



February 13, 2024

BSE Limited
Corporate Relationship Department,
P J Towers, Dalal Street
Mumbai – 400 001
Scrip Code- 523558

Sub: Investor Presentation on the Un-Audited Financial Results for the Quarter and Nine Months ended 31st December, 2023.

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed investor presentation on the Un-Audited Financial Results of the Company for the Quarter and Nine Months ended 31st December, 2023.

Kindly take the above on 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

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www.swissmilitaryshop.com, CIN: L51100DL1989PLC034797



**SWISS
MILITARY**



Rock n Roll ...

Swiss Military Consumer Goods Limited
Q3/FY24 Investors' Presentation

SAFE HARBOUR

EXCEPT FOR THE HISTORICAL INFORMATION CONTAINED HEREIN, STATEMENTS IN THIS PRESENTATION AND THE SUBSEQUENT DISCUSSIONS, WHICH INCLUDE WORDS OR PHRASES SUCH AS "WILL", "AIM", "WILL LIKELY RESULT", "WOULD", "BELIEVE", "MAY", "EXPECT", "WILL CONTINUE", "ANTICIPATE", "ESTIMATE", "INTEND", "PLAN", "CONTEMPLATE", "SEEK TO", "FUTURE", "OBJECTIVE", "GOAL", "LIKELY", "PROJECT", "SHOULD", "POTENTIAL", "WILL PURSUE", AND SIMILAR EXPRESSIONS OF SUCH EXPRESSIONS MAY CONSTITUTE" FORWARD-LOOKING STATEMENTS. THESE FORWARD-LOOKING STATEMENTS INVOLVE SEVERAL RISKS, UNCERTAINTIES AND OTHER FACTORS THAT COULD CAUSE ACTUAL RESULTS TO DIFFER MATERIALLY FROM THOSE SUGGESTED BY THE FORWARD-LOOKING STATEMENTS. THESE RISKS AND UNCERTAINTIES INCLUDE BUT ARE NOT LIMITED TO OUR ABILITY TO SUCCESSFULLY IMPLEMENT OUR STRATEGY, OUR GROWTH AND EXPANSION PLANS, OBTAIN REGULATORY APPROVALS, OUR PROVISIONING POLICIES, TECHNOLOGICAL CHANGES, INVESTMENT AND BUSINESS INCOME, CASH FLOW PROJECTIONS, OUR EXPOSURE TO MARKET RISKS AS WELL AS OTHER RISKS. THE COMPANY DOES NOT UNDERTAKE ANY OBLIGATION TO UPDATE FORWARD-LOOKING STATEMENTS TO REFLECT EVENTS OR CIRCUMSTANCES AFTER THE DATE THEREOF.

The game has
just begun...



Q3FY24 at a glance.

CONSOLIDATED



₹ 4,974 lac

Revenue

33% YoY increase



₹ 319 lac

EBITDA

49% YoY increase



₹ 314 lac

EBT

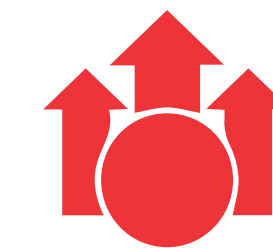
52% YoY increase



₹ 233 lac

PAT

49% YoY increase



6.4%

EBITDA Margin

71 bps YoY increase

9MFY24 at a glance..

CONSOLIDATED



₹ 13,383 lac

Revenue

47% YoY increase



₹ 598 lac

PAT

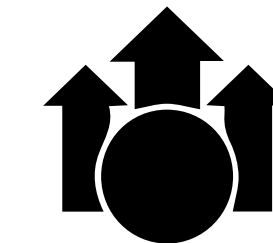
32% YoY increase



₹ 819 lac

EBITDA

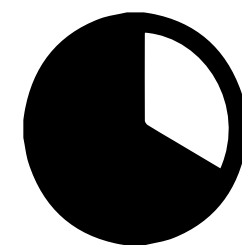
42% YoY increase



6.1%

EBITDA Margin

25 bps YoY increase



₹ 802 lac

EBT

43% YoY increase

New Products





Anuj Sawhney
Managing Director

Message from the helm

I am delighted to report that our financial performance has exceeded our expectations and demonstrated the strength of our business model. Despite the prevailing economic uncertainties, our company has delivered rock solid growth and results, understating the dedication and hard work of each member of our team. We have witnessed robust revenue growth during the quarter as is clearly seen in the boggling percentage growth figures. Our profitability metrics remain strong that reflect our commitment to both operational efficiency and cost management.

