

Date: 5th July, 2023

To
The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra(E)
Mumbai-400051
NSE Symbol: **IRISDOREME**



Sub: Press Release
Ref: Disclosure under regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir / Madam,

With reference to above subject, please find enclosed herewith the press release dated 5th July, 2023.

Kindly take the same on your records.

Thanking You.

Yours faithfully,
For **Iris Clothings Limited**

SANTOSH Digitally signed by
LADHA SANTOSH LADHA
Date: 2023.07.05
12:56:18 +05'30'

Santosh Ladha
Managing Director
(DIN: 03585561)

Encl: As above

Iris Clothings Limited

103/24/1, Foreshore Road, Howrah 711 102, India
+91 33 2637 3856 / 2640 4674 | info@irisclothings.in
CIN: L18109WB2011PLC166895

DOREME.in

Iris Clothings successfully launched Disney designed winter wear apparels across India

Company had signed Licensing agreements with UTV Software Communications Pvt. Ltd. (“Disney”) in November 2022

Howrah, India, July 05, 2023 - Iris Clothings Limited (NSE: IRISDOREME), a readymade garment company engaged in designing, manufacturing, branding, and selling garments for kids wear, has successfully launched and dispatched winter wear apparels designed with Mickey and friends’ characters across India.

These apparels will be sold in the premium category under Company’s own brand DOREME and will soon be launched on their D2C website www.doreme.in as well.

The Company had a successful sample launch of Disney-designed kids’ apparels in January 2023. It helped Iris win multiple orders and dispatch their first batch of orders of T-shirts designed with Mickey characters to states such as Rajasthan, Maharashtra, Gujarat, and Delhi, among others in April 2023.

The Company has been receiving a promising response on their newly designed apparels and aims to launch more product categories designed with different Disney characters in the upcoming quarters. As per the industry estimates, the kids’ apparels market stands at ~US\$ 21 Billion and Iris, with multiple strategies at play, is well positioned to grab a significant share in the industry.

Commenting on this significant event Mr. Santosh Ladha, Managing Director of the Company said: *“The order pipeline is strong, and we are making significant headway so far, on rolling out apparels designed with Disney characters.*

Our fundamental strategy has been one, to build a large product portfolio to become a one-stop shop for kids and two, continue to expand our distribution network across India. While we have executed well on both these fronts, our strategy, going ahead, has been to strengthen our brand recall. We further believe designing to be one of our core strengths that has helped us tremendously in growing our brand over the years. Therefore, our partnership with Disney, wherein we are selling apparels under our brand DOREME, co-branded with Disney, will further strengthen our positioning in the industry.”

About Iris Clothings Limited

Iris Clothings Limited is a fast-growing readymade garment company that is primarily engaged in designing, manufacturing, branding, and selling garments for kids wear under its brand name DOREME in India. The Company delivers a broad range of affordable and good quality apparels for infants, toddlers, and children in their pre-teens, serving both their indoor and outdoor requirements. It has been in operations for over 17 years and continues to add new product lines by employing the best-in-class technology across its value chain. For more information view www.irisclothings.in

If you have any questions or require further information, please feel free to contact:

IR Team at Iris Clothings Limited

Santosh Ladha
Iris Clothings Limited
P: +91 33 2979 0289
E: santosh.ladha@irisclothings.in

Sonia Keswani/Vikash Verma
Ernst & Young LLP
P: +91 8017393854
E: sonia.keswani@in.ey.com
E: vikash.verma1@in.ey.com

Registered Office

103/24/1,
Foreshore Road,
Howrah - 711 102

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Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political, or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.