

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: 14.07.2023

Subject: Press Release

Dear Sir(s),

Please find herewith enclosed the press release dated July 14, 2023 by **Nandani Creation Limited**.

Nandani Creation Limited with its Brand "Jaipur Kurti" opens its 2nd exclusive Franchisee store in Gurugram, Haryana.

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



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RAJASTHAN

MAHARASHTRA

KARNATAK

HARYAN

WEST BENGAL

Nandani Creation Limited

JAIPUR KURTI

AMAIVA
BY JAIPUR KURTI

Desi Fusion
BY JAIPUR KURTI

**Nandani Creation Limited with its brand "Jaipur Kurti" opens
2nd exclusive Franchisee (FOFO) store, 1st in the city "Gurugram"**

TOTAL COUNT OF RETAIL STORES: 7

- **Strengthen company's own channel sales network**
- **Focus on asset light retail model for the company to enable scalability**
- **Leveraging company's brand franchise efficiently**
- **First store in Delhi NCR region**

Friday, July 14, 2023: Nandani Creation Ltd (NCL), a leading brand in women Indian wear category has announced expansion of its retail presence to NCR region with its first exclusive franchisee model store in Gurugram, Haryana.

The proposed store will spread over ~ 969 sqft and will offer the latest collection for women wear brands "**Jaipur Kurti**" and "**Amaiva**" by Jaipur Kurti.

Through continuous focus on its own D2C sales platforms Nandani Creation is poised to strengthen its presence in women Indian wear offering category with a diverse range of collection under the brands "Jaipur Kurti" and "Amaiva" by Jaipur Kurti.

Commenting on the occasion, Mr. Anuj Mundhra, Chairman & Managing Director of Nandani Creation Limited commented: "We are thrilled to add another location to our iconic brand, Jaipur Kurti, in the vibrant and dynamic city of Gurugram. Our commitment to quality and excellence has been unwavering, and we are proud to deliver highest standard product with latest trends and designs to our customers. We are excited to tap into the full potential of this cultural hub and provide our customers with an unforgettable shopping experience."

After successful launch of our 1st exclusive franchisee store in Jalandhar, this will be our 2nd exclusive franchisee store. The kind of positive response we are getting with our store in Punjab encouraged us to take the decision of launching our 2nd Franchise Model store outside Rajasthan. NCR area being one of the strongest markets for Nandani Creation Limited from many years, we opted to open our store in Gurugram and are truly excited to build a long-term relationship with the people of NCR area and hope to open many more stores as a one-stop shopping destination for all your women Indian wear needs.

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We believe expansion of our franchisee network will mark an important milestone in our journey and will help in boosting our efforts towards enhancing our retail footprint, expanding the reach of our brands, and making relentless progress on our own proprietary platform's D2C journey.

Besides the new store, **company currently operates 5 COCO Retail stores (4 in Jaipur & 1 in Shri Ganganagar) and 1 FOFO retail store in Jalandhar and also retails through all the major ecommerce platforms and its proprietary website <https://www.jaipurkurti.com/>**

About Nandani Creation Ltd.:

Nandani Creation Limited founded in 2012, is Jaipur based online first fashion player offering women Indian wear products under brands “**Jaipur Kurti**” and “**Amaiva- By Jaipur Kurti**” & “**Desi Fusion By Jaipur Kurti**”. Company has its own manufacturing set-up at Jaipur with sales channels comprising 3rd party online platforms (Myntra, Ajo, Nykaa, Amazon, Flipkart, Tata Cliq, etc.), own website (<https://www.jaipurkurti.com/>) 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 Limited. 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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