



**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-Revised**

Ref: Press Release dated June 23, 2025 - Frenchie X product launch in Kerala's market

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**

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



## **VIP Clothing Expands Frenchie X to Kerala, Riding on FY25 Growth Momentum / After A Successful FY25, VIP Clothing Expands to Kerala by Launching Frenchie X In the State / VIP Clothing Forges Ahead in Kerala as It Continues Its Consolidation Journey from FY25**

*Kerala, India – June 2025:* VIP Clothing Limited., one of India’s leading innerwear and athleisure brands, has announced the launch of its premium men’s innerwear line, *Frenchie X*, across Kerala’s key cities and towns. Frenchie X will now be available at over 40 retail points in Kochi, Kozhikode, Thiruvananthapuram, and select tier-II towns in the southern state – taking the brand’s national footprint to more than 140 stores.

Commenting on the expansion, Mr. Sunil J. Pathare, Chairman & Managing Director, said, “Kerala is a discerning and high-loyalty market. With Frenchie X, we’re not just offering premium comfort – we’re delivering innovation that aligns with the region’s lifestyle and climate. This launch is a key milestone in our transformational journey to become a household name in every Indian wardrobe.”

Tailored for humid, coastal climates, the Frenchie X collection features briefs, trunks, and vests crafted from micromodal and cotton-elastane blends with moisture-wicking finishes and signature waistbands. The Kerala launch is part of VIP Clothing’s dual-channel growth strategy – scaling up physical retail while penetrating through contemporary online platforms. 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. The move will complement its established presence on traditional ecommerce platforms.

The launch comes on the heels of a strong financial year for VIP Clothing Limited. For FY25, the company reported a 29.3% YoY increase in revenue from operations, reaching ₹2,368.9 million, and a turnaround in profitability with a PAT of ₹54.6 million compared to a loss of ₹126.5 million in FY24. Q4 FY25 alone saw revenues double YoY to ₹649.1 million, with EBITDA margins improving to 8.9% from -24.2% in Q4 FY24.

“FY25 has been a year of transformation and resilience. Our revenue grew by over 29% year-on-year and we returned to profitability – testament to the strategic clarity, operational rigour, and deep consumer trust we’ve cultivated. We’re not just rebuilding – we’re moving ahead with purpose,” Pathare further added.

The company’s broader strategy includes expanding into women’s and teen innerwear, enhancing manufacturing capabilities, and deepening its presence in the athleisure segment. With a robust distribution network of over 425 distributors and 39,000+ retailers, VIP Clothing is poised to sustain its growth trajectory through FY26.

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### **About VIP Clothing Limited.**

Founded in 1991 and headquartered in Mumbai, VIP Clothing Limited. is a pioneer in India's branded innerwear segment. The company designs, manufactures, and markets innerwear and leisurewear for men, women, and children under flagship brands such as VIP, Frenchie, Feelings, and Leader. With a strong focus on comfort, quality, and innovation, VIP Clothing operates through a pan-India distribution network and a growing ecommerce presence. The company also exports to select international markets and continues to expand its footprint through exclusive brand outlets and strategic partnerships.

For more information, visit [www.vipclothing.in](http://www.vipclothing.in)

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