.

Brands & Categories

Revenue Performance : Brands & Categories



Channel-wise Salienc	FY24	FY25	Brand-wise Salienc	FY24	FY25	Category-wise Salienc	FY24	FY25
General trade	21%	17%	Carlton	6%	6%	Uprights	76%	76%
Retail trade	10%	9%	VIP	21%	20%	Hard Luggage	52%	60%
Modern trade	26%	23%	Skybags	29%	28%	Soft Luggage	24%	16%
E-Com	22%	31%	Premium & Mass Premium	56%	54%	Duffel Bags	8%	8%
CSD CPC	11%	9%	Aristocrat + Alfa	40%	43%	Backpacks	12%	13%
Institutional	7%	9%	Caprese	4%	3%	Ladies Hand Bags	4%	3%
International	3%	2%						

- 1 Ecom channel continues to register healthy growth (>40% for both FY & quarter)
- 2 Focus on B2B resulted in double digit growth in Institutional channel for the year.
- 3 Closure of stores by the Modern trade partners impacting the growth for the channel
- 4 Backpack collection received positive response from the market – making it the fastest growing category for the quarter
- 5 Hard luggage was the fastest growing category for the year – contributing 60% to our total portfolio
- 6 Brand campaigns for our premium & mass premium brands expected to contribute to mix improvement in coming quarters



Products & Brands Strengthening

New Launches In Premium & Mass Premium Brands



LEXUS
8whl , TSA Lock , Anti theft zipper,
Shoe Pouch , Integrated PVC Pouch,
Luggage Cover



ION
Lightest Ever ~ 2 Kgs, 8whl , TSA
Lock , Water Repellent Zip



MATRIX
8 whl , Flushed Combi Lock ,
Colour Matching H/W



Amaze
8W, Anti Theft
Zipper



Paradise
8W, Anti Theft
Zipper



Gemma
Lightweight Metallic
Finish



New Launches In Backpack category



Focus on trending themes
Asian-Anime | Girl Power | Gaming



Premium Backpack Collection in Carlton

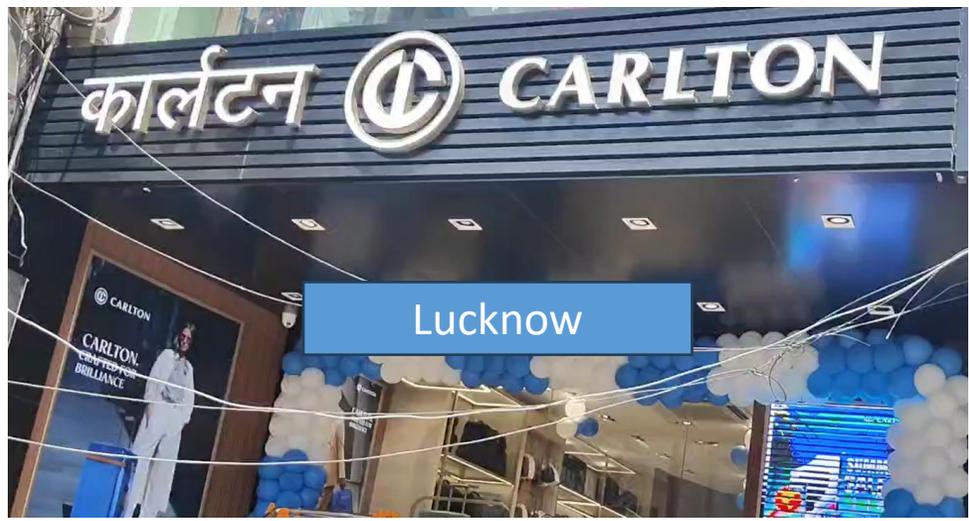
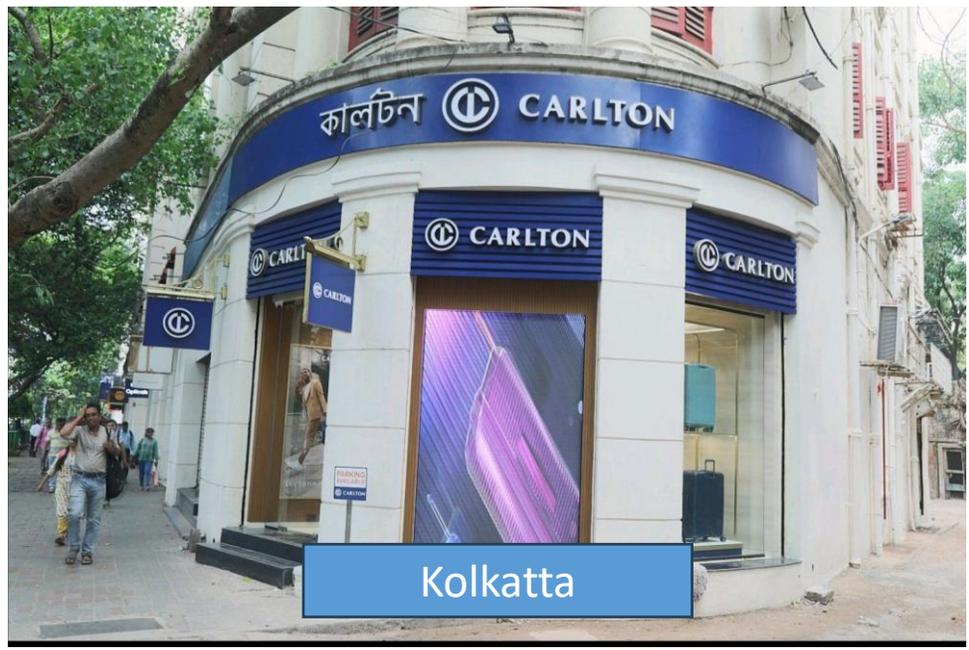


