



August 14, 2026

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

Sub: Managing Director's Message & Investor Presentation on the Un-Audited Financial Results for the Quarter ended 30th June, 2026.

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed Managing Director's Message & investor presentation on the Un-Audited Financial Results of the Company for the Quarter ended 30th June, 2026.

Kindly take the above on record.

The same is for your information and record.

Thanking You

For SWISS MILITARY CONSUMER GOODS LIMITED

Vikas
Jain

VIKAS JAIN
COMPANY SECRETARY

SWISS MILITARY CONSUMER GOODS LIMITED

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From The Managing Director's Desk

Dear Investors,

The quarter was strategically important for the Company. While the operating environment remained highly competitive and was influenced by continued volatility in global oil markets and fluctuations across the travel-centric industry, we remained focused on strengthening the foundations of the business for the next phase of growth.

During the quarter, we made purposeful and calibrated investments across several strategic priorities, including brand building, portfolio and product expansion, manufacturing and warehousing infrastructure, quality and testing systems, and the continued expansion of our distribution network across new online and offline channels, marketplaces and geographies.

These initiatives are designed to enhance our operating capabilities, broaden our addressable market, improve supply-chain responsiveness, strengthen product quality and deepen consumer reach. While some of these investments will mature progressively, we believe they significantly strengthen the Company's platform for sustainable, scalable and profitable growth across multiple dimensions of the business.

Importantly, our focus during the quarter was not merely on near-term growth, but on building the capabilities, infrastructure, brands and distribution architecture required to create enduring value over the medium to long term.

FINANCIAL PERFORMANCE

During the quarter ended 30th June 2026, the Company recorded revenue from operations of ₹ 52.07 crore as compared to ₹ 62.43 crore in the previous quarter, representing a decline of 16.59%.

The Profit Before Tax (PBT) for the quarter stood at ₹ 1.97 crore as compared to ₹ 1.95 crore in the previous quarter, representing a marginal growth of 0.97% despite the decline in revenue. This was on account of an improved Gross Profit (GP) margin during the quarter, which stood at 19.70% as compared to 16.61% in the previous quarter.

On a consolidated basis, performance remained stable, supported by disciplined execution, focused brand investment, continued expansion of our distribution network and ongoing product rationalisation.



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The moderation in revenue during the quarter was, to an extent, a conscious strategic decision. The industry witnessed unusually aggressive discounting across both listed and unlisted competitors, creating significant pressure on pricing across several product categories. We chose not to pursue unprofitable volumes or participate in pricing actions that could compromise the long-term equity of the Swiss Military brand, dilute product positioning or adversely impact the financial health of our channel partners.

At the same time, the industry experienced a sharp increase in the prices of key plastic raw materials, particularly polycarbonate (PC) and polypropylene (PP) resins, along with inflation across several other major input costs. This created near-term pressure on gross margins, while the prevailing competitive and discounting environment restricted the industry's ability to immediately pass these increases on to consumers.

As market pricing progressively realigns with the prevailing cost structure, we believe the Company is well positioned to benefit from an improvement in industry economics. The strategic initiatives undertaken during the period—including expansion of our owned manufacturing capabilities, strengthening of supply-chain and warehousing infrastructure, disciplined pricing, portfolio optimisation, brand investment and broader distribution—are intended to support both sustained long-term growth and improved profitability.

Importantly, our increasing proportion of owned manufacturing, together with greater operational control, improving capacity utilisation and operating leverage, should provide a strong foundation for margin recovery as volumes scale.

Accordingly, while the near-term environment remains competitive, we believe the business is entering the next phase from a considerably stronger strategic and operational base. Subject to normal market conditions, the combination of pricing discipline, improving cost absorption, manufacturing efficiencies, portfolio expansion and wider market penetration should support a progressive recovery in margins and an acceleration in growth during the second half of the financial year and beyond.

STRATEGIC PRIORITIES AND EXECUTION

Our strategy remains clear: build Swiss Military into a leading, trusted, travel and lifestyle brand through category leadership, product innovation, omnichannel reach, operational discipline and an overall superior consumer experience.

We continue to deepen our presence in the travel gear category—hard luggage, soft luggage, backpacks, laptop overnighters, sling bags, duffle bags, and an introduction of new travel accessories (neck pillows, leather wallets, TSA locks and luggage covers etc.)—while selectively expanding into adjacent lifestyle categories. This focus enables us to build deeper consumer insight, strengthen our product proposition, and create a more scalable business model.



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ALPINE CLUB: ADDRESSING THE VALUE SEGMENT

We have recently launched “Alpine Club,” a new sub-brand created specifically for value-conscious and aspirational consumers. The initial portfolio spans PP luggage, backpacks, duffle and messenger bags, and travel accessories, giving us a credible entry into the large and fast-growing affordable travel-gear segment.

