



**SWISS
MILITARY**

February 04, 2022

BSE Limited
Department of Corporate Services
P. J. Towers, Dalal Street
Mumbai- 400001
Scrip code- 523558

Sub: Appointment of Bollywood Celebrity “Mr. Randeep Hooda” as Brand Ambassador of Swiss Military Consumer Goods Limited (‘company’)

Ref.: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,



With reference to the above captioned subject and pursuant to the Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the company has appointed Bollywood Celebrity “Mr. Randeep Hooda” to act as Brand Ambassador of the Company for endorsement of company’s Products (Men’s Innerwear), Brands and promotional appearances relating thereto.

Please find enclosed a copy of public release in this regard.

You are requested to take the same on record.

Thanking You

For SWISS MILITARY CONSUMER GOODS LIMITED

VIKAS JAIN
COMPANY SECRETARY

SWISS MILITARY CONSUMER GOODS LIMITED

(Erstwhile known as Network Limited)

Regd. Office: W-39, Okhla Industrial Area, Phase-II, New Delhi – 110020

Tel.: +91 11 41067060, www.swissmilitaryshop.com

CIN: L51100DL1989PLC034797



**SWISS
MILITARY**

SWISS MILITARY INTRODUCES A PREMIUM RANGE OF MEN'S UNDERGARMENTS IN INDIA

Swiss Military, a leading lifestyle & home appliances brand, now introduces a new product vertical to further expand its reach in the ever-growing Indian Premium Lifestyle segment.

A **premium range** of undergarments and innerwear for Men, brings together world-class contemporary designs with best-in-class fabrics and technological know-how to suit the ever-evolving needs of the urban Indian male.

The range will be available in several variants such as **briefs, trunks & vests** with an innovative mix of materials and colours / prints, making a unique statement in both style and comfort.

Swiss Military believes in creating favourable brand equity for its latest offering. So, the brand has roped in Bollywood star **Randeep Hooda as its brand ambassador**. The star is loved by Indian and global audiences alike, with his active presence in Hollywood too.

The star's image of a sensible, stylish yet rugged Indian Male is perfectly in sync with the brand ethos and will set an accurate intended impression on the minds of its target audience. This would help Swiss Military to do justice to its massive expansion plans by grabbing maximum eyeballs and market share within a short span of time.

It is also noteworthy that Swiss Military has some well-thought marketing plans for its latest product vertical. The plan includes a multi-media campaign comprising of digital, print, outdoor & POS media along with regular events and brand activations. The brand plans to have a Pan-India presence shortly and acquire a significant share of the category. The variants will be available at retail outlets as well as on all popular e-commerce marketplaces.

Armed with an international repute to offer affordable yet premium products that are both functional & innovative, Swiss Military is now set to **capture the hearts** of the Indian audiences with its much anticipated entry into key lifestyle segments for the mature and quality conscious Indian male.





**SWISS
MILITARY**

INNERWEAR RANGE



Comfy
Daylong

RANDEEP HOODA

Swiss Military Men Innerwear

We at Swiss Military don't believe in offering just products. For us, every product bearing our name is made to offer you an unmatched experience. An experience of using world-class products without any compromise on quality, design & functionality.

Reason why, since its inception in 1984, Swiss Military has carved a niche for itself in more than 26 countries. Here, it's noteworthy that every range of Swiss Military rests on the pillars of style, aesthetics, usability, affordability with a dash of grandeur.

Continuing with the same brand ethos, Swiss Military presents its range of Men Underwear. Now, available in 100% Cotton, 95% Cotton+5% Spandex & 92% Micromodal+8% Spandex, these ranges are fine examples of world-class trends, unmatched comfort & superb quality. Available in classic solids, trendy prints, these briefs and trunks will help you discover a sense of belongingness, anywhere you step in.





INTERNATIONAL COLLECTION



BRIEFS



TRUNKS



TEQUILA
BRIEFS

Material: 100% Supima Cotton

- 1 x 1 Rib fabric texture
- Ultra soft and durable exposed waistband elastic
- Modern Fit
- Double layered contoured pouch
- Pouch fly opening
- Inside label free for all day comfort



100% Cotton



BARACUDA
TRUNKS

Material: 100% Supima Cotton

- 1 x 1 Rib fabric texture
- Ultra soft and durable exposed waistband elastic
- Modern Fit
- Double layered contoured pouch
- Pouch fly opening
- Inside label free for all day comfort



100% Cotton





Material: 95% Cotton, 5% Spandex

- Jersey texture
- Ultra soft and durable exposed waistband elastic
- Modern Fit
- Double layered contoured pouch
- Label free for all day comfort
- Engineered to prevent ride up

