

21st October, 2022

BSE Limited Phiroze Jeejeebhoy Towers, Dalal St, Kala Ghoda, Fort, Mumbai – 400 001. Code No. 507880	National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051. Code – VIPIND
---	--

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
CHAMPALAL
DAGA

Digitally signed by
ANAND CHAMPALAL
DAGA
Date: 2022.10.21 18:06:17
+05'30'

Anand Daga
Company Secretary & Head – Legal

Encl. As above

VIP INDUSTRIES LIMITED

Registered Office: DGP House, 5th Floor, 88C, Old Prabhadevi Road, Mumbai 400 025. INDIA.
TEL: +91 (22) 66539000 **FAX:** +91 (22) 66539089, **EMAIL:** corpcomm@vipbags.com **WEB:** www.vipbags.com
CIN - L25200MH1968PLC013914



READY FOR THE SURGE

INVESTOR PRESENTATION
Q2 & H1 FY23





Disclaimer



Some of the statements in this communication may be forward looking statements within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.

The information contained herein has been prepared to assist prospective investors in making their own evaluation of the Company and does not purport to be all-inclusive or to contain all of the information a prospective or existing investor may desire. In all cases, interested parties should conduct their own research/investigation and analysis of the Company and the data set forth in this information. The Company makes no representation or warranty as to the accuracy or completeness of this information and shall not have any liability for any representations (expressed or implied) regarding information contained in, or for any omissions from, this information or any other written or oral communications transmitted to the recipient in the course of its evaluation of the Company.

While we have made every attempt to ensure that the information contained in this presentation has been obtained from reliable source, the Company is not responsible for any errors or omissions, or for the results from the use of this information. All information in this presentation is provided on "as is" basis with no guarantee of completeness, accuracy, timeliness or of the results obtained from the use of this information and without warranty of any kind, express or implies including but not limited to warranties of performance for a particular purpose. In no event will the Company its Directors, legal representatives, agents or employees thereof be liable to anyone for any decision made or action taken by relying on data/information in this Presentation.



Industry Overview



Company Overview



Q2 Financial Performance



Brands, Channels & Categories



Market Share



Q3 Sneak Preview

Industry Overview

A person wearing blue jeans and white sneakers is pulling a yellow rolling suitcase through a glass door. The door has green arrow stickers pointing right. The background is a blurred indoor space with people and shelves. An orange rectangular box is overlaid on the left side of the image, containing the text 'Industry Overview'.

Industry Overview

The luggage & backpacks market in India is estimated to be around ~Rs. 10,000 crore with organized players constituting ~56% of the market¹

Favorable Demographics



- Rising middle class and its increased propensity to spend will drive discretionary spend industries

Changing Attitude Towards Travel



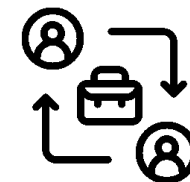
- Frequency jump in travel turning luggage into lifestyle products

Growing Customer Cohorts



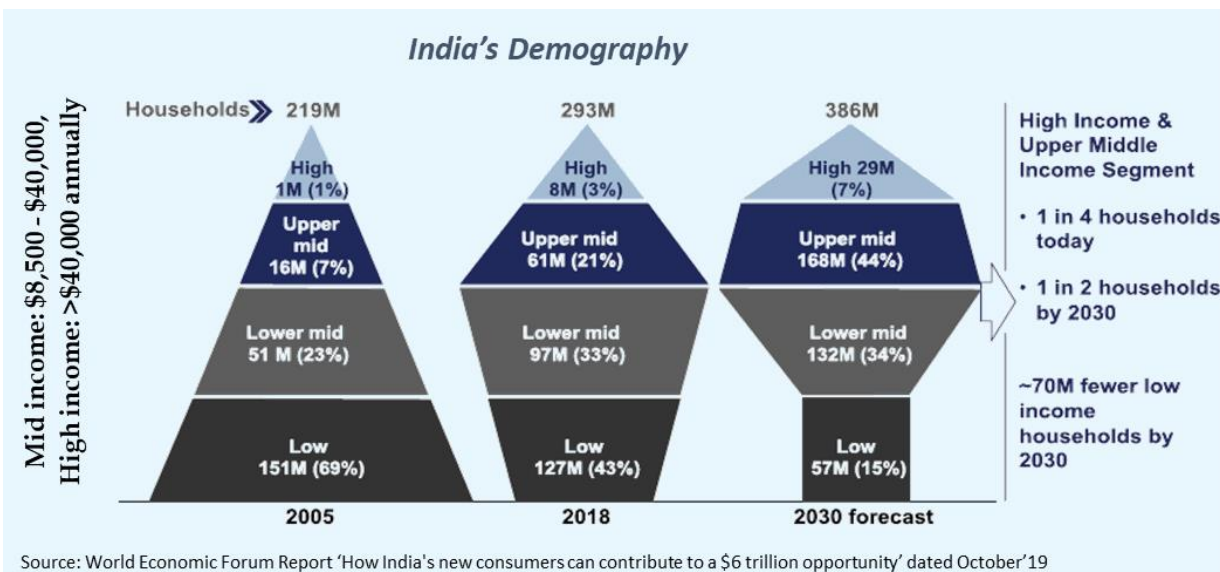
- Luggage is extending to customer cohorts beyond travel driven by event-based consumption

Shift from Unorganized to Organized



- Macro pressures coupled with customer preference shift towards branded products fueling growth for organized sector

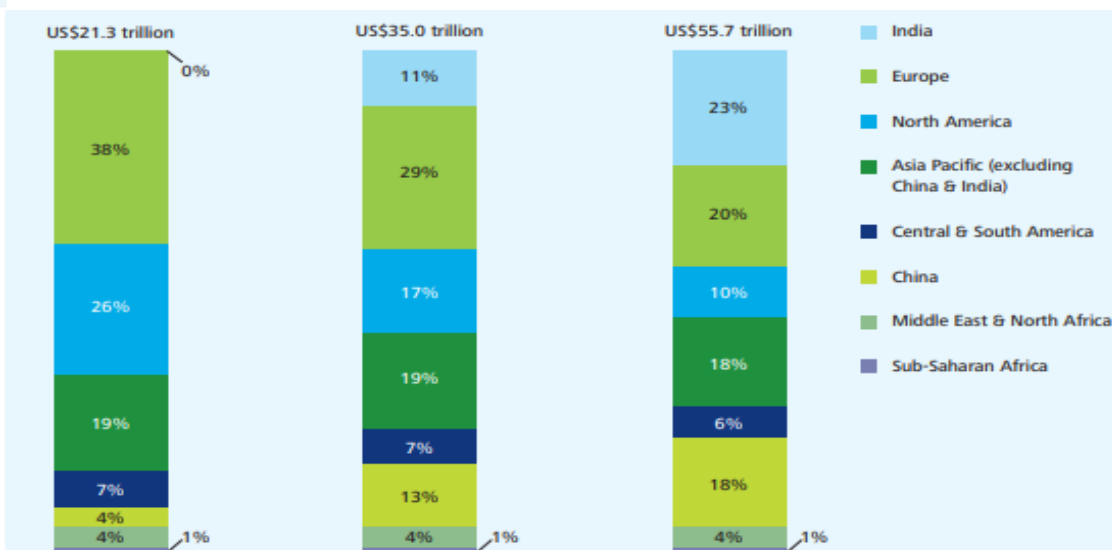
Growing Middle India And Its Increasing Propensity To Indulge Will Further Accelerate The Industry Growth



