

Date: 21st September, 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 21st September, 2023.

Kindly take the same on your records.

Thanking You.

Yours faithfully,
For **Iris Clothings Limited**

SANTOSH Digitally signed by
LADHA SANTOSH LADHA
Date: 2023.09.21
09:59:02 +05'30'

Santosh Ladha
Managing Director
(DIN: 03585561)

Encl: As above

Iris Clothings Limited

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CIN: L18109WB2011PLC166895

DOREME.in

Iris Clothings inaugurates its First Exclusive Brand Outlet in Kolkata

Howrah, India, September 21, 2023 - Iris Clothings Limited (NSE: IRISDOREME), a readymade garment company engaged in designing, manufacturing, branding, and selling garments for kids wear, successfully opened its first Exclusive Brand Outlet (EBO) in Howrah near Kolkata.

This aligns with the company's [expansion strategy that was shared with the market last month](#). Through EBOs, Iris plans to showcase their comprehensive range of apparels, strengthen brand recall and build a direct connection with their customers. The Company is in discussions and plans to open its second EBO soon. Iris aims to open three to five company owned EBOs in Tier 1 cities in the current financial year and eventually, open more stores through the franchise model.



Commenting on this significant milestone Mr. Santosh Ladha, Managing Director of the Company said:
“We are confident of the opportunity that exists in the kids’ apparels sector in India. For over past two decades, we have been committed to building a wide range of products that is best in quality and affordable at the same time. We believe this is the opportune time to introduce our brand, DOREME to more people through EBOs and become the most preferred brand in kids wear.

We are ecstatic to embark on this new journey and are grateful to all our stakeholders for their continued support.”

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

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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.