

# Nandani Creation Limited



**SYMBOL: JAIPURKURT**

**ISIN: INE696V01013**

To,  
The Manager-Listing Department,  
The National Stock Exchange of India Limited,  
Exchange Plaza, NSE Building,  
Bandra Kurla Complex, Bandra East,  
Mumbai-400 051,  
Fax: 022-26598237, 022-26598238

**Dated: 01.06.2022**

**Subject: Press Release**

Dear Sir( s ),

Please find herewith enclosed the press release dated June 1, 2022 by Nandani Creation Limited.

This is for your kind information and record.

Thanking You,  
**FOR NANDANI CREATION LIMITED**



**GUNJAN JAIN**  
**COMPANY SECRETARY & COMPLIANCE OFFICER**  
**M No.: A45068**

CIN No.: L18101RJ2012PLC037976



G-13, AARNA-3, Kartarpura Industrial Area,  
Bais Godown, Jaipur -302 006 Rajasthan INDIA



+91-141-4037596  
+91-141-4029596



info@jaipurkurti.com  
www.jaipurkurti.com

RAJASTHAN

MAHARASHTRA

KARNATAKA

HARYANA

WEST BENGAL

# Nandani Creation Limited



## Business Agility, Resilience & Scalability

**June 1, 2022, Jaipur:** Nandani Creation Ltd (NCL), announced its result for 4<sup>th</sup> quarter and full year ended March 31, 2022 (Audited Standalone and Consolidated) on 30<sup>th</sup> May, 2022.

### Financial Performance:

(Rs. Crs)

Particulars	FY22	FY21
Net Sales		
- Online & Retail Sales	55	46
- Other Sales*	8	2
<b>Total Sales</b>	<b>63</b>	<b>48</b>
EBITDA	3	5
EBITDA %	4.7%	9.7%
Finance Cost	1.6	1.8
Depreciation	1.3	1.1
PBT	0.7	2.3
Income Tax	0.2	0.6
<b>PAT</b>	<b>0.5</b>	<b>1.7</b>

\*Largely comprise sale of fabric for processing to sub-contracting partners

📌 Online & Retail Sales growth was restricted to 21% in FY22 due to severe COVID waves and prolonged winters last year. Nevertheless, consumer sentiment recovered strongly in March on back of our value for money offerings and increased share of our proprietary distribution channel.

📌 Being an established online brand on 3<sup>rd</sup> party platforms, we are witnessing a high acceptance of our brand "Jaipurkurti.com" on our proprietary sales channels as well, both online & offline. We have observed encouraging traction at the start of this fashion season and in line with our business strategy to develop our own sales channel, we discuss below the initiatives undertaken during the previous year in this regard.

#### • Physical Stores

- Initiated physical store expansion program with opening of 3 new stores in Jaipur, Sri Ganganagar and Jodhpur
- Relaunched "Amaiva-By Jaipur Kurti" which is a premium non discount brand through a dedicated wall in each store and select online platforms
- Achieved sales run rate of Rs. 2lakhs+ per day from the retail stores and is set to grow further from the existing stores.
- At the current run rate, stores to do EBITDA of more than 20% (without corporate overheads)

CIN No.: L18101RJ2012PLC037976



G-13, AARNA-3, Kartarpura Industrial Area,  
Bais Godown, Jaipur -302 006 Rajasthan INDIA



+91-141-4037596  
+91-141-4029596



info@jaipurkurti.com  
www.jaipurkurti.com

RAJASTHAN

MAHARASHTRA

KARNATAKA

HARYANA

WEST BENGAL

# Nandani Creation Limited



- **Proprietary Online Portal**

- a) We revamped our website [www.jaipurkurti.com](http://www.jaipurkurti.com) and Relunched our proprietary sales platform in Dec 2021
- b) Within 3months of relaunch, able to achieve sales run rate of Rs. 1lakh+ per day which is expected to increase exponentially in coming years
- c) At the current run rate, online portal is incurring marginal cash due to high intial marketing expenses

- **3rd Party ecommerce market place**

- a) Strengthen our positioning with 3rd party online market place partners
- b) Consolidation of 3<sup>rd</sup> party sales partners and increase our share in new age fast growing 3rd party online sales channel

☛ With the COVID overhang out of the way, we expect a much better demand scenario for organized players this year.

- **Initiatives planned for FY23**

- a) Launching of our own app on Google play & Apple app store
- b) Consolidation of 3rd party online market place partners
- c) Strengthen customer data analytics for increasing share of our proprietary sales channel
- d) Reduce cost of customer acquisition for our own website
- e) Spread retail presence primarily in Tier-I cities of Rajasthan and any interesting opportunity outside Rajasthan

#### Key Highlights:

- Revenue growth was at 31% with Online & Retail Sales growth of 21% and volume growth of 36% as compared to FY21
- Contribution from proprietary sales platform grew from 4.6% in FY21 to 8% in FY22, increasing further to 15% in Q4FY22
- Contraction in operating margin was mainly due to sharp increase in raw material prices, spends on promotion and advertisement of recently launched e commerce website and steep discount given in autumn collection owing to prolonged winters
- PAT decreased from Rs 1.7 Crs in FY21 to Rs 0.5 Cr in FY22

**Commenting on the results, Mr. Anuj Mundhra, Chairman & Managing Director of Nandani Creation Limited commented:** This financial year has been an exciting year for us. On the back of our robust business capabilities, we were able to crossover the growth barriers and delivered strong results. We believe we are in our initial growth phase as we continue to expand our reach and set-up our distribution channel to reinforce our women Indian wear offerings across sales channels. Further, the growing acceptance of our brand demonstrates the attractiveness of our design & platform and the tremendous potential to address opportunities that lie ahead.

During the previous year, alongside business growth, our focus was also on technology up gradation, organization building and process improvement to develop a resilient business model.



CIN No.: L18101RJ2012PLC037976



G-13, AARNA-3, Kartarpura Industrial Area,  
Bais Godown, Jaipur -302 006 Rajasthan INDIA



+91-141-4037596  
+91-141-4029596



info@jaipurkurti.com  
www.jaipurkurti.com

RAJASTHAN

MAHARASHTRA

KARNATAKA

HARYANA

WEST BENGAL

# Nandani Creation Limited



## About Nandani Creation Ltd.:

Nandani Creation founded in 2012, is Jaipur based online first fashion player offering women Indian wear products under brands “JaipurKurti.com” and “Amaiva-By Jaipur Kurti”. Company has its own manufacturing set-up at Jaipur with sales channels comprising 3<sup>rd</sup> party online platforms, own website and retail stores.

## Disclaimer:

Certain statements in this press release may be forward-looking statements and/or based on management’s current expectations and beliefs concerning future developments and their potential effects upon Nandani Creation. The forward-looking statements are not a guarantee of future performance and involve risks and uncertainties and there are important factors that could cause actual results to differ, possibly materially, from expectations reflected in such forward-looking statements. Nandani Creation does not intend, and is under no obligation, to update any forward-looking statement contained in this press release.

For further details:

Please contact us on 0141-4037596

Email ID: [info@jaipurkurti.com](mailto:info@jaipurkurti.com)



CIN No.: L18101RJ2012PLC037976



G-13, AARNA-3, Kartarpura Industrial Area,  
Bais Godown, Jaipur -302 006 Rajasthan INDIA



+91-141-4037596  
+91-141-4029596



[info@jaipurkurti.com](mailto:info@jaipurkurti.com)  
[www.jaipurkurti.com](http://www.jaipurkurti.com)

RAJASTHAN

MAHARASHTRA

KARNATAKA

HARYANA

WEST BENGAL