

# Nandani Creation Limited



SYMBOL: JAIPURKURT  
ISIN: INE696V01013

Dated: 17.08.2022

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

Subject: Press Release

Dear Sir(s),

Please find herewith enclosed the press release dated August 17, 2022 by Nandani Creation Limited.

This is for your kind information and record.

Thanking You,  
FOR NANDANI CREATION LIMITED

*Gunjan Jain*



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



## PERFORMANCE PROGRESS & POTENTIAL

August 17, 2022, Jaipur: Nandani Creation Ltd (NCL), announced its result for 1<sup>st</sup> quarter ended June 30, 2022 (standalone and consolidated) on 14<sup>th</sup> August, 2022.

Developing own sales channel:

(Rs. In Crs)

Particulars	Q1FY23	Q4FY22	Q3FY22
Sales through EBO	1.4	1.1	1.1
Sales through own website	1.0	0.6	0.2
<b>Total own channel sales</b>	<b>2.4</b>	<b>1.7</b>	<b>1.3</b>
<b>Own channel contribution in total sales</b>	<b>18.1%</b>	<b>14.7%</b>	<b>8.9%</b>
Other website sales	10.8	9.9	12.8
<b>Total sales</b>	<b>13.1</b>	<b>11.6</b>	<b>14.1</b>

We are pleased to report encouraging progress in our own channel sales which has been our key focus area during last two quarters

- ↓ Having revamped and relaunched our website in Q3FY22, it registered sale growth of ~60% (QoQ), taking its total contribution to 7.3% in Q1 FY23 from 5.2% in Q4 FY22
- ↓ At the current run rate, online portal is incurring marginal cash burn despite high marketing expenses
- ↓ We have expanded our EBO network to 6 stores, resulting in sale growth of ~30% sequentially, and taking its total contribution to 10.8% in Q1 FY23 from 9.5% in Q4 FY22

Benefits of our own sales channel over other websites

- ↓ Higher sales realization leading to brand premiumization
- ↓ Collection of customer data
- ↓ Cross sell opportunities
- ↓ Lower sales return
- ↓ Reduced dependence on other websites & vulnerability to their policies

The next step towards increasing our own digital presence will be the launch of a Mobile App, which will further strengthen our proprietary sales platform.

### Calibration of other ecommerce platforms:

In order to evolve with changing dynamics of other ecommerce platforms we have increased our focus on new age fast growing platforms for the following advantages

- ↓ Faster adaptation of new age trends
- ↓ Better realizations
- ↓ Hedging against dependency risk

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



## FINANCIAL PERFORMANCE:

(Rs. Crs)

Particulars	Q1FY23	Q4FY22	Q1FY22	FY22	FY21
Net Sales					
- Online & Retail Sales	13.1	11.7	13.8	55.2	45.7
- Other Sales*	1.4	4.2	(0.3)	7.5	2.1
<b>Total Sales</b>	<b>14.5</b>	<b>15.9</b>	<b>13.5</b>	<b>62.7</b>	<b>47.8</b>
Ebitda	1.7	0.1	1.6	2.9	4.0
Ebitda %	11.4%	0.6%	11.8%	4.7%	9.7%
Finance Cost	0.7	0.5	0.3	1.6	1.8
Depreciation	0.5	0.3	0.3	1.3	1.1
PBT	0.6	(0.4)	1.4	0.7	2.3
Income Tax	0.2	(0.0)	0.4	0.2	0.6
<b>PAT</b>	<b>0.4</b>	<b>(0.4)</b>	<b>1.0</b>	<b>0.5</b>	<b>1.7</b>

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

Commenting on the results, Mr. Anuj Mundhra, Chairman & Managing Director of Nandani Creation Limited commented: I am pleased to share that our proprietary sales channel continues to deliver exceptional performances during Q1FY23, with registering a 39% growth and increasing its overall share to 18% in total revenue. This demonstrates the efficacy of our strategy to focus on enhancing our retail footprint, expanding the reach of our brands, and making relentless progress on our own proprietary platform's D2C journey.

We believe we are in our initial growth phase and will continue to invest in brand-building initiatives which will help us to gain visibility and also to focus and grow our online sales channels to benefit from evolving customer trends in our market and help us to address the tremendous opportunities that lie ahead.

### 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 own 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.

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