

Date: January 21, 2022

To

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

Dear Sir,

Subject: GMLL has taken initiatives of incorporating a business model encouraging women to make them self-reliant “ATMANIRBHAR”.

Scrip Code: 539216

With reference to the captioned subject and pursuant to regulation 30 of SEBI (LODR) Regulations, 2015, please find herewith Press Release- Titled **GMLL has taken initiatives of incorporating a business model encouraging women to make them self-reliant “ATMANIRBHAR”** for your records.

Kindly acknowledge us the same.

Thanking you,
Yours faithfully,

For Garment Mantra Lifestyle Limited



Lakshmi Priya. K
Company Secretary and Compliance Officer
Membership No: A36135





GARMENT MANTRA LIFESTYLE LIMITED

(Formerly Known as Junction Fabrics and Apparels Limited)

CIN: L18101TZ2011PLCO017586

No. 15, Murthy's Plaza, KariaGounder Street, Khaderprt, Tirupur – 641601

Tirupur, January 21, 2022: Garment Mantra Lifestyle Ltd (Erstwhile Junction Fabrics & Apparels Ltd) would like to update its esteemed stakeholders that GMLL has taken initiatives of incorporating a business model encouraging women to make them self-reliant "ATMANIRBHAR".

GMLL firmly believes that women are the pillars of society and when women are empowered, the economy is empowered, there are very recent instances where women driven businesses have attained successful and sizeable milestones. Ministry of Micro, Small and Medium Enterprises (MSME) is empowering women entrepreneurs through its different schemes helping women spark their talent and build their own identity.

GMLL has inculcated this as one of their business strategy and virtue in their business model where they would support aspiring women to setup small ventures and would offer them added incentives to boost the commercial viability of the business. These household women will be able given **support by starting their business without any capital commitment and set targets**, GMLL is soon going to launch a very simplified feature in their B2B "POORTI" web application to support and monitor this business. As GMLL has already been setting integrated facilities in Surat and Raipur which will support women in these clusters.

Commenting on the Milestone, Mr. Prem Aggarwal, Chairman & Managing Director, Garment Mantra Lifestyle said *"We have always believed in setting precedents and giving back to the society and as part of our many initiatives and belief that every woman can be an entrepreneur and this is the primary reason we have business policies to support such initiatives through "Price Mantra" where we have encouraged women in every center irrespective of the demographics to begin their entrepreneurial journey.*

While female entrepreneurs only represent a small portion of the overall number of businesses in the country right now and a recent research shows that the growth of female owned businesses is growing with higher prospects.

*We at Garment Mantra encourage woman to start their small business with assistance of Price Mantra. They will be able to start their small business from home with no additional costs generating revenues and making them self-reliant. As we propose to setup **additional integrated facilities in another 10 to 12 towns** which will support household women in these clusters. We expect to **tap at least 5,000 to 7,000 women in this initiative over the next 2 to 3 years** and expect this model to grow at a significant rate and has the potential to contribute a sizeable number."*

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 2 unique business models which will be key revenue and growth drivers; **Poorti: wholesale 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. The second most important model which will support the brand enhancement exercise is **Price Mantra: the retail convenience store model and experience**. Till date we have 13 stores opened in the past 15 months and we expect this number to grow very rapidly in mix of owned and franchises with some salient operative model which will incentivize all business partners in a way where reward ratio is favorable.

For further information on the Company, please visit www.junctionfabrics.in

Lakshmi Priya. K

Krunal Shah/ Vinayak Shirodkar

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