

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

Dated: 06.01.2024

Subject: Press Release

Dear Sir(s),

Please find herewith enclosed the press release dated **January 06, 2024** by Nandani Creation Limited.

Nandani Creation Limited with its Brand "Jaipur Kurti " enters into Strategic Partnership with Franchise India to open 75 Franchisee Stores

This is for your kind information and record.

Thanking You,
FOR NANDANI CREATION LIMITED

GUNJAN JAIN
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by GUNJAN JAIN
Date: 2024.01.06
19:36:42 +05'30'

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

RAJASTHAN

MAHARASHTRA

KARNATAKA

HARYANA

WEST BENGAL

Nandani Creation Limited



BRAND “JAIPUR KURTI” (NANDANI CREATION LIMITED) ENTERS INTO STRATEGIC PARTNERSHIP WITH FRANCHISE INDIA TO OPEN 75 FRANCHISEE STORES

- *Partnership will mark entry to new markets of Andhra Pradesh, Telangana, Gujrat, West Bengal, Bihar, and Jharkhand*
- *Strengthen company's own channel sales network*
- *Increases its Franchisee Store Counts*
- *Marching steps towards providing Omnichannel experience to customers*

January 06, 2024: Nandani Creation Ltd (NCL), a leading women Indian wear player selling apparel under **Jaipur Kurti and Amaiva** brand, is pleased to announce a pioneering partnership with Franchisee India, marking a significant milestone in its expansion strategy. The collaboration aims to introduce 75 new stores across six states by 2027, bringing the brand's exquisite collections closer to fashion enthusiasts across the nation.

The Master Franchise Agreement entered with *Franchise India* is poised to revolutionize the retail experience, offering a seamless blend of traditional and contemporary fashion. The new stores will not only showcase company's signature designs but also serve as one stop destination for customer engagement, offering personalized styling consultations and exclusive shopping experiences. The geographies selected for these stores encompasses Andhra Pradesh, Telangana, Gujarat, West Bengal, Bihar, and Jharkhand which are strategically chosen to maximize reach, cater to diverse demographics and marking our entrance to new regions.

This partnership holds significant importance in company's expansion strategy to establish its retail presence across India through an asset light model. Opening of these stores will lessen the dependence on 3rd party ecommerce platforms while enhancing company's revenue and profitability.

Commenting on the collaboration, Mr. Anuj Mundhra, Chairman & Managing Director of Nandani Creation Limited commented: "This partnership signifies a new chapter in our journey to empower women through fashion. We are delighted to join hands with the **Franchise India** Asia's leading integrated franchise solution company to expand our footprint across key regions, making our collections more accessible and celebrating the beauty of Indian attire."

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by GUNJAN JAIN
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19:40:42 +05'30'

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About Nandani Creation Ltd.:

Nandani Creation Limited founded in 2012, is Jaipur based online first fashion player offering women Indian wear products under brands “Jaipur Kurti” 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/>), mobile application (App store and Play Store) and 11 retail stores (7 COCO retail stores 4 in Jaipur, 1 in Bengaluru, 1 in Kota & 1 in Shri Ganganagar and 4 FOFO retail stores 1 in Mathura, 1 in Gurugram, 1 in Ghaziabad & 1 Ambikapur).

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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