The launch of Alpine Club significantly expands our addressable market while allowing Swiss Military to retain and further strengthen its premium positioning. It creates a clear two-brand architecture through which we can serve distinct consumer segments without diluting the equity of the core brand. While Swiss Military continues to address the premium and super-premium consumer, Alpine Club enables us to participate more aggressively in high-volume, price-sensitive markets where demand for branded, well-designed and reliable travel products continues to grow.

This strategy also creates a compelling opportunity for our distributors, retailers and other trade partners. Alpine Club enables them to participate more meaningfully in emerging regional and Tier II and Tier III markets, where consumers are increasingly transitioning from unorganised products towards branded travel gear that offers the right balance of quality, contemporary design, functionality and accessibility. Importantly, it gives our partners a broader product and price architecture with which to address a substantially larger consumer base.

Our portfolio strategy is therefore increasingly structured around clearly differentiated consumer propositions. At one end, the Black Gold Collection addresses the ultra-premium segment through elevated design, materials, specifications and product experience. At the other, Alpine Club offers high-specification, design-led products at more accessible price points, tailored particularly to the requirements and purchasing behaviour of the Indian consumer.

Together, these differentiated propositions allow us to participate across a much wider spectrum of the travel-products market while maintaining clear brand segmentation. For our trade partners, this translates into greater consumer coverage, additional price points, higher cross-selling opportunities and the ability to participate in both premiumisation and volume-led growth simultaneously.

Strategically, Alpine Club is not simply an extension of our product portfolio; it represents an important market-expansion platform. As distribution scales, we believe the brand can help deepen our penetration across emerging domestic markets, recruit a new generation of consumers into our ecosystem and create a potential upgrade pathway towards Swiss Military as their purchasing power and brand aspirations evolve.



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BUILDING BRAND RELEVANCE

We have very recently launched our new campaign, “Rise Above The Rush.” The campaign is extremely relevant today when people are rushing through life and their travels without taking in a breather and living the moment! Swiss Military’s reinforces the importance and relevance to both the Gen Z as well as the modern and constantly mobile consumer by being the reliable travel partner through each of these journeys while the consumer breaks away from this “Rush” to actually savour every moment in every journey undertaken, rather than rushing through it to. The campaign’s massive rollout across digital, print, and outdoor platforms is designed to improve visibility, deepen consumer engagement, and build stronger brand recall in both online and offline markets.

EXPANDING THE CONSUMER BASKET

We also introduced new accessory divisions, including leather wallets and belts, luggage covers, neck pillows, and TSA locks. These additions advance our ambition to become a more complete travel and lifestyle accessories brand.

Beyond broadening our offering, these categories are expected to improve average order values, strengthen cross-selling, and increase customer lifetime value across retail, distributor, and online channels.

DISTRIBUTION AND RETAIL EXPANSION

Our distribution strategy is progressing with a clear objective: make our brands available where consumers choose to shop.

1. A major strategic initiative currently underway is the Phase I rollout of Exclusive Brand Outlets (EBOs) across key markets in India. These outlets are being developed in 800, 600, 400 and 200 sq. ft. formats across Delhi NCR, Gujarat, South India, and Bihar/Jharkhand, with the Phase I rollout targeted for completion by March 2027.
2. The EBO network will play an important role in elevating the overall Swiss Military consumer experience, strengthening brand visibility and presence, and allowing consumers to engage with a much broader representation of the brand under one roof. Importantly, these stores will also provide us with valuable, market-level consumer insights—helping us better understand regional preferences, buying behaviour, product acceptance and emerging trends, which can subsequently feed into our product development and market strategy.



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3. In parallel, we are aggressively expanding our Shop-In-Shop (SIS) presence with leading retailers across the country. These innovative SIS formats are being designed to give Swiss Military a distinctive and differentiated identity within multi-brand retail environments, rather than allowing the brand to become part of a conventional, undifferentiated display.
4. The objective is to create dedicated Swiss Military spaces that immediately stand out, communicate the brand's international positioning and design language, and provide sufficient space to showcase a significantly wider cross-section of the product portfolio. With deployment planned on a Pan-India basis across major retail partners, the SIS programme will substantially enhance brand visibility and consumer engagement while creating a more consistent Swiss Military retail experience across markets.
5. Together, the EBO and SIS initiatives represent an important evolution in our retail strategy—from simply being available at the point of sale to creating a distinctive, immersive and recognisable Swiss Military brand experience at the point of sale.
6. Retail expansion continues across North, Central, and Western India, with nationwide coverage targeted by the end of the current financial year. We are increasing our presence across large-format retail, specialty stores, multi-brand outlets, and shop-in-shop formats in key markets.
7. In parallel, we are deepening engagement across distributor and dealer networks, institutional business, and defence canteens to drive broader market penetration and diversified revenue streams.
8. We are strengthening logistics and warehousing through strategic partnerships to improve fulfilment speed, inventory visibility, and supply-chain efficiency. We have already established a comprehensive network of 29 warehouses that will support a seamless omnichannel Pan-India experience across online and offline channels.

