November 05, 2026

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 Half Year ended 30th September, 2026.

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 Half Year ended 30th September, 2026.

Kindly take the above on record.

For **SWISS MILITARY CONSUMER GOODS LIMITED**

Vikas Jain

VIKAS JAIN
COMPANY SECRETARY

Rise Above
The Rush

Swiss Military Consumer Goods Limited

Q2FY27 & H1FY27 Investor Presentation





Safe Harbour

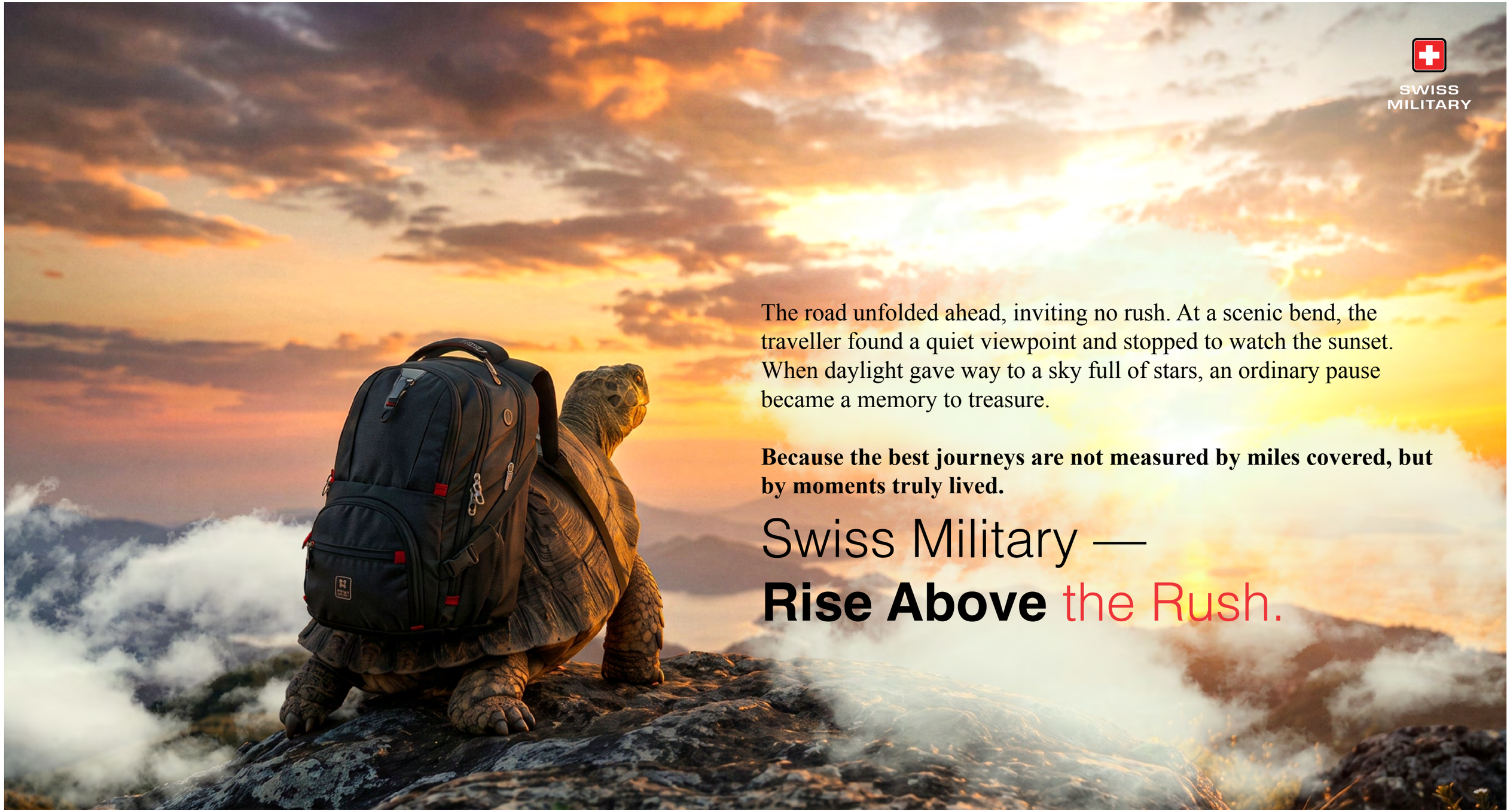
Except for the historical information contained herein, statements in this presentation that include words or phrases such as “will”, “aim”, “believe”, “expect”, “intend”, “plan”, “seek”, “project”, “potential”, “objective”, “goal”, “may”, “would”, “should” and similar expressions may constitute forward-looking 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.

