

January 31, 2023

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

Sub: Outcome of Board Meeting on January 31, 2023 - Un-Audited Financial Results (Standalone and Consolidated) of the Company for the quarter and nine months ended on December 31, 2022

Dear Sir/Madam,

This is to inform you that the Board of Directors of the Company at their meeting held on Tuesday, 31st January, 2022 have approved and taken on record the Unaudited Financial Results (Standalone and Consolidated) for the quarter and nine months ended December 31, 2022 along with Limited Review Report thereon, duly signed by the Statutory Auditors of the Company as required under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The results are also being made available on the website of the Company, www.swissmilitaryshop.com.

The Board meeting commenced at 12.00 P.M. and concluded at 01:15 P.M.

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

KEY FINANCIAL HIGHLIGHTS

(On standalone Basis)

Financials (INR Lakhs)	9M (YTD) FY2021-22	9M (YTD) FY2022-23	YTD (9M Growth)	Q2 FY 2022-23	Q3 FY 2022-23	QoQ Growth
Revenue	3358.64	8484.44	152.62%	2596.97	3569.75	37.46%
EBT	151.13	469.18	210.45%	147.92	182.07	23.09%

On standalone basis, Company has achieved a total revenue of Rs. 3569.75 lacs and profit before tax of Rs. 182.07 lacs for 3rd Quarter of FY 2022-23 and a total revenue of Rs. 8484.44 lacs and profit before tax of Rs. 469.18 lacs for nine months ended as on 31st December 2022.

On consolidated basis, the Company has achieved a total revenue of Rs. 3741.56 lacs and profit before tax of Rs. 207.17 lacs for 3rd Quarter of FY 2022-23 and a total revenue of Rs. 9073.04 lacs and profit before tax of Rs. 561.84 lacs for nine months ended as on 31st December 2022.

During the nine months ended 31st December 2022 the company has earned a profit before tax of Rs. 469.18 lacs in comparison of profit before tax earned during the nine months ended 31st December 2021 which was Rs. 151.13 lacs and thereby showing a growth of nearly 210.45% on standalone basis.

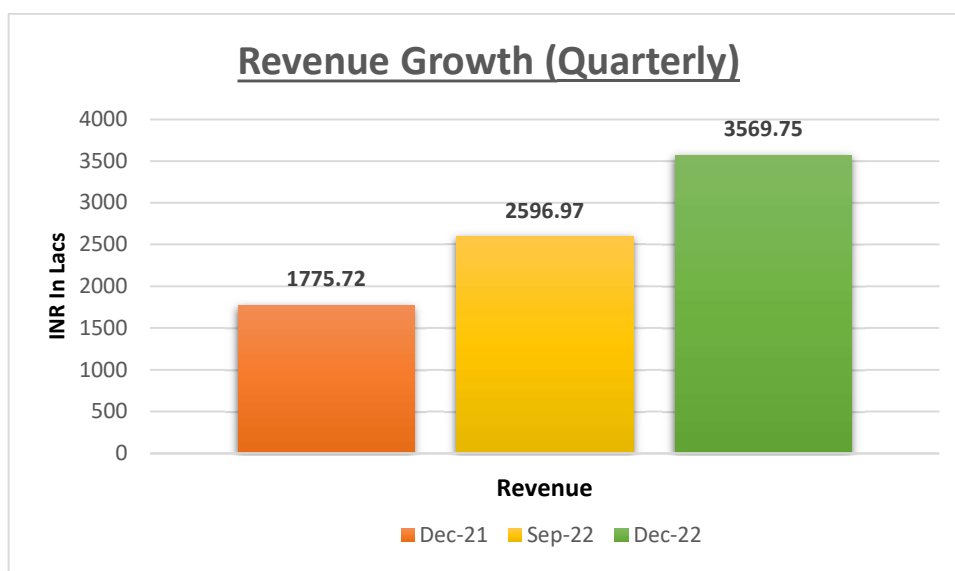
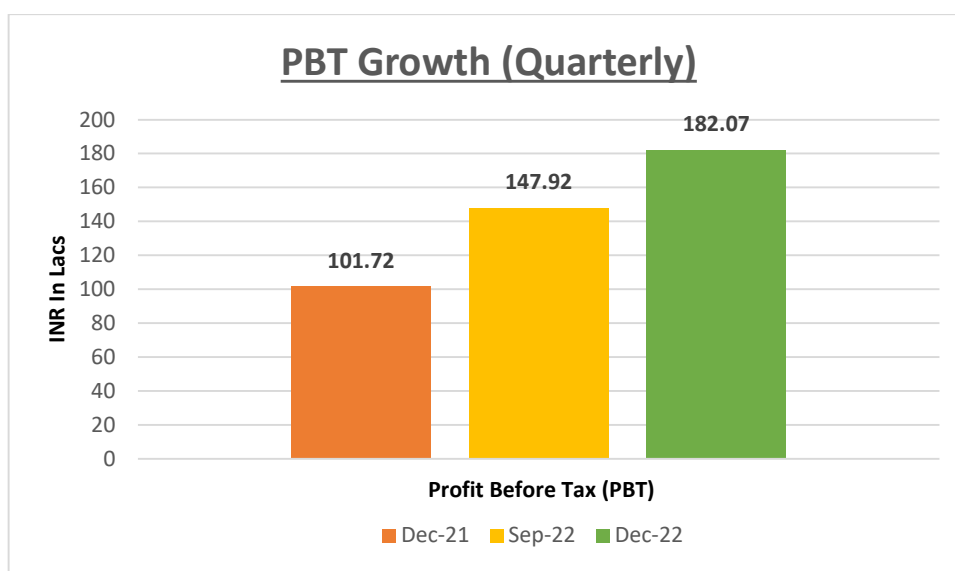
The Company has recorded a turnover of Rs. 8484.44 Lacs during the nine months ended 31st December 2022 in comparison of turnover of Rs. 3358.64 Lacs during the nine months ended 31st December 2021. The growth in the turnover was recorded as 152.62%.

