

BRINGING
SWISSNESS
TO
LIFE



SWISS
MILITARY

ANNUAL **REPORT**

2021 - 2022

SWISS MILITARY CONSUMER
GOODS LIMITED



- www.swissmilitaryshop.com
- www.swissmilitaryindia.com



**SWISS
MILITARY**

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CORPORATE INFORMATION

CHAIRMAN - ASHOK KUMAR SAWHNEY

MANAGING DIRECTOR - ANUJ SAWHNEY

NON-EXECUTIVE DIRECTOR - ASHITA SAWHNEY

INDEPENDENT DIRECTOR - SURENDRA KUMAR BHAGAT

INDEPENDENT DIRECTOR - RAJESH TUTEJA

INDEPENDENT DIRECTOR - CHIRAG GUPTA

BANKERS -  **HDFC BANK**  **SBI**

**CORPORATE IDENTIFICATION
NUMBER-** L51100DL1989PLC034797

CHIEF FINANCIAL OFFICER - VIJAY KALRA

**COMPANY SECRETARY &
COMPLIANCE OFFICER -** VIKAS JAIN

STATUTORY AUDITORS - M/S. B.K. SOOD & CO. ,CHARTERED ACCOUNTANTS

SECRETARIAL AUDITOR - AM & ASSOCIATES, COMPANY SECRETARIES

INTERNAL AUDITOR - SMITA PATNI & ASSOCIATES , CHARTERED ACCOUNTANTS

REGISTERED OFFICE - W-39, OKHLA INDUSTRIAL AREA, PHASE-II,
NEW DELHI-110020, TELE: 011-41067060

**REGISTRAR AND
SHARE TRANSFER AGENT -** ALANKIT ASSIGNMENTS LTD.
4E/2, ALANKIT HOUSE, JHANDEWALAN EXTENSION, NEW
DELHI-110055, TELE: +91-11-42541955, FAX: +91-11-23552001



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CHAIRMAN'S MESSAGE

Dear Shareholders,

It gives me immense pleasure to present the 33rd Annual Report of Swiss Military Consumer Goods Limited for the financial year 2021-22. The 33rd Annual General Meeting of the Company is convened as a virtual meeting in compliance with the guidelines issued by the Ministry of Corporate Affairs and Securities and Exchange Board of India.

It is an honor and satisfaction for me to address you and to share the performance highlights and achievements of your Company during the financial year 2021-22 and its future outlook.

We at Swiss Military don't believe in offering just products. For us, every product bearing our name is made to offer you an unmatched experience. An experience of using world-class products without any compromise on quality, design & functionality.

Reason why, since its inception in 1984, Swiss Military has carved a niche for itself in more than 26 countries. Here, it's noteworthy that every range of Swiss Military rests on the pillars of style, aesthetics, usability, affordability with a dash of grandeur.

The latest additions to the Swiss Military portfolio are the Men's Personal Range & Home Appliances Range. Designed with an attention to detail, both the ranges of products have a distinctive appeal & functionality.

Swiss Military believes in affordable luxury. The brand firmly believes that more and more people should experience the joy of owning a luxury product. As a brand, Swiss Military offers products that score high on aesthetics and maintains a fine balance between form and functionality. It's noteworthy that Swiss Military has believed and promoted this philosophy for close to four decades.

Your Company has recorded a turnover of INR 5569.95 Lacs during the financial year 2021-22 in comparison of turnover of INR 523.92 Lacs during the financial year 2020-21. The growth in the turnover was recorded as 963.13%.

During the financial year 2021-22 the company has earned a net profit of INR 274.71 lacs in comparison of net profit earned during the year 2020-21 which was INR 2.56 lacs and thereby showing a record growth of nearly 10630.86%.

The Company has out beaten the COVID-19 impact during the year and gave comparatively tremendous results after the new promoters took over the company in financial year 2020-21.

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.

Looking ahead, we remain focused on building the long-term health of our company. As medium and long-term growth drivers and opportunities for our business remain intact and our approach of 'Emerging Stronger' despite all odds will hold us in good stead.

