

11.06.2024

To

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001

Dear Sir,

Subject: Business Update “**Product Launch- Premium Men’s apparels for Export market**”

Scrip Code: 539216

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 “**Product Launch- Premium Men’s apparels for Export market**” is attached herewith for your records.

We hereby request you to take this on record and acknowledge us the same.

Thanking you,

Yours faithfully,

For Garment Mantra Lifestyle Limited



Lakshmi Priya. K
Company Secretary and Compliance Officer





(Formally Known as Junction Fabrics and Apparels Limited)

CIN: L18101TZ2011PLCO017586

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

Tirupur, June 11, 2024: Garment Mantra Lifestyle Ltd (*Erstwhile Junction Fabrics & Apparels Ltd*) is pleased to announce that Garment Mantra group has launched premium Men's apparels for Export market

We are feeling very privileged to inform that, the Company has developed and launched premium Men's apparels specifically for the export business to be marketed in the Gulf Countries. These products have been designed with the taste and choice of the particular market segment.

Commenting on the Milestone, Mr. Prem Aggarwal, Chairman & Managing Director, Garment Mantra Lifestyle said:-

“Mr. Prem Aggarwal said that now company will start increase focus on the Men's wear also historically we were more tiled towards ladies and kids wear, where the Company can expand the footprints in overseas market with the latest trends and their requirements.

These products have been developed in Tirupur in consultation with prospective overseas buyers according to their market demand and trends, we are expecting these products to hit the overseas market in upcoming 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 **3 business divisions**. Firstly, 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 about **5,000 products** 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. GMLL has unique business models which will be key revenue and growth drivers; **Poorti & Full Choice: wholesale and Retail textile surplus model** which deals with wholesalers and retailers across the country and also from international markets to source textile surplus, the larger share of this business is with small unorganized players who have limited access to larger markets domestically and internationally versus GMLL which has a strong penetrated network across markets. Beauty of This Model is Cash and Carry with tokenized system.

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

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