



Date: **October 14, 2022**

To,

The Listing Department,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.
Script Code : 532613

To,

The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block,
Bandra-Kurla Complex
Bandra (East), Mumbai-400 051.
Trading Symbol : VIPCLOTHNG

Sub: Press Release - Mr. Sunil Kumar Alagh joins VIP Clothing Ltd. as a Strategic Advisor.

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a Press Release issued by VIP Clothing Ltd. on the captioned subject.

This is for the information of the Exchange and the Members.

Thanking you.

Yours faithfully,
For **VIP Clothing Limited**

ARCHANA MUNGUNTI
Company Secretary
A31071



Encl: **Copy of Press Release**



Mr. Sunil Kumar Alagh joins VIP Clothing Ltd. as a strategic advisor

Mr. Sunil Kumar Alagh former managing director and chief executive officer of Britannia Industries will be joining as a strategic advisor to VIP Clothing Ltd, the leading innerwear brand in India with a legacy over past 52 years in the innerwear industry.

After Britannia, Mr. Alagh founded a consulting firm, SKA Advisors, which advises clients on marketing strategies. He was appointed as the President of the All India Management Association (AIMA) in 2004 and has been on the Board of Prasar Bharati Ltd. He is currently on the Board of Eveready Ltd., and Pritish Nandy Communications Ltd., and has advised a number of leading Companies in India.

Currently the VIP Clothing Ltd holds five brands VIP, Frenchie, Feelings, Leader and Brat where each of them has their own identity and classification. The product offerings cater to men, women and kids segment. The core offerings are innerwear products which they are now further extending to outerwear for men and women category and accessories category as well.

In his new role, Mr. Sunil Kumar Alagh will spend time with the portfolio of brands under VIP Clothing Ltd. and help them build category leadership, in India and export markets.

VIP Clothing limited is headed by Mr Sunil Pathare, Chairman & Managing Director and Mr Kapil Pathare, Director at VIP Clothing who said “With Mr. Sunil Kumar Alagh’s great experience, there is probably no better advisor we could have, to mentor us and our portfolio of brands to enhance marketing and sales activities”.