During the Financial Year 2022-23, company has acquired a subsidiary company i.e. AAA Shenyang Container Seal Pvt Ltd., pursuant to the resolution passed by the shareholders of the Company at their Annual General Meeting held on 04th September, 2021. The company has acquired 100% shareholding of AAA Shenyang Container Seal Private Limited and established a wholly owned subsidiary of the Company for RFID Seal business. In India RFID e-seal used in transport from exporter hub to custom terminal with a pre-clearing customs procedure by integrated the logistics and Customs aspects as per government directives. Indian Custom implemented use of RFID E-Seal for self-sealing container by exporter and accordingly present market size is approx. 24,00,000 to 36,00,000 unit of RFID E-Seal yearly basis which will increase with the advent of new regulation for the ease of tracking of the container and its movement. Accordingly, Company had decided to acquire the profitable venture of RFID e seals.



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CORPORATE GOVERNANCE

Corporate Governance has led a pivotal position at Swiss Military Consumer Goods Limited (Erstwhile Network Limited). The business has, since then, been conducted in the most transparent and ethical manner. All the necessary steps have been taken, with changing socio-economic scenarios, to ensure that the conduct of business is as per the policies of the Management namely "Honesty, Transparency and Ethical Behaviour".

The Company's Policies and Practices are aimed at efficient conduct of business and sincerely meeting its obligations towards its stakeholders through an effective and professional Board of Directors, complete and timely dissemination of information through timely disclosures & maximization of shareholders' wealth.

Your company is committed to comply all directives and guidelines of Government and statutory authorities relating with corporate governance. The philosophy of the company in relation to Corporate Governance is to ensure transparency, disclosure and reporting that conforms to the provisions of Companies Act 2013, SEBI (LODR) Regulations 2015 and all other applicable laws, rules, regulations and guidelines.

OUR STRENGTH, OUR PEOPLE

Our employees are our greatest asset and the cornerstone of our business. Our core strength comes from the diverse background and experience of our staff. Embracing diversity, we have a multinational workforce of highly educated staff that treat each other with mutual respect and professionalism. We create a positive working environment that promotes trust, integrity and innovation, providing continuous training, development and improvement of our qualified staff. From individual training and graduate programs to group wide development plans, we continually strive to develop our team members.



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GRATITUDE

Before I conclude, on behalf of the Board of Directors I wish to convey my sincere regards and deep gratitude to the valued stakeholders for continued support and trust. You always have been the motivational force and have facilitated us to move ahead and achieve the excellent results despite the numerous challenges.

I would like to take this opportunity to thank the entire team, for their perseverance, hard work and dedication towards the Company. Each member of our team has served as a source of inspiration and despite difficulties, has helped to accomplish organisational objectives. I am truly humbled by the ability of the leadership team and the employees to remain steadfast in the face of hardship. I also remain thankful to our customers, suppliers, shareholders, business partners, and other stakeholders for their unwavering support. I look forward to continue on this truly gratifying journey to ensure success.

Last but not the least, I extend my gratitude to the various Regulatory authorities, Company's valued customers, suppliers, vendors and investors for their consistent co-operation and trust.

My Best Wishes to all of you!

Thank you!

JAI HIND!