SWISS MILITARY



The Sections

- Brand’s New Slogan
- What Defines Us
- Financial Highlights
- Gross Margin Comparison
- EBITDA Comparison
- PAT Comparison
- The Year So Far
- Quarter in Review
- Our Brand Architecture
- Our Retail Goals
- Where We See Growth


SWISS
MILITARY
The road unfolded ahead, inviting no rush. At a scenic bend, the traveller found a quiet viewpoint and stopped to watch the sunset. When daylight gave way to a sky full of stars, an ordinary pause became a memory to treasure.
Because the best journeys are not measured by miles covered, but by moments truly lived.
Swiss Military —
Rise Above the Rush.

What Defines Us

Swiss Military brings together a diverse product portfolio and an extensive market presence to cater to the evolving travel and lifestyle needs of consumers. Supported by strong manufacturing partnerships and a well-established distribution network, the brand reaches customers through a balanced presence across physical retail and online platforms.

At its core, Swiss Military is built around understanding how people move, travel and experience life.



Financial Highlights

Q2 FY27 vs Q1 FY27 (Consolidated)

6,078.38
Revenue from Operations (₹ lac) – Q2FY27
Q-o-Q Change 13.30%

vs

5,364.76
Revenue from Operations (₹ lac) – Q1FY27

207.49
Profit After Tax (₹ lac) – Q2FY27
Q-o-Q Change 52.05%

vs

136.46
Profit After Tax (₹ lac)) – Q1FY27

Q2 FY27 vs Q2 FY26 (Consolidated)

6,078.38
Revenue from Operations (₹ lac) – Q2FY27
Y-oY Change (9.49)%

vs

6,715.60
Revenue from Operations (₹ lac) – Q2FY26

207.49
Profit After Tax (₹ lac) – Q2FY27
Y-oY Change (8.05)%

vs

225.66
Profit After Tax (₹ lac)) – Q2FY26

H1 FY27 vs H1 FY26 (Consolidated)