Ballooning middle class consisting of 'connected aspirants' will form majority of India's demography going forward

India is projected to house the world's largest middle class consumer market, surpassing China and the US

Spending By The Global Middle Class



Source: "The Emerging Middle Class in Developing Countries", Homi Kharas, OECD Development Centre



Changing Attitudes Towards Travel Inducing Shorter Replacement Cycles In Luggage Industry



1990

1

Category Core : Durability

- One Travel a year
 - Meet Relatives, Location Transfer, Marriage etc.
- One Bag for the Family
- Mode of transport
 - Train/Bus Travel
- Replacement : 8-10 years

Category Core : Durability with additional features for convenience

- 2-3 Travel Occasions
- Business Travel emerges a new cohort
- Two Bags in the Family
- One for Official Travel & One for Family
- Mode of transports:
 - Train/Bus/Limited Air Travel
- Replacement : 5-7 yrs



2000

2



2010

3

Category Core moves to Convenience

- One Bag for each individual
- Mode of transport
 - Domestic Air /Car Trips / Train / Bus
- Replacement : 3-5 years



2015-2022

4

Flaunt / Expression will be key Category core

- Multiple travel occasions with increasing trend of international travel, weekend getaways, solo trips etc.
- Repertoire of Bags per person
- Mode of travel
 - Domestic & International Air /Car Trips / Train / Bus
- Replacement : 2-3 years

Consumer Cohorts Extending Beyond Travel



WEDDINGS

- Expenditure on weddings had been on the rise in India and as per industry estimates it has gotten bigger post pandemic²
- Luggage is an integral part of Wedding Shopping



INTERNATIONAL STUDENT TRAVEL

- Departures from India for International Education has grown at a CAGR of 19% for 5 years ended 2021¹
- A Similar trend is expected to continue

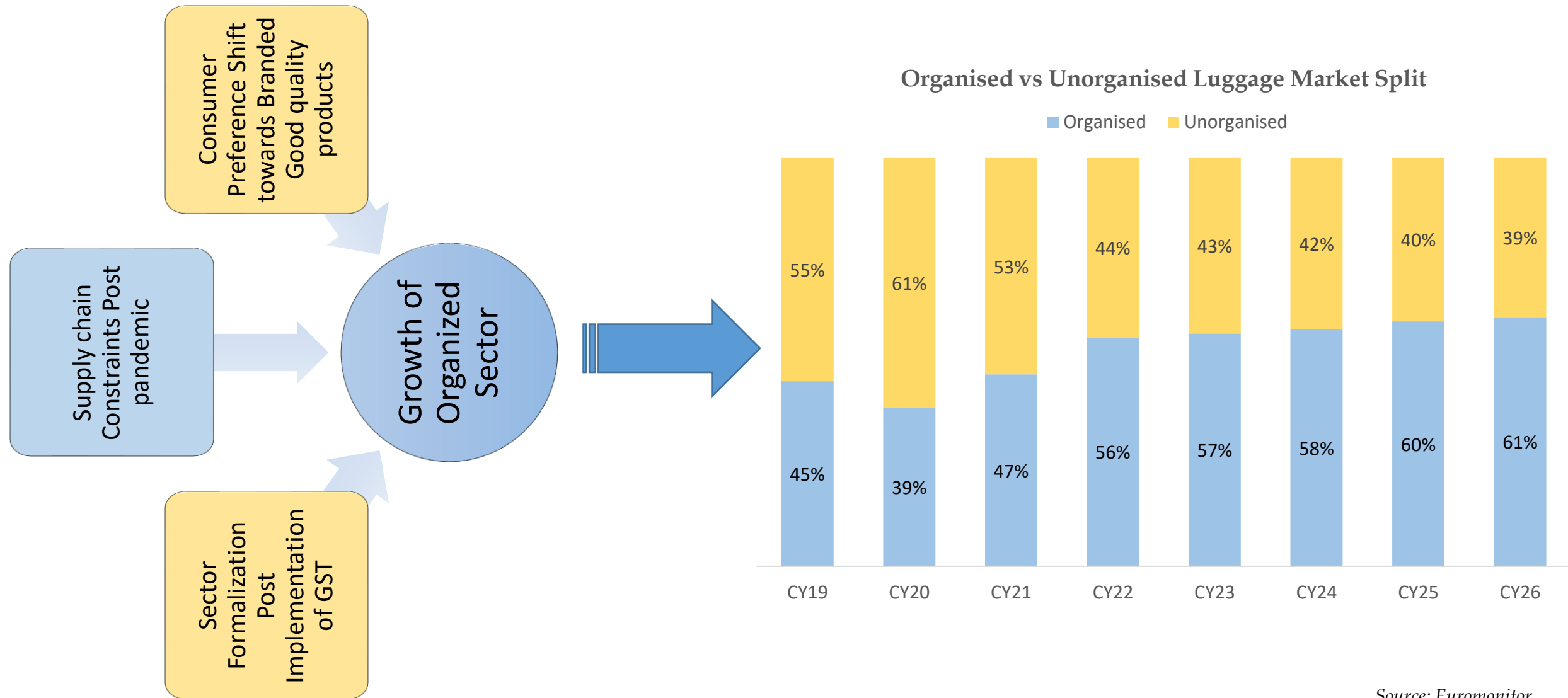


GIFTING & PROMOTIONS

- Luggage as a preferred personal gifting item is emerging as a significant trend
- Major retail chains now operating regular promotional gifting of luggage category



Macro Pressures & Consumer Preference Shift Fueling Growth For Organized Players

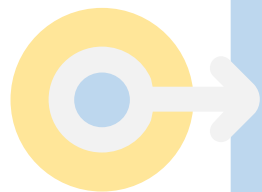


Company Overview

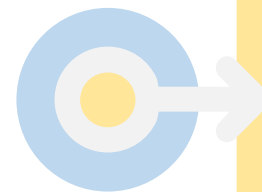
A person wearing blue jeans and white sneakers is pulling a yellow rolling suitcase. They are walking through a glass door or entrance. The background is blurred, showing an indoor space with other people and green arrow signs pointing right. An orange rectangular box is overlaid on the left side of the image, containing the text 'Company Overview'.