While we celebrate our achievements, it is essential to remain vigilant and proactive in addressing potential challenges and capitalizing on emerging opportunities. We will continue to focus on executing our strategic priorities with diligence and agility to sustain our momentum and deliver sustainable value to our stakeholders.

We are
**Swiss
Military
Consumer
Goods Ltd.**



About **US**

- Licensees of the globally-recognised Swiss Military brand in India.
- Headquartered in New Delhi, India
- Operate on an asset-light model.
- Market products through a physical and digital channels
- Debt-free company

15+

Manufacturing partners

1,500+

Product SKUs

180+

Cities of presence

1,000+

Dealers

900+

Multi-brand outlets

15+

E-commerce portals marketing
our products

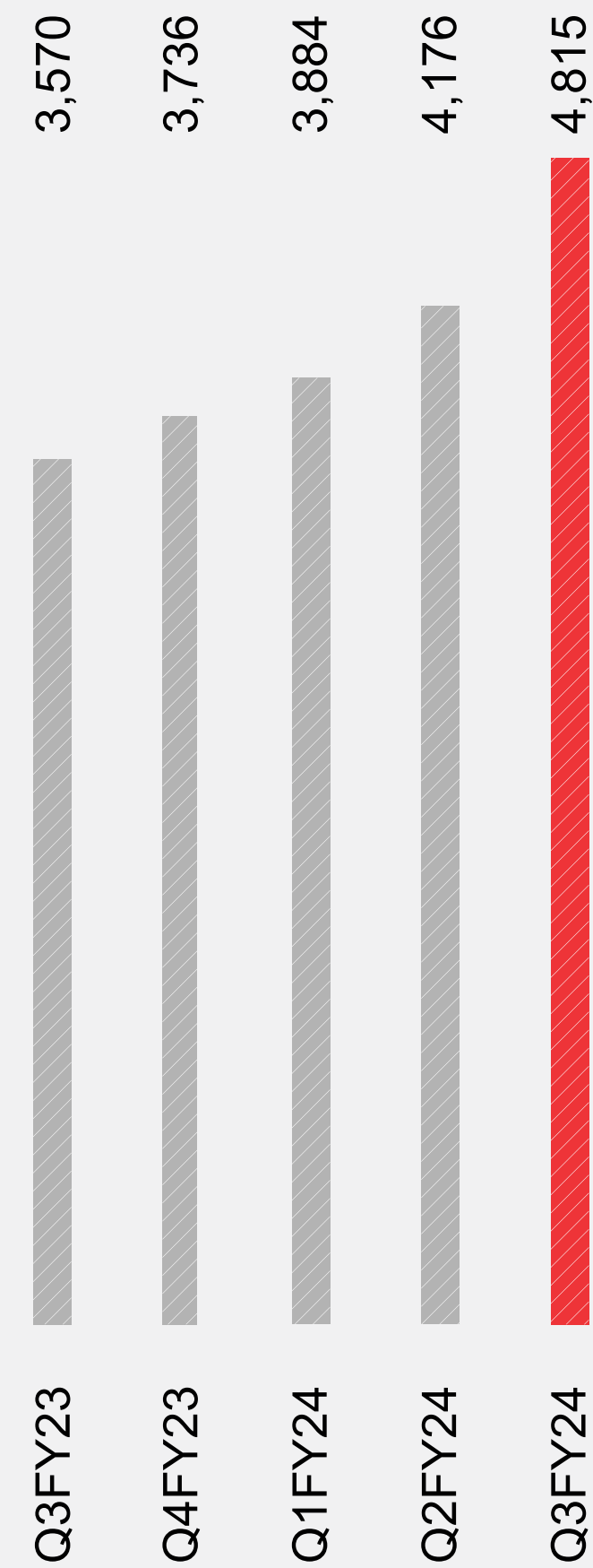
From Strength to **Strength**



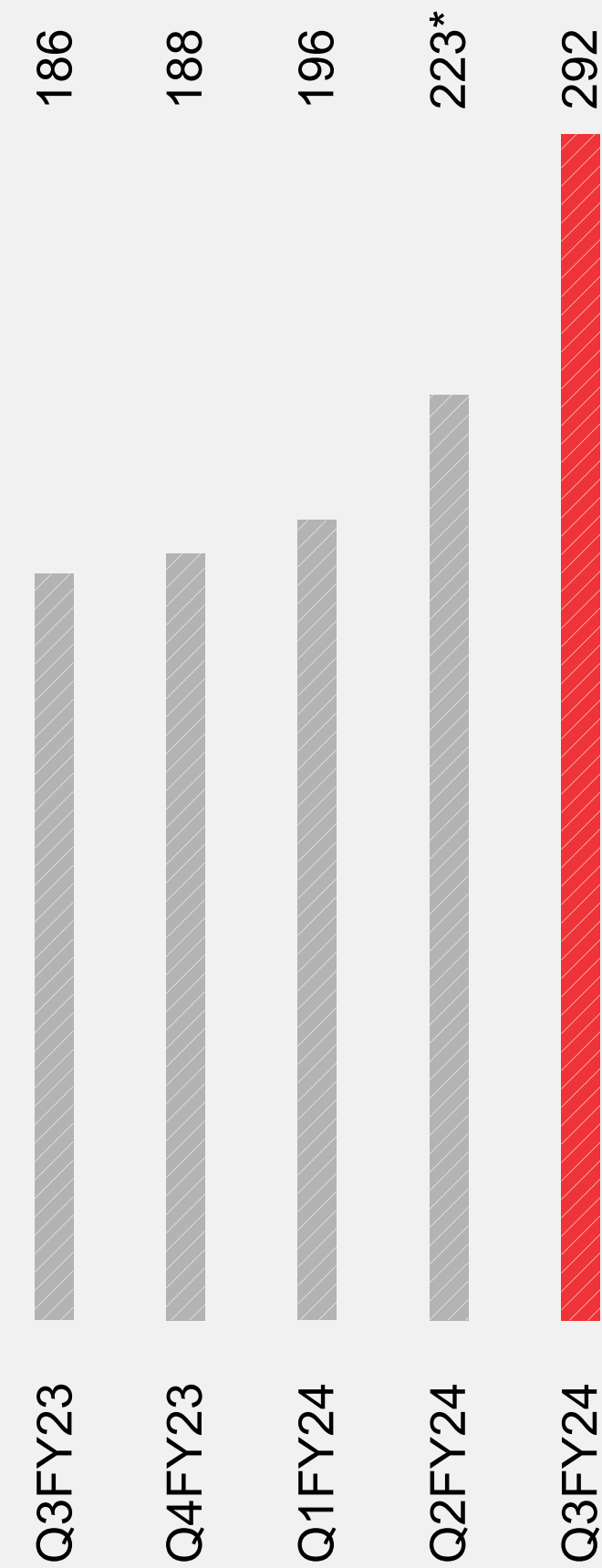
Moving up **step by step**

STANDALONE 

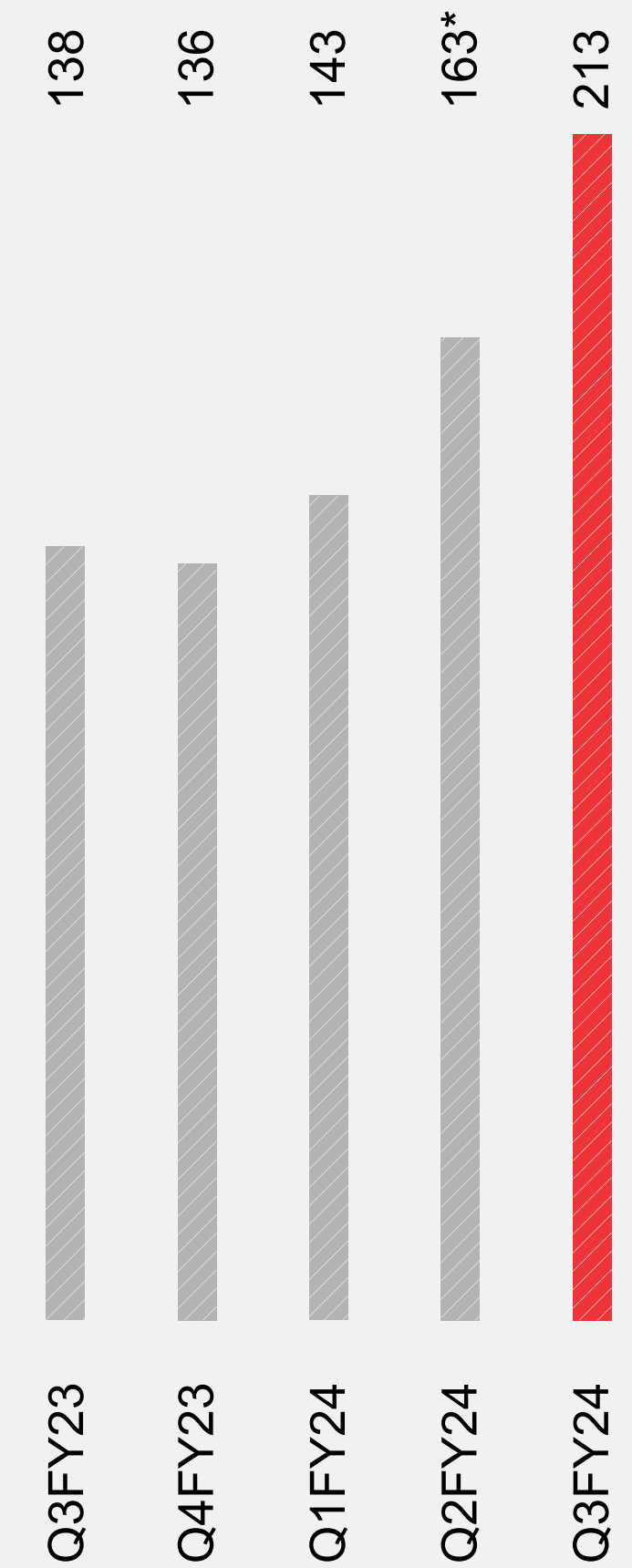
Revenue from Operations (₹ lac)



EBITDA (₹ lac)



Profit after Tax (₹ lac)

