

From the house of.,



## GARMENT MANTRA LIFESTYLE LIMITED

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

Date: 06.01.2021

To

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

Dear Sir,

**Subject : Press Release titled “Garment Mantra Lifestyle acquires substantial stake in Retail arm Twenty Twenty Trading LLP “Price Mantra”**

Scrip Code : 539216

With reference to the captioned subject and pursuant to regulation 30 of SEBI (LODR) Regulations, 2015, please find attached herewith press release titled **“Garment Mantra Lifestyle acquires substantial stake in Retail arm Twenty Twenty Trading LLP “Price Mantra”**

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

Thanking you,  
Yours faithfully,

**For Garment Mantra Lifestyle Limited**

**Prem Aggarwal**  
**Managing Director**  
**DIN No: 02050297**

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

**Factory:** Shed No.40, Nethaji Apparel Park, Eettiveerampalayam, New Tirupur - 641 666.

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## **Garment Mantra Lifestyle acquires substantial stake in Retail arm Twenty Twenty Trading LLP “Price Mantra”**

**Tirupur, January 06, 2021:** Garment Mantra Lifestyle Ltd (Erstwhile Junction Fabrics & Apparels Ltd) is pleased to announce that the Company has successfully acquired 74% stake in Twenty Twenty Trading LLP, which operates the value retailing brand - “Price Mantra”.

The company has taken steps to consolidate its Group structure in its effort to maximize the benefits of an Integrated Textile player. As a step in that director, earlier Garment Mantra has already acquired stake of 83.80% in Jannat Fabrics and Apparels Private Limited. Garment Mantra has acquired 74% stake in the Value Retailing arm - Twenty Twenty Trading LLP “Price Mantra” successfully.

The management is in the process of making both the group companies as a wholly owned subsidiaries and fully integrate the group operations in future. The acquired entity is having a unique retail model through the brand - ‘Price Mantra’, whereby they source the branded products especially garments and fashion accessories at a steep and huge discount to the MRP. This unique model is likely to be a major growth driver as well as margin accretive for the Company. Moreover, the Company has now widened its product categories from garment to more varied product range like electronics, home appliances, fashion accessories, etc in its portfolio. Recently, the Company has entered into its first bulk order purchase worth of INR 110 Million, at a steep and huge discount to its MRP.

**Commenting on the same, Mr. Prem Aggarwal, Chairman & Managing Director,** “We at Garment Mantra are delighted to update our stakeholders about the acquisition of majority holding in Twenty Twenty Trading LLP - “Price Mantra”. This will strengthen our entire envisioned Integrated Model. With a vision to meet the brand aspirations of the Mass Indian Population, we have taken steps to emerge as one of the only

Organized Player into the Value Retailing. The essence of this retail business is based on our capability of sourcing bulk at a steep discount to MRP. Subsequently, we would be able to offer these products at highly competitive prices to our customers. We have widened our product portfolio from garments to electronics, home appliances and fashion accessories, which would help us to earn customer loyalty. We are expecting to make both the group companies as a wholly owned subsidiary in next few months. We are confident to derive substantial benefits from these acquisitions and register improved performance going forward.”

### 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 outdation 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://garmentmantra.com/>**