



SARASWATI SAREE DEPOT LTD.

S. No. 144/1, Manade Mala, Gandhinagar Road,
P.O. Uchgaon,
Dist. Kolhapur, Maharashtra, 416005
Ph: 0231-2683333, 0231-2532020, 0231-2610284
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Website: www.saraswatisareedepot.com
CIN: L14101PN2021PLC199578

Date: 9th June, 2025

The Manager Listing Department National Stock Exchange of India Limited Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East) Mumbai- 400051 NSE Scrip Code: SSDL	BSE Ltd Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001 BSE Scrip Code: 544230
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Sub: Saraswati Saree Depot Ltd. announces about the launch of first exclusive retail outlet in Kolhapur

Dear Sir/ Madam,

Please find attached Press Release regarding launch of first exclusive retail outlet in Kolhapur.

Thanking you,
Yours Faithfully

For SARASWATI SAREE DEPOT LIMITED

Vinod Dulhani
Managing Director
DIN: 09105157

Date: 9th June 2025
Place: Kolhapur



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Saraswati Saree Depot Ltd. Launches First Exclusive Retail Outlet in Kolhapur

Kolhapur, Maharashtra — 9th June, 2025 – In a strategic step towards forward integration and deeper consumer engagement, **Saraswati Saree Depot Ltd. (SSDL)** is proud to announce the official launch of its **first exclusive retail outlet** in Kolhapur, Maharashtra, effective **June 1, 2025**.

This milestone marks SSDL's formal entry into the retail segment, leveraging its decades of expertise in the traditional apparel market. Located in Kolhapur—SSDL's long-standing base of operations—the expansive **15,000 sq. ft. flagship store** is positioned as a pilot initiative designed to test and refine the company's direct-to-consumer approach.

The outlet showcases a curated selection of sarees and ethnic wear, reflecting the company's commitment to quality, heritage, and modern consumer preferences. With an **initial investment of up to Rs. 2.8 Crore**, the store is expected to generate **revenues in the range of Rs. 5–6 Crore in its first year** of operations. The company is targeting a **Return on Capital Employed (RoCE) of 20%**, aligning with its focus on efficient capital deployment and sustainable growth.

Mr. Shankar Dulhani, Chairman of Saraswati Saree Depot Limited, commented:

“This launch is a carefully considered move in line with our long-term strategy to evolve into a more consumer-centric brand. By entering the retail space, we are unlocking new margin opportunities while building a direct connection with our customers. This pilot in Kolhapur will provide critical insights to guide future scaling decisions.”

The initiative reflects SSDL's continued commitment to thoughtful expansion, responsible capital allocation, and improved cash flows. Any future retail expansion will be informed by the learnings from this Kolhapur experience, reinforcing the Board's cautious optimism and pragmatic growth philosophy.

Company Overview

Saraswati Saree Depot Ltd. (SSDL) is a key player in sarees wholesale (B2B) segment and its origin into the sarees business dates back to the year 1966. It is also engaged in the wholesale business of other women's apparel wear such as Kurtis, dress materials, blouse pieces, lehengas, bottoms, etc. In Fiscal 2024, it has served over 13,000 unique customers and its product catalogue consists of more than 3,00,000 different SKUs.



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The Company expanded their product range to include ready-made garments in 2017 with the beginning of Kurti sales. Since then, the ready-mades portfolio has grown to include several other offerings such as bottoms, pyjamas, one-piece clothing and dresses. The Kurti business of the partnership firm has grown significantly and has been recognized with awards such as "Star of the Industry" and "Iconic Brand" at the annual Kurti Expo events.

The sarees are sourced from different manufacturers across India. Over the years, Company has developed relationships with manufacturers in hubs like Surat, Varanasi, Mau, Madurai, Dharmavaram, Kolkata, and Bengaluru. It regularly sources sarees and other women's apparels from more than 9000 weavers/suppliers across different states in India.

For more details please visit: www.saraswatisareedepot.com

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