

# Nandani Creation Limited



SYMBOL: JAIPURKURT  
ISIN: INE696V01013

To,

Dated: 25.10.2023

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, 25<sup>th</sup> October, 2023** by Nandani Creation Limited.

This is for your kind information and record.

Thanking You,  
FOR NANDANI CREATION LIMITED

**GUNJAN JAIN** Digitally signed  
by GUNJAN JAIN  
Date: 2023.10.25  
19:45:40 +05'30'

**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

JAIPUR  KURTI

 AMAIVA  
BY JAIPUR KURTI

 Desi Fusion  
BY JAIPUR KURTI

JAIPUR  KURTI

'MERE DIL SE CLOSET TAK'

*3 Store Openings in 1 Day!*

Yes, you heard it right! We are Celebrating Fashion with now 10 Exclusive Stores in 7 Cities. Jaipur Kurti opens three new Retail Stores in one single day!!!

"Another Feather in Our Cap"

**Kota, Ambikapur, & Ghaziabad**  
are now opened to welcome you all.

**Store Presence:**

Bengaluru | Gurugram | Jaipur | Sri Ganganagar

**TEAM JAIPUR KURTI**

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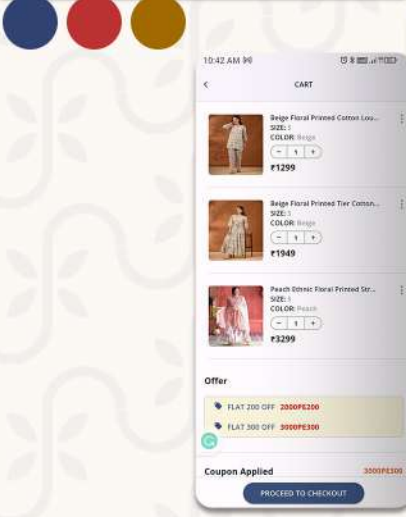
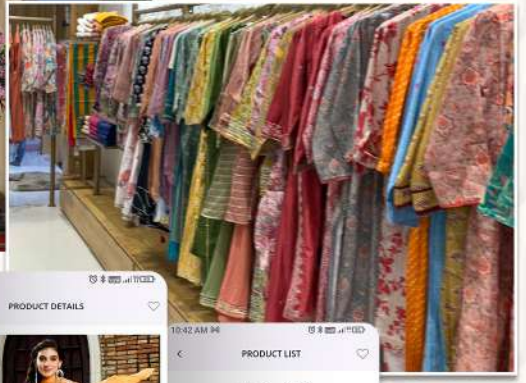
WEST BENGAL

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- AMBIKAPUR
- BENGALURU
- GHAZIABAD
- GURUGRAM
- JAIPUR
- KOTA
- SRI GANGANAGAR

# Nandani Creation Limited

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AMAIVA  
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Desi Fusion  
BY JAIPUR KURTI

## “ANOTHER FEATHER IN OUR CAP”

### Nandani Creation with its brand “Jaipur Kurti” Launches its Mobile App and opens 3 Exclusive Brand Outlets

- *Marching steps towards providing Omni channel experience to customers*
- *Mobile application to be available on both Android and IOS*
- *Application to strengthen company’s proprietary sales channel network*

**Wednesday, 25<sup>th</sup> October, 2023:** Nandani Creation Ltd (NCL), a leading women Indian wear player selling apparel under **Jaipur Kurti** brand, is pleased to announce the opening of three new exclusive brand outlets in a single day and the launch of our mobile application to enhance our reach in the desired target markets.

The new store openings are in line with our strategy to expand our retail presence in high potential markets for our fashionable ethnic wear offerings.

#### Store Locations & Details:

1. Jaipur Kurti, Kota, 1700 sqft (COCO Store)
2. Jaipur Kurti, Ambikapur, 700 sqft (FOFO Store)
3. Jaipur Kurti, Ghaziabad, 600 sqft (FOFO Store)

The mobile application, available for both Android and iOS, is packed with features that make shopping convenient and more enjoyable; while offering a vast selection of products at the user’s fingertips. This mobile application is built to provide real-time updates on new collections, special promotions, and exclusive offers. The launch of our mobile application provides a critical tool for developing our proprietary online sales channel and establishing a comprehensive Omni channel presence.

**Commenting on the occasion, Mr. Anuj Mundhra, Chairman & Managing Director of Nandani Creation Limited commented:** "We are committed to offer Indian women the latest trends in ethnic fashion while upholding our tradition of quality and craftsmanship. The new store openings and our mobile app launch are a testament to our dedication towards serving our customers better, and we are confident that these innovations will enhance the shopping experience for every fashion-conscious woman in India.

The launch of our shopping app provides dual advantage of better service to our customers through personalized recommendations, offering vast collection, easy navigation, secure transactions, and seamless customer support and enables the company to generate valuable data insights, increase customer reach, bring down the customer acquisition and marketing cost, help in inventory management and increase customer loyalty among other benefits.

We believe the expansion of our retail store network is an important milestone in our journey as the stores provide seeding of our offline presence in the respective regions and making relentless progress on our own proprietary platform’s D2C journey."

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With opening of these new retail Stores Company now operates **10 exclusive brand outlets (EBOs)** in 7 cities and also retails through all the major ecommerce platforms, its proprietary website <https://www.jaipurkurti.com/> and mobile application.

## 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” & “Desi Fusion”. Company has its own manufacturing set-up at Jaipur with sales channels comprising 3rd party online platforms (Myntra, Ajio, 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. 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.

JAIPUR  KURTI

**GUNJA** Digitally signed  
by GUNJAN JAIN  
**N JAIN** Date: 2023.10.25  
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