



April 11, 2025

To,

The Listing Department,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

Scip 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 partnership with "**Zepto**" to provide users with fast and reliable brand's popular offerings like **Frenchie, Feelings, and VIP** with just a few taps, enjoying unparalleled convenience and swift doorstep delivery.

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 Ltd.

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 Digital Footprint with Launch on Zepto

Mumbai, 10th April, 2025: VIP Clothing Limited, one of India's leading innerwear brands, is strengthening its digital presence by making its premium product range available on **Zepto**, one of the country's fastest-growing quick-commerce platforms. Consumers will soon be able to purchase the brand's popular offerings like **Frenchie, Feelings, and VIP** with just a few taps, enjoying unparalleled convenience and swift doorstep delivery.

Highlighting the collaboration of a legacy brand and quick-commerce, **Devendra Meel, Chief Business Officer at Zepto**, said, *"We are thrilled to welcome VIP Clothing Limited to our growing list of trusted brands. Our Sellers goal has always been to provide users with fast and reliable access to daily essentials, and this partnership enhances that mission. Thanks to our sellers for enabling this. With VIP's premium innerwear now available on Zepto, we are confident that users will enjoy the ease of shopping for their favourite products with just a few clicks."*

This strategic partnership marks a significant milestone in VIP Clothing Limited commitment to enhancing accessibility and meeting the evolving shopping preferences of modern consumers. With Zepto's rapid delivery network, customers will have instant access to a wide range of innerwear essentials, ensuring premium quality and comfort are always within reach. The move is also set to deepen the brand's connection with the youth, who increasingly rely on quick-commerce platforms for their everyday essentials.

Commenting on this collaboration, **Mr. Sunil J. Pathare, Chairman & Managing Director, VIP Clothing Limited**, said, *"We are looking forward to our partnership with Zepto, as it represents a significant step towards enhancing the shopping experience. This collaboration aligns perfectly with our vision of making high-quality innerwear easily accessible—whenever and wherever our customers need it. As we expand into quick commerce, we look forward to reaching more consumers and providing them with the efficiency and convenience they need for their everyday purchases."*

Following the successful launch of its collection on Swiggy Instamart, VIP Clothing Limited partnership with Zepto is another step forward in solidifying its digital strategy. By expanding its presence across leading digital platforms, the brand continues to adapt to evolving retail trends and provide seamless shopping experiences.

The availability of VIP Clothing Limited products on the platform will span multiple cities across the country, including major markets such as Mumbai, Delhi NCR, Bengaluru and Chennai, making it easier than ever for consumers to shop for their favourite innerwear brands online. With this expansion, VIP Clothing Limited continues to evolve its distribution strategy, embracing digital-first retail solutions that complement its strong presence in physical stores across India.

About VIP Clothing Limited:

VIP Clothing Limited has been a pioneer in the fashion industry for over 54 years and is known for its commitment to quality and customer satisfaction. With a diverse portfolio of brands, VIP Clothing Limited continues to innovate and set trends in the apparel market. To know more, visit: www.vipclothing.in



About Zepto:

Founded in 2021 by Aadit Palicha and Kaivalya Vohra, Zepto is on a mission to save you time — making every second count towards life's real joys. Our platform has revolutionised rapid commerce in India with cutting-edge technology and strategically optimised delivery hubs. Zepto Platform offers an extensive range of 45,000+ products, from fresh groceries to electronics, beauty essentials, apparels, toys and more, delivering across 70+ cities in 10 minutes. Zepto Café extends our commitment to convenience, featuring a curated menu of over 200 fresh items.

Reach out for any further queries or media assistance: zepto@prpundithavasred.com

For further information, please contact:
Insert relevant contact details