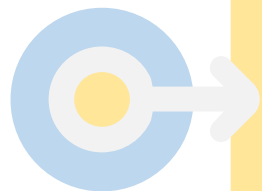
Undisputed leader in an Oligopolistic Indian Luggage Industry



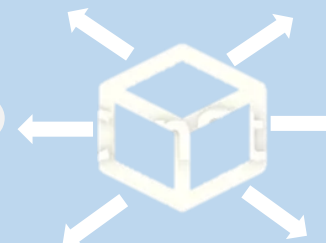
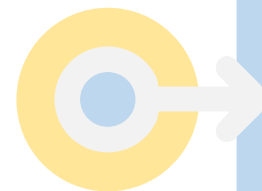
**Established in
1968**



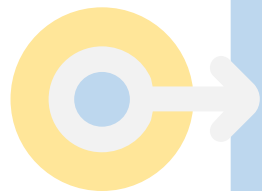
**9 Own
Manufacturing
Facilities in India &
Bangladesh**



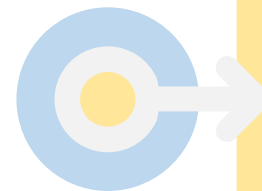
**#1 In the
organized
luggage
space**



**Servicing
customers
through 10,500
Point of Sales
across 800 towns**



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

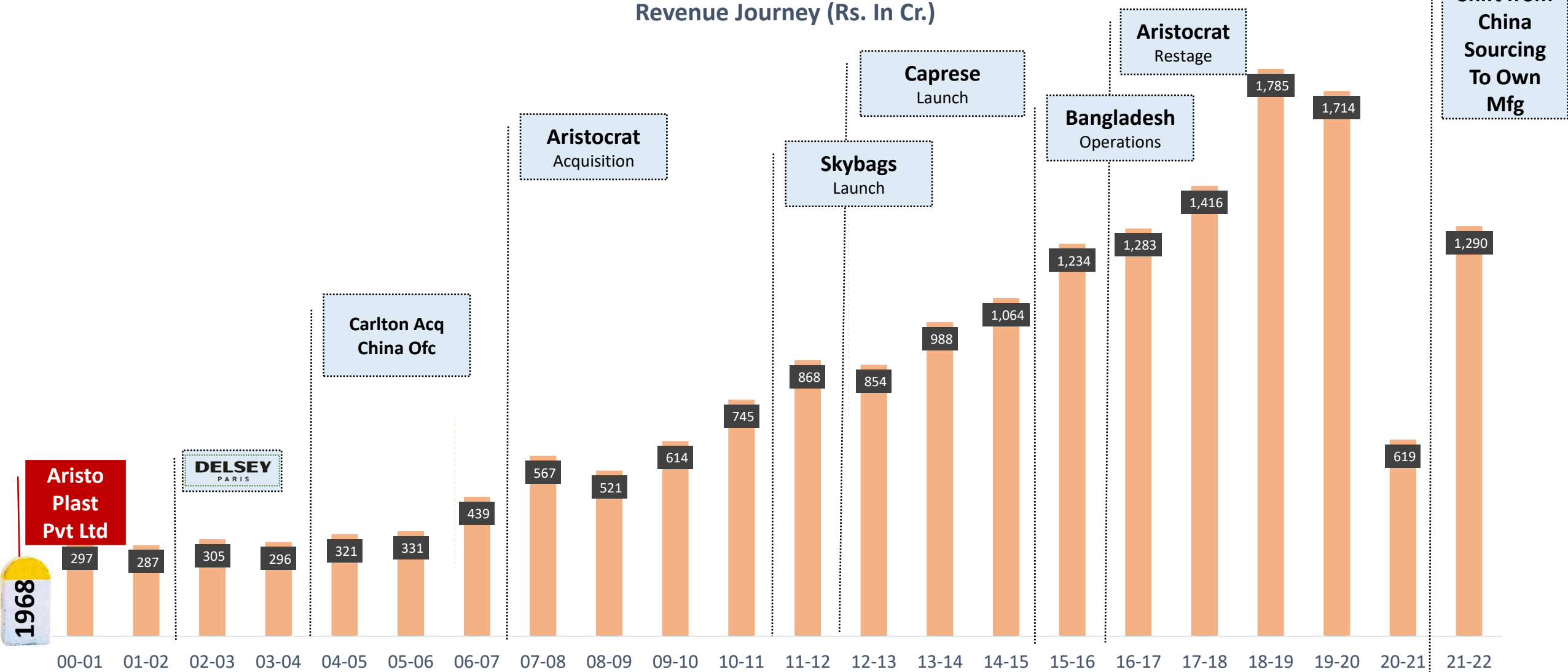


**Over 8000
employees**

Milestones

Leveraging our rich heritage & strong legacy

Revenue Journey (Rs. In Cr.)



Our Board & Management



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 is 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. Anindya Dutta
Managing Director

He holds a MBA in Marketing and International Business and has 25 years of leadership experience in the FMCG industry across business verticals and categories. He is responsible to build the organization growth strategy and lead execution across all business verticals & regions globally



Ms Nisaba Godrej
Independent Director

She has completed B.Sc. from The Wharton School and an MBA from Harvard Business School. She is the Executive Chairperson of Godrej Consumer Products and Director of Godrej Agrovet and Teach For India.



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. 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. 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
Chief Financial Officer

She is a qualified Chartered Accountant and has 25 years of experience across varied industries. At VIP industries, along with being the Financial Controller & business partner, she is responsible for Legal, Secretarial, Investor Relationship, Information Technology and Commercial functions.



Senior Management



Abhinav Kapoor
Vice President Sales
Over 20 years of
experience in FMCG
industry



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



Anup Sur
Head - Supply Chain &
Logistics
24 years of experience
across varied industries



Ashish Saha
Sr. Vice President – India
Manufacturing & New
Projects
42 years of experience in
luggage industry



MVH Sastry
Head Procurement
20 years of experience in
FMCG industry



Praful Gupta
Head Marketing
22 years of experience in
FMCG & luggage industry



Suhas Kshirsagar
Head - Corporate Quality
& After Sales Service
27 years of experience in
luggage, automotive &
FMCG industry



Sunil Kolhe
Sr. Vice President –
Design, Sourcing &
Product Development
34 years of experience in
luggage industry



Vikas Anand
Vice President - Human
Resources
17 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

