



Date: 20th February, 2026

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

Dear Sir/Madam,

Sub: Press Release

Ref: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the press release dated 20th February, 2026.

We request you to kindly take this on record.

Thanking You,

Yours Faithfully,
For Iris Clothings Limited

Santos Digitally signed
by Santosh Ladha
h Ladha Date: 2026.02.20
10:37:26 +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
irisclothings.in

CIN: L18109WB2011PLC166895



Iris Clothings Announces Launch of its Direct - to - Consumer (D2C) Platform

Strengthening Omnichannel Strategy with Digital Integration

Howrah, India, February 20, 2026 – Iris Clothings Limited (NSE: IRISDOREME), a readymade garment company engaged in designing, manufacturing, branding, and selling garments for kids wear, has announced the launch of its dedicated **Direct-to-Consumer (D2C) digital platform** as part of its strategic transition toward a **comprehensive omnichannel model**.

While the company built a strong foundation through its **Distributor-led network** and **Exclusive Brand Outlets (EBOs)**, the Company is now expanding into the D2C space to strengthen direct customer engagement, enhance brand visibility, and capitalize on the accelerating shift toward digital commerce.

“Launching our dedicated Direct-to-Consumer platform marks a significant milestone in our omnichannel journey. As consumer buying patterns evolve, this digital interface enhances our agility, strengthens market positioning, and establishes a scalable foundation for sustainable long-term growth.” said **Mr. Santosh Ladha, Managing Director of Iris Clothings Limited**.

The D2C platform is positioned as a **key growth lever**, enabling IRIS Doreme to deepen consumer relationships, leverage real-time customer insights, and drive data-led product innovation. The initiative will also support the introduction of **exclusive, digitally curated collections** designed to align closely with evolving customer preferences.

By **integrating its offline strengths** with a robust digital channel, IRIS Doreme aims to create a seamless omnichannel ecosystem, improve operating leverage over time, and reinforce its long-term brand equity.

With this, the Company views this digital expansion as a strategically important medium to drive **sustainable growth** and **future-ready scalability**, fostering operational agility and establishing a resilient, technology-enabled business platform aligned with evolving market dynamics.

About Iris Clothings Limited

Founded in 2004 and headquartered in Howrah, West Bengal, Iris Clothings Limited is a publicly listed company engaged in the design, manufacturing, branding, and distribution of children's apparel. With seven in-house manufacturing facilities and two warehousing units, the company operates a fully integrated model — allowing scale, speed, and quality control across product categories. Iris Clothings serves over 140 distributors and has a strong retail presence in 26 states across India. In addition to DOREME, the company has developed multiple brand verticals and continues to focus on affordable fashion innovation. Iris Clothings Limited has been listed on NSE since 2018.

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

E: santosh.ladha@irisclothings.in

P: +91 98300 63066

Registered Office

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

Disclaimer:

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.