

# Nandani Creation Limited



SYMBOL: JAIPURKURT  
ISIN: INE696V01013

To,

Dated: 24.01.2024

The Manager-Listing Department,  
The National Stock Exchange of India Limited,  
Exchange Plaza, NSE Building,  
Bandra Kurla Complex, Bandra East,  
Mumbai-400 051,

**Subject: Press Release**

Dear Sir,

Please find herewith enclosed the press release dated **Wednesday, 24<sup>th</sup> January, 2024** by Nandani Creation Limited.

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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Bais Godown, Jaipur -302 006 Rajasthan INDIA



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RAJASTHAN

MAHARASHTRA

KARNATAKA

HARYANA

WEST BENGAL

# Nandani Creation Limited

JAIPUR KURTI

AMAIVA  
BY JAIPUR KURTI

Desi Fusion  
BY JAIPUR KURTI

## “ANOTHER FEATHER IN OUR CAP”

### Nandani Creation Ltd. with its brand “Jaipur Kurti” opens its Exclusive Brand Outlet in Sri Ganganagar, Rajasthan

#### Total Count of Retail Stores: 12

- *Expands its retail presence in the state of Rajasthan*
- *Strengthen company’s own channel sales network*
- *Increases its Store Count to Twelve in India*
- *Marching steps towards providing Omni channel experience to customers*

**Wednesday, January 24, 2024:** Nandani Creation Ltd (NCL), a leading women Indian wear player selling apparel under **Jaipur Kurti** brand, is pleased to announce the opening of its new exclusive brand outlet (EBO) in Sri Ganganagar, Rajasthan, to enhance its reach in the desired target markets.

The proposed store is spread over ~ 900 sq ft and will offer the latest collection for women’s wear brands **“Jaipur Kurti”** & **“Amaiva- by Jaipur Kurti”**.

Through continuous focus on its own D2C sales platforms Nandani Creation Limited is poised to strengthen its presence in women Indian wear offering category with a diverse range of collection under its various brands.

**Commenting on the occasion, Mr. Anuj Mundhra, Managing Director of Nandani Creation Limited commented:** "We are pleased to inform the opening of new store in Sri Ganganagar, Rajasthan. This new store will cater the demand we have been receiving from Rajasthan’s northern region. To give our clients the greatest experience possible, we have consistently invested in our core product and have built the necessary infrastructure, talent, and brand will continue this endeavor in years to come. We are aggressively moving on the growth path and are looking to venture into a new market to serve more people and expand our retail footprint.

Our team of talented designers has meticulously crafted diverse range of styles, offering customers a wide range of trendy apparel that comes with an unwavering commitment of exceptional fit and comfort. We are thrilled to forge lasting connections with the people of the city and aspire to open numerous more outlets, establishing ourselves as the ultimate one-stop shopping destination for all your women's Indian wear needs."

Besides the new store, company currently operates 7 COCO retail stores (4 in Jaipur, 1 in Bengaluru, 1 in Kota & 1 in Sri Ganganagar) and 4 FOFO retail stores (1 in Gurugram, 1 in Ghaziabad, 1 in Ambikapur, 1 in Mathura & 1 in Ahmedabad) and also retails through all the major ecommerce platforms, its proprietary website <https://www.jaipurkurti.com/> and through its mobile application available on both App store and Play store.

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## About Nandani Creation Ltd.:

Nandani Creation founded in 2012, is Jaipur based online first fashion player offering women Indian wear products under brands “Jaipur Kurti” & “Amaiva”. Company has its own manufacturing set-up at Jaipur with sales channels comprising 3<sup>rd</sup> party online platforms (Myntra, Ajio, Nykaa, Amazon, 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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