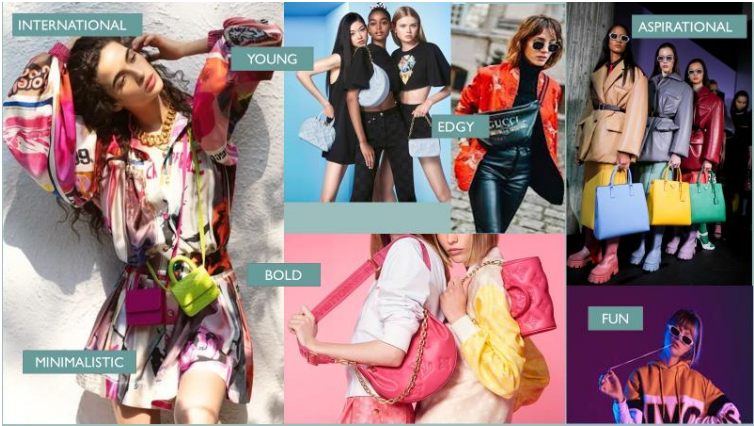
Brand Print



The New Face Of Business



All That A Girl Can Be



BRANDS FROM THE HOUSE OF VIP INDUSTRIES

Diversified Product Portfolio

HARD LUGGAGE



SOFT LUGGAGE



DUFFLE BAGS



LADIES HANDBAGS



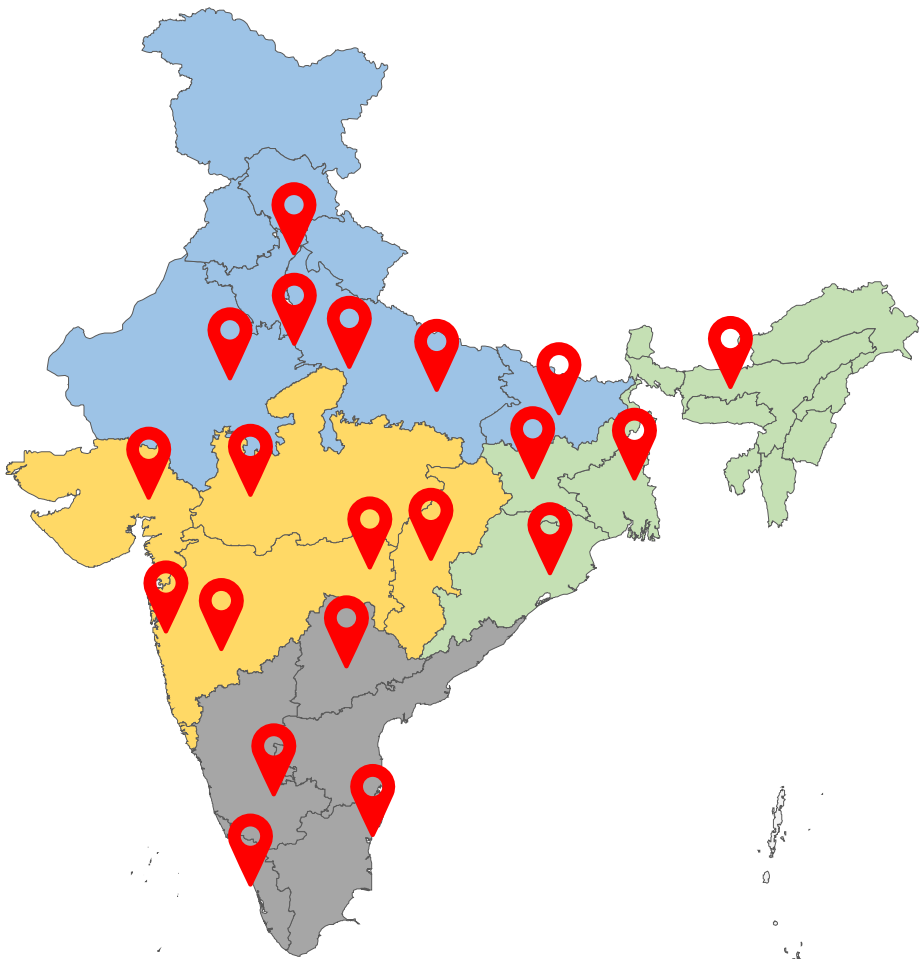
BACKPACKS





Healthy geographical presence

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



Branch locations

4 Regions 20 Branches			
Pop Strata	Town Universe	VIP Penetration	
		FY20	H1 FY23
50K - 1 Lakh	583	51%	67%
1 - 5 Lakhs	395	85%	95%
5 -20 Lakhs	81	100%	100%
20 - 50 Lakhs	8	100%	100%
50 Lakhs+	5	100%	100%
Total	1072	68%	80%

Financial Overview



Performance Highlights (Consolidated)

Operational Highlights

- Q2 revenue growth at 56% over Q2 FY22
- Q2 FY23 is at 87% of Q1 revenue – highest ever compared to any pre-covid year
- Q2 GP after netting of other income is 48% as compared to 47% in Q2 FY22 mainly on account of better realization.
- Q2 Overall Expense is at Rs. 176 cr as compared to Q2 FY22 at Rs. 114 cr. Increase is mainly on account of increase in advertisement spend, employee cost, freight cost and exchange rate fluctuation.

EBITDA % - Q2 FY 22	14.4%
Increase in Gross Margin	0.5%
Decrease in Employee Cost	2.1%
Increase in Other Expenditure	-2.1%
EBITDA % - Q2 FY 23	14.8%

	Q2 FY22	Q3 FY22	Q4 FY22	Q1 FY23	Q2 FY23
Revenue (Rs. cr)	330	397	356	591	515
Growth (over base FY20)	-20%	-8%	14%	5%	25%

Q2-FY23 Consolidated Financial Performance

INR 515 Cr. Revenues	48.1%. GP %	14.8% EBITDA %	INR 52 Cr. PBT
+56%	+1%	+0.4%	+112%
Over Q2 FY22			