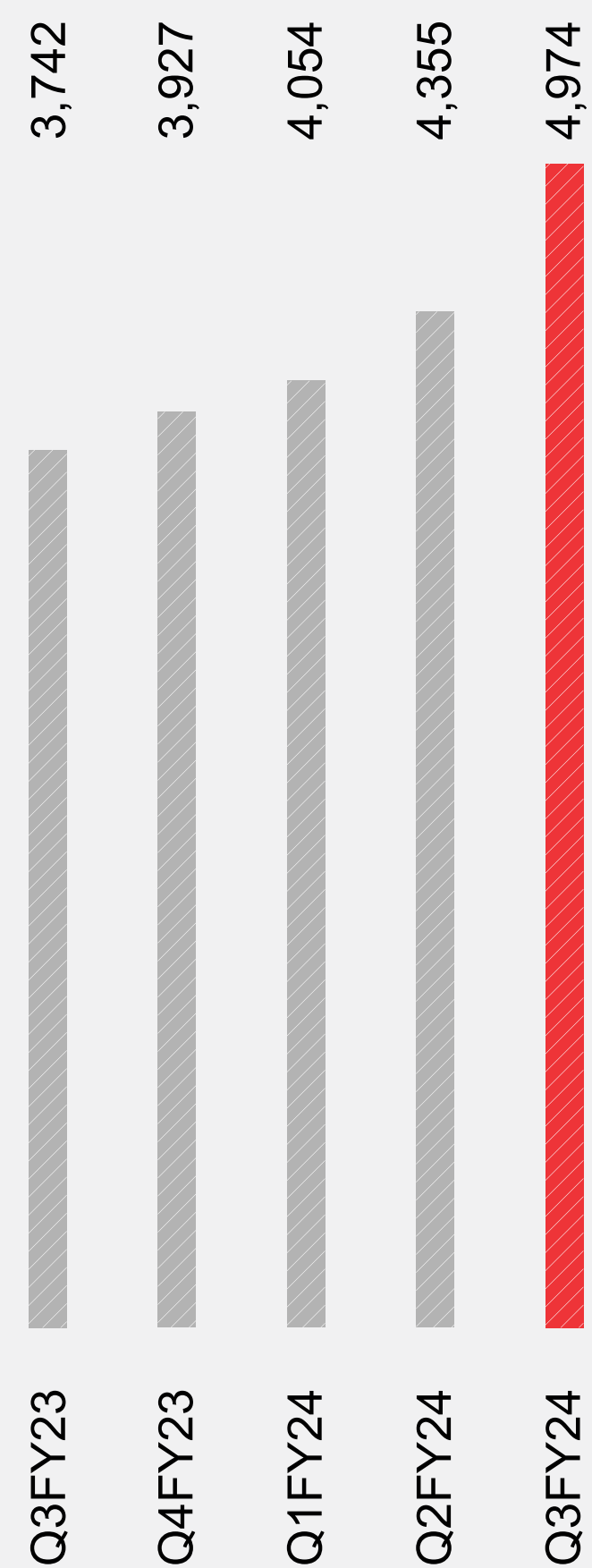


* Excluding dividend received from subsidiary amounting of ₹83.69 Lakhs for the FY 22-23

