

Date: January 4, 2025

To,

BSE Limited

Corporate Relationship Dept
First Floor, New Trading Ring
Rotunda Building, P J Towers
Dalal Street, Fort,
Mumbai – 400001

Scrip Code: 540901

National Stock Exchange of India Limited

Listing Department
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai – 400051

Symbol: PRAXIS

Ref.: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Please find enclosed herewith the copy of the press release titled as “**HomeTown Broadens Its Horizons with New Store Openings Across India!**”.

The same shall also be available at the Company’s website at www.praxisretail.in

Kindly take the above information on your records.

Yours faithfully,

For **Praxis Home Retail Limited**

Vimal Dhruve
Company Secretary

Encl.: As above



HomeTown Broadens Its Horizons with New Store Openings Across India!

Mumbai, India. HomeTown, India's leading one-stop destination for stylish and functional home solutions, is proud to announce its ambitious expansion into key markets across the country. With **five new stores** slated to open in **Pune, Nagpur, Noida, Surat,** and **two additional locations** in **South and East of Kolkata,** HomeTown is setting a new benchmark for home shopping experiences.

Since its inception, HomeTown has been at the forefront of revolutionizing home decor and furniture shopping in India. With a steadfast commitment to quality, innovation, and customer satisfaction, the brand has grown into a trusted name for millions of households.

The addition of these new stores marks another milestone in HomeTown's journey of enhancing the way India designs and decorates its living spaces.

HomeTown is making its **debut** in **Noida and Surat,** bringing its exceptional range of home furnishings, décor, and modular solutions to these vibrant cities.

The expansion in **Pune** and **Nagpur** is set to strengthen HomeTown's footprint in the **western region,** providing unparalleled access to premium home shopping for customers.

With three existing stores in Kolkata, the addition of two more outlets in South and East Kolkata underscores the brand's commitment to catering to the diverse needs of this culturally rich city.

These new stores are designed to offer a seamless and immersive shopping experience. From contemporary furniture and modular kitchens to curated home décor collections and even kids' furniture by Smartsters, each outlet will feature an extensive variety of offerings catering to diverse tastes and budgets.

As urbanization and lifestyle aspirations grow, HomeTown's expansion aligns with the evolving demands of modern Indian consumers. The brand aims to target young home-owners, growing families, and professionals seeking quality and style in their living spaces. Each store will cater to both value-conscious and premium-segment shoppers, ensuring a holistic retail experience.

"This expansion is a testament to our vision of becoming the go-to destination for home solutions across India. By entering new markets and enhancing our presence in existing ones, we are poised to bring our legacy of quality, innovation, and design excellence to more homes." said **Mr. Ashish Bhutda, CEO & Director at HomeTown.**

For more information, visit:

www.hometown.in

www.facebook.com/hometown.in

www.instagram.com/hometownindia

About Praxis Home Retail Limited

Praxis Home Retail Limited is a pioneer in home retail services in India. Launched in 2007, the company has established itself as a market leader, managing the HomeTown brand across 19+ cities. With a strong online presence through www.hometown.in, the brand offers a complete range of home solutions, from furniture and homeware to customized kitchens and wardrobes, catering to both full-home and independent room designs.