



**Date: October 09, 2024**

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: Intimation of Letter to Shareholders - Appreciation for Continued Support**

Dear Sir/Madam,

We are pleased to submit a copy of the letter being sent to our valued shareholders, expressing gratitude for their continued support and trust in VIP Clothing Limited.

The letter, attached herewith, acknowledges the importance of our shareholders' investment and reaffirms our commitment to creating long-term value. This communication is being sent to all shareholders, as a token of appreciation for their loyalty and confidence in our company.

This is for your information and record.

Thanking you.

Yours faithfully,  
For **VIP Clothing Limited**

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

**VIP Clothing Ltd.**

CIN: L18101MH1991PLC059804

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

**Phone:** +91 22-2825 7624; **Fax:** +91 22-2837 1023

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



## Investing in Comfort, Growing with Confidence

Dear Valued Shareholders,

We know that the journey over the past few months has not been as smooth as we all would have liked. But through every challenge, you have stayed with us. We want to express our deepest gratitude for your continued support and trust in VIP Clothing Ltd.

Your unwavering support has been our guiding light, the wind beneath our wings, and our greatest source of strength. Your belief in us has given us the courage to persevere and the determination to strive for excellence in the competitive intimate wear market.

### Our Commitment to Growth

With fresh investments and a renewed sense of purpose, we are more committed than ever to delivering the world-class products you deserve. Our vision is simple: more reliable production, an expanded product network, and services that reflect the care and attention you have always deserved.

To boost awareness, we have rolled out consumer schemes like 'Chaddi Pe Gaddi Returns', designed to engage and excite, alongside a strong focus on point-of-sale marketing (POSM) to ensure our brand presence is both visible and impactful across retail spaces. As part of our brand-building journey at VIP Clothing Ltd., we are planning on targeting a fresh segment by launching a new line of garments made from sustainable and much more comfortable fabrics like Micro Modal, offering unparalleled comfort and style.

### Strategic Initiatives for a Stronger Future

#### 1. Expanding Our Reach

- Strengthening our distribution network across tier 2 and 3 cities
- Enhancing our e-commerce presence for broader market penetration

#### 2. Operational Excellence

- Modernizing manufacturing facilities for improved efficiency
- Implementing cost optimization measures to enhance margins

### Financial Resilience

- Focused on maintaining healthy profit margins
- Strategic inventory management to optimize working capital
- Exploring new market segments for growth opportunities

### The Road Ahead

The path forward is bright, and we are excited about the journey ahead. We are committed to earning your trust every step of the way and making every investment with us a rewarding one. Our focus remains on:

- Sustainable growth strategies
- Regular dividend policies
- Transparent corporate governance

Thank you from the bottom of our hearts for standing by us through the tough times and being a part of our VIP Clothing family. Your loyalty means the world to us, and we look forward to welcoming new investors while cherishing our long-standing shareholders as we soar together into a brighter, more exciting future.

With heartfelt gratitude,  
Board of Directors  
VIP Clothing Ltd.

HOUSE OF BRANDS



Frenchie



LEADER



RIVOLTA