OPERATIONAL EXCELLENCE AND QUALITY LEADERSHIP

1. Operational excellence remains central to our margin expansion and growth agenda. During the quarter, we completed the full implementation of our ERP platform across operations, significantly strengthening process integration, inventory visibility, production planning, reporting, and overall operating control. The system is already enabling greater accuracy and discipline across the manufacturing and supply-chain ecosystem, while creating a stronger foundation for scalable growth.



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2. We also commissioned a state-of-the-art in-house testing laboratory at our manufacturing facility. This substantially enhances our quality assurance and compliance capabilities by enabling faster and more comprehensive product testing at source, reducing external testing turnaround times, and providing tighter control over quality parameters throughout the product development and manufacturing cycle. The facility reinforces our commitment to consistently delivering durable, reliable products benchmarked against stringent global quality standards.
3. In addition, we completed a dedicated in-house racking and warehousing facility with capacity for up to 20,000 luggage units within the manufacturing complex. By bringing finished-goods storage directly into the factory ecosystem, we are improving warehouse utilisation, inventory movement and dispatch efficiency while significantly shortening fulfilment lead times. The facility will also support a more responsive just-in-time production and dispatch model, enabling us to align manufacturing more closely with market demand, accelerate deliveries and optimise working-capital deployment.

Collectively, these investments in digitalisation, quality infrastructure and integrated warehousing are transforming the factory into a more efficient, data-driven and scalable manufacturing platform, with the potential to deliver sustained improvements in productivity, service levels, inventory turns and operating margins.

INDUSTRY OUTLOOK

The long-term outlook for India's travel gear industry remains compelling. Growth in domestic tourism, aviation connectivity, disposable incomes, and consumer mobility continues to expand the market. At the same time, the shift from unorganised to organised and branded players—especially in Tier II and Tier III markets—creates a significant opportunity for companies with strong brands, reliable products, and scalable distribution.

Swiss Military is well positioned to capture this opportunity. We have a trusted brand, owned manufacturing capability, an expanding portfolio, stronger quality systems, and a rapidly developing distribution and retail network.

IN CONCLUSION

The Company is making deliberate investments today to build a stronger, more profitable, and more resilient business tomorrow. Our focus is not merely on short-term growth, but on building lasting market leadership through brand discipline, consumer relevance, operational excellence, and profitable expansion.



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With a clear strategic roadmap and a stronger operational foundation, we are confident of creating sustainable value for all stakeholders and moving decisively towards leadership in the Indian travel and lifestyle accessories market.

I would like to extend my gratitude to all of you for your continued support and collaboration as we embark on this new chapter. Together, we will continue to build on our legacy of excellence and drive the company towards greater success.

