



GARMENT MANTRA LIFESTYLE LIMITED

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

December 10, 2024

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

Dear Sir,

Subject: Business Update **“Product Launch- Launch of Women Innerwear Products”**

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- Launch of Women Innerwear Products”** 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

Registered & Admin Office: No.15, Murthy's Plaza, Karia Gounder Street, Khaderpet, Tirupur - 641 601.

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(Formally Known as Junction Fabrics and Apparels Limited)

CIN: L18101TZ2011PLCO017586

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

Tirupur, December 10, 2024: Garment Mantra Lifestyle Ltd

(Erstwhile Junction Fabrics & Apparels Ltd)

Launch of Women Innerwear Products

We are delighted to announce the launch of our new women's innerwear collection, a significant step in our commitment to providing high-quality, comfortable, and stylish essentials that empower women. This collection has been thoughtfully designed to meet the diverse needs of women keeping in mind the domestic as well as overseas markets, blending premium fabrics, trend-forward designs, and inclusive sizing to ensure that everyone feels represented and confident. With a focus on sustainability, we have incorporated eco-friendly materials and packaging, aligning with our responsibility toward the environment. Our product range has been created keeping in mind to cater masses.

This launch marks an exciting new chapter for our brand as we aim to make innerwear accessible and affordable to a broader audience. The collection will be available at our selected existing customers initially and later on as our other products will start distributing on PAN India basis. We are thrilled to bring this vision to life and look forward to sharing it with our customers.

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

“We are thrilled to unveil our new women's innerwear collection, a significant step forward in our journey to deliver innovative, high-quality products that resonate with our customers. This launch reflects our commitment to understanding the evolving needs of majority women and providing them with innerwear that combines style, comfort, and functionality.

Our team has worked tirelessly to ensure this collection is inclusive, offering something for everyone, regardless of size or preference. We have also embedded sustainability into our designs, reinforcing our dedication to responsible business practices.

This milestone is more than a product launch; it is a testament to our belief in empowering women by addressing their everyday needs with thoughtful, well-crafted solutions. I am confident that this new range will strengthen our brand's connection with our customers and drive meaningful growth in the years to come.

I extend my heartfelt gratitude to our team, partners, and stakeholders for their invaluable contributions to this initiative. Together, we are setting new benchmarks in the market and creating a product range that we can all be Proud of.”

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 majority 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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