SWISS MILITARY INTRODUCES A PREMIUM RANGE
OF MEN'S UNDERGARMENTS IN INDIA

Swiss Military, a leading lifestyle & home appliances brand, now introduces a new product vertical to further expand its reach in the ever-growing Indian Premium Lifestyle segment.

A **premium range** of undergarments and innerwear for Men, brings together world-class contemporary designs with best-in-class fabrics and technological know-how to suit the ever-evolving needs of the urban Indian male.

The range will be available in several variants such as **briefs, trunks & vests** with an innovative mix of materials and colours / prints, making a unique statement in both style and comfort.

Swiss Military believes in creating favourable brand equity for its latest offering. So, the brand has roped in Bollywood star **Randeep Hooda as its brand ambassador.** The star is loved by Indian and global audiences alike, with his active presence in Hollywood too.

The star's image of a sensible, stylish yet rugged Indian Male is perfectly in sync with the brand ethos and will set an accurate intended impression on the minds of its target audience. This would help Swiss Military to do justice to its massive expansion plans by grabbing maximum eyeballs and market share within a short span of time.

It is also noteworthy that Swiss Military has some well-thought marketing plans for its latest product vertical. The plan includes a multi-media campaign comprising of digital, print, outdoor & POS media along with regular events and brand activations. The brand plans to have a Pan-India presence shortly and acquire a significant share of the category. The variants will be available at retail outlets as well as on all popular e-commerce marketplaces.

Armed with an international repute to offer affordable yet premium products that are both functional & innovative, Swiss Military is now set to **capture the hearts** of the Indian audiences with its much anticipated entry into key lifestyle segments for the mature and quality conscious Indian male.