

Nandani Creation Limited



SYMBOL: JAIPURKURT
ISIN: INE696V01013

Dated: 27.08.2023

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 August 26, 2023 by Nandani Creation Limited.

Nandani Creation Limited with its Brand “Jaipur Kurti” Launches its first ever Store in Bengaluru.

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

JAIPUR KURTI

AMAIVA
BY JAIPUR KURTI

Desi Fusion
BY JAIPUR KURTI

JAIPUR KURTI, NOW IN *Bengaluru*



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JAIPUR KURTI LAUNCHES THEIR FIRST-EVER STORE IN BENGALURU

The popular ethnic brand makes its Bengaluru debut.

- ***Expands its retail presence in the Southern Indian market***
- ***Strengthen the company's own channel sales network***
- ***One more step towards providing an Omni channel experience to customers***

India, August 26th, 2023: Nandani Creation Ltd (NCL), a leading brand in the women's Indian wear category has announced an expansion of its retail presence to the Southern Indian market with its first **Exclusive brand outlet (EBO) in Bengaluru, Karnataka**. Inaugurated on 26th August, 2023 at Commercial Street, Bengaluru, it is spread over ~ 950 sq. ft. area and offers the latest collection of Indian women's wear brands "Jaipur Kurti" and "Amaiva- By Jaipur Kurti".

Jaipur Kurti brings forth a captivating range of attire that encapsulates the essence of traditional Indian wear. All their products are intricately designed and carefully curated to reflect the rich heritage of Jaipur. The brand has earned widespread recognition for its affordability without compromising on quality. Jaipur Kurti offers a remarkable collection that resonates with both elegance and affordability, making it accessible to a wide range of customers.

Sharing his opinion on the store launch, Mr. Anuj Mundhra, Chairman & Managing Director, said, "Jaipur Kurti is not just a brand; it's a journey that began in the heart of the pink city. We are thrilled to announce the grand opening of our first-ever ethnic wear store in Bengaluru! We believe launching of the new store will mark an important milestone in our journey and will help in boosting our efforts towards enhancing our retail footprint, expanding the reach of our brands, and making relentless progress on our own proprietary platform's D2C journey. Jaipur Kurti has always been about celebrating timeless beauty and ethnicity. This new store will allow us to bring that essence even closer to the modern women of Bengaluru indulging in the brand's offerings."

"Jaipur Kurti has garnered a legion of loyal customers through its online presence, it has secured its place as one of the top brands in the online marketplace. The launch of this store in Bengaluru will bridge the gap between the virtual and physical worlds, allowing customers to interact first hand with the products. This strategic move aims to enhance brand engagement and create an immersive shopping experience."

About Jaipur Kurti:

Since its inception in 2012, Nandani Creation Limited, operating under the brand "Jaipurkurti.com," has embarked on an impressive journey, adeptly staying attuned to customer preferences and adapting its business strategies to emerge as a prominent direct-to-consumer Indian wear label by 2022. Jaipur Kurti, Amaiva-by Jaipur Kurti, and Desi Fusion are three of the brands owned by Nandani Creation, which was founded by Anuj Mundhra. The company offers products from economic to premium segments catering to the demand of the target audience as per the latest fashion trends.

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 Desi Fusion
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It manufactures and sells contemporary Indian clothing for women, with a product portfolio that includes kurtis, suit sets, pants, palazzos, fusion wear, loungewear, etc. The brand has six stores – Four in Jaipur. One in Sri Ganganagar and one franchise store in Gurugram. It has also envisioned a few upcoming stores pan India in cities including Hubli, Delhi, Mumbai etc.

Jaipur Kurti stands as a shining accomplishment within the portfolio of Nandani Creation Ltd. Each garment encapsulates an exquisite finesse, infused with a beguiling traditional allure that resonates with discerning patrons seeking regal elegance. This clothing line has garnered significant acclaim in the fashion realm, owing to its affordable allure and versatility, which cater to the diverse tastes of every woman. Originating in the vibrant city of Jaipur, the brand has burgeoned into a symbol of ethnic charisma seamlessly intertwined with contemporary flair, catering effectively to the modern woman. Embracing modern retail channels while rooted in traditional values, Jaipur Kurti has gained widespread accessibility. Its inclusive approach ensures offerings for women of all ages and sizes, empowering each individual to embrace her unique style, trend, and heritage.

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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