



September 22, 2025

To,

The Listing Department,
BSE Limited
Bandra (East), Mumbai-400 051
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001.

To,

The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block,
Bandra-Kurla Complex.

Scrip Code : 532613

Trading Symbol : "VIPCLOTHNG"

Dear Sir/Madam,

Sub: - Submission of Press release

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclosed herewith press release will be issue by the Company announcing **Expands Retail Footprint with Presence in Lulu Mall Across Markets.**

Requested you to kindly take the same on your record.

Thanking you.

For **VIP CLOTHING LIMITED**

Mr. Rahul Soni
Company Secretary and Compliance Officer
Membership No.: A61305

Encl: A/a.

VIP Clothing Limited

CIN: L18101MH1991PLC059804

Registered office: C-6, Road No.22, MIDC, Andheri (East), Mumbai -400 093.

Phone: 022 - 40209000/1/2/3/4/5

Email- id: investor.relations@vip.in; **Website:** www.vipclothing.in



VIP Clothing Limited Expands Retail Footprint with Presence in Lulu Mall Across Markets

Date: 22-09-2025



VIP Clothing Limited, one of India's most trusted and iconic innerwear and lifestyle Company, has announced its retail presence across **Lulu Malls in India**. This expansion brings the brand's wide range of products closer to millions of shoppers who visit Lulu's premium shopping destinations across the country.

With this rollout, VIP Clothing limited will showcase its complete portfolio, including **VIP, Frenchie, Frenchie X and Yuva Series** – catering to men across varied style and comfort needs.

"Partnering with Lulu Mall, one of India's most admired retail chains, is a significant step in strengthening VIP Clothing Limited's reach and accessibility. This collaboration ensures that consumers across India can experience our legacy of comfort, quality, and style in a world-class shopping environment," said Mr. Sunil Pathare, Chairman & Managing Director, VIP Clothing Limited.

The Lulu Mall outlets will feature **exclusive product displays, engaging brand experiences, and impactful visual merchandising**, aligning with VIP Clothing Limited's strategy to enhance consumer touchpoints and visibility in modern retail spaces.

As VIP Clothing Limited continues to build on its five-decade-long heritage, this expansion into Lulu Malls across India underscores its mission to deliver **affordable luxury, everyday comfort, and trusted quality** to every household.



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About VIP Clothing Limited

VIP Clothing limited is a leading innerwear manufacturer and marketer in India with a strong legacy of innovation, trust, and quality. Its diverse portfolio includes iconic brands like VIP, Frenchie, Frenchie X, Leader, Yuva Series, and VIP Juniors with a wide retail footprint across India and a growing international presence, VIP Clothing Limited continues to redefine comfort wear for modern consumers.

Media Contact:

VIP Clothing Limited

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