Thank You

Anuj Sawhney

Managing Director



Rise Above the Rush



Q1/FY27

Investor Presentation

Swiss Military Consumer Goods Limited



What's **Inside**

1. Brand's New Slogan

2. What We Do

3. Financial Comparisons

4. Quaterly Review

5. Our Progress

6. Our Strategic Priorities

7. Brand Building

8. Our Retail Network

9. Operations and Quality



Safe Harbour

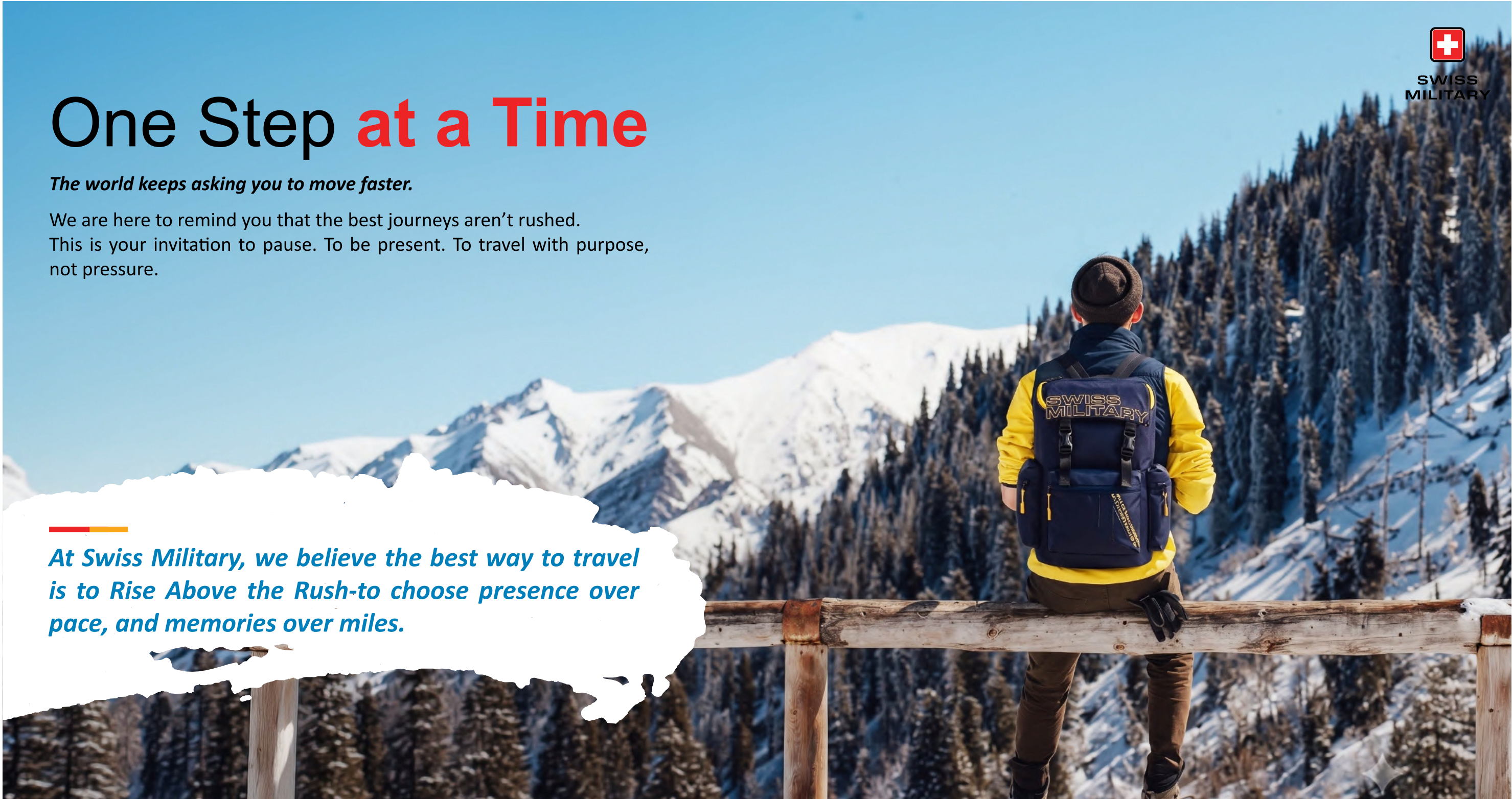
Except for the historical information contained herein, statements in this presentation that include words or phrases such as “will”, “aim”, “believe”, “expect”, “intend”, “plan”, “seek”, “project”, “potential”, “objective”, “goal”, “may”, “would”, “should” and similar expressions may constitute forward-looking statements. These statements involve risks, uncertainties and other factors that could cause actual results to differ materially from those expressed or implied. Such risks include, among others, the Company’s ability to implement its strategy and expansion plans, changes in consumer demand, raw material and freight costs, foreign-exchange movements, supply-chain disruptions, competitive conditions, regulatory approvals and broader market risks. The Company undertakes no obligation to update any forward-looking statement to reflect events or circumstances occurring after the date of this presentation, except as required by applicable law.



One Step **at a Time**

The world keeps asking you to move faster.

We are here to remind you that the best journeys aren't rushed.
This is your invitation to pause. To be present. To travel with purpose,
not pressure.



*At Swiss Military, we believe the best way to travel
is to Rise Above the Rush-to choose presence over
pace, and memories over miles.*



