



**November 12, 2025**

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 ended 30<sup>th</sup> September, 2025.**

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 ended 30<sup>th</sup> September, 2025.

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

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

🌐 www.swissmilitaryshop.com, CIN: L51100DL1989PLC034797



# The Next Step in Growth

Swiss Military Consumer Goods Limited

Q2/FY26 Investor Presentation



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# Progress in Motion





# QoQ

## Q2/**FY25** vs Q2/**FY24**

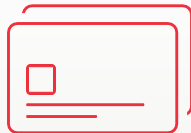
(Standalone Financials)



6504.71	5376.70
Revenue (₹ lac) Sep 25	Revenue (₹ lac) Sep 24
% Change 20.98	



224.42	175.09
PAT (₹ lac) Sep 25	PAT (₹ lac) Sep 24
% Change 28.17	



359.21	273.38
EBITDA (₹ lac) Sep 25	EBITDA (₹ lac) Sep 24
% Change 31.40	



5.49	5.07
EBITDA Margin (₹ lac) Sep 25	EBITDA Margin(₹ lac) Sep 24
% Change 8.29	



QoQ

Q2/FY25 VS Q2/FY24

(Consolidated Financials)



6,715.60

Revenue (₹ lac)  
Sep 25

5,555.51

Revenue (₹ lac)  
Sep 24

% Change 20.88



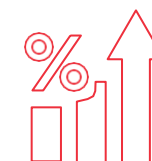
361.28

EBITDA (₹ lac)  
Sep 25

287.98

EBITDA (₹ lac)  
Sep 24

% Change 25.49



5.34

EBITDA Margin (₹ lac)  
Sep 25

5.16

EBITDA Margin(₹ lac)  
Sep 24

% Change 3.49



225.66

PAT (₹ lac)  
Sep 25

184.44

PAT (₹ lac)  
Sep 24

% Change 22.34



## MD'S Words

“The second quarter of FY26 underscores our commitment to sustained growth, operational excellence, and strategic brand expansion. With our new manufacturing facility in NCR now operational, we have strengthened our supply chain capabilities and reinforced quality control across our product portfolio. This quarter’s performance reflects the team’s consistent execution, focus on efficiency, and deepening consumer trust in the Swiss Military brand.

As we continue to enhance our retail presence and customer experience, we remain dedicated to delivering affordable premium products while creating long-term value for our shareholders and business partners.”

— Anuj Sawhney, Managing Director





# The Rise Goes On...







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# Expanding Manufacturing Capabilities

Our investment in a modern manufacturing facility in NCR represents a defining step toward building in-house capabilities, improving cost efficiency, and strengthening long-term growth.

₹56.5 crore

Invested in the establishment  
of manufacturing facility





# Our Manufacturing Empowers Us to

**1** Strengthen our  
supply chain for  
seamless operations

**2** Uphold the highest  
standards of  
product quality

**3** Meet growing market  
demand with greater  
efficiency and agility

**4** Ensure uniformity and  
consistency across all  
production lines



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# Strategic Retail Expansion

Swiss Military is enhancing brand visibility and elevating customer experience through an ambitious plan to open 50 Exclusive Brand Outlets (EBOs) across India's top cities by FY29.

The expansion begins with new stores in Gujarat, followed by a focused rollout across South India, strengthening our retail footprint and brand presence nationwide.





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# Setting New Benchmarks





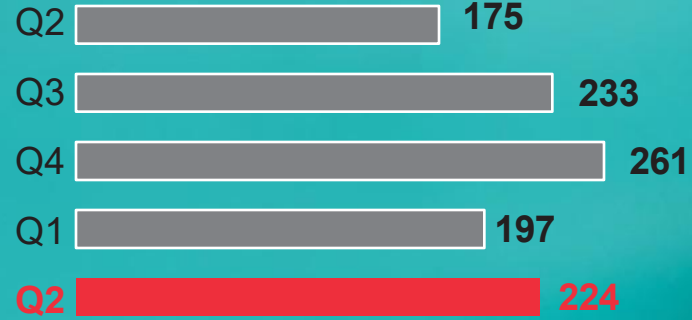
# Ascending Excellence

(Standalone)

