

Nandani Creation Limited



SYMBOL: JAIPURKURT
ISIN: INE696V01013

Dated: 25.12.2023

To,
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(s),

Please find herewith enclosed the press release dated **December 25, 2023** by Nandani Creation Limited.

Nandani Creation Limited with its Brand “Jaipur Kurti” opens its First Exclusive Brand Outlet in the city of Mathura.

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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RAJASTHAN

MAHARASHTRA

KARNATAKA

HARYANA

WEST BENGAL

Nandani Creation Limited



Nandani Creation with its brand “Jaipur Kurti” opens its First Exclusive Brand Outlets in the city of Mathura

Total Count of Retail Stores: 11

- *Expands its retail presence in Uttar Pradesh*
- *Strengthen company’s own channel sales network*
- *Increases its Franchisee Store Count to Four*
- *Marching steps towards providing Omni channel experience to customers*

Jaipur, December 25, 2023: 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 Mathura, to enhance its reach in the desired target markets.

The proposed store will spread over ~750 sq ft and will offer the latest collection for women wear brands “**Jaipur Kurti**” and “**Amaiva**” by **Jaipur Kurti**.

Through continuous focus on its own D2C sales platforms Nandani Creation is poised to strengthen its presence in women Indian wear offering category with a diverse range of collection under the brands “**Jaipur Kurti**” and “**Amaiva**” by **Jaipur Kurti**.

Commenting on the occasion, Mr. Anuj Mundhra, Chairman & Managing Director of Nandani Creation Limited commented: "We are delighted to announce the opening of our first Exclusive Brand Outlet (EBO) in the culturally rich city of Mathura. This new store opening is a major achievement for the Jaipur Kurti brand, as it signifies our initial entry into this lively urban center. Mathura is renowned for its diverse fashion scene and a deep-seated admiration for traditional clothing. Through the establishment of our retail store in this city, we are committed to cater the cultured fashion preferences of its residents and offering a delightful shopping experience.

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 Shri Ganganagar) and 3 FOFO retail stores (1 in Gurugram , 1 in Ghaziabad & 1 Ambikapur) 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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JAIPUR  KURTI

 AMAIVA
BY JAIPUR KURTI

 Desi Fusion
BY JAIPUR KURTI

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” and “Amaiva”. 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/>), 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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