

January 12, 2023

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

Sub: Exclusive Memorandum of Understanding signed with Flipkart India Private Limited.

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 signed a Memorandum of Understanding with Flipkart India Private Limited (Flipkart) to exclusively promote, market and sell the products of the company i.e. Luggage and Travel Accessories, under sub-category brands other than "Swiss Military" through their website i.e. www.flipkart.com. The detailed agreement shall be signed in due course.

As the management is focused and committed towards creating a growth-oriented business model, this arrangement will help the company to expand its business horizons towards other brands of the company. The management is expecting considerable numbers in terms of turnover and also the subsequent noteworthy presence on a leading online marketplace of the country, which will help in unlocking the valuation in the longer run for the company and its stakeholders.

Kindly take the same on your record.

Thanking You

For SWISS MILITARY CONSUMER GOODS LIMITED

**VIKAS JAIN
COMPANY SECRETARY**

SWISS MILITARY CONSUMER GOODS LIMITED

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

☎ +91 11 41067060, ✉ info@swissmilitaryshop.com

🌐 www.swissmilitaryshop.com, CIN: L51100DL1989PLC034797