

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: 15.07.2023

Sub: Intimation under regulation 30 of SEBI (LODR) Regulations, 2015, for signing of Bollywood Actress, Superstar, Padma Shri Award Winner "Madhuri Dixit" as a Brand Ambassador.

Dear Sir/ Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform that the Company has signed agreement dated 14th July, 2023 with Bollywood Actress, Superstar, Padma Shri Award Recipient "Madhuri Dixit" as Its Brand Ambassador for promoting Company's brands "Jaipur Kurti" and "Desi Fusion By Jaipur Kurti" through in-store visual branding (electronic and print) along with Digital media advertisements.

Please find enclosed herewith Press Release in this regard.

Request you to kindly take the above on records and disseminate the same on your website.

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

JAIPUR KURTI

Desi Fusion
BY JAIPUR KURTI



Nandani Creation Limited Signs Bollywood Actress, Superstar, Padma Shri Award Recipient "Madhuri Dixit" As Its Brand Ambassador

Saturday, July 15, 2023, Jaipur: Nandani Creation Limited, is pleased to announce that it has onboarded Bollywood actress *Madhuri Dixit* as a brand ambassador to promote Company's brands "*Jaipur Kurti*" and "*Desi Fusion By Jaipur Kurti*" through in-store visual branding (electronic and print) along with digital media advertisements.

Padma Shri Award Recipient Madhuri Dixit is a popular Indian actress and artist. Starred in 70+ Hindi films, she is one of the most renowned celebrities in India. In addition to acting in films, she has also engaged in philanthropic activities. Her television work can be spotted as a talent judge for dance reality shows. She has won over 50+ awards for her outstanding contribution to the Indian film industry.

As a part of this association, *Madhuri Dixit* will endorse "*Jaipur Kurti*" and "*Desi Fusion By Jaipur Kurti*" brand products augmenting the Company's reach across the country. Under the branding campaign, Nandani Creation Ltd plans to undergo 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..

Commenting on the engagement, Mr. Anuj Mundhra, Chairman & Managing Director of Nandani Creation Ltd said: "We are delighted to have Madhuri Dixit as the face of our brands. Madhuri Dixit shares a strategic synergy with our brand. We believe this partnership will help us to connect better with our customers and communicate our brand's philosophy. This association will also catalyze our geographical expansion and new product designs."

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JAIPUR  KURTI

 Desi Fusion
BY JAIPUR KURTI

About Nandani Creation Limited:

Nandani Creation Limited founded in 2012, is Jaipur based online first fashion player offering women Indian wear. The company has three brands “Jaipur Kurti”, “Desi Fusion By Jaipur Kurti” and “Amaiva By Jaipur Kurti”. We are pre-eminent in the retail and e-commerce sector with esteemed corporate clientele like Myntra, Nykaa, Ajo, Tata Cliq, Flipkart, Amazon etc.

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 Ltd.* 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 Limited does not intend, and is under no obligation, to update any forward-looking statement contained in this press release.

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