H1-FY23 Consolidated Financial Performance

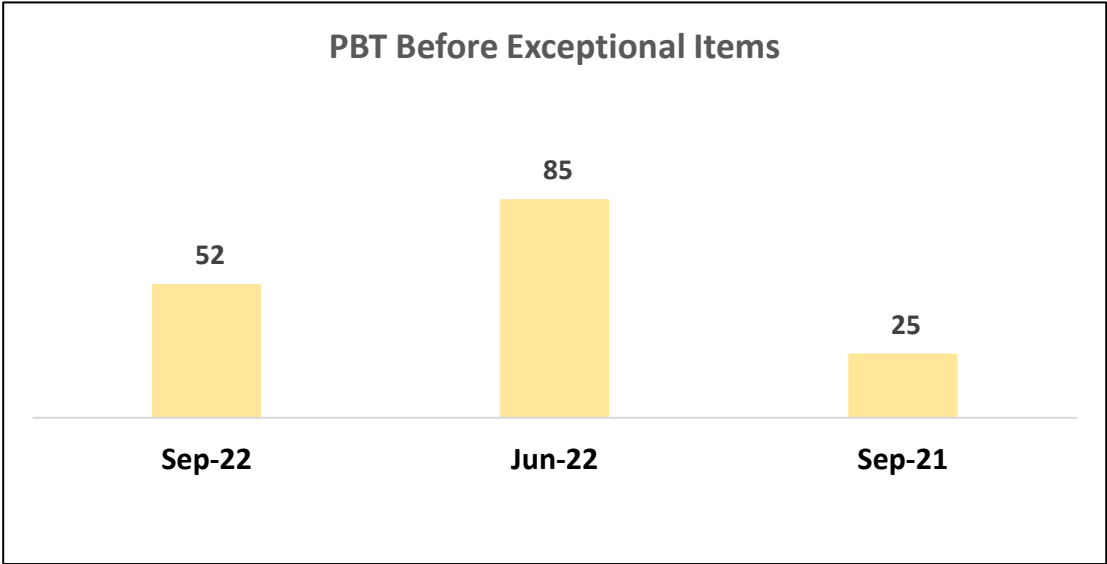
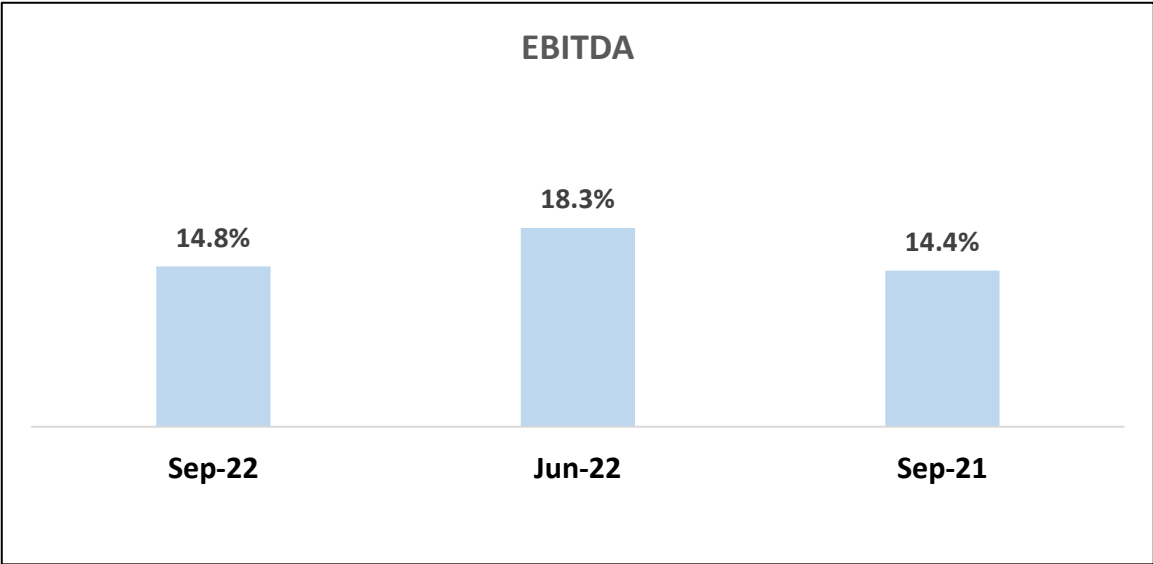
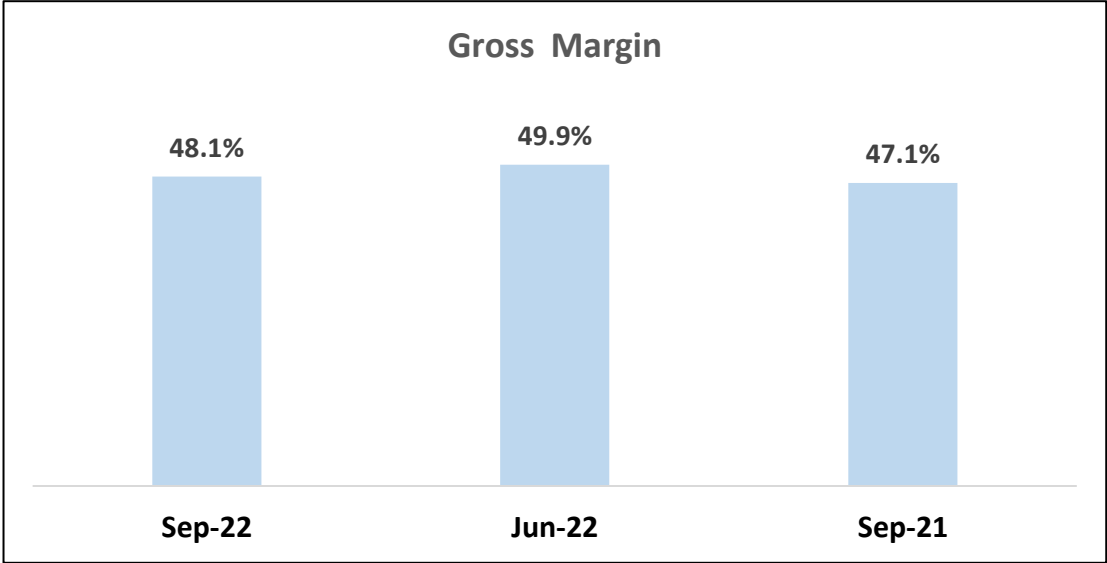
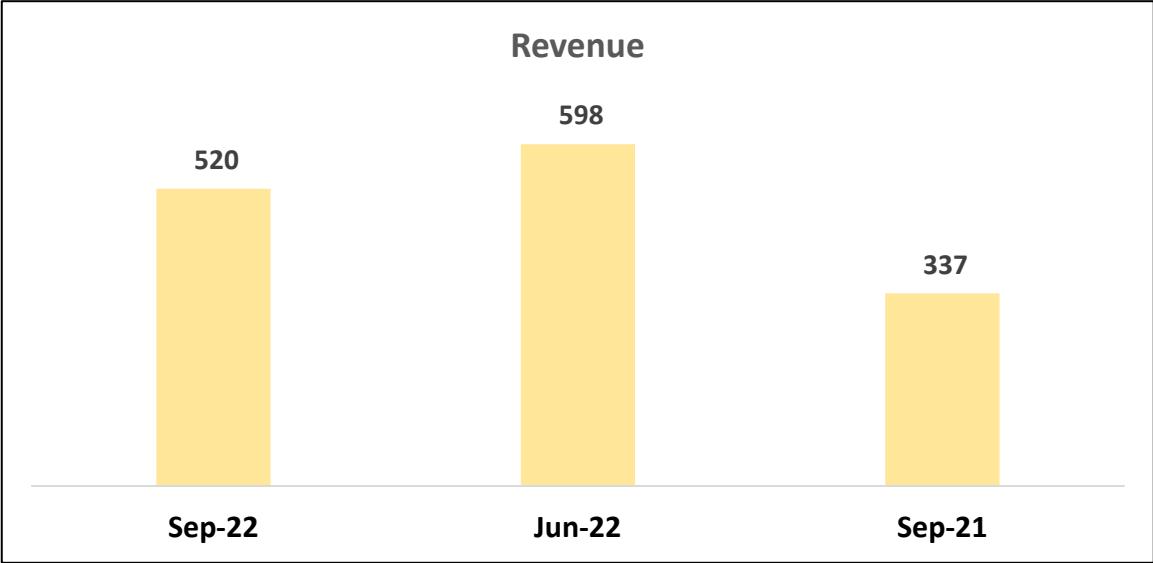
INR 1105 Cr. Revenues	49.1%. GP %	16.7% EBITDA %	INR 152 Cr. PBT
+106%	+0.5%	+3.1%	+476%
Over H1 FY22			

Q2 & H1 Financial Performance - Consolidated

	Quarter ended			Year ended		Year ended
Particulars	Sep-22	Jun-22	Sep-21	Sep-22	Sep-21	Mar-22
Revenue from Operations	515	591	330	1105	536	1290
Other Income	5	7	7	12	21	36
Total Revenue	520	598	337	1118	557	1326
COGS	267	296	175	563	276	645
Gross Contribution	253	302	162	555	282	681
GC Margin (without Other Income)	48.1%	49.9%	47.1%	49.1%	48.6%	50.0%
Employee Benefits expenses	58	60	44	118	83	189
Other Expenses	118	132	69	250	123	311
Total Expenses	176	192	114	368	206	500
EBIDTA	77	110	49	187	76	181
EBIDTA Margin	14.8%	18.3%	14.4%	16.7%	13.6%	13.6%
Depreciation	18	18	17	36	36	70
EBIT	59	92	31	151	40	111
Finance Cost	7	7	7	13	14	25
Profit before Exceptional items	52	85	25	137	26	86
Exceptional items Expense / (Income)	0	-15	0	-15	0	0
Profit before Tax	52	100	25	152	26	86
Tax	9	31	6	40	5	19
Profit After Tax	43	69	19	112	21	67

