



February 19, 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 in Goa's retail market.

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



### Headline Options:

- **VIP Clothing Ltd launches Frenchie X in Goa's retail market**
- **VIP Clothing Ltd enters Goa's retail market with the launch of Frenchie X**

**Mumbai, Feb 18, 2025:** In yet another strategic business move, pioneering innerwear brand in the Indian market, VIP Clothing Ltd., has announced its entry into the retail market of India's party destination, Goa. To officiate this entry, the innerwear brand's most popular collection, 'Frenchie X' will be launched in select stores in the state on February 18th.

Through this, VIP Clothing Ltd. aims to reach a wider audience, making access to premium and affordable innerwear easier than ever before. While the brand is known for its products and the uncompromising quality, their strategy has been evolving lately. Therefore, this move comes as a result of VIP Clothing Ltd.'s expansion plan. Previously, VIP Clothing Ltd. launched Frenchie on Swiggy's Instamart, a quick-commerce platform that promises 10-minute delivery. This enables consumers to access innerwear in a few taps and at their convenience, and allows the brand to instantly gratify the needs of their growing consumer base.

Speaking about this strategic move, the Chairman & Managing Director of VIP Clothing Ltd., Mr. Sunil J. Pathare, said, "Since our inception, we have aimed to make India comfortable with premium innerwear. Our arrival in Goa is meant to realise this vision. The primal focus, for us, currently is the introduction of premium everyday essentials that go beyond innerwear. At such a time, ensuring consumers in every location, beyond the metro cities, are able to access our products easily is of utmost importance."

For decades, VIP Clothing Ltd. has produced premium-quality innerwear for men. Over the past few years, their portfolio has also included products for women and teens. Recently, they launched the athleisure collection for all under the name of 'Rivolta' and premium handkerchiefs. By expanding their markets, physically and digitally, the brand is truly maximising its efforts. This is an exciting phase for the brand, and we await their next commercial strategy with anticipation.

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