We are pleased to report that we delivered sequential improvement in performance, demonstrating the resilience and agility of our business. Our strategy of good quality at affordable price has served us well.



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MILITARY**

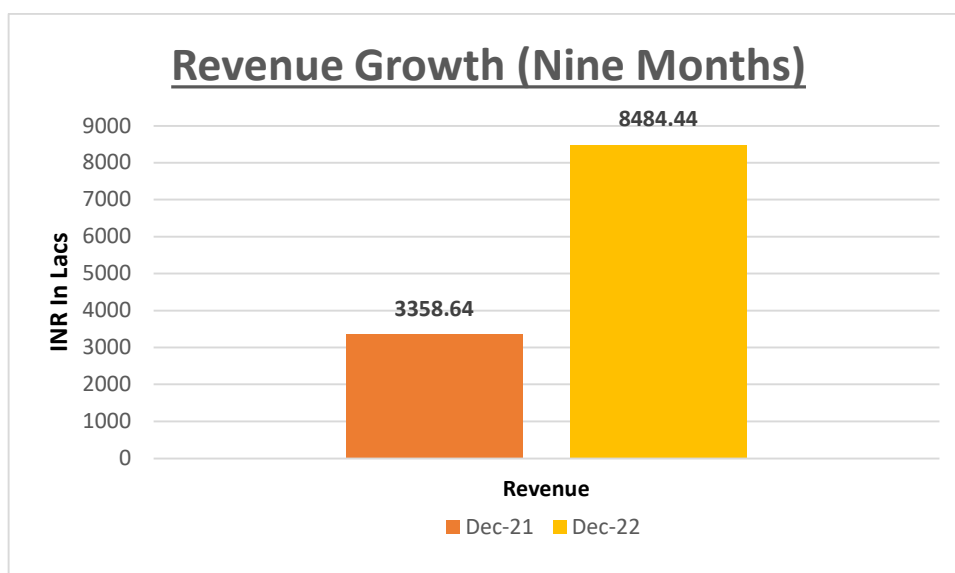
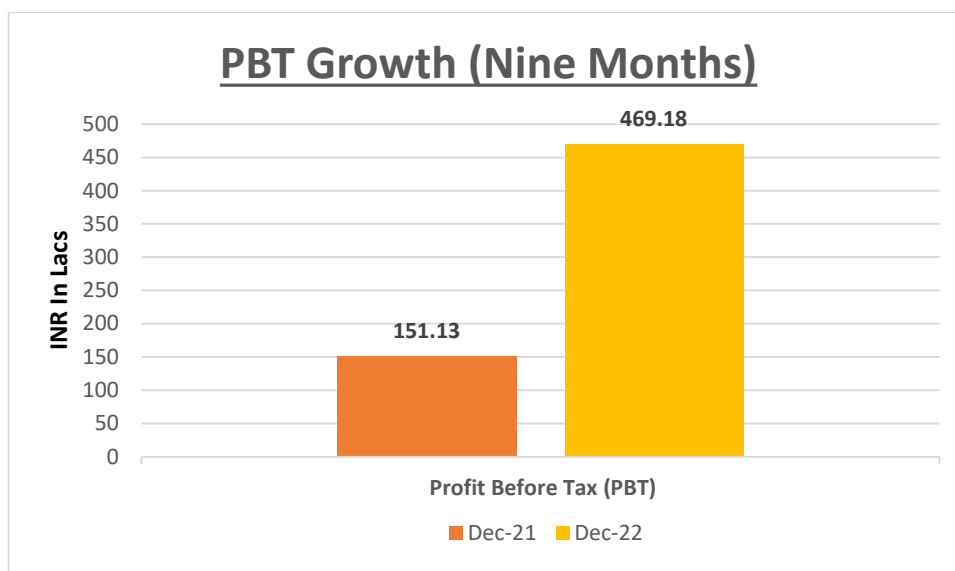
**QUARTERLY PROFIT AND REVENUE COMPARISON ON STANDALONE
BASIS**





