



**Swiss Military Consumer Goods Limited** is a leading lifestyle brand synonymous with quality, innovation, and affordability. Based in New Delhi, India, the company has grown into a global name under the Swiss Military banner, offering an expansive range of products that combine functionality and style.

Swiss Military operates with the ethos of delivering “**affordable luxury**”, providing premium products that cater to the modern consumer's needs without compromising on quality or design. The brand's slogan, "Designed for Excellence," reflects its commitment to superior craftsmanship and attention to detail.

### **Product Portfolio**

Swiss Military offers a comprehensive selection of lifestyle products, appealing to a diverse customer base:

- **Travel Gear:** Premium luggage solutions, including trolley bags, backpacks, and office briefcases, designed for frequent travelers and professionals.
- **Home Appliances:** High-quality kitchen and household gadgets like blenders, kettles, and televisions, enhancing everyday living experiences.
- **Mobile Accessories:** A growing segment that includes chargers, power banks, USB cables, and other essentials designed with Swiss precision and durability to meet the needs of tech-savvy customers.
- **Accessories:** Sophisticated and functional products like wallets, belts, pens, and towels, perfect for gifting or personal use.

This wide array of offerings ensures that the brand resonates with individuals seeking both utility and elegance in their daily lives.

### **SWISS MILITARY CONSUMER GOODS LIMITED**

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## Global Presence

Swiss Military products are now available in **26 countries** across continents, showcasing the brand's international appeal. The product portfolio has expanded to over **1,900 items**, catering to the needs of discerning customers globally. Its meticulous attention to design, coupled with robust quality assurance processes, has earned the trust and loyalty of millions worldwide.

## Retail and Digital Network

Swiss Military boasts an extensive distribution network, with a strong presence in **multi-brand retail outlets, modern trade stores, and online platforms**. The company also operates its exclusive e-commerce platform, allowing customers to explore its vast collection from the comfort of their homes. With over 3,000 retail touchpoints in India alone, the brand has established itself as a household name in the lifestyle segment.

## Core Values

Swiss Military's philosophy revolves around:

- **Innovation:** Continuously evolving to meet the demands of dynamic markets.
- **Quality:** Ensuring every product meets international standards.
- **Accessibility:** Making premium products available at affordable price points.

## Why Swiss Military?

The brand is celebrated for its focus on **design excellence**, blending Swiss precision with modern trends to create timeless and functional products. Swiss Military represents a perfect balance of sophistication and practicality, appealing to professionals, travelers, and everyday users alike.