11,443.14
Revenue from Operations (₹ lac) – H1FY27
Y-oY Change (6.72)%

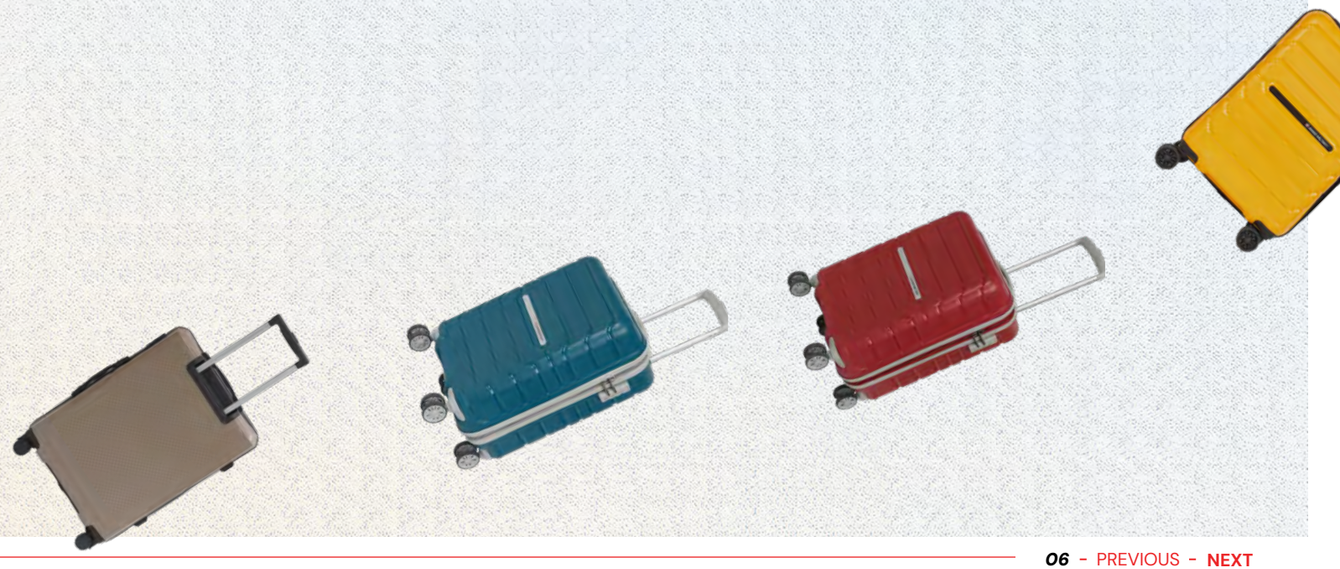
vs

12,267.61
Revenue from Operations (₹ lac) – H1FY26

343.95
Profit After Tax (₹ lac) – H1FY27
Y-oY Change (17.90)%

vs

418.96
Profit After Tax (₹ lac)) – H1FY26



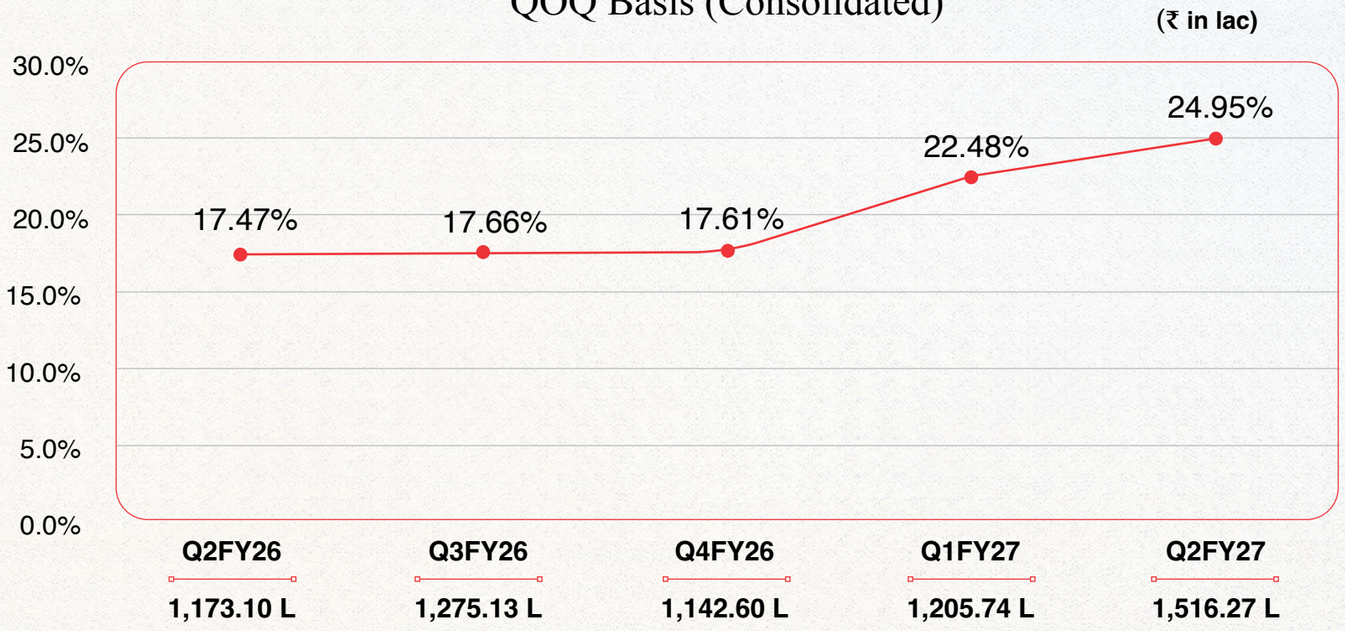
Gross Margin Comparison



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Gross Margin - Trend (% to Net Sales)