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KEY FACTS

No. of
SKU's :
147

Appliances - 51 | Mens Garments - 28 |
Luggage - 68

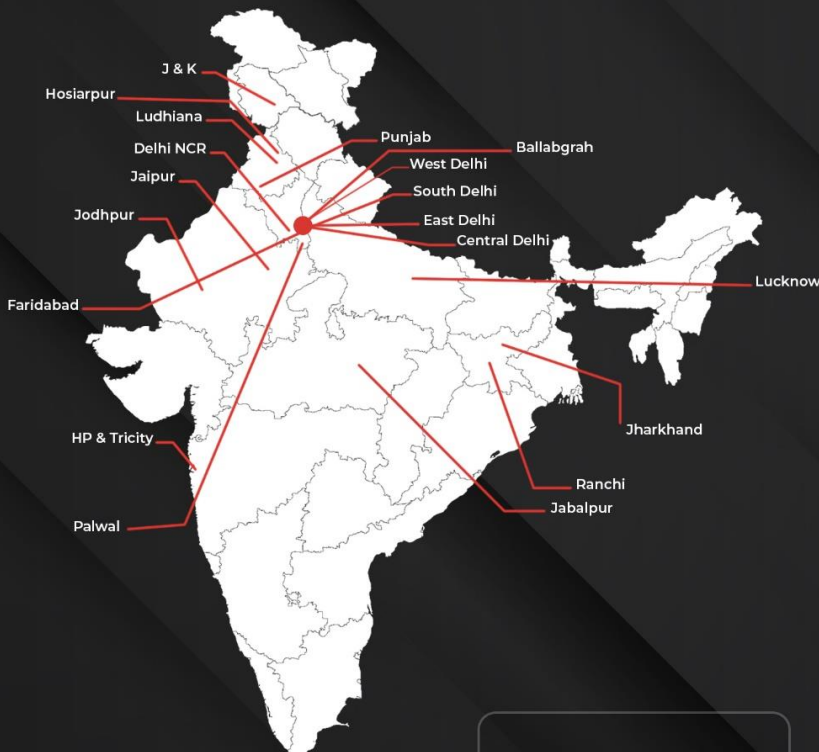
No. of
Distributors :
40

Appliances - 27 | Mens Garments - 08 |
Luggage - 05

No. of
MBO's :
590

GEOGRAPHICAL PRESENCE : **45 CITIES**

Appliances - 27 | Mens Garments - 13 | Luggage - 05



Jodhpur -	30
Jaipur -	15
Delhi NCR -	50
Hp & Tricity -	30
J & K -	27
Ludhiana -	37
Hosiarpur -	16
Punjab -	41
South Delhi -	7
West Delhi -	21
Central Delhi -	3
East Delhi -	23
Jharkhand -	48
Ranchi/ Jamshedpur -	4
Faridabad -	57
Palwal -	51
Ballabgrah -	23
Jabalpur -	81
Lucknow -	26

No. of
Warehouses :
05

Total No. of
Employees :
67



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OUR VISION, MISSION, PHILOSOPHY



VISION

✚ The vision of Swiss Military is "to be the **most coveted & loved brand in India** for its **quality and reliability**"



MISSION

✚ Swiss Military's mission is to **continue its unfailing commitment** towards **offering world class products** at affordable prices.



PHILOSOPHY

✚ Swiss Military believes in **Premium affordable Products** the brand firmly believes that more and more people should experience the joy of owning a luxury product. As a brand, Swiss Military offers products that **score high on aesthetics** and maintains a **fine balance between form and functionality**. It's noteworthy that Swiss Military has believed and **promoted this philosophy for close to four decades**.





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TIMELINE

**SEPTEMBER
2020 :**

Takeover of Network Limited

**DECEMBER
2020 :**

Change the name of the Company

**MAY
2021 :**

Launch of Innerwear and Home appliance segment

**FEBRUARY
2022 :**

Launch of Distributor recognition program.

**JUNE
2022 :**

Arrangement for exclusive right to use the brand "Swiss Military" in India for all the product categories.

**10-08-2022 TO
25-08-2022**

Rights Issue of
INR 44.23 cr (issue period)

**NOVEMBER
2020 :**

Agreement for exclusive right to use the brand "Swiss Military" in India for Home Appliance and Innerwear category.

**25-11-2021 TO
08-12-2021**

Rights Issue of
INR 9.82 cr (issue period)

**FEBRUARY
2022 :**

Appointment of
Mr. Randeep Hooda as brand ambassador for innerwear category.

**APRIL
2022 :**

Acquisition of Wholly Owned Subsidiary for RFID Seal Business.

**JUNE
2022 :**

Appointment of **Sonali Bendre** as Brand Ambassador for product range of premium Home Appliances.



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OUR PRODUCTS

1. HOME APPLIANCES:



FAN



Mixer, Grinder
and Juicer range
(includes hand
blender and mixer)



FLASKS AND
MUGS



IRON



INFRARED
INDUCTION
COOKTOP



CHOPPER



EGG BOILER



KETTLE
RANGE



TOASTER RANGE



ROOM HEATER

2. MENS PERSONAL WEAR:



BRIEFS



TRUNKS



T-SHIRTS



POLOS



JOGGERS



SHORTS



TOWELS

3. MENS ACCESSORIES :



WALLETS



POUCH



BELTS



PENS

