



**July 07, 2025**

To,

The Listing Department,  
**BSE Limited**  
Bandra (East), Mumbai-400 051  
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.  
**Trading Symbol : "VIPCLOTHNG"**

Dear Sir/Madam,

**Sub: - Submission of Press release**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclosed herewith press release will be issue by the Company announcing launch of its youthful **Yuwa Series in the southern market.**

Requested you to kindly take the same on your record.

Thanking you.

For **VIP CLOTHING LIMITED**

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**Mr. Rahul Soni**  
Company Secretary and Compliance Officer  
Membership No.: A61305

Encl: A/a.



## VIP Clothing Limited

### Launches Youth-Centric Yuwa Series in Southern India

**South India, 7<sup>th</sup> July, 2025:** Following the successful launch of Frenchie X in Kerala, VIP Clothing Limited has further strengthened its presence in the southern market with the introduction of its youthful **Yuwa Series**. As part of its strategic growth plan, the **Yuwa Series** is tailored to appeal to India's young, style-conscious consumers, reinforcing the brand's commitment to offering bold and contemporary innerwear options across the region.

The **Yuwa Series** brings together a powerful lineup of modern, expressive innerwear options under the trusted VIP umbrella. The range includes **Maxer**, **Azure**, **Ascent**, **Univo**, and now **One Up** – a new, bold line of **printed long trunks** tailored for the expressive, fashion-forward youth who embrace individuality. All products are united under the vibrant tagline, **"Confidence Starts with Comfort."**

#### The Yuwa Series includes:

- **Maxer:** A sporty, dynamic printed mini trunk tailored for active comfort.
- **Azure:** A sleek and ultra-light printed brief ideal for all-day wear.
- **Ascent:** A premium mini trunk offering all-day ease and support.
- **Univo:** A signature style brief with universal appeal.
- **One Up:** A striking new range of printed long trunks made for Gen Z and millennials who aren't afraid to stand out.



This curated collection speaks directly to younger demographics, combining **modern cuts**, **expressive designs**, and **premium fabric** to create a line that's as bold, diverse, and confident as the generation it serves.

## 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

Email- id: [investor.relations@vip.in](mailto:investor.relations@vip.in); Website: [www.vipclothing.in](http://www.vipclothing.in)



**Mr. Sunil Pathare, CMD of VIP Clothing Limited,** commented:

*“The launch of the Yuwa Series, including our exciting new product One Up, is a major step forward in connecting with the youth of India. Today’s generation is expressive and confident, and we’re building our product offerings to resonate with their lifestyle and personality. The South Zone is a key market in this journey, and we’re thrilled to start here.”*

**Mr. Devendra Vyas, CFO of VIP Clothing Limited,** added:

*“By launching youth-centric products like One Up under the VIP brand, we are creating greater value while strategically moving towards premiumization. This directly supports our long-term objectives of brand enhancement and margin expansion.”*

With a legacy spanning over five decades, VIP Clothing Limited has consistently set industry benchmarks with its focus on **innovation, quality, and relevance**. While originally renowned for men’s innerwear, the brand now offers a diversified portfolio including **women’s and teen collections, athleisure wear, and accessories**.

With the **Yuwa Series** and continued expansion, VIP Clothing Limited reinforces its commitment to being a lifestyle partner for **young, modern India** – always evolving, always comfortable.

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**ONE UP**

PRINTED LONG TRUNK



# VIP<sup>®</sup>

THE  
INNERWEAR  
EXPERT

*Confidence starts with comfort*



**MAXER**

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**AZURE**

•

**ASCENT**

•

**UNIVO**