

Nandani Creation Limited



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
Fax: 022-26598237, 022-26598238

Dated: 27.09.2022

Subject: PRESS RELEASE

Respected Sir,

Please find enclosed the Press Release titled as follows:

Nandani Creation signs its 1st exclusive franchisee store in Jalandhar

The above is for your information and records.

Thanking You,
Yours faithfully,

For NANDANI CREATION LIMITED

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

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KARNATAKA

HARYANA

WEST BENGAL

Nandani Creation Limited



NANDANI CREATION SIGNS ITS 1ST EXCLUSIVE FRANCHISEE STORE IN JALANDHAR

- ***Strengthen company's own channel sales network***
- ***Seeding of an asset light retail model for the company to enable scalability***
- ***Leveraging company's brand franchise efficiently***
- ***First step outside its home state of Rajasthan***

September 27, 2022, Jaipur: Nandani Creation Ltd (NCL), a leading brand in women Indian wear category has announced expansion of its retail presence outside Rajasthan with its first exclusive franchisee model store in the city of Jalandhar, Punjab.

The proposed store will spread over ~1800 sqft area and will offer the latest collection for women wear brands "**JaipurKurti.com**" and "**Amaiva**" by JaipurKurti.com.

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 "**JaipurKurti.com**" and "**Amaiva**" by JaipurKurti.com.

Commenting on the announcement, Mr. Anuj Mundhra, Managing Director of Nandani Creation Limited commented: We are pleased to announce that we will be very soon opening our 1st exclusive franchisee store in Jalandhar. As Punjab being one of the strongest markets for Nandani Creation from many years, made us to take a decision of launching our 1st Franchise Model store in Punjab. This will be our first retail store outside Rajasthan and are very excited for the response. We are here for building a long-term relationship with the people of Punjab and hope to open many more stores as a one-stop shopping destination for all your women Indian wear needs.

We believe launching of the franchisee 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.

Besides the new store, company currently operates 6 retail stores (4 in Jaipur, 1 in Shri Ganganagar & 1 in Jodhpur) and also retails through all the major ecommerce platforms and its proprietary website <https://www.jaipurkurti.com/>



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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 "JaipurKurti.com" 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/>) 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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