

# 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: 08.10.2023

**Reference No: Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015.**

**Subject: Corporate Presentation (2022-23)**

Respected Sir,

Dear Sir,

Pursuant to the provisions of Regulation 30 of the Listing Regulations, we enclose herewith our Corporate Presentation for the FY 2022-23.

Further, the above information is also available on the Company's website viz [www.nandanicreation.com](http://www.nandanicreation.com).  
You are requested to kindly take the same on record and inform all those concerned accordingly.

Thanking You,  
Yours faithfully,

For NANDANI CREATION LIMITED

**GUNJA** Digitally signed  
by GUNJAN JAIN  
**N JAIN** Date: 2023.10.09  
20:27:37 +05'30'

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

CIN No.: L18101RJ2012PLC037976



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RAJASTHAN

MAHARASHTRA

KARNATAKA

HARYANA

WEST BENGAL

# NANDANI CREATION LTD.

JAIPUR  KURTI

 AMAIVA  
BY JAIPUR KURTI

 Desi Fusion  
BY JAIPUR KURTI

Corporate Presentation FY 2022-23



# “MERE DIL SE CLOSET TAK”

JAIPUR SKURTI x *Madhuri Dixit*



JAIPUR SKURTI

JAMAIVA  
BY JAIPUR SKURTI

Desi Fusion  
BY JAIPUR SKURTI

Welcome  
Our Brand Ambassador  
Mrs. Madhuri Dixit Nene

NANDANI CREATION LTD. ●●●

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JAIPUR KURTI AMAIVA Desi Fusion  
BY JAIPUR KURTI BY JAIPUR KURTI



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# ABOUT US

JAIPUR KURTI **JAMAIVA** Desi Fusion  
BY JAINA KURTI BY JAIPUR KURTI



NANDANI CREATION LTD. ●●●



JAIPUR KURTI JAMAIVA BY JAIPUR KURTI Desi Fusion BY JAIPUR KURTI

# SNAPSHOT

- About us**  
Leading Online First Indian women wear brand
- Legacy**  
12+ Years Track record  
One of the few long surviving online focused brand
- Listed**  
Company equity shares are listed on National Stock Exchange (NSE)
- Online Presence**  
Presence across all leading e-commerce platform (Myntra, Nykaa, Ajo, Flipkart etc)
- D2C Website**  
Proprietary online sales channel  
[www.jaipurkurti.com](http://www.jaipurkurti.com)  
[www.desifusion.store](http://www.desifusion.store)
- Retail Stores**  
7 Retail stores present in Rajasthan, Delhi NCR, Karnataka etc.
- Infrastructure**  
Fully Integrated Manufacturing to Dispatch facility located in Jaipur
- Product Offering**  
Manufacturer of Contemporary Indian Wear for women which includes Kurtis, suit sets, fusion wear, lounge wears, bottom wear, etc.
- Young Promoter**  
First generation entrepreneur with singular focus on this business





# CATEGORIES

JAIPUR KURTI JAMAIVA Desi Fusion  
BY JAIPUR KURTI



# SETS

(Composite Suits, Salwar Kurti and Dupatta , Lounge Wears, Co Ord Sets, Salwar Dupatta) - 33 %of sales



# KURTIS, KURTAS & TOPWEAR

(Include Kurtis , Kurtas ,One Piece, Tops , Women Shirts) – 38 % of sales



# BOTTOM WEARS

(Include Pants, Plazzos, Skirts, Leggings) - 29% of sales



# ONLINE SALES CHANNEL

(Total online sales contributed 90% of Revenue)

## Own D2C Website

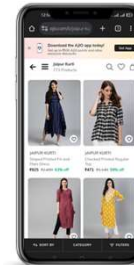
JAIPUR KURTI



[www.jaipurkurti.com](http://www.jaipurkurti.com)

Our own D2C website contributed 7% of Revenue

## Other Major Ecommerce Platforms



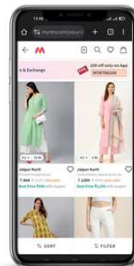
AJIO



TATA CLIQ



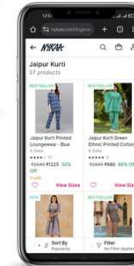
amazon



Myntra



Flipkart



NYKAA

# OUR RETAIL STORE

(Total retail store sales contributed 10% of Revenue)



JaipurKurti  
Exclusive Brand  
Outlet (EBOs)