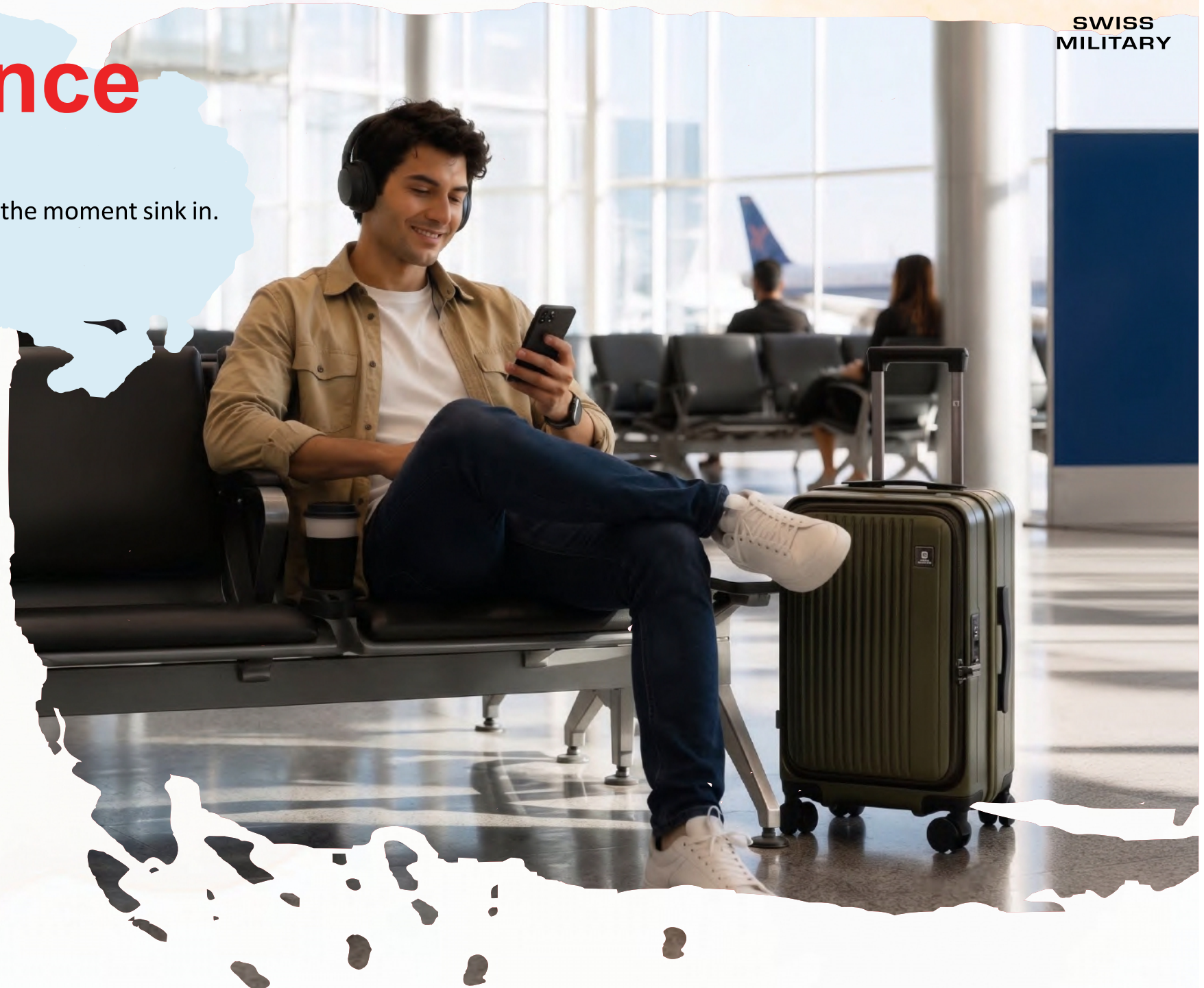
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Moving **with Patience**

The best memories rarely happen when you are in a hurry.

They happen when you pull over for a view, stay a little longer, and let the moment sink in.
That's what it means to Rise Above the Rush.

At Swiss Military, we believe slowing down isn't falling behind; it's how the best journeys unfold.





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Living **Every** **Moment**

We spend our lives paying for a room with a view.

But the greatest view has always been above us.
The next time the stars put on a show, don't rush
past them. Take a pause and Rise Above the Rush.

Not every great stay comes with a soft bed.

Sometimes, all you need is fresh air, endless views,
and the freedom to simply be.
That's what it means to Rise Above the Rush.



What **We** Do

Rooted in the legacy of Swiss precision and reimagined for contemporary lifestyles, Swiss Military Consumer Goods Limited creates products that seamlessly integrate innovation, performance and design.

Spanning travel, technology and everyday lifestyle essentials, the Company's portfolio is crafted to inspire confidence and enable consumers to rise above the rush.

