

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

Dated: 07-01-2026

Subject: Press Release

Dear Sir(s),

Please find herewith the press release dated **January 07, 2026** by Nandani Creation Limited.

Nandani Creation Limited Announces Latest Business Update Through Press Release.

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

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MAHARASHTRA

KARNATAKA

HARYANA

WEST BENGAL

Nandani Creation Limited



Business Update

January 07, 2026: Nandani Creation Limited (NCL), a leading women's Indian wear company operating under its flagship brand *Jaipur Kurti*, is pleased to announce a significant milestone marked by strong sales performance and strategic expansion across retail and omnichannel platforms.

Strong Sales Momentum

Company recorded robust year-on-year sales growth, supported by sustained consumer demand across its ethnic and contemporary apparel portfolio. Growth was driven by improved sell-through across both offline and online channels, higher customer traction, and strong performance across key categories including festive wear, daily wear, office wear, and occasion wear.

This consistent momentum resulted in the Company achieving **₹100+ crore** in sales during calendar year 2025, a growth of ~ 46% in comparison to CY 2024 positioning *Jaipur Kurti* among a select group of Indian fashion brands to reach this scale while maintaining a profitable operating track record.

Key Recent Developments

Company has built an online and offline sales channel:

- E-commerce Platforms:
Available on all major platforms – Myntra, AJIO, Flipkart, Amazon, Nykaa Fashion and its own website www.jaipurkurti.com & Mobile Application- App store and Play store both.
- Physical Retail:
 - 15+ Exclusive Brand Outlets (EBOs) and increasing rapidly in all the major clusters
 - 80+ Shop-in-Shop (SIS) counters, expanded Retail footprint through partnership on SIS based Model with Distributors across Uttar Pradesh, Haryana, Odisha, Delhi, Andhra Pradesh, Jammu & Kashmir, Punjab, Assam, Bihar, Telangana etc.
 - Presence in top Large Format Retail Stores (LFRs) like 12+ Shoppers Stop, 50+Avantra & Kalanikethan Stores, 12+Reliance Centro Stores, 100+ Reliance Trends Stores etc.
- Quick Commerce:
Among the first ethnic wear brands to enter Swiggy InstaMart, ensuring rapid delivery and increasing accessibility.

Commenting on the development, Mr. Anuj Mundhra, Chairman & Managing Director of Nandani Creation Limited commented: "From 2014 to 2022, the company built a strong first-mover advantage in digital-first model, achieving nationwide reach and a 52% sales CAGR. However, challenges [rising competition and customer acquisition costs] as a pure online player pushed the company to transform into a well-rounded brand from an online supplier. As such, in FY 2023 and FY 2024, strategic shift in strategy lead to a temporary moderation in sales as channel parity was established. In the current phase (2025–2028), the company has strengthened its omni-channel presence transforming into a prominent national brand from an online supplier."

Anuj Mundhra
Chairman & Managing Director
Nandani Creation Limited
Jaipur Kurti

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About Nandani Creation Ltd.:

Nandani Creation, founded in 2012, is Jaipur based online-first fashion player offering women's Indian wear products under the brands "Jaipur Kurti", "Amaiva- By Jaipur Kurti", "Jaipur Kurti Luxe" & "Desi Fusion". The company has its Head Office in Jaipur with sales channels comprising of online platforms and offline 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.



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