# KEY INITIATIVES

JAIPUR KURTI JAMAIVA Desi Fusion



# STEPS UNDERTAKEN

“

## Premiumization

Increase in Average selling Price (ASP) & Aspirational Value



“

## Thought Leadership

Among the few companies in segment to Sign Film actress as a Brand Ambassador

“

## Innovation

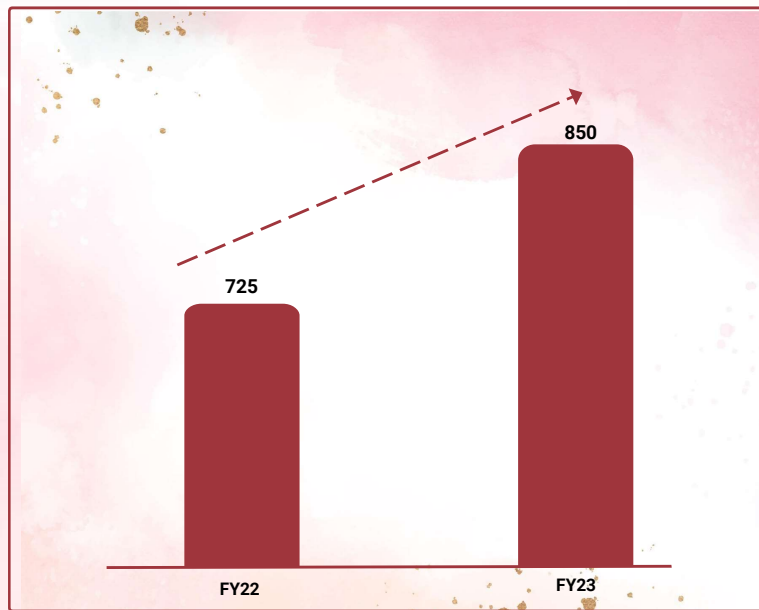
Launched trade channel B2B website and franchisee stores



“

## Own sales channel contribution

2x increase of own proprietary sales channel contribution in total sales

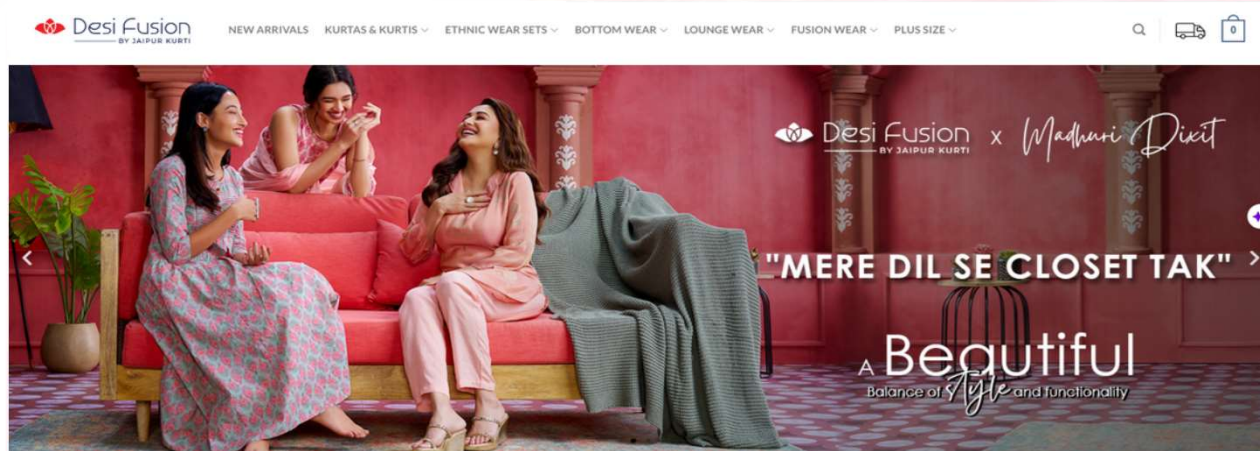


Average Selling Price (ASP)

## PREMIUMIZATION

- “ Over last few quarters, company has actively engaged in evolving its brand perception from affordable fashion wear to an aspirational brand.
- “ We are delighted to share that our efforts got reflected by increase in ASP to ₹ 850 as against ₹ 725 in previous year , 17% increase on YoY basis
- “ In the process of premiumization and building brand loyalty we are now focusing on products for premium segment
- “ This accomplishment will serve as a robust foundation for all our future endeavors.