Travel Gear

Hard & soft luggage, backpacks, laptop overnighters, sling & duffle bags

Accessories

Neck pillows, leather wallets & belts, TSA locks, luggage covers

Brand Architecture

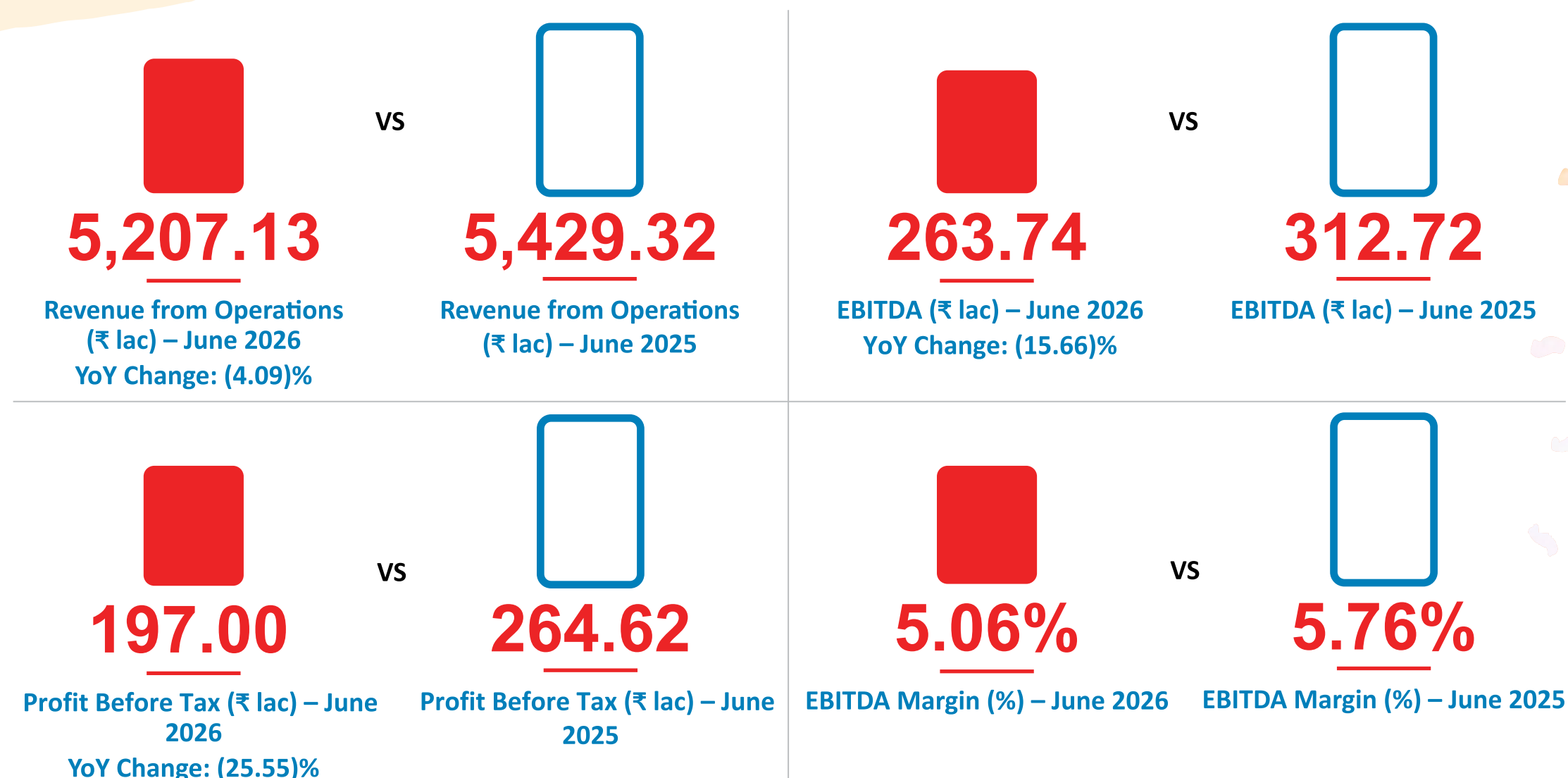
Swiss Military (premium) and Alpine Club (value segment)



The same philosophy guides our business: focused choices, disciplined execution and sustainable progress-one step at a time

