



June 23, 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 being issued by the Company announcing **Kerala debut of its premium men's innerwear range Frenchie X**, with this latest expansion Frenchie X collections will be available in more than **40 key multi-brand outlets and large-format stores across Kochi, Kozhikode, Thiruvananthapuram and tier-II towns**, taking the line's overall presence to **over 140 stores nationwide**.

Requested you to kindly take the same on your record.

Thanking you.

For **VIP CLOTHING LIMITED**

Mr. Rahul Soni

Company Secretary and Compliance Officer
Membership No.: A61305

Encl: A/a.

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; **Website:** www.vipclothing.in



Frenchie X by VIP Clothing Limited Debuts in Kerala, Strengthening the Brand's Southern Stronghold

Launch follows successful roll-outs in Goa, Mumbai, Pune and Delhi; premium innerwear line now reaches 200 + outlets across the above mentioned cities.

VIP Clothing Limited, India's heritage innerwear company, has announced the Kerala debut of its premium men's innerwear range **Frenchie X**, further widening the brand's national footprint. With this latest expansion, Frenchie X collections will be available in more than **40 key multi-brand outlets and large-format stores across Kochi, Kozhikode, Thiruvananthapuram and tier-II towns**, taking the line's overall presence to **over 140 stores nationwide**.

*"Kerala has long been one of VIP Clothing's most vibrant markets, known for its discerning consumers and strong brand loyalty," said **Sunil Pathare**, Chairman & Managing Director, VIP Clothing Limited. "After the encouraging response in Goa and our rapid scale-up across Mumbai, Pune and Delhi, bringing Frenchie X to Kerala was the natural next step. Shoppers here can now experience premium fabrics, futuristic waistbands and fresh colour stories – everyday essentials that combine comfort with style."*

Meeting demand, online and offline : The Kerala launch is part of VIP Clothing's dual-channel growth blueprint: expanding shop-floor visibility while accelerating e-commerce and quick-commerce tie-ups. Earlier this year the company partnered with **Swiggy Instamart** and **Zepto** to deliver select Frenchie X styles in under an hour, a service that will now cover major Kerala pincodes.

Innovation-led portfolio : Frenchie X features micro-modal and cotton-elastane blends, moisture-management finishes and signature gradient waist elastics tailored for India's humid climate – attributes that resonate with Kerala's coastal consumer base. The range spans **briefs, trunks, vests and gym vests**, each offered in multiple colourways.

Looking ahead : *"Our aim is to be wherever the modern Indian man shops – whether that's a neighbourhood MBO in Thrissur or a smartphone screen in Thiruvananthapuram," Pathare added. "Customers can expect continual design upgrades, new category entries and deeper market penetration throughout FY 25-26."*

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