



April 23, 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** in retail markets of Mumbai, Delhi and Pune.

Requested to take the same on record.

Thanking you.

Yours faithfully,

For VIP Clothing Limited

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

Email- id: investor.relations@viporg.com; Website: www.vipclothing.in



Headline Options:

- VIP Clothing Limited Expands Presence with Frenchie X Launch in Mumbai, Delhi and Pune
- Frenchie X by VIP Clothing Limited Now Available in Retail Markets of Mumbai, Delhi and Pune

India, 23rd April, 2025: After a successful launch in Goa, VIP Clothing Limited, India's pioneering innerwear brand is strengthening its presence in Maharashtra and Delhi with the retail launch of its premium innerwear collection, **Frenchie X**. The upgraded Frenchie X line is now available at over **100+ stores** across Mumbai, Pune & Delhi, making premium, comfortable, and stylish innerwear more accessible than ever.

Through this much-awaited expansion, VIP Clothing Limited aims to meet consumers' evolving needs by offering high-quality products easily available at convenient locations. The launch of **Frenchie X** in major Indian metropolises is the brand's landmark strategic step in expanding its physical and digital footprint. Previously, VIP Clothing Limited introduced Frenchie X on Swiggy Instamart and Zepto, ensuring instant access to everyday essentials with only a few taps.

Commenting on this latest milestone, **Mr. Sunil Pathare, Chairman & Managing Director, VIP Clothing Limited**, said, *"Frenchie has been a trusted name in Indian innerwear for decades. With Frenchie X, we are taking comfort, style, and quality a step further. After the successful rollout in Goa, we are excited to bring this upgraded range to Mumbai and Delhi, ensuring our customers can easily access premium everyday essentials. This strategic expansion follows our commitment to enhance our physical presence in tandem with our digital footprint."*

VIP Clothing Limited has been setting industry benchmarks for over four decades with its unwavering focus on quality and innovation. While initially recognised for men's innerwear, the brand has since expanded its portfolio to include women's and teen collections, along with athleisure and premium accessories like handkerchiefs. With the introduction of **Frenchie X** in Maharashtra and Delhi, the brand is reinforcing its position as a visionary leader in the innerwear industry and expanding its reach to newer markets.

As VIP Clothing Limited continues its dedicated growth strategy, consumers can look forward to further innovations and market expansions in the near future.

For further information, please contact:

Insert relevant POC details

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