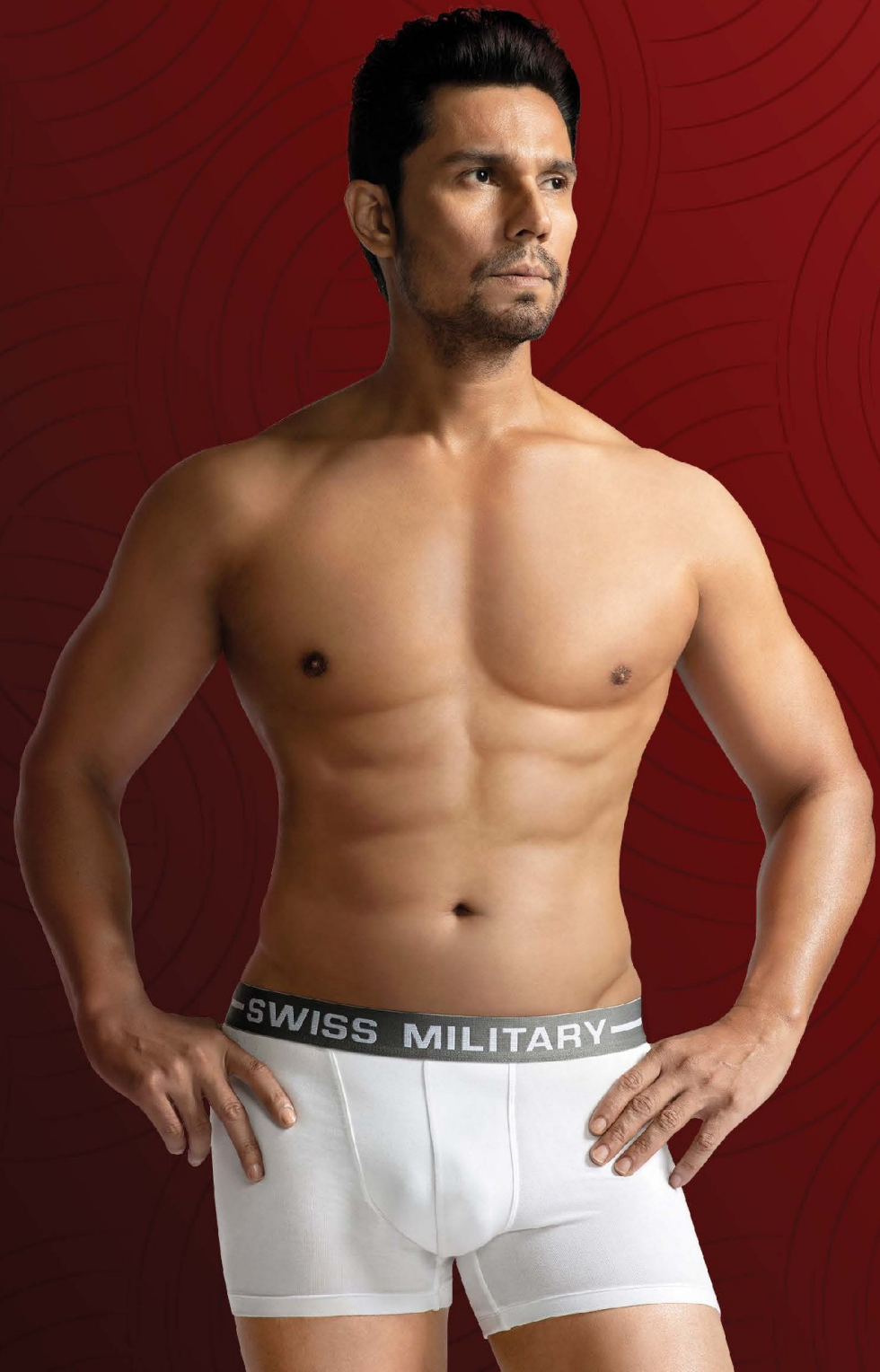


95% Cotton



5% Spandex





92% MICROMODAL 8% SPANDEX



BRIEFS



TRUNKS



EBOSA BRIEFS
SMINW21007

ELASTANE
STRETCH
FABRIC

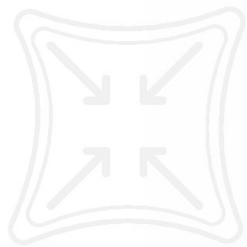


Material: 92% Micromodal 8% Spandex

- 3X softer than cotton
- Superior breathability & moisture management.
- Microfibre non-itch waistband for ultimate comfort.
- 4-way stretch for full movement flexibility.
- Higher colour brilliance & vibrancy.
- In-trend shades & print styles.
- Perfect body fit for comfort in day-to-day movement.
- Non-fading fabric for long lasting use.
- Double layer crotch design.