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YEAR TO DATE PROFIT AND REVENUE COMPARISON ON STANDALONE BASIS





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Looking ahead at the future

Our performance this quarter has been strong with sharp focus on cash and profitability for long-term growth. The Management is excited about the market momentum and the pace of customer wins in key markets. As we look ahead, innovation and R&D are playing a pivotal role in our journey to become the most coveted & loved brand in India. Quarter 4 and beyond, the Company will continue to prioritise growth areas, optimise our resources and execute plans with precision.

The Company believes that an ideology is only as big as the people who believe it & strive in it, namely its Team, Associates & Partners. The Company not only recognizes this fact but is obsessed by it.

With coordinated efforts of the core team and its associates, we are slowly but surely laying a rock-solid foundation for the Company to be known for its quality, workmanship and reliability. The management is working towards an ever-evolving growth model in the years ahead, and in the process developing new and exciting product ranges in its existing product portfolio, hereby expanding its market scope & scale of operations.

With an exponential growth in the network of retail touch points across the country on month-on-month basis, the company has built a noteworthy presence in channel sales and now focusing on key market penetration & success factors including the 5 P's for next level of growth.

The 5 P's i.e. Product, Price, Promotion, Place, and People are a framework that helps guide marketing strategies and keep companies focused on key success metrics.

Product

Our products are designed for perfection in style, aesthetics, usability and affordability with a touch of grandeur. Our core values of creating innovative products to fulfil existing 'demand vacuums' is the force that drives us to design smart and affordable products for our customers.

"Exclusivity" is key here as the product in question has to stand out in an over-saturated and repetitive market. Reliability and sustainability are of utmost concern. The company targets young adults aged 18 to 40 and supports the 'Impulse Buy' psychology behind its existence. The range is created to please the customer and ensure their personal satisfaction with its long-lasting durability and multi-utility use. Thus, the Company has been evolving tremendously to upscale its designs, introducing the 'ideal' products into the Indian portfolio and increasing its reach and depth with a huge variety of products in the offering.



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Place

The place of marketing refers to the time at which our products reach to users / customers and the channels we use to get them there. This includes working on our distribution channels, logistics and market coverage.

We thrive to get our products to get to customers at the quickest plausible time. Accordingly, after the initial success of channel sales, the Company is now opening in big way at both Modern Trade and E-Commerce marketplaces. The company has attained great success in these initiatives and has signed an exclusive arrangement with e-commerce giant 'Flipkart' known for its mass reach in tier 2 and 3 cities in the Travel Gear segment by offering our range of products under a brand other than "Swiss Military", with massive promotion campaigns with a commitment of healthy sales volumes by the Channel Partner. These initiatives will boost the company sales & portfolio visibility tremendously in times to come.

