

Date: 20.08.2021

To

BSE Limited
PhirozeJeejeebhoy Towers,
Dalal Street, Mumbai – 400001

BSE Scrip Code: 539216

Dear Sir/Madam,

Sub: Business update for the financial year 2021-22

Pursuant to Regulation 30 of SEBI (LODR) Regulations, 2015, we are attaching herewith the business update of the company for the financial year 2021-22 for perusal of the stakeholders.

Kindly take note of the same in your records and disseminate on your website.

Thanking you
Yours faithfully

For Garment Mantra Lifestyle Limited



Prem Aggarwal
Managing Director
DIN No: 02050297





(Formerly Known as Junction Fabrics and Apparels Limited)

CIN: L18101TZ2011PLCO017586

No.15, Murthy's Plaza, Karia Gounder Street, Khaderpet, Tirupur - 641 601

BUSINESS UPDATE FOR THE FINANCIAL YEAR 2021-22

Garment Mantra Lifestyle Ltd. is a focused on fulfilling the fashion and lifestyle aspirations of Mass Indian Population. GMLL as a group has been in in the Textile Industry for over **3 decades**, GMLL has **3 business divisions** specifically for each of their unique business models;

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". GMLL's complete range consist of about **5000 products** and are mainly targeted to mass customers, which constitute around **70%** of domestic population. GMLL's products are available pan-India through a vast network of wholesalers and distributors. The key strategy is cost effectiveness at affordable prices without compromising on the quality of the product.

Located in Tirupur, which is popularly known as - Knit Wear Capital of India, Textile City, accounting for 90% of India's cotton knitwear export and provides employment to around 400,000 workers. It has spurred up the textile industry in India for the past three decades. It contributes to a huge amount of foreign exchange in India.

GMLL operates its retail chains under the brand **Price Mantra** which provides branded products typically export surplus at very affordable prices. This unique model is likely to be a major growth driver as well as margin accretive for the Company. Price Mantra is a Fashion store for taste-makers and trend breakers. When it comes to shopping for Women, Men and kids looking for the latest fashion trends, Price Mantra is the one stop destination and all about redefining the fashion in easiest and affordable way, easing your shopping experience with all brands of apparels, footwear and accessories at one single destination as Price Mantra believes in offering "**EVERYTHING UNDER ONE ROOF**". Price Mantra is the only place where Fashion meets the people with the top-notch branded clothing and accessories. GMLL has been appreciated at many instances as shoppers find the shopping experience as amazing with the good branded products at unmatched price points, with enormous options to choose from Price Mantra collection.

GMLL a wholesale hub called **Poorti** which deals with wholesalers and retailers across the country and also from international markets which will help the GMLL to source their products. GMLL have expansion plans in place, the Company has diversified its product range by adding electronics, home appliances along with fashion accessories to its portfolio

Business Updates



Updates of the Garment Mantra Lifestyle Limited FY 2021-22

- 1. Company has opened 2 more stores in June end, in Tirupur and Delhi NCR. Total No. of Stores reached from 7 to 9.**

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 restrictions are pushing the economy at a slower pace. GMLL is witnessing improvement in demand and will fulfil the orders once restrictions will lift up in the state and respective states of its