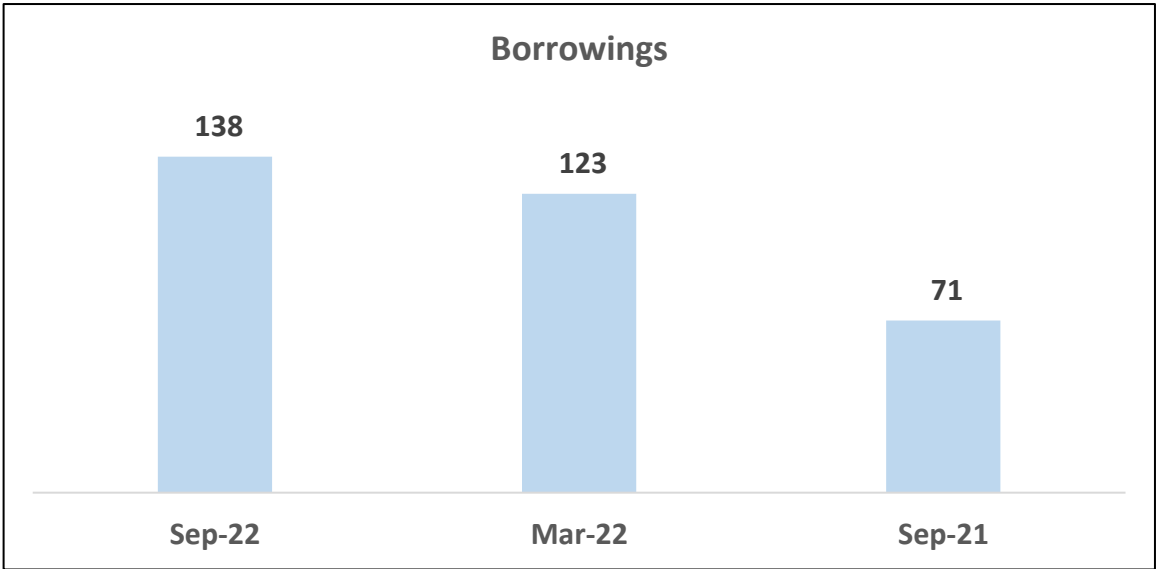
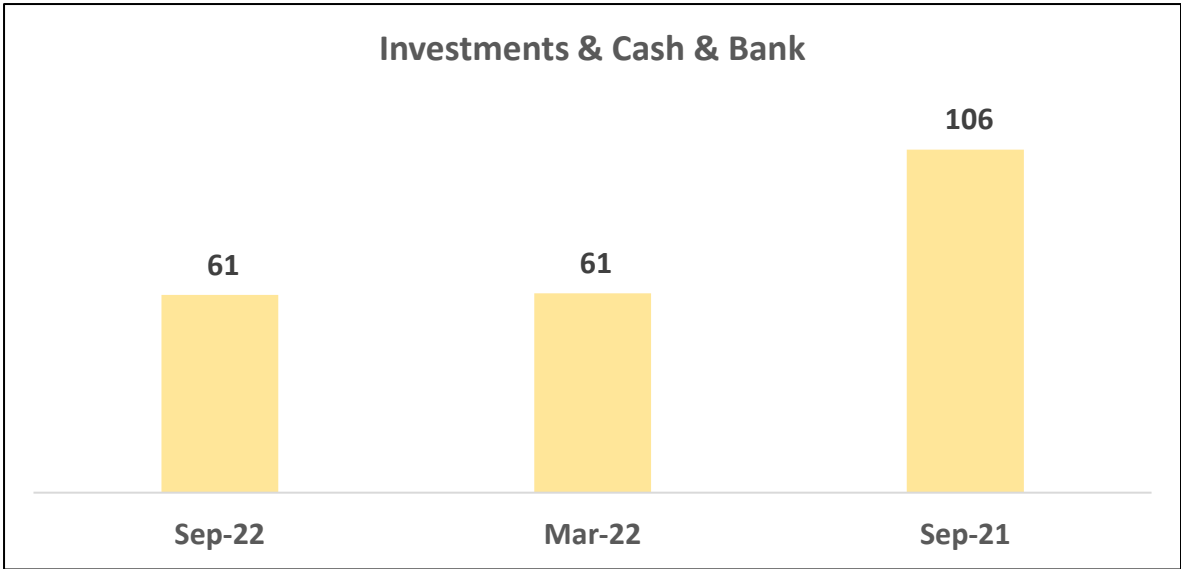
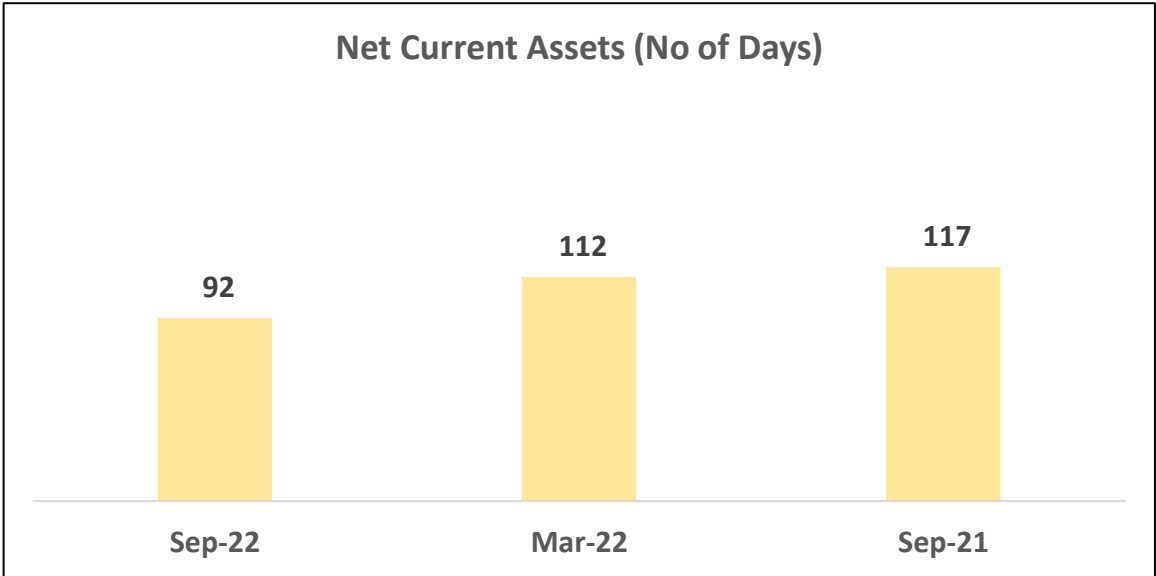
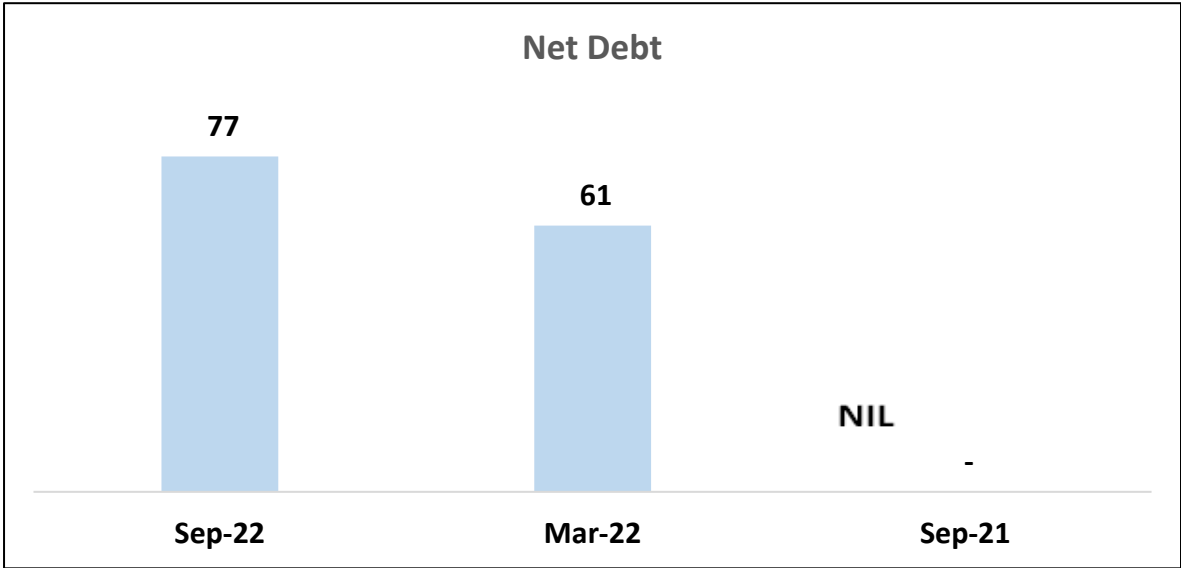


