



May 06, 2025

To,

The Listing Department,  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001.

**Scrip Code : 532613**

To,

The Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza, Plot No. C/1, G Block,  
Bandra-Kurla Complex  
Bandra (East), Mumbai-400 051.

**Trading Symbol : "VIPCLOTHNG"**

**Sub: - Submission of Press Release**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclosed herewith press release being issued by the Company announcing Launch of its premium innerwear collection, **Frenchie X** on Amazon India.

Requested to take the same on record.

Thanking you.

Yours faithfully,

**For VIP Clothing Limited**

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**Mr. Rahul Soni**

Company Secretary and Compliance Officer  
Membership No.: A61305

Encl: As above.

**VIP Clothing Limited.**

CIN: L18101MH1991PLC059804

Registered office: C-6, Road No.22, MIDC, Andheri (East), Mumbai -400 093.

Phone: 022 - 40209000/1/2/3/4/5

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Headline Options:

- VIP Clothing Brings Frenchie X to Amazon India

**Mumbai, May 06, 2025:** India's legacy innerwear brand, VIP Clothing Limited, proudly announced the launch of its vibrant sub-brand Frenchie X on Amazon India. Taking yet another striking step into deep digital retail integration, the brand continues to ensure that its bold & comfortable fashion is easily accessible to India's growing base of online shoppers.

This industry trailblazer has been manufacturing men's premium innerwear for more than five decades. Over the years, it diversified its portfolio with innerwear for women & children, and the recently launched athleisure wear, Rivolta. The brand has repeatedly aligned itself with changing preferences and modern needs, and this alignment stretches beyond just design & production. The innerwear powerhouse is expanding its focus towards a more agile sales & delivery strategy while being rooted in quality craftsmanship. It recently made headlines for its collaboration with Myntra and for pioneering 10-minute delivery presence on Swiggy Instamart and Zepto to ensure VIP Frenchie X's unparalleled excellence is available at the fingertips.

Speaking on Frenchie X and Amazon India collaboration, VIP Clothing Limited's D2C Head, Mr Kanishk Pathare, said, *"Frenchie X is all about fearless comfort designed for today's fast-moving world. Our presence on Amazon, following Zepto, Swiggy-Instamart, and Myntra, is a part of a larger strategy aimed at meeting our consumers where they are, with both ease & speed. Our goal is to make the future comfortable and just a click away."*

Frenchie X's availability on Amazon India underlines VIP Clothing Limited's commitment to being at the forefront of direct-to-consumer innovation. It is this legacy brand's leap forward into combining 50 years of expertise with the power of modern e-commerce.