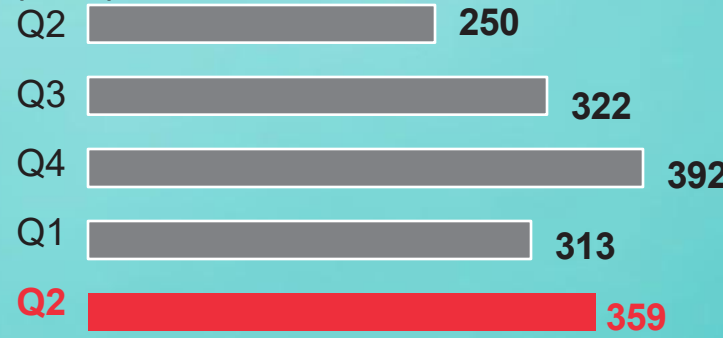
## Revenue from Operations (₹ Lac)



## Profit after Tax (₹ Lac)



## EBITDA (₹ Lac)





# Ascending Excellence

(Consolidated)

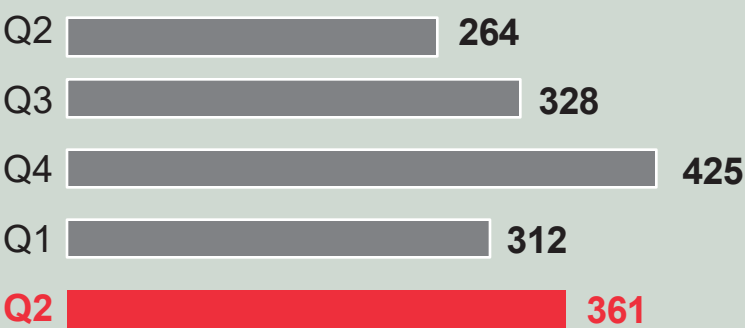
## Revenue from Operations

(₹ Lac)



