

National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra (East),
Mumbai 400 051

Symbol: LIBAS
Series: EQ

Subject: Press Release

Dear Sir/ Ma'am,

Please find the attached Press Release by Libas Designs Limited, titled "Libas enters into a JV with Flex Wheeler".

This is for your information and dissemination on your website.

Thanking you.

Yours Faithfully,

For & on behalf of
Libas Designs Ltd.





Nita Mishra
(Company Secretary)

September 21, 2020
Mumbai

CIN - L18101MH2004PLC149489

Reg. Off.: 401 Crescent Royale, Off. New Link Road, Behind Morya Estate, Andheri (West), Mumbai - 53

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Press Release

Libas enters into a JV with Flex Wheeler

This is to inform that the company has entered into a Joint Venture Agreement with Goat33, a company incorporated by Kenneth "Flex" Wheeler, to manufacture, distribute and sale of custom suits designed and fitted for individuals with athletic personality.

Libas Designs Limited specializes in contemporary and ethnic men's & women's wear, wearing apparel, jewellery and other related items in India and is one of the largest suppliers of uniforms in the Middle East. The Company is present all over India.

Getting a great fitting suit isn't always easy. The fit is one of the most common problems men face when they shop for suits. To overcome these common fit problems for different body types, we are venturing into a new geography with a more niche segment to solve the problems which many athletes face. We believe that an athletic physique shouldn't be prevented any more from dressing well.

Flex Wheeler Fashion is the venture for giving a custom evening dressing speak for the sportsmen as that will speak for their unique body structure - both in terms of fit and style. Kenneth Wheeler hails from Fresno, California, is a legendary four times winner of the Arnold Classic Champion - an International Bodybuilding Competition. He is known as "one of the greatest bodybuilder of all time", "The Sultan of Symmetry", Ironman Pro Winner, and many more for his remarkable flexibility. He has touched many lives with his professional highs and philanthropic deeds. He had announced his retirement in 2000 but continued to compete till 2003. Flex lost his right leg due to circulatory vascular system problem on 22 October 2019. Along with the launch of his nutrition line, he will be launching the custom-fitted suits.

Any well-cut made-to-measure suit starts with good measurements as it's the foundation for a great outfit, so a special software and website has been developed to input their measures. The trial runs has been made of these software and website have been done successfully and will be launched shortly by Mr Wheeler personally live through his Official Instagram Account.

Libas has entered into a five-year contract manufacturing agreement.

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