# INNOVATION



We have invested in development of our proprietary sales channel to enable an omni channel offering to the customer

Below are few specific steps being undertaken in this regard: -

1



Developed Franchisee model and have started to operate stores under it, going forward our store expansion to be through mix of COCO and FOFO model

2



Increasing spends towards performance marketing of our website [www.jaipurkurti.com](http://www.jaipurkurti.com), early green shoots visible

3



Launched our trade channel website <https://www.desifusion.store/>

4



Our mobile app is currently under development, commercial launch very soon

# THOUGHT LEADERSHIP

- “ Engaged Bollywood actress “Madhuri Dixit” as the brand ambassador In our constant commitment to propel the brand into its next phase of growth. Among the very few companies to sign a leading superstar actress as a brand ambassador
- “ This strategic alliance is poised to provide dual benefit of endorsing our innovative product designs and fuel our expansive reach into new territories.
- “ Under the branding campaign, Nandani Creation Ltd is doing various promotional activities through outdoor marketing, in-store visual branding (electronic and print) along with digital media advertisements of its product portfolio. The company looks forward to having a long-standing alliance and strongly believes that the coalition will substantiate the brand philosophy.

## BRAND AMBASSADOR IN FRAME WITH OUR FOUNDERS



**ANUJ MUNDHRA**  
Chairman & Managing Director

**MADHURI DIXIT**  
Brand Ambassador

**VANDANA MUNDHRA**  
Wholetime Director

# OWN SALES CHANNEL CONTRIBUTION

**2x increase of own channel contribution in total sales** (₹ Crs)

Particular	FY23	FY22
Sales through EBO	4.4	3.3
Sales through own website	3.3	1.1
<b>Total own channel sales</b>	<b>7.7</b>	<b>4.4</b>
<b>Own channel contribution in total sales</b>	<b>17.0%</b>	<b>8.0%</b>
Other website sales	37.2	50.8
<b>Total Sales</b>	<b>44.9</b>	<b>55.2</b>
<b>No. of Pcs sold</b>	<b>5,87,086</b>	<b>7,64,866</b>

## Highlights :

- “ As per our narrative shared, we are delighted to report that we have made a remarkable progress in setting up of our own sales channel.
- “ As a result of our continuous efforts, we have made a significant change in our sales channel mix which has started to contribute ~17% in total sales.
- “ It is encouraging to note that despite muted demand environment our proprietary sales channel has shown revenue growth of ~ 75% YoY.



# FINANCIAL OVERVIEW

JAIPUR KURTI JAMAIVA Desi Fusion  
BY JAIPUR KURTI BY JAIPUR KURTI



# HISTORICAL FINANCIALS (₹ crs)

Particular	FY19	FY20	FY21	FY22	FY23
Net Sales	37.3	46.8	47.7	62.7	48.9
Operating Margin	3.2	3.2	4.7	2.9	3.9
Operating Margin%	8.5%	6.9%	9.7%	4.6%	8.0%
Interest	1.2	1.6	1.8	1.6	2.6
Depreciation	0.5	0.4	1.1	1.3	1.8
PBT	1.6	1.3	2.2	0.7	0.1
Tax	0.4	0.4	0.8	-0.2	0.0
PAT	1.1	0.9	1.6	0.5	0.1
Networth	8.7	10.4	15.3	15.8	29.0
Gross Debt	7.6	7.5	7.4	13.3	9.8
Inventory	17.5	23.3	22.2	20.4	24.6
Debtors	7.1	7.5	6.5	11.6	7.4
Creditors	7.9	13.4	10.4	9.0	3.1

**Highlights :**

- “ Sales growth were impacted due to muted demand environment and early offset of key season
- “ Premiumization leads to increase in ASP & Margin
- “ Significant reduction in Debt and long overdue creditors



# MANAGEMENT

JAIPUR KURTI JAMAIVA Desi Fusion  
BY JAIPUR KURTI BY JAIPUR KURTI



# LEADERSHIP

## Anuj Mundhra

Founder Promoter and Chairman cum Managing Director

- Aged 42 years , he is the first generation Entrepreneur
- Started from a humble background , have no other business interest other than Nandani Creation Ltd.
- Having an experience of more than 20 years in the textile Industry
- Plays a pivotal role in formulation and implementation of business strategy for growth & expansion of business
- Has been the front face of the company for dealing with suppliers , vendors , customers for JaipurKurti
- Apart from business he is proactively involved with various socio economic organizations like Jaipur Club, CMAI, Young India (Yi) etc.



# KEY MANAGERIAL PERSONS

## Vandana Mundhra

**Promoter and Whole Time Director**

She has a experience of 16 plus years in the textile industry . She plays crucial role in designing and developing the products

## Dwarka Dass Mundhra

**Chief Financial Officer**

He has been associated with our company since incorporation and responsible for accounting, finance and taxation of the company

## Gunjan Jain

**Company Secretary & Compliance Officer**

She is Company Secretary by qualification and looks after the legal and compliance department of the company

## Manish Jaiswal

**Retail Business Head**

He has been associated with our company as Retail Business Head and is responsible for Retail Expansion

## Saurabh Sharma

**Business Head**

He has been associated with our company as Business Head and is responsible for overall Business Development