Need Based Innovation:
Insulated Tiffin Compartment

First for Category!



Carlton Stores Elevating Customer Experience – Now @ 4 Locations





National Dealer Meet To Showcase 2025 Collection





National Dealer Meet To Showcase 2025 Collection





Backpack Roadshows across 3 Metros





Building Momentum With Unmissable High Impact Media Campaign

Print

Strategic Weekend Visibility: 12 Inserts in Top Publications Across India's 8 Key Metros.



Outdoor

500+ Strategic Sites Across 12 Priority Markets, Spanning Buses, Metros, Airports, and High-Traffic Arterials.



Digital

Driving Digital Buzz with Optimized Reach & Frequency Across Social Platforms.



Content Creators

Influencer-Led Engagement to Strengthen Brand Consideration.





Driving Dominance Through Strategic, Impactful & High Frequency Outdoors



15 Days High Impact Outdoor Plan in April | 500+ sites





Skybags Backpack Outdoors In Youth Centric Areas

140+ sites focused on Key Education Centers in 11 cities

Near Education Centers:
School & Colleges



In and around Metro & other Urban
Transport Systems

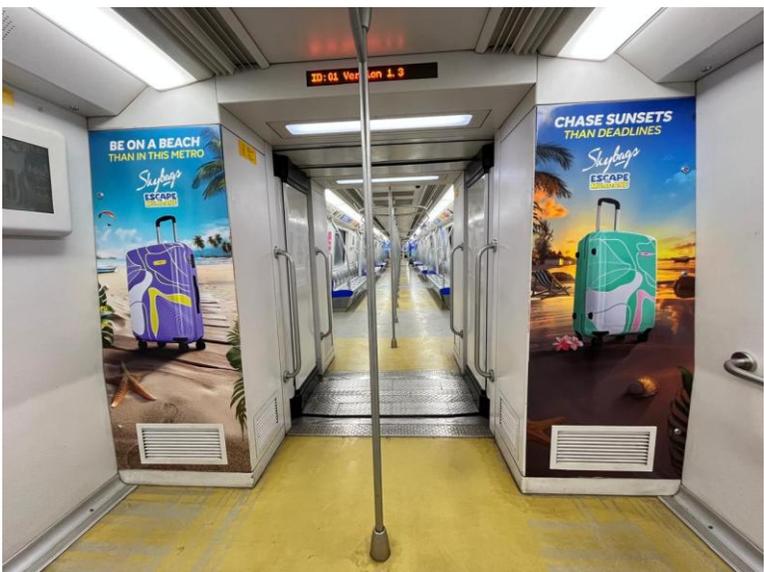


Youth footfall heavy shopping zones:
Near Educational hubs





Skybags' Metro takeover in Mumbai, Chennai & Hyderabad

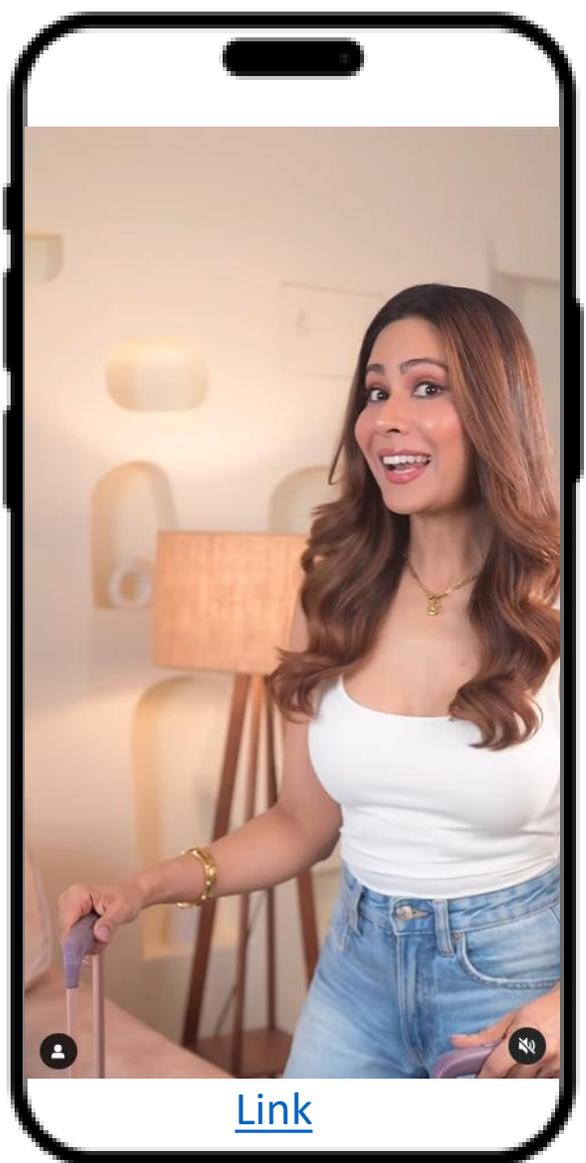




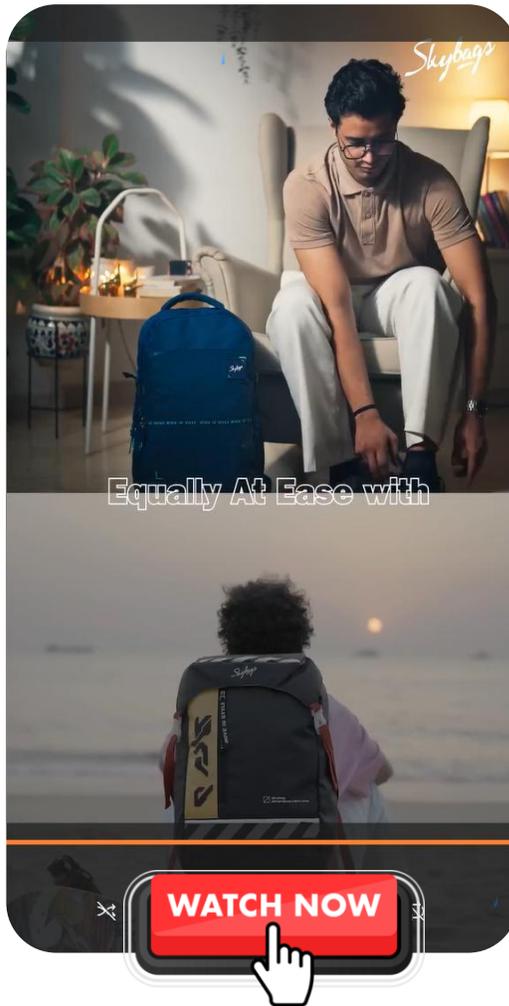
Skybags Taking Over Mumbai Roads With BEST Bus Wraps