QOQ Basis (Consolidated)



"Gross margin expanded to 24.95% in Q2FY27 from 17.47% in Q2FY26, an improvement of 750 basis points, and rose 42.82%. This was achieved in a period of rising input and raw-material costs, reflecting better product mix, sourcing efficiencies, pricing discipline. The step-up since Q1FY27 indicates the improvement is structural rather than one-off, and demonstrates the company's ability to protect unit economics in an inflationary cost environment."

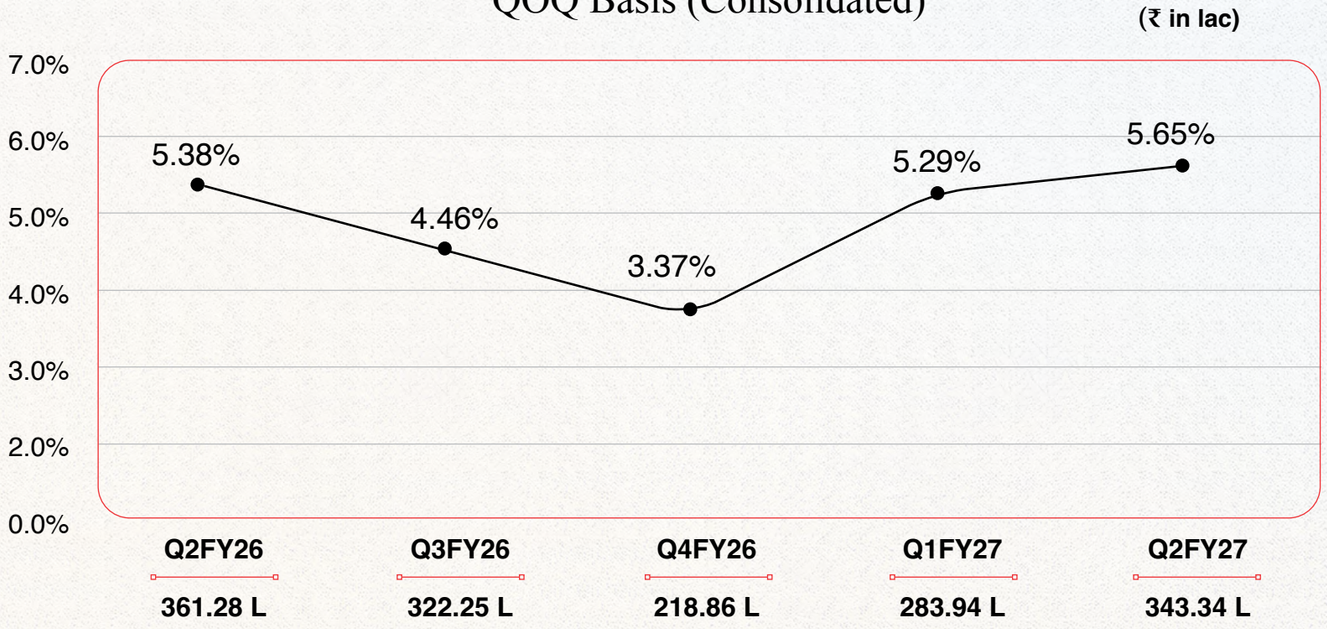
EBITDA Comparison



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EBITDA - Trend (% to Net Sales)

QOQ Basis (Consolidated)

