

Date: 30th September, 2022



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 30th September, 2022.

Kindly take the same on your records.

Thanking You.

Yours faithfully,

For Iris Clothings Limited

IRIS CLOTHINGS LIMITED


Managing Director

Santosh Ladha
Managing Director
(DIN: 03585561)

Encl: As above

Iris Clothings Limited

103/24/1, Foreshore Road, Howrah 711 102, India
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CIN: L18109WB2011PLC166895

DOREME.in

Iris launches D2C E-Commerce Website - www.doreme.in

Howrah, India, September 30, 2022 - Iris Clothings Limited (NSE: IRISDOREME), a readymade garment company engaged in designing, manufacturing, branding, and selling garments for kids wear, successfully launched its e-commerce website - www.doreme.in for customers.

Commenting on this vital development Mr. Santosh Ladha, Managing Director of the Company said: *"I am pleased to announce the successful launch of our D2C (Direct-to-consumer) e-commerce platform - www.doreme.in. After making a significant mark in the offline side of the business, we are now tapping a much larger market opportunity by catering to the online customer base as well. The pandemic provided a significant boost to the already growing market of online shopping. Eyeing on this opportunity, we started working on building this platform and expanding our product portfolio to cater to a much larger set of clients.*

We believe this to be a significant milestone in our journey as we transform ourselves digitally. Having an online presence, would help us grow our DOREME brand immensely. While our DOREME brand has largely grown by word-of-mouth we have, very recently, started investing towards marketing, therefore, to increase traction to our DOREME website, we are adopting digital marketing activities. Revenues from our online business will start reflecting towards the last quarter of this financial year and we expect this to gain momentum by FY24.

The platform boasts of DOREME's apparel range for junior boys and girls between the ages of 0-16 along with its newly launched infant-wear and accessories line in varied designs and colours. The product portfolio will keep expanding as we grow."

You may access the platform by visiting www.doreme.in.

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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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.