Further to this, the company has started operations via Modern Trade channels by placing products with Reliance Retail Limited (having 400 stores throughout the country), Nyssa Retail Pvt Ltd. (having 90 stores in various cities) and Osia Hyper Mart (having big presence in Gujarat etc. with 47 stores). The Company is working towards strategic tie-ups with other major Large Format Stores and major E-Commerce Marketplaces (in addition to the General Retail Trade expansion), to attain the next phase of its growth trajectory.

Price

Pricing affects how goods are perceived by consumers and can impact the brand reputation as affordable or high-end. Owing to the huge potential of volume sales in the affordable yet premium segments, the company is working toward price sensitivity on product-to-product basis, so that the outreach is made to the masses. This would be the success mantra to beat the competition but without hurting the quality or innovative factors or without shrinkage of profit margins. The Company is successful in these initiatives by working on reverse integrations and making key strategic arrangements with various partner manufacturers. This makes the overall working both cost-effective and even working on brand other than "Swiss Military" for scaling to the next level in terms of market reach and penetration on a product specific basis.

Promotion

Today, the average target market is wary of traditional advertisements and promotions they see on media channels including on social media. The average person does not want to be over sold by major brands. People like to relate to their favourite brands. They want an incredible experience that motivates them to purchase the products and services.



Our company aims to earn their customers by giving them more than just a mere product and the lifestyle they yearn for. Our mission is to have a brand strategy that promotes brand identity, builds a community amongst the consumers and empowers people through solid company values. These all serve as a powerful emotional connection of end consumers all over India. A true lifestyle brand touches & breathes life in its consumers' lifestyle with its unique product & brand experience.

The Company is working on a multitude of ways to promote the product portfolio and information disbursement about the same to reach larger audiences. Key BTL and digital marketing campaigns are underway with strategic partnerships with professional marketing market leaders to capture more eyeballs for the resultant market growth and increase in customer loyalty levels.

People

Businesses don't run by themselves. People are an essential component in how the company functions. This includes internal employees to end customers to strategic business partners. We are working on the needs and functions of groups inside our organization and the needs and wants of our partners. Our core strength comes from the diverse background and experience of our accomplished team. Embracing diversity, we have a highly skilled team that treat each other with mutual respect and professionalism. From the initiation, we commenced with our initiative called Business Associate Recognition Programme "***BARP***" by the theme "***You are the difference***" that gives us tremendous reach and mileage in term of our reach via channel sales. Strategic channel partners are given priority to encourage market feedbacks, channel performance, product wise reporting and a pulse on the competition for the Company to stay ahead of the curve at all times.

Our Company understands that the 5 P's of marketing are a good starting point for any successful business and its growth. If you are selling a unique Product, at an affordable Price offered at easily accessible Places with great Promotion and visibility backed up a capable Team lead by key Partners, you shall be able to start building towards a rock-solid foundation bound to reap rich dividends in times to come. Our company understands that if we combine these elements of the marketing mix with an excellent human element, we would be able to find significantly more success with our marketing efforts. This will help in unlocking the potential for mass reach in India, which will automatically lead to sustainable growth in the business of the company and will extend the value creation to all the stakeholders of the company in times to come.

SWISS MILITARY CONSUMER GOODS LIMITED

Regd. Office: W-39, Okhla Industrial Area, Phase II, New Delhi - 110 020

CIN : L51100DL1989PLC034797


Statement of Un-Audited Financial Results for the Quarter and Nine Months ended December 31, 2022

(Rs. In Lacs)