Key Financial Metrics – P&L





Key Financial Metrics – Balance sheet



Brands, Channels & Categories



Revenue Performance : Channels

Channel-wise revenue Salience	Q2 FY20	Q2 FY22	Q2 FY23	YoY % Growth
General trade	18%	15%	18%	87%
Retail trade	14%	9%	11%	102%
Modern trade	28%	27%	27%	49%
Ecom	14%	23%	22%	45%
CSD CPC	15%	17%	12%	6%
Institutional	9%	7%	6%	26%
International	2%	2%	5%	287%

- Distribution Expansion, Share gain in large & weak accounts, Value Segment Competitiveness & Productivity improvement** driving growth across traditional physical channels of Retail, General and Modern trade
- Added 46 new EBO's during H1 FY23 with 44 additional stores signed and under fit-out as on date**
- Low population strata penetration along with presence in premium malls is a focus for retail expansion strategy**
- General Trade Distribution Has Surpassed Pre-Covid Levels Increasing VIP Penetration to 80%**
- VIP's GT distribution is currently present in 862 towns**
- Modern Trade compensated for entire Future Group loss during the quarter through other MT chains & catchment marketing**
- International Business Revenue reported 178% growth over base year FY20**
- Renewed GTM strategy in key market UAE and base expansion (7 new countries) is adding to the growth in this business**
- ECOM, on the back stronger fundamentals of Strengthened Portfolio, improved content, higher spends and supply efficiency has leveraged the 'Big day & festive buying' of Q2 to record superlative performance**



Revenue Performance : Categories & Brands



Brand-wise revenue Salience	Q2 FY20	Q2 FY22	Q2 FY23	YoY % Growth
CARLTON	5%	5%	6%	63%
VIP	27%	21%	21%	48%
SKYBAGS	38%	36%	32%	36%
Premium & Mass Premium	70%	63%	58%	43%
ARISTOCRAT+ ALFA	22%	33%	37%	74%
CAPRESE	8%	4%	4%	59%

Category-wise revenue Salience	Q2 FY20	Q2 FY22	Q2 FY23	YoY % Growth
UPRIGHTS	64%	76%	75%	51%
HL - UPRIGHT	47%	62%	67%	62%
SL - UPRIGHT	53%	38%	33%	32%
DUFFEL BAGS	10%	10%	8%	21%
BACKPACKS	17%	11%	12%	79%
LADIES HAND BANGS	8%	4%	4%	59%

Value Play Going Strong

Shift from unbranded segment expanding organised market – Higher growth in value segment a must for overall share gain
Relevant launches, set offers, aggressive promotions during the Ecom shopping festivals has contributed to our Value portfolio performance

HL Strategy Success

HL continues to outperform in the uprights category

Premium Portfolio Revenue Growth Healthy

All brands - Carlton, VIP and Skybags - reported traction with pick up in international travel, student travel season and corporate travel
Our premiumisation themed new launches have also reported encouraging response

Backpack Revival

Backpacks performance – a concern last quarter - has picked up momentum on the back of new launches & non-seasonal sub-categories

Caprese build-up continues and has maintained revenue share with jump in overall company sales

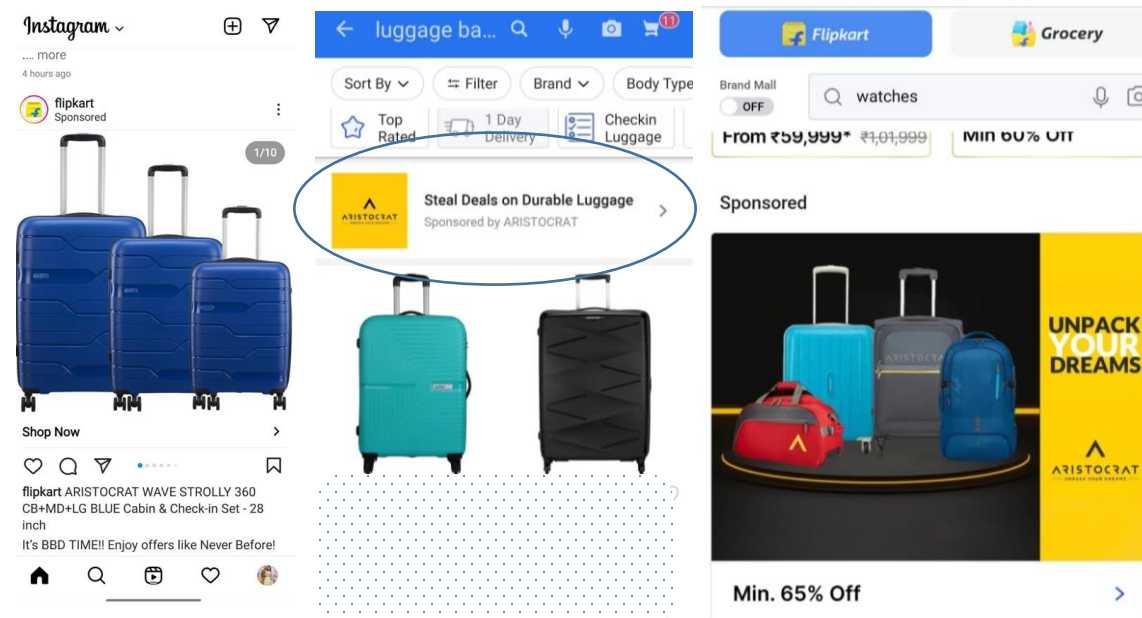
Value Segment continues to Outshine

Set story drives Luggage business in both Hard & Soft

Sets salience in Value portfolio revenue



Aggressive promo 's executed with ecom partners for festival sales



Distribution thrust in tier II & tier III towns



New Launches in Opening Price Points and in new product types like PU /Antitheft /Drawstring to gain share



Targeting Train Travelers (2 W SL, Duffle wheels, Built - in cable lock for train travel)