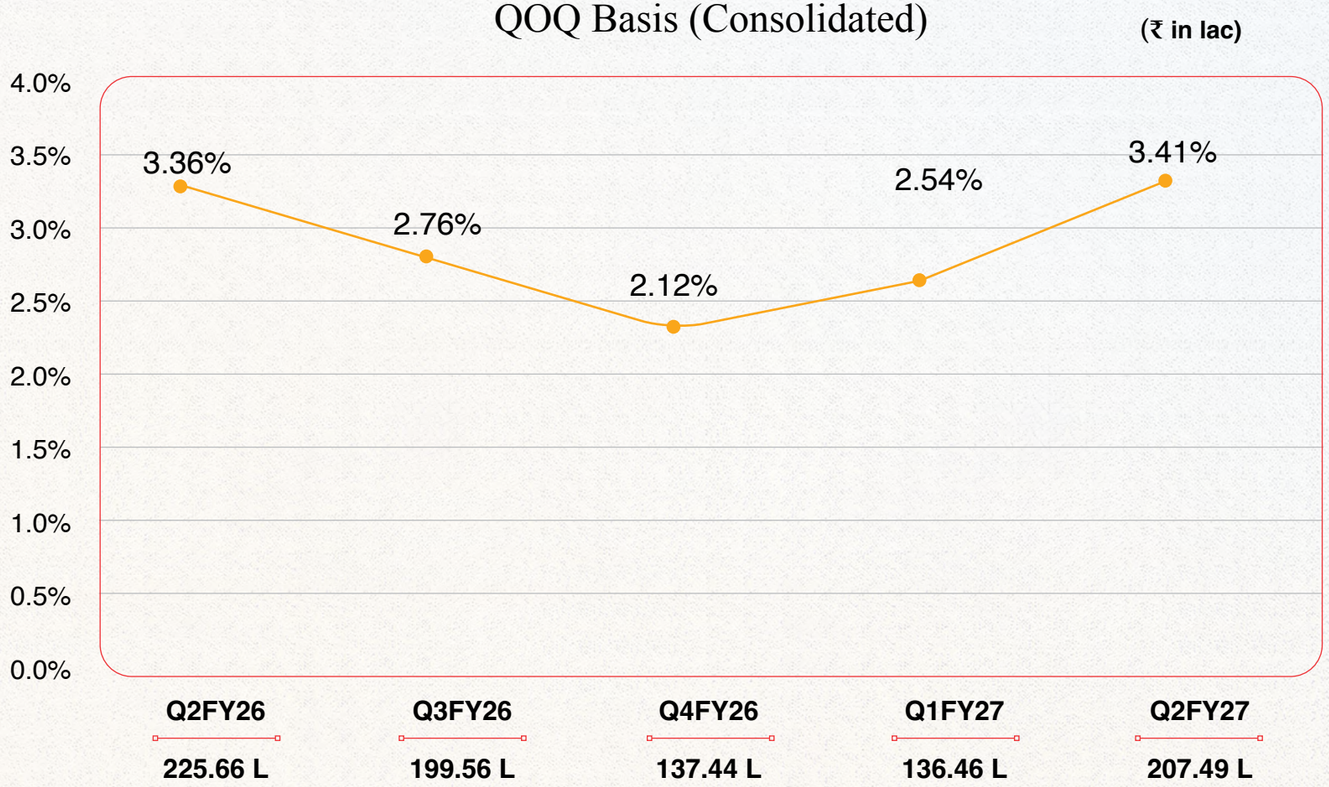


"We reinvested a significant part of the gross-margin gain into advertising and brand building, to widen reach, strengthen customer recall and build a base for sustained volume growth. Even after absorbing this higher outlay, EBITDA margin improved to 5.65%, the highest in last five quarters. The business funded its growth investment from its own margin expansion without diluting profitability."

PAT Comparison

PAT - Trend (% to Net Sales)

QOQ Basis (Consolidated)



"PAT rose 52% QoQ to Rs. 207.49 lacs, with PAT margin at 3.41%, the highest in the last five quarters. The recovery reflects the flow-through of gross-margin gains to the bottom line, even while brand investment was stepped up. As the brand spend matures, we expect operating leverage to support further improvement in profitability."



Navigating a Year of Global Headwinds

Geopolitical conflicts and political uncertainty reshaped the global business landscape, triggering supply chain disruptions and sharp increases in raw material costs.