92% Micromodal



8% Spandex



ZERMATT TRUNKS
SMINW21008

ELASTANE
STRETCH
FABRIC



Material: 92% Micromodal 8% Spandex

- 3X softer than cotton
- Superior breathability & moisture management.
- Microfibre non-itch waistband for ultimate comfort.
- 4-way stretch for full movement flexibility.
- Higher colour brilliance & vibrancy.
- In-trend shades & print styles.
- Perfect body fit for comfort in day-to-day movement.
- Non-fading fabric for long lasting use.
- Double layer crotch design.



92% Micromodal



8% Spandex



Available Colours



Available Colours





RODANIA BRIEFS
SMINW21010

ELASTANE
STRETCH
FABRIC



Material: 92% Micromodal 8% Spandex

- 3X softer than cotton
- Superior breathability & moisture management.
- Microfibre non-itch waistband for ultimate comfort.
- 4-way stretch for full movement flexibility.
- Higher colour brilliance & vibrancy.
- In-trend shades & print styles.
- Perfect body fit for comfort in day-to-day movement.
- Non-fading fabric for long lasting use.
- Double layer crotch design.



92% Micromodal



8% Spandex



LANCO TRUNKS
SMINW21009

ELASTANE
STRETCH
FABRIC



Material: 92% Micromodal 8% Spandex

- 3X softer than cotton
- Superior breathability & moisture management.
- Microfibre non-itch waistband for ultimate comfort.
- 4-way stretch for full movement flexibility.
- Higher colour brilliance & vibrancy.
- In-trend shades & print styles.
- Perfect body fit for comfort in day-to-day movement.
- Non-fading fabric for long lasting use.
- Double layer crotch design.



92% Micromodal



8% Spandex



Available Colours



Available Colours



Comfy
Daylong

RANDEEP HOODA





95% COTTON 5% SPANDEX



BRIEFS



TRUNKS



LAREX BRIEFS
SMINW21003

ELASTANE
STRETCH
FABRIC

Material: 95% Cotton 5% Spandex

- Superior quality combed cotton premium fabric.
- Spandex blend for comfort stretch.
- Microfibre itch-free waistband.
- Engineered to provide full day support & comfort.
- Tag-less/Label-free to prevent skin irritation.
- Scientifically designed to prevent chaffing.
- Resilient & durable product.
- Double layer crotch design.



95% Cotton



5% Spandex



TITUS TRUNKS
SMINW21005

ELASTANE
STRETCH
FABRIC

Material: 95% Cotton 5% Spandex

- Superior quality combed cotton premium fabric.
- Spandex blend for comfort stretch.
- Microfibre itch-free waistband.
- Engineered to provide full day support & comfort.
- Tag-less/Label-free to prevent skin irritation.
- Scientifically designed to prevent chaffing.
- Resilient & durable product.
- Double layer crotch design.



95% Cotton



5% Spandex



Available Colours



Available Colours





JOSMAR BRIEFS
SMINW21004

ELASTANE
STRETCH
FABRIC

Material: 95% Cotton 5% Spandex

- Superior quality combed cotton premium fabric.
- Spandex blend for comfort stretch.
- Microfibre itch-free waistband.
- Engineered to provide full day support & comfort.
- Tag-less/Label-free to prevent skin irritation.
- Scientifically designed to prevent chaffing.
- Resilient & durable product.
- Double layer crotch design.



95% Cotton



5% Spandex



SANDOZ TRUNKS
SMINW21006

ELASTANE
STRETCH
FABRIC

Material: 95% Cotton 5% Spandex

- Superior quality combed cotton premium fabric.
- Spandex blend for comfort stretch.
- Microfibre itch-free waistband.
- Engineered to provide full day support & comfort.
- Tag-less/Label-free to prevent skin irritation.
- Scientifically designed to prevent chaffing.
- Resilient & durable product.
- Double layer crotch design.



95% Cotton



5% Spandex



Available Colours



Available Colours





Comfy
Daylong

RANDEEP HOODA

100% COTTON



BRIEFS



TRUNKS





ENICAR BRIEFS
SMINW21001

Material: 100% Cotton

- Superior quality combed cotton premium fabric.
- Inner concealed high-stretch waistband to prevent skin irritation.
- Tag-less/Label-Free for comfort.
- Double layer crotch design.
- Body-fit for full day movement.



100% Cotton



NIVADA TRUNKS
SMINW21002

Material: 100% Cotton

- Superior quality combed rib cotton premium fabric.
- Inner concealed high-stretch waistband to prevent skin irritation.
- Tag-less/Label-Free for comfort.
- Double layer crotch design.
- Open fly in front.
- Body fit for full day movement.



100% Cotton



Available Colours



Available Colours



Comfy
Daylong

RANDEEP HOODA





'Swiss Military' is a premium lifestyle global brand.

Swiss Military Consumer Goods Limited
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