



22.08.2024

To
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai — 400001

BSE Scrip Code: 539216

Dear Sir,

Sub: Business Update – “Catering of All Season Market- Chhattisgarh and Central India”

In accordance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”) read with Part A of Schedule III of Listing Regulations, we would like to inform that: Business Update “**Catering of All Season Market- Chhattisgarh and Central India**” is attached herewith for your records.

Kindly take note of the same in your record.

Thanking You,
Yours Faithfully,

For **GARMENT MANTRA LIFESTYLE LIMITED**



K. Lakshmi Priya
Company Secretary
Membership No: A36135





(Formally Known as Junction Fabrics and Apparels Limited)

CIN: L18101TZ2011PLCO017586

No. 15, Murthy's Plaza, Karia Gounder Street, Khaderpet, Tirupur – 641601

Tirupur, August 22, 2024: Garment Mantra Lifestyle Ltd

(Erstwhile Junction Fabrics & Apparels Ltd)

Catering of All Season Market- Chhattisgarh and Central India

We are feeling extremely privileged to inform that, the Company has developed and launched its direct business in region of Chhattisgarh for sale of apparels specifically designed for the domestic market especially central India. We are targeting wholesalers and seasoned retailers from smaller towns and interiors in our customer onboarding drive through the direct benefit schemes.

These products have been designed with trend and choice of the particular market segment. The market is believed to be non-seasonal and demand would be throughout the year thereby offering opportunity to establish and serve the market effectively. The expansion would ensure ease of supply chain for the entire central India.

Commenting on the Milestone, Chairman & Managing Director, Garment Mantra Lifestyle Limited: -

“Mr. Prem Aggarwal said that now company will start increasing its focus on sale through the distributor where the Company can expand the footprints in Central India with their customized products based on the trends and market requirements. The Company also focuses of selling to the end mile with Company’s dedicated manpower assisting in business building for the distributor. The Company would operate a Model which is Company owned and distributor operated.

These products have been developed in Tirupur considering the taste and preference of the buyers and demand and trends, we are expecting these products to hit the market in ensuing quarter, we are very confident about the success of these newly launched products in the coming days.”

About Garment Mantra Lifestyle Limited

Garment Mantra is a company focused on fulfilling the fashion and lifestyle aspirations of Mass Indian Population. The promoters of the company have extensive experience in the Textile Industry for over **3 decades**. Garment Mantra has **various business divisions**. Primarily, Garment Mantra is engaged in the business of garment **manufacturing and selling** of both Knitted Fabrics as well as Knitted Garments. Its manufacturing facilities are situated in Tirupur

“Knit City of India”. The company’s complete range consist of **products for ladies, girls, boys & men** and are mainly targeted to mass customers, which constitute around **70%** of domestic population. The company’s products are available pan-India through a vast network of wholesalers and distributors.

GMLL lays emphasis on affordable cost of product without compromising on the quality of the product.

For further information on the Company, please visit www.garmentmantra.com

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