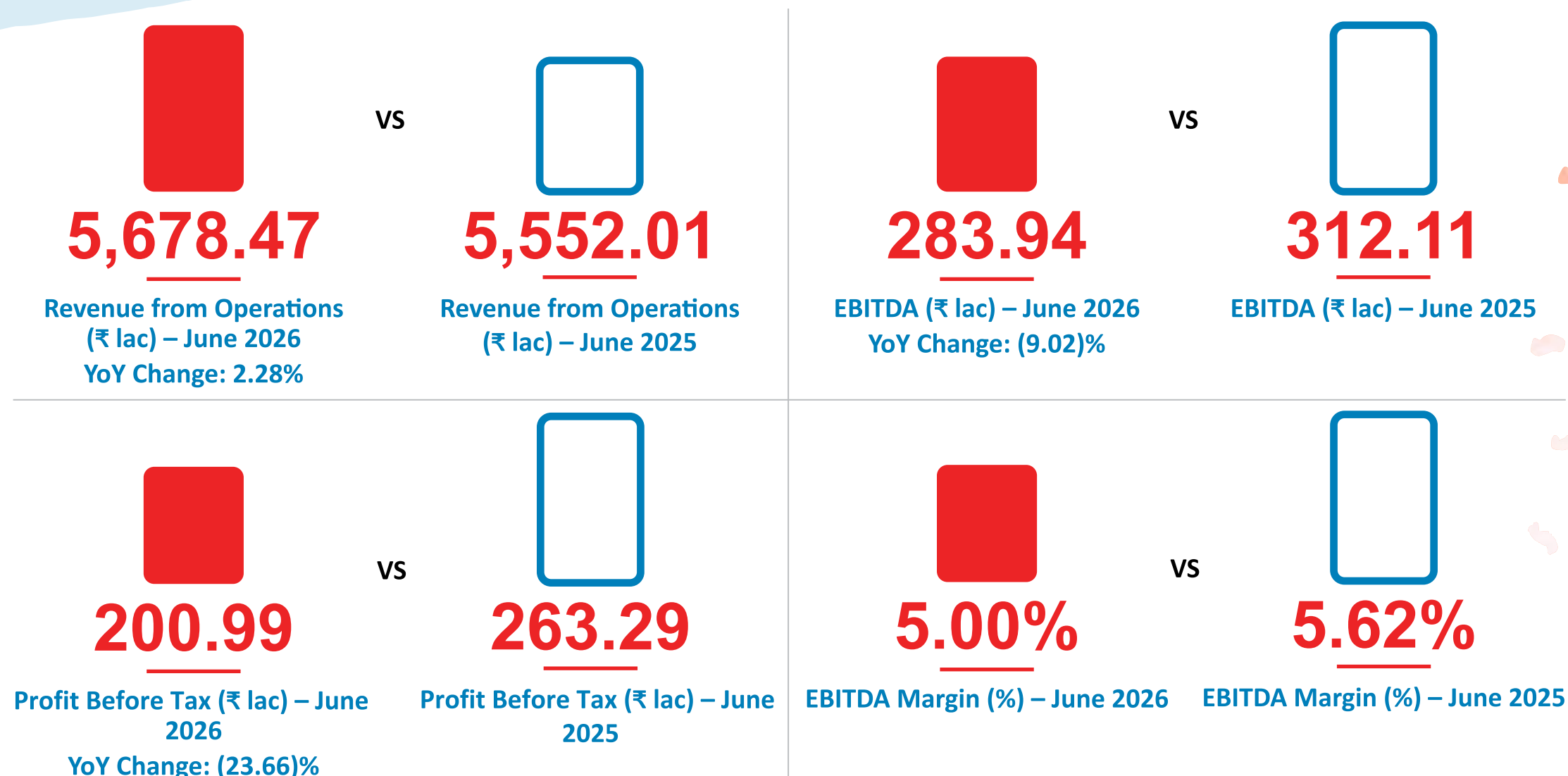
YoY
(Standalone Financials)

Q1/FY27 vs Q1/FY26



YoY
(Consolidated Financials)

Q1/FY27 vs Q1/FY26





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Quarter **in Review**

Q1 FY27 was a quarter of disciplined choices — we consciously moderated volume growth in the face of aggressive market-wide discounting, to protect the long-term equity of the Swiss Military brand and the health of our channel partners.

01 Pricing discipline

The industry saw unusually aggressive discounting across listed and unlisted players. We chose not to pursue unprofitable volumes or pricing actions that could dilute brand equity or hurt channel-partner health.

02 Cost pressure

A sharp rise in polycarbonate and polypropylene resin prices, along with broader input-cost inflation, pressured gross margins — while the discounting environment limited the industry's ability to pass costs on immediately.

03 Path to recovery

As market pricing realigns with cost structures, rising owned-manufacturing mix, better capacity utilisation and operating leverage should support margin recovery as volumes scale, particularly in H2 FY27.



Q1 FY27: **Our Progress**

Product Portfolio

36 New Products

Launched During Q1 FY27 across various categories.

Channel Development

Online Contribution

82%

Online Contribution

18%

General Trade Presence

3000+ Outlets.

as on 30th June 2026



Our Strategic Priorities

Our strategy remains focused on establishing Swiss Military as a leading and trusted travel and lifestyle brand.

Category Leadership

Strengthening our position across key travel gear categories.

Product Innovation

Introducing products aligned with evolving consumer needs and lifestyles.

Product Innovation

Introducing products aligned with evolving consumer needs and lifestyles.

New Travel Accessories

Expanding the offering with neck pillows, leather wallets, TSA locks, luggage covers and other travel essentials.

Lifestyle Adjacencies

Selectively entering complementary lifestyle categories to widen consumer engagement.

Omnichannel Reach

Enhancing accessibility across retail, digital and other consumer touchpoints.

Operational Discipline

Building a scalable and efficient business model to support sustainable growth.

Superior Consumer Experience

Leveraging deeper consumer insights to strengthen product propositions and deliver greater value.



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Building Brand Relevance

Rise Above The Rush reflects Swiss Military's understanding of the evolving mindset of today's modern traveller—where travel is increasingly about experiences, discovery and making meaningful moments.

Goals of The Campaign

01

Strengthening Consumer Relevance: The campaign connects with Gen Z and the increasingly mobile consumer by addressing the need to pause, experience and enjoy every journey.

02

Reinforcing Brand Positioning: Swiss Military continues to position itself as a reliable and contemporary travel partner across diverse journeys and lifestyles.

03

Driving Integrated Visibility: A comprehensive rollout across digital, print and outdoor platforms is enhancing brand visibility, consumer engagement and recall.

04

Building Long-Term Equity: The campaign strengthens Swiss Military's relevance as a travel and lifestyle brand, creating a contemporary and differentiated consumer connection.