Plastic, a key input across our portfolio, witnessed significant price escalation, intensifying cost pressures.

Simultaneously, subdued travel activity impacted category demand, creating a challenging operating environment.



Responding with Strategic Agility

Against this backdrop, we recalibrated our priorities to protect margins and sustain business momentum.

We sharpened our product mix, prioritising high-margin offerings with stronger value potential and market acceptance.

Alongside this, we continued strengthening our retail ecosystem through wider distribution, deeper market penetration and an expanding retail presence.





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Building Resilience.
Positioning for Growth.

Our strategic response reinforced the strength of our portfolio and the relevance of our product offerings.

High-margin products gained traction, while investments in retail infrastructure, distribution

capabilities and accessible product propositions continued to expand our market reach.

Together, these initiatives are strengthening our foundation for sustainable, profitable growth.

Quarter in Review

Despite difficult quarter on account of rising raw material prices and geopolitical scenario, we continued our focus on products which contributed higher margins.

1

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.

2

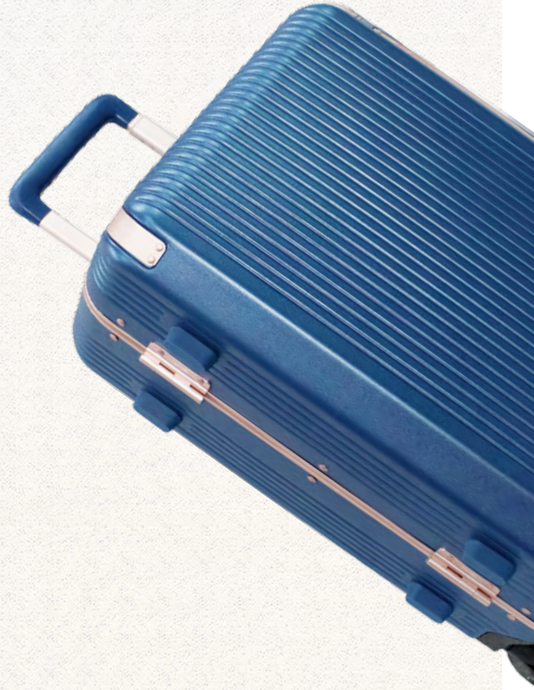
Cost Pressure

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.

3

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.



Q2 FY27: Our Progress

Strengthening Brand Connect: During Q2, Swiss Military strengthened its brand positioning through a Gen Z-focused campaign, reinforcing consumer relevance and brand recall through integrated digital, print and outdoor initiatives.



Product Portfolio

36
New Products Launched during FY27.

Channel Development

82%
Offline Contribution

18%
Online Contribution

20+
E-commerce Platforms Offering Our Products

Our Brand Architecture

A two-brand portfolio with clearly defined roles, enabling each brand to target its own consumer segment while safeguarding the strength and equity of the core brand.

Black Gold Collection

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

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.

"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

Expanding the Consumer Basket

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

3,000+
Outlets

"Showcasing Reach" highlighting the breadth of a company's presence and influence across markets, customer segments and distribution channels.

Our Retail Goals

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.

Where We See Growth

India's Travel Gear Market Offers a Compelling Growth Runway

5.2 billion
Expected visits in domestic tourism by 2030.

₹267 billion
Estimated luggage market in India by 2028.

12%
Projected growth rate (CAGR) by 2028.

The Gen Z Edge

377 million
India's Gen Z Population.

US$ 860 billion
Gen Z's current collective spending power.

26%
of Workforce consist GenZ Population.

US$ 2 trillion
Projected Gen Z spending by 2035.

https://www.investindia.gov.in/sector/tourism-hospitality
https://newsroom.snap.com/how-gen-z-is-shaping-the-new-india?lang=en-GB&utm
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https://economictimes.indiatimes.com/industry/cons-products/fashion-/-cosmetics-/-jewellery/indias-luggage-market-to-touch-rs-267-bn-by-2028-branded-segment-to-outperform-motilal-oswal/articleshow/123878485.cms?from=mdr



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THANK YOU

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