



February 25, 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 for launched Frenchie X, dynamic new collection for the modern day consumer, at an event in New Delhi, INTIMASIA, 2025.

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



VIP Clothing unveils its exclusive Frenchie X collection at INTIMASIA 2025



New Delhi, 24th February 2025: VIP Clothing, the legacy premium innerwear brand, introduced **Frenchie X**, a dynamic new collection for the modern day consumer, at **INTIMASIA 2025**. The collection was unveiled in Delhi in an energetic fashion show with a curated ramp walk, offering an engaging and premium experience for customers. After the initial launch at the event, the Frenchie X collection will be rolled out in key cities across the country.

As one of the most eagerly-awaited events for innerwear, comfortwear, swimwear, and sportswear industries, **INTIMASIA 2025** gathered more than 300 leading brands, retailers, and distributors to reveal the latest trends and innovations. Set to take place at Yashobhoomi, Dwarka, New Delhi, VIP clothing served as the perfect opportunity to present Frenchie X to industry decision makers, partners, and fashion enthusiasts.

"This launch is not just about introducing a new collection – it's a testament to our vision for the future," stated **Mr. Sunil Pathare, CMD, VIP Clothing Pvt. Ltd.** *"With Frenchie X, we are pushing the boundaries of design, innovation, and comfort; setting new benchmarks for the industry. Our focus remains on elevating the innerwear experience and ensuring greater accessibility to our premium offerings to all consumers."*