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Our Brand Architecture

A clear two-brand architecture — serving distinct consumer segments without diluting the equity of the core brand.

01 Black Gold Collection

Ultra-premium tier — elevated design, materials and specifications for sophisticated urban consumers.

02 Alpine Club (New)

New sub-brand for the value segment — PP luggage, backpacks, duffle & messenger bags and accessories, opening access to Tier II/III markets.

03 Rise Above The Rush Campaign

New brand campaign rolled out across digital, print and outdoor platforms to deepen engagement with Gen Z and the modern mobile consumer.

04 Expanding the Consumer Basket

New accessory divisions — leather wallets & belts, luggage covers, neck pillows, TSA locks — to lift average order value and cross-sell.



Broadening **the Product Portfolio**

01 **Black Gold Collection**

Targets sophisticated urban consumers through premium styling and functionality.

02 **Tier 2 and Tier 3 Reach**

New ranges tailored to consumers in India's emerging cities.

03 **Materials**

Polycarbonate and polypropylene combine global styling with enhanced durability and functionality.

04 **Streamlined Catalogue**

Shifting from legacy products towards a modern, globally aligned SKU mix.

Strategic Outcome

Operational excellence • Digitally integrated manufacturing • Revenue and margin optimisation



Building a Stronger **Retail Network**

Swiss Military introduces a new range of lightweight, durable and versatile travel gear that combine its signature styling with a sleek, minimalist design.

01

Pan-India Warehousing

An integrated warehousing and distribution network supporting wider product availability and improved fulfilment efficiency.

02

Retail Team Build-out

Regional retail teams driving phased market activation across priority markets.

03

Large-format retail

Presence expanded through LFR chains, speciality stores, multi-brand outlets and shop-in-shop formats.

04

Exclusive Brand Outlets

The Company will be launching Exclusive Brand Outlets (EBOs) simultaneously across Delhi NCR, Gujarat, South India, and Bihar/Jharkhand as part of its Phase 1 rollout, to be completed by March next year.

05

Addressing the Value Segment

We have launched “Alpine Club,” our sub-brand for value-conscious consumers. The initial range includes luggage, backpacks, and accessories designed to address the fast-growing affordable travel gear segment.



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Our Retail Targets

Our retail expansion is evolving from wider distribution to stronger brand presence, with deeper consumer engagement.



Building Exclusive Brand Outlets

- Rolling out Exclusive Brand Outlets (EBOs) across priority markets including Delhi NCR, Gujarat, South India and Bihar/Jharkhand.
- Introducing 200–800 sq. ft. store formats tailored to market potential and consumer needs.
- Phase I targeted for completion by March 2027.



Creating Distinctive Retail Experiences

- Expanding Shop-In-Shop (SIS) formats with leading retail partners across India.
- Dedicated brand spaces will offer greater product visibility, stronger visual identity and a wider portfolio experience.
- Consistent retail execution will reinforce Swiss Military's international brand positioning.



Expanding Pan-India Reach

- Strengthening presence across large-format retail, specialty stores, multi-brand outlets and SIS formats.
- Expanding across North, Central and Western India while progressing towards nationwide retail coverage.

Beyond Distribution

The focus is shifting from simply being present at the point of sale to owning the consumer experience at the point of sale.



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Operational Excellence & Quality Leadership

Our commitment to operational rigour extends beyond the factory floor — it is embedded in the systems, infrastructure and processes that underpin consistent quality and reliable delivery. During the year, we made focused investments.

01 ERP Implementation

Now live across all operations, driving tighter process integration, real-time inventory visibility, and stronger production planning and reporting.

02 In-House Testing Lab

A new state-of-the-art facility at our manufacturing site enables product testing at source, accelerating turnaround and reinforcing quality control at every stage.

03 Integrated Warehousing

A dedicated in-house racking and warehousing facility built for 20,000 luggage units — cuts fulfilment lead times and strengthens supply chain reliability.

Together, these investments in digitalisation, quality infrastructure and integrated warehousing are reshaping our manufacturing base into a more efficient, data-driven and scalable platform — laying the foundation for sustained gains in productivity, service levels and operating margins.





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The Business Travel Market

India's business travel market continues to gain momentum, supported by economic expansion, the growth of enterprises, enhanced global connectivity, and the evolution of seamless digital travel ecosystems.

The Market Dynamics:



Rising startup and entrepreneurial activity is increasing demand for business travel and networking opportunities.



Growing preference for corporate travel management services to improve travel efficiency and optimise costs.



Increasing adoption of digital travel management platforms for compliance, expense tracking, and analytics.



Growing 'Bleisure' trend, with professionals extending business trips into leisure travel.



Strong expansion of the Meetings, Incentives, Conferences, and Exhibitions (MICE) segment across major urban and business hubs.

THANK
YOU



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