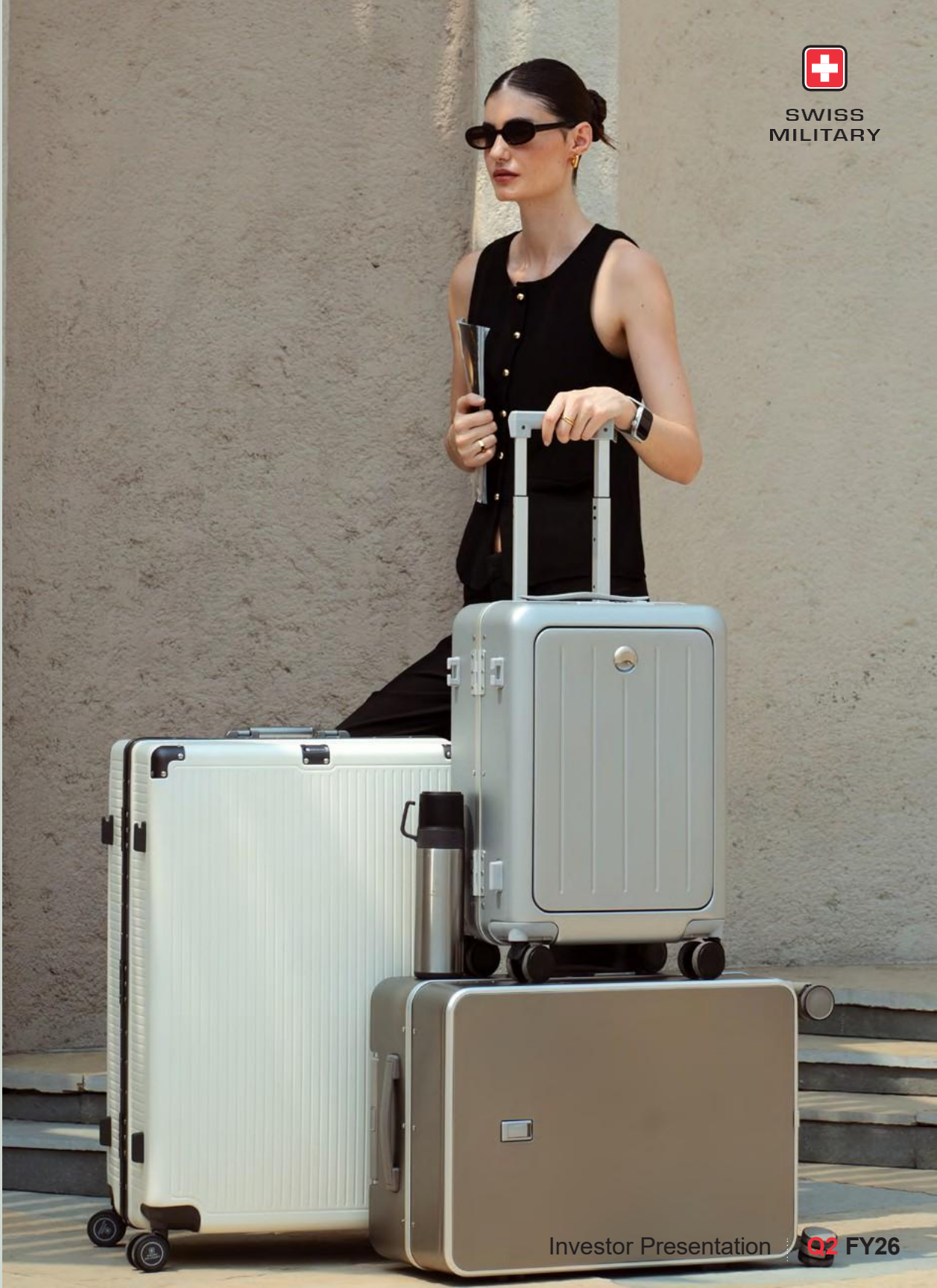
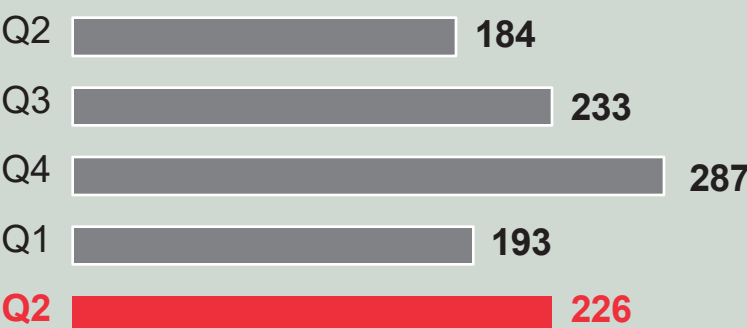
## EBITDA

(₹ Lac)



## Profit after Tax

(₹ Lac)





# About The Company



SWISS  
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15+

Manufacturing  
partners

3400+

Multi-brand  
outlets

200+

Cities of  
presence

110+

Distributors

1,500+

Product skus

15+

E-commerce  
portals marketing  
our products







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# What Makes Us Unique



Leverage  
omnichannel  
marketing to  
reach target  
audiences

Partner with  
white-label  
manufacturers

4

Strong brand  
recall with global  
heritage and  
growing domestic  
resonance

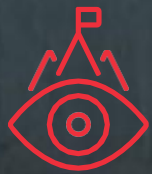
Self-owned  
manufacturing  
infrastructure





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# Our Motivation



## VISION

The vision of the Swiss Military is to be the most coveted & loved brand in India for its quality and reliability.



## MISSION

Swiss Military's mission is to continue its unfailing commitment to offering world-class products at affordable prices.





# The Growth Momentum Driving Consumer Confidence

India's rising disposable income, recent tax relief measures, and easing inflation are driving stronger consumer sentiment across both urban and rural markets.

In addition, government initiatives such as Vision 2047 are reinforcing economic optimism and long-term growth momentum.

These trends present significant opportunities for expanding market reach, broadening product portfolios, and capturing evolving lifestyle demand.





# The Emerging Landscape



US\$ **10,000**

An annual disposable income of around 25.8% of Indian households will have by 2027

**70%**

Growth in Per capita income by 2030

**5.2** billion

Expected visits in domestic tourism by 2030

US\$ **125** billion

Travel market projected to reach by 2027

**50**

New air ports planned to operationalise by 2030

US\$ **410**

billion Indians to spend on travel by 2030





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MILITARY**

**THANK  
YOU**

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