

## PRESS RELEASE

### V.I.P. INDUSTRIES LTD. ARRIVES IN STYLE



Mumbai, August 10<sup>th</sup>, 2011: Net sales of V.I.P. Industries Ltd. for the first quarter ended June 30<sup>th</sup> 2011 were Rs. 281.4 Cr, a growth of 16.7% over the first quarter last year. The EBITDA was 59.1 Cr (21% of Sales); Profit Before Tax (PBT) was Rs. 54.8 Cr, with Taxation of Rs. 16.5 Cr, resulting in Profit After Tax (PAT) of Rs. 38.4 Cr, a growth of 27.6%. The EPS amounted to Rs. 13.6 on an absolute (not annualized) basis. *happy journey*

The company has announced a dividend for the financial year ended on 31<sup>st</sup> March 2011 at the rate of Rs.7 /- per equity share. Together with the interim dividend of Rs. 3/- per equity share paid in February 2011, the total dividend declared by the company for the financial year 2010-11 is Rs. 10/- (Rupees Ten Only) per equity share. Further the company has announced sub-division of each equity share of face value of Rs.10/-into 5 (five) equity shares of the face value of Rs.2/- each.

The Company's strong results were driven by robust growth in sales volumes and values. The company has further enhanced its multi-brand strategy this year. "We have re-launched Skybags as a stylish yet affordable luggage brand. The brand has been endorsed by film star John Abraham. We have also introduced Carlton – the premium fashionable English luggage brand in India this quarter. These brands along with our flagship brand VIP and economy brand Alfa have been promoted in media and have been very well received in the market place", says Ms. Radhika Piramal, MD, VIP Industries Ltd. She further added "We were able to improve our operating margins by 263 basis points as compared to the corresponding quarter of the previous year despite increased input costs as the strength of our brands enabled us to pass on some of these costs through price rise in May without affecting our sales volumes."

The promoters have intimated to the company and the stock exchanges that due to various amalgamations which took place over the years in the company, some of the promoter group entities were inadvertently omitted to be disclosed as promoter group shareholders. Such shareholding aggregating to 7.86% of the paid up share capital of the company are now being disclosed as promoter group shareholding. Most of the shares were acquired over several years by way of amalgamation and none of these acquisitions triggered any obligation of making an open offer. The promoter shareholding stands at 52%.

Background Info for Editors: V.I.P. Industries is Asia's #1 Luggage Maker and the world's 2nd largest, headed by Mr Dilip G Piramal. Recent events include the launching of Carlton, re-launch of Skybags and launch of 360 wheeling luggage ranges in brand VIP.

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