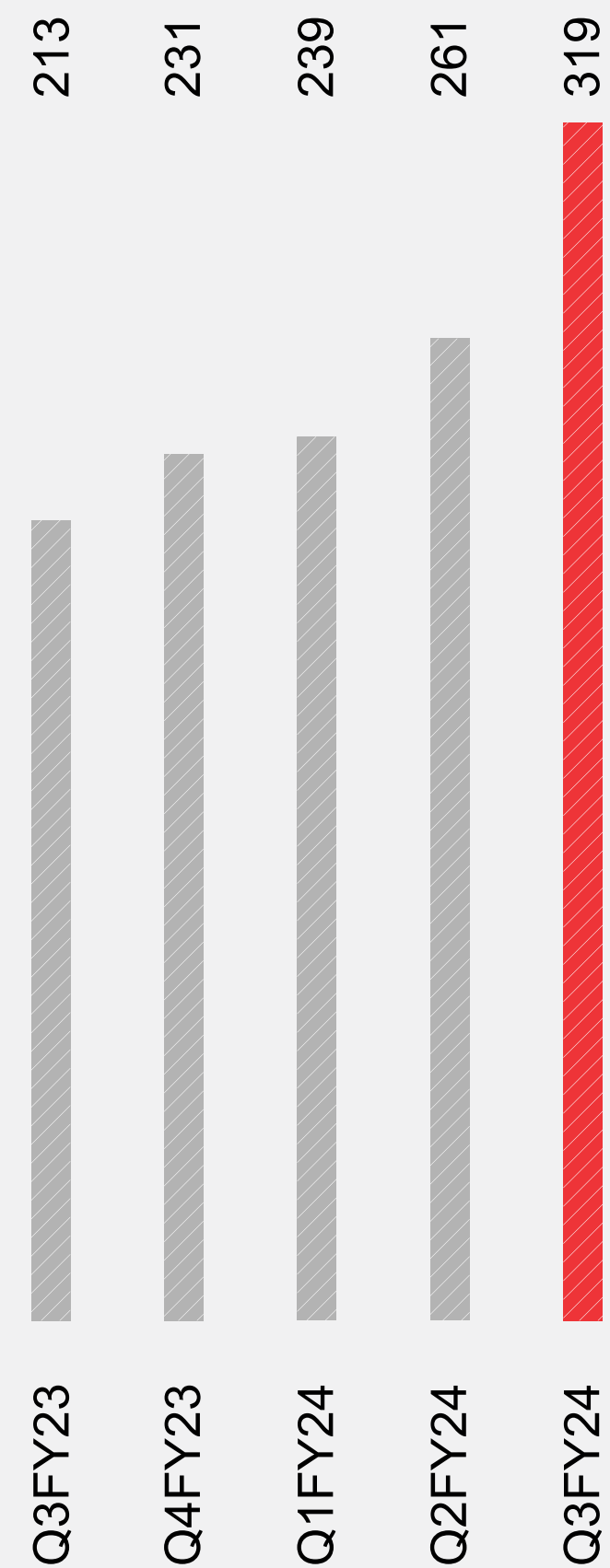
Moving up **step by step**

CONSOLIDATED 

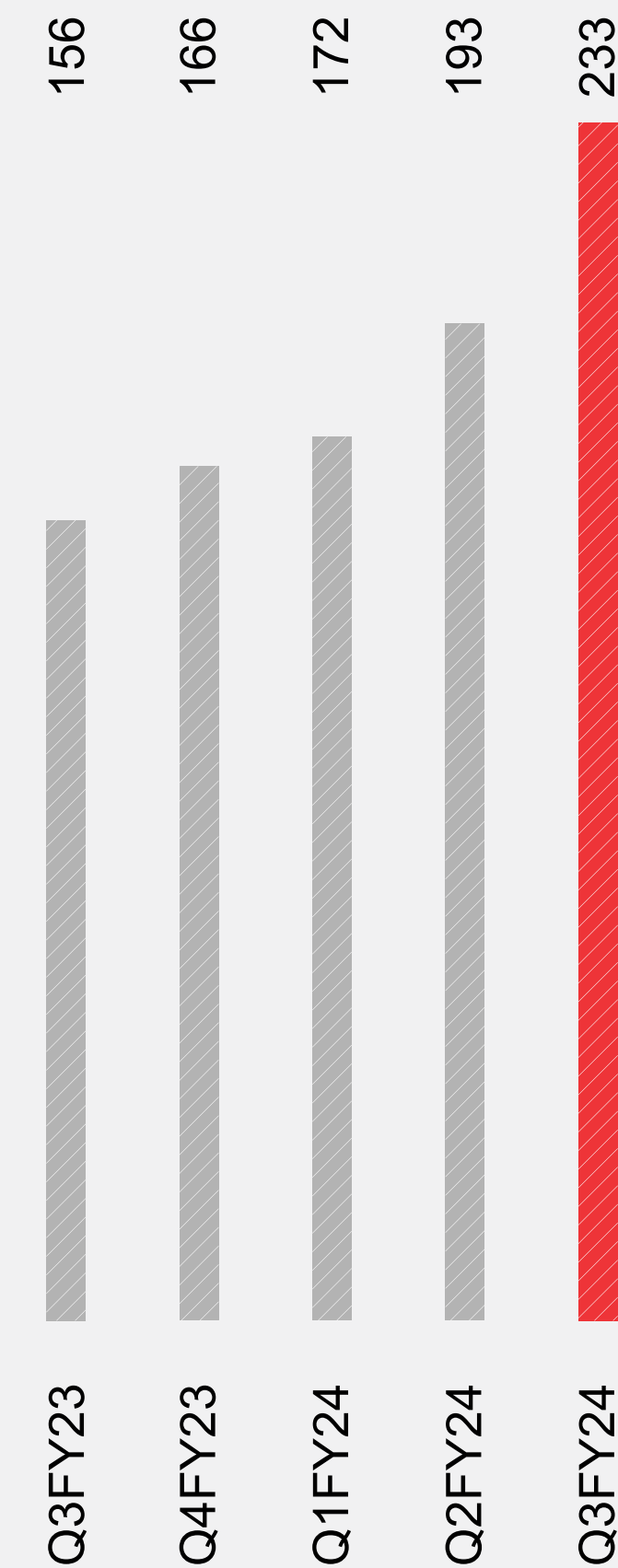
Revenue from Operations (₹ lac)



EBITDA (₹ lac)



Profit after Tax (₹ lac)



What's in **store**?



A new **facility**

- A greenfield manufacturing facility at NCR Region for travel gear
- Investment to be funded by equity infusion
- Commissioning scheduled for December 2024

Estimated revenue generation of
₹150 Crore at optimum utilisation

Our Rights Issue



A pivotal decision that has been made to fund the establishment of our new manufacturing facility and also to augmenting working capital to meet future growth plans and expansions.

After thorough evaluation of various financing options, we have decided to proceed with a Rights Issue of Equity Shares of face value of ₹2/- each, to the eligible shareholders as on the record date (to be notified later), for an aggregate amount of up to ₹50,00,00,000/- (Rupees Fifty Crore only).

The decision to opt for a Rights Issue reflects our commitment to maintaining financial prudence while ensuring that we have the necessary resources to execute our strategic growth plans effectively.

This method of fundraising allows us to leverage the support of our existing shareholders, providing them with the opportunity to participate in our company's expansion and share in its future success



Other growth levers

- Exploring new distribution avenues in Modern Trade
- Ongoing process for launching of products at CPC and CSD
- 50+ new products SKU being launched in various divisions in coming months
- Developing new product category of cooktops, stoves, inductions etc.



Thank You

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Email: cs@swissmilitaryshop.com



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MILITARY**

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