Engaging Digital Storytelling Designed To Fuel Social Buzz & Shareability



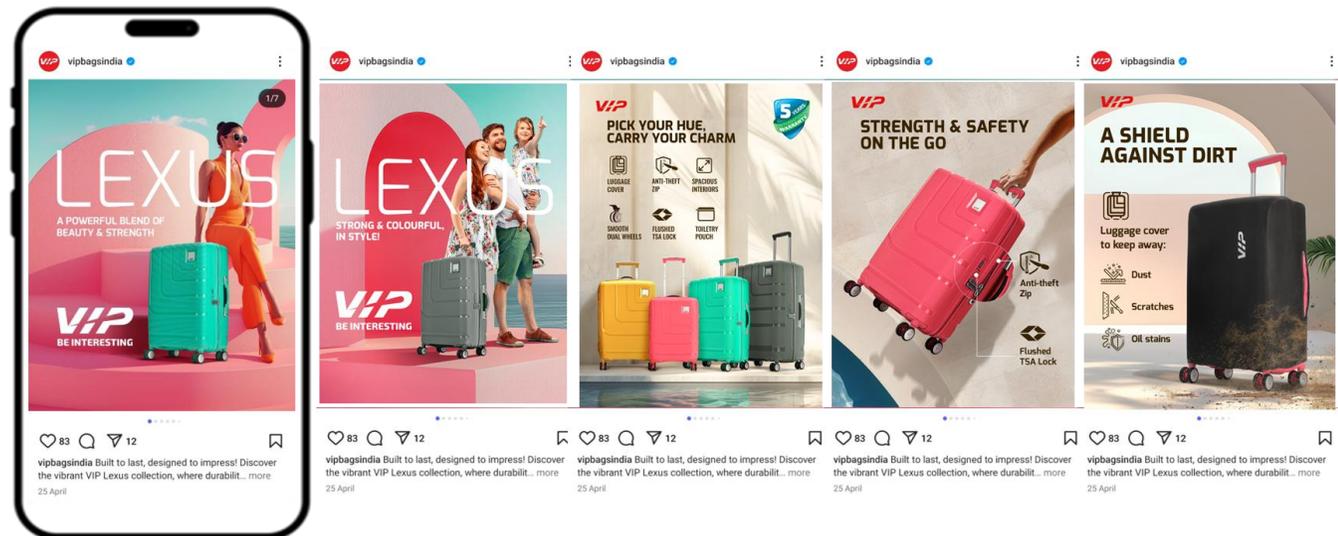
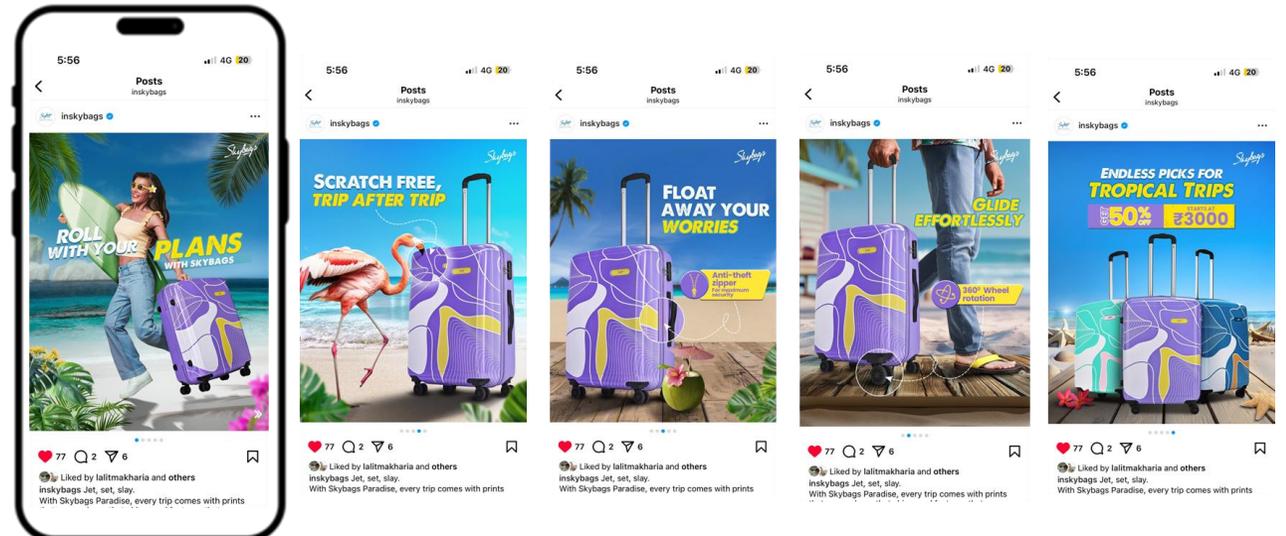
Digital: Leveraging Stylized Reels In Backpacks To Create Buzz



... And many more Coming Up. Keep Checking



Conversion Focused Product Communication To Drive Performance On Digital





For Further Information Contact:

VIP Industries Limited

Mr. Manish Desai – Chief Financial Officer

Email: manish.desai@vipbags.com

Adfactors PR Pvt. Ltd.

Snighter Albuquerque/ Pratik Patil

Email: snighter.a@adfactorspr.com/

pratik.patil@adfactorspr.com

Mobile: 9819123804 / 8291510324

5th Floor, DGP House,
88-C, Old Prabhadevi
Road, Mumbai – 400025



Thank you