Premiumization Themed Innovations

Skybags - 3 new ranges launched in hard luggage



India's First Ever Personalised Luggage launched - **Xpressionz**

First Ever Metallic finish in printed PC films

Ecom Exclusive - Special focus on women travelers

First Hard case with Bometric Lock



First Hard case in Business Overnights

Mettalics in Solid Colours



Biker Collection , Slim laptop , New Marvel Collection , PU





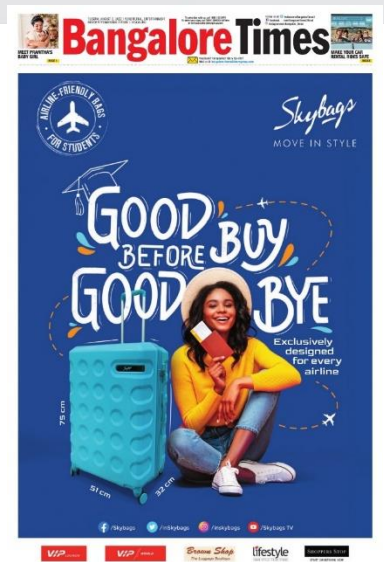
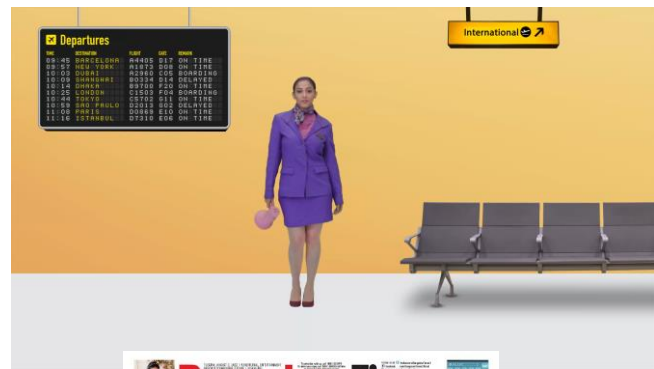
Premiumization Through specific targeted communications

Owning # Airport look with sustained Influencer Led Content on social Media



Building Affity with GenZ through Backpack Campaigns - # Back to Cool

Targeting International Student Traveller through print / Social Media



Inspiring the Solo woman traveller

Driving Premiumization through Consumer Promotions

EOSS – END OF SEASON SALE ON PREMIUM RANGES



BUY MORE SAVE MORE

VIP + CARLTON: Driving frequency through EOSS through offline & online channels during lean period



STUDENTS SPECIALS

SKYBAGS: Capturing the growing demand for International Student Travel

Partnership with HDFC offering extra 10% discount in Q2

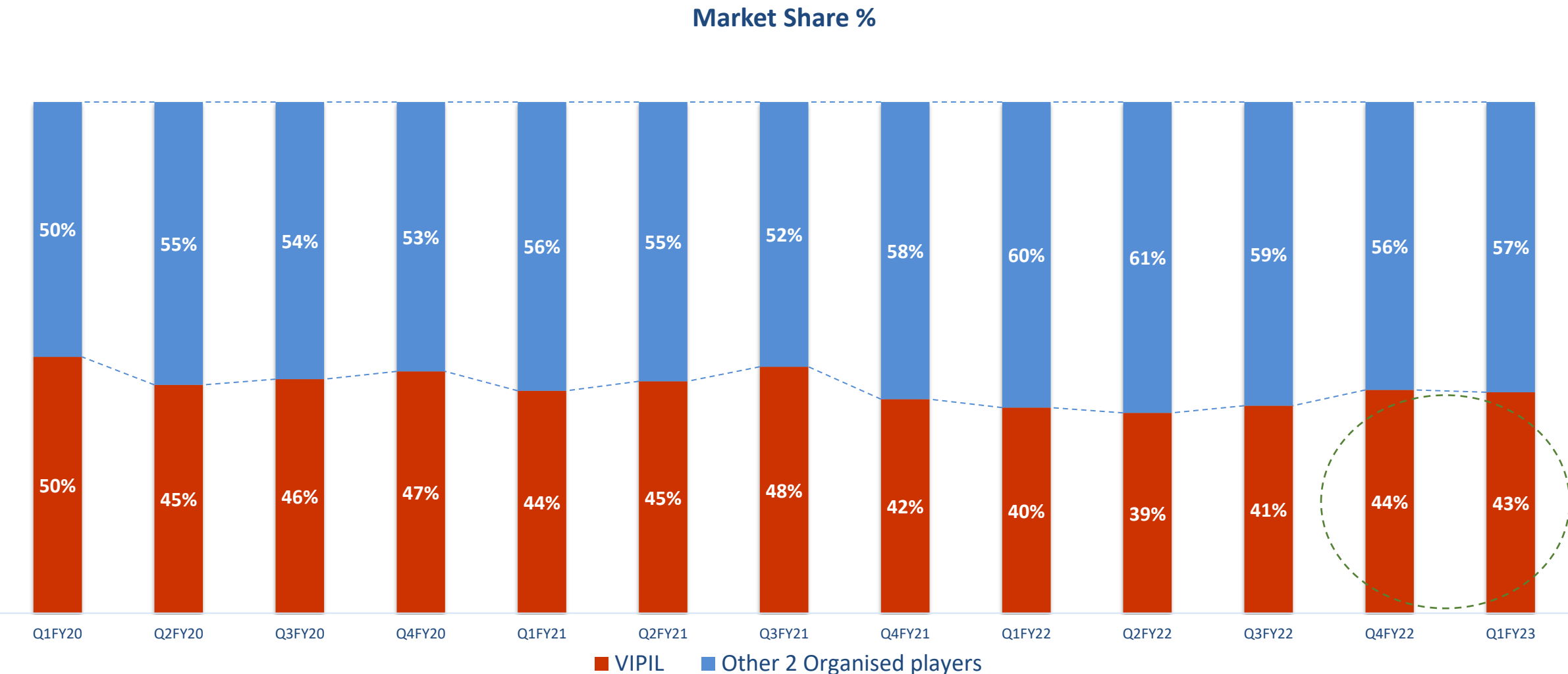


Market
Share





Market share On A Gain Trajectory



*Relative Market share based on reported results of 3 Companies

Q3 Sneak Preview



Exciting Mega Launches in Q3 FY23

Limited Edition FIFA Luggage Range Our Hero Launch Of The Year!





Exciting Mega Launches in Q3 FY23



VIP

VIP Highlander
The SUV Of Luggages !

VIP
HIGHLANDER

VIP

PRESENTING THE NEW
HIGHLANDER

**ALL
TERRAIN
LUGGAGE**

TOUGH AND UNSHAKEABLE.
NO MATTER WHERE YOU TAKE IT.

Unique Design & Rugged Architecture

Special TerraXpro Wheels
Equipped With Shock
Absorbing Technology

User Friendly
Side Handles





Exciting Mega Launches in Q3 FY23



Introducing
Nesmeric

© CAPRESE X MANISH MALHOTRA



COUTURE LINE OF CAPRESE X
MANISH MALHOTRA RANGE
FOR PARTYWEAR IN KEEPING
WITH CAPRESE SENSIBILITIES
AND MANISH MALHOTRA
LOOKS



Exciting Mega Launches in Q3 FY23



COMING SOON.....
CAPRESE X DISNEY COLLECTION



For Further Information Contact:

VIP Industries Limited

Miss Neetu Kashiramka – Chief Financial Officer

Email: neetu.kashiramka@vipbags.com

Adfactors PR Pvt. Ltd.

Snighter Albuquerque/ Rushabh Shah

Email: snighter.a@adfactorspr.com /
rushabh.shah@adfactorspr.com

Mobile: 9819123804 / 8082180182



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

Thank you