

GARMENT MANTRA LIFESTYLE LIMITED

(Formerly Known as Junction Fabrics and Apparels Limited)
(CIN: L18101TZ2011PLC017586)

September 10, 2020

To
Bombay Stock Exchange Limited
P. J. Towers
Dalal Street, Fort
Mumbai-400001

Subject:- Press Release Titled "Garment Mantra witnessing improved demand ahead of upcoming festive season"

Dear Sir

With reference to the above mentioned subject and pursuant to regulation 30 of SEBI (Listing Obligation and Disclosure Requirements), Regulations, 2015, please find attached herewith Press Release titled "Garment Mantra witnessing improved demand ahead of upcoming festive season".

This is for your information and record.

Thanking You

Yours Faithfully

For Garment Mantra Lifestyle Limited


Mr. Prem Aggarwal
Chairman & Managing Director
DIN: 02050297



Place: Tirupur



Garment Mantra Lifestyle witnessing improved demand ahead of upcoming festive season

Operations getting back on track gradually

Tirupur, September 10, 2020: Garment Mantra Lifestyle Ltd (Erstwhile Junction Fabrics & Apparels Ltd) would like to update its esteemed stakeholders about the status of its current business and outlook going forward. Recent easing of restrictions is enabling the economy to get back on track albeit at a slower pace. The Company is witnessing improvement in demand environment arising due to the upcoming festive season.

Prevailing pandemic of Covid-19 had interrupted the operations for few weeks on account of lockdowns and restrictions of movement of goods and services across the country. However, since the unlocking period, the company has started getting higher enquiries through digital channels. During this time of uncertainty, the Company has taken this new challenge in an opportunistic way and started production of Face Masks along with Cotton PPE Kit to help the country fight against this pandemic; where, the Company has seen great demand from this segment. The company is gradually resuming its normalized operations at the factory levels with ease of restrictions and availability of labour as well. The company is witnessing steady traction on both core operations as well as medical supplements.

Commenting on the same, Mr. Prem Aggarwal, Chairman & Managing Director, “We at Garment Mantra are glad to update our stakeholders that despite the unprecedented time of Covid-19, we have been able manage our operations efficiently by way of cost optimization and also showing agility in the business. The company effectively utilized its capacity to manufacture masks and PPE kits, and kept the operations running during the lockdown times. On the core business, the company swiftly moved on the digital platforms for sales and marketing.”

He further added, “The Digital channel has helped effectively into building up the enquiry levels and order booking. Factory operations are gradually witnessing improved utilization for both garments and masks / PPE supplies. Festive demand is building up on our core business and the demand from medical supplies continues

to remain strong amidst the current scenario. We are confident that we have fought against these challenges very well and we remain confident about a stable and improved performance going forward. **Further, we are very happy to inform that we have applied for migration to the BSE main board.**”

About Garment Mantra Lifestyle Ltd

Garment Mantra Lifestyle Limited (Erstwhile Junction Fabrics & Apparels Ltd) is a BSE SME-listed company (BSE Code: 539216). 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 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 has vast and diverse range of the active wear, outer wear, lounge wear for the Kids, Ladies and Men. The company manufactures only its in-house brands, which are as follows:



The company’s complete range consist about 5000 products / SKUs 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. The company is focused on basic products that remain in fashion for long period of time and does not carry outdatedness of fashion risk. The company lays emphasis on affordable cost of product without compromising on the quality of the product.

For more details, please visit <http://junctionfabrics.in/>