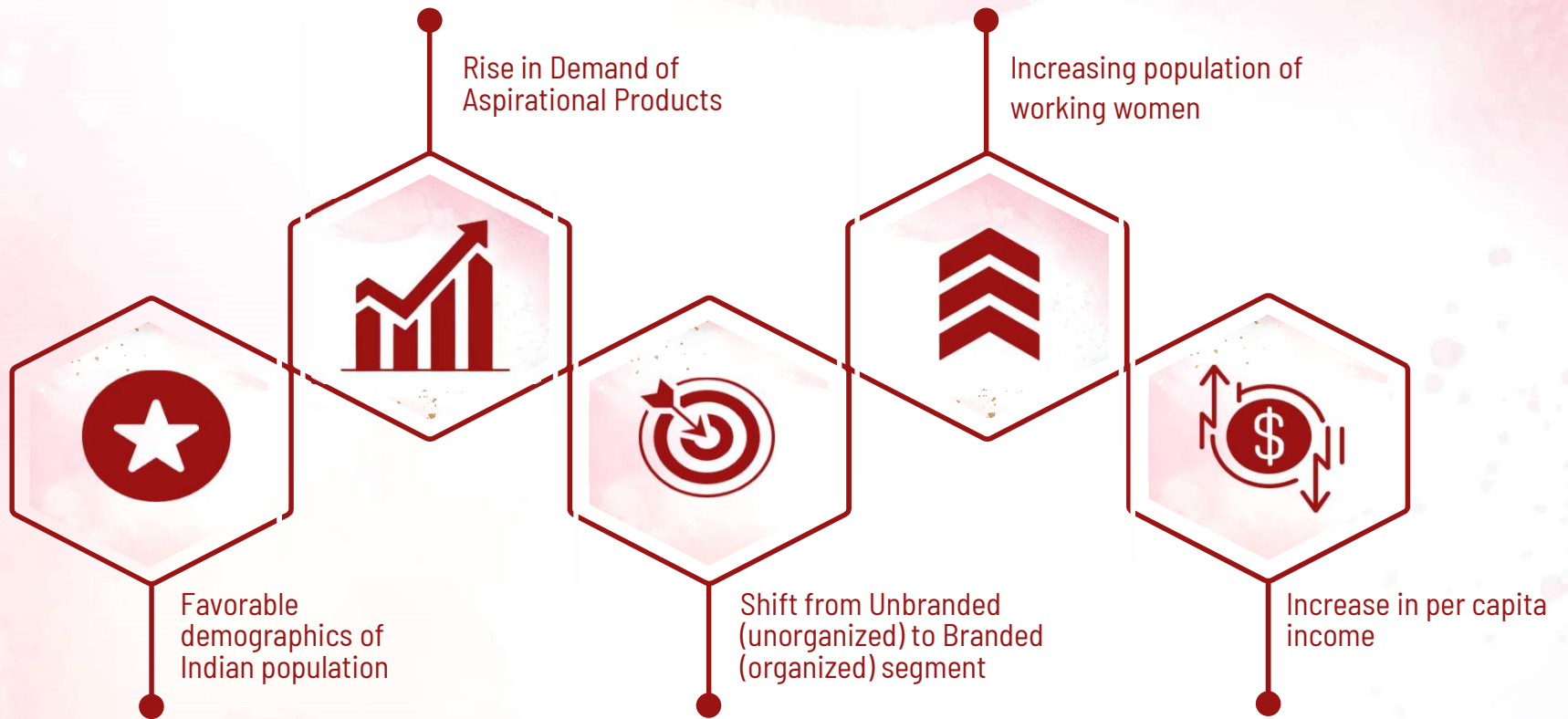


# WAY FORWARD

JAIPUR KURTI JAMAIVA Desi Fusion



# Growth Drivers



# BUSINESS STRATEGIES

“

Premiumization strategy to play out supported by brand ambassador and development of our own sales channel.

“

Healthy traction with our online partners resulting in increase of our share at 3rd party sales platforms

“

Asset light franchise model to lead our offline expansion in high consumption clusters

“

Strengthening our geographical reach through opening of our physical store pan India

“

Increasing consumer engagement through social media marketing and omnichannel sales

“

Significant potential and space for growth of our Desi Fusion (B2B) brand

Nandani  
Creation Ltd

# THANKYOU

JAIPUR KURTI

AMAIVA  
BY JAIPUR KURTI


Desi Fusion  
BY JAIPUR KURTI

[http:// www.nandanicreation.com](http://www.nandanicreation.com)

[http:// www.jaipurkurti.com](http://www.jaipurkurti.com)

[http:// www.desifusion.store](http://www.desifusion.store)

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