

Nandani Creation Limited

JAIPUR KURTI

AMAIVA
BY JAIPUR KURTI

Desi Fusion
BY JAIPUR KURTI

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: 23-04-2026

Subject: Press Release

Dear Sir(s),

Please find herewith enclosed the press release dated **Thursday, April 23, 2026** by Nandani Creation Limited.

- **Nandani Creation Limited with its Brand “Jaipur Kurti” partners with “Reliance Fashion Factory” for strengthening its Offline presence**
- **Expands its retail presence in 25+ stores of “Reliance Fashion Factory”**

This is for your kind information and record.

Thanking You,
FOR NANDANI CREATION LIMITED

Gunjan
Jain

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

CIN No.: L18101RJ2012PLC037976



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RAJASTHAN

MAHARASHTRA

KARNATAKA

HARYANA

WEST BENGAL

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Home Grown Women's Ethnic Wear Brand- "Jaipur Kurti" partners with Reliance "Fashion Factory"

Key Highlights:

- Expands its retail presence in 25+ stores of Reliance Fashion Factory
- Strengthen company's retail presence
- Inventory Optimization, Faster Inventory Liquidation cycles
- Improved Working Capital Efficiency & Reduced Inventory Holding period

Thursday, April 23, 2026: Nandani Creation Ltd (NCL), a leading women's Indian wear player selling apparels under the "Jaipur Kurti" brand, is pleased to announce its partnership with **Reliance Fashion Factory (Formerly Brand Factory)**, India's largest Retail chain of discount fashion hub that provides customers with high end national and international brands at significantly reduced prices throughout the year. This format provides an efficient channel for liquidation of aged and Low sales through inventory, enabling effective inventory optimization and improved stock rotation through completion of the full inventory churning cycle.

Reliance's Fashion Factory stores are designed to be one-stop destination for various Fashion needs, including western wear, ethnic Indian wear, footwear, accessories and more with constant availability as they operate on a "Fashion 365 Days" promise ensuring the discounts are available every day of the year.

The collaboration gives Jaipur Kurti access to 25+ Fashion Factory stores, creating a structured channel to liquidate aged and slow-moving stock while unlocking capital stuck in Low sales through inventory. Industry experts describe this as one of the most critical and often neglected final stages of the garment business cycle.

With a focus on fortifying its direct-to-consumer (D2C) ecosystem, Nandani Creation continues to build a strong presence in the women's Indian wear segment. Company remains dedicated to offering a seamless shopping experience by expanding its retail network and strengthening its digital and offline channels.

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Commenting on the occasion, Mr. Anuj Mundhra, Chairman & Managing Director of Nandani Creation Limited commented: " *This partnership with Reliance Fashion Factory will deepen our presence in the value retail segment and aligns with our strategic focus on capital efficiency. The successful completion of stock churning reflects our continued focus on disciplined inventory management and working capital efficiency.*

He further added " *This initiative enables us to unlock value from existing inventory through a structured and scalable channel, thereby improving inventory turns, reducing holding costs, and optimizing working capital deployment. It also supports better demand-supply alignment across our primary sales channels, helping protect margins and improve overall sell-through. This collaboration enables us to reach a wider consumer base while ensuring that our offerings remain accessible at attractive price points without compromising on quality. Going forward, we will continue to leverage such partnerships to drive sustainable growth, improve throughput, and strengthen our market positioning.*"

Besides this partnership, company currently operates 8 COCO retail stores (3 in Jaipur, 1 in Ahmedabad, 1 in Kota, 1 in Shri Ganganagar, 1 in Lucknow & 1 in Ghaziabad) and 5 FOFO retail stores (1 in Delhi, 2 in Gurugram, 1 in Mumbai, 1 in Ajmer), 22+ Shoppers Stop Stores, 80+ SIS Store, 80+ Reliance Trends Store, 35+ Avantara & Kalanikethan Stores, 20+ Reliance Centro Stores and many more. The company also retails through all the major e-commerce platforms such as Myntra, Ajo, Nykaa, Flipkart, Tata Cliq, etc, through its proprietary website <https://www.jaipurkurti.com/> and through its mobile application available on both App Store and Play Store. The company is also available in Quick Commerce with Swiggy InstaMart ensuing rapid delivery and increasing accessibility.

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". The company has its own Head office at Jaipur with sales channels comprising 3rd party online platforms (Myntra, Ajo, Nykaa, Flipkart, Tata Cliq, etc.), own website (<https://www.jaipurkurti.com/>), mobile application (App store and Play Store) 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. 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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