S. No.	Particulars	CONSOLIDATED			STANDALONE					
		Quarter Ended		Nine Months Ended	Quarter Ended			Nine Months Ended		Year Ended
		31.12.2022	30.09.2022	31.12.2022	31.12.2022	30.09.2022	31.12.2021	31.12.2022	31.12.2021	31.03.2022
		Un-audited	Un-audited	Un-audited	Un-audited	Un-audited	Un-audited	Un-audited	Un-audited	Audited
1	Income									
	(a) Revenue from Operations	3,741.56	2791.22	9,073.04	3,569.75	2596.97	1,775.72	8,484.44	3,358.64	5,549.68
	(b) Other Income	30.32	4.17	35.22	30.16	3.40	2.28	34.29	5.09	20.26
	Total Income	3,771.88	2795.39	9,108.26	3,599.91	2600.37	1,778.00	8,518.73	3,363.73	5,569.94
2	Expenses									
	(a) Purchases/ Operating Expenses	3,372.28	2879.82	8,826.58	3,238.40	2729.16	1,403.95	8,359.76	3,508.86	5,496.37
	(b) Changes in inventories of finished goods, work in progress and stock in trade	(216.58)	(646.34)	(1,313.10)	(213.50)	(643.62)	205.12	(1,291.09)	(405.01)	(425.55)
	(c) Employee benefits expense	145.30	120.74	372.22	135.82	107.60	18.93	343.88	34.68	68.34
	(d) Depreciation and amortization expense	6.02	4.98	15.73	4.13	3.10	0.61	10.20	0.94	3.82
	(e) Finance costs	-	-	-	-	-	-	-	-	-
	(f) Other expenses	257.69	262.02	644.99	252.99	256.21	66.40	626.80	91.86	171.14
	Total Expenses	3,564.71	2,621.22	8,546.42	3,417.84	2,452.45	1,695.01	8,049.55	3,231.33	5,314.12
3	Profit / (Loss) before exceptional items and Tax (1- 2)	207.17	174.17	561.84	182.07	147.92	82.99	469.18	132.40	255.82
4	Exceptional items	-	-	-	-	-	18.73	-	18.73	18.73
5	Profit / (Loss) before tax (3+4)	207.17	174.17	561.84	182.07	147.92	101.72	469.18	151.13	274.55
6	Tax expense									
	1) Current Tax	50.14	45.40	110.15	43.78	38.62	-	86.54	-	-
	2) Deferred Tax	0.55	(0.16)	0.23	0.66	(0.05)	-	0.52	-	(0.16)
	Total tax expense	50.69	45.24	110.38	44.44	38.57	-	87.06	-	(0.16)
7	Net Profit / (Loss) for the period (5-6)	156.48	128.93	451.46	137.63	109.35	101.72	382.12	151.13	274.71
8	Other Comprehensive Income									
	Items that will not be reclassified to profit or loss	-	-	-	-	-	-	-	-	-
9	Total Comprehensive Income for the Period (9+10)	156.48	128.93	451.46	137.63	109.35	101.72	382.12	151.13	274.71
10	Profit attributable to :									
	- Equity holders of the parent	156.48	128.93	451.46	-	-	-	-	-	-
	- Non Controlling Interest	-	-	-	-	-	-	-	-	-
11	Total Comprehensive Income Attributable to:									
	- Equity holders of the parent	156.48	128.93	451.46	-	-	-	-	-	-
	- Non Controlling Interest	-	-	-	-	-	-	-	-	-
12	Paid up Equity Share Capital (Face Value of Equity Shares Rs. 2/- each)	3,931.88	3,931.88	3,931.88	3,931.88	3,931.88	1,965.94	3,931.88	1,965.94	1,965.94
13	Other Equity (Excluding Revaluation Reserve)									(300.92)
14	Earnings per share (Face Value of Rs. 2/- per share) not annualised :									
	(a) Basic	0.08	0.10	0.23	0.07	0.09	0.18	0.19	0.30	0.28
	(b) Diluted	0.08	0.10	0.23	0.07	0.09	0.18	0.19	0.30	0.28

Date :- January 31, 2023

Place:- New Delhi


B.K. SOOD
 M.N. 080855 FAN



For SWISS MILITARY CONSUMER GOODS LIMITED


ASHOK KUMAR SAWHNEY
 CHAIRMAN



Notes to Financial Results :

1. These standalone and consolidated financial results for the quarter and nine months ended 31st December, 2022, which have been subjected to limited review by Statutory Auditors of the Company, were reviewed and recommended by the Audit Committee and subsequently approved by the Board of Directors at its meeting held on 31st January, 2023, in terms of Regulation 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended.
2. The consolidated unaudited financial results of the Company and its wholly owned subsidiary i.e., AAA Shenyang Container Seal Pvt. Ltd. have been prepared in accordance with Ind AS 110 consolidated financial statements. Since AAA Shenyang Container Seal Pvt. Ltd. has become wholly owned subsidiary of the company during the current financial year. Therefore results for the corresponding quarter and nine months ended as on 31st December 2021 are not consolidated.
3. This statement have been prepared in accordance with Companies (Indian Accounting Standards) Rules, 2015 ('Ind AS') prescribed under Section 133 of the Companies Act, 2013 and other recognised accounting practices and policies to the extent applicable.
4. The Company is primarily engaged in trading activities. Since this segment meets the aggregation criteria as per the requirements of Ind AS 108 on 'Operating segments', the management considers this as a single reportable segment. Accordingly, disclosure of segment information has not been furnished.
5. Pursuant to resolution passed by the shareholders at Annual General Meeting of the Company held on 15th December 2022, the company has paid managerial remuneration to Mr. Anuj Sawhney, Managing Director of the company w.e.f. 12th November 2022 i.e. effective date of appointment.
6. The above financial results are available on the website of the Company i.e. www.swissmilitaryshop.com and on the website of BSE Limited i.e., www.bseindia.com.
7. Previous period figures have been regrouped / rearranged whenever considered necessary.

Date :-January 31, 2023
Place:- New Delhi

B.K. SOOD
B.K. SOOD
FCA
M.No 060855



For SWISS MILITARY CONSUMER GOODS LIMITED


ASHOK KUMAR SAWHNEY
CHAIRMAN





**The Board of Directors,
Swiss Military Consumer Goods Limited**
W-39, Okhla Industrial Area, Phase - II
New Delhi – 110 020

Sub: Limited Review Report on Consolidated un-audited financial results for the Quarter and Nine Months ended 31.12.2022

We have reviewed the accompanying statement of unaudited consolidated financial results ('the Statement') of Swiss Military Consumer Goods Limited ('the Parent Company') and its subsidiary, for the quarter and nine months ended December 31, 2022, being submitted by the Parent Company pursuant to the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), including relevant circulars issued by the SEBI from time to time.

This Statement, which is the responsibility of the Parent Company's management and approved by the Parent Company's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34, Interim Financial Reporting ('Ind AS 34'), prescribed under section 133 of the Companies Act, 2013 ('the Act'), and other accounting principles generally accepted in India and is in compliance with the presentation and disclosure requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), including relevant circulars issued by the SEBI from time to time. Our responsibility is to express a conclusion on the Statement based on our review.

We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410, Review of Interim Financial Information Performed by the Independent Auditor of the Entity, issued by the Institute of Chartered Accountants of India. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with the Standards on Auditing specified under section 143(10) of the Act, and consequently, does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

We also performed procedures in accordance with the SEBI Circular CIR/CFD/CMD1/44/2019 dated 29 March 2019 issued by the SEBI under Regulation 33 (8) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), to the extent applicable.

The Statement includes the results of the AAA Shenyang container Seal Pvt. Ltd. (100% Subsidiary Company)

Based on our review conducted and procedures performed as stated above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance





with the recognition and measurement principles laid down in Ind AS 34, prescribed under Section 133 of the Act, and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in accordance with the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), including the manner in which it is to be disclosed, or that it contains any material misstatement.

For B. K. Sood & Co.
Chartered Accountants
Firm Registration No.000948N

(B.K. Sood)

Partner

M. No. 080855

UDIN:- 23080855BGQJJK8373



Place: New Delhi

Date: 31/01/2023



The Board of Directors,
Swiss Military Consumer Goods Limited
W-39, Okhla Industrial Area
Phase - II
New Delhi – 110 020

Sub: Limited Review Report on Standalone un-audited financial results for the Quarter and Nine Months ended 31.12.2022


We have reviewed the accompanying Statement of unaudited standalone financial results of Swiss Military Consumer Goods Limited for the quarter and nine months ended December 31, 2022, ("the Statement") being submitted by the Company pursuant to the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, as amended.

This Statement, which is the responsibility of the Company's management and approved by the Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 "*Interim Financial Reporting*" ("Ind AS 34"), prescribed under Section 133 of the Companies Act, 2013 read with relevant rules issued thereunder and other accounting principles generally accepted in India. Our responsibility is to issue a report on the Statement based on our review.

We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 "*Review of Interim Financial Information Performed by the Independent Auditor of the Entity*" issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standards and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, including the manner in which it is to be disclosed, or that it contains any material misstatement.

For B. K. Sood & Co.
Chartered Accountants
Firm Registration No.000948N


(B.K. Sood)
Partner
M. No. 080855
UDIN:- 23080855BGQJJJ5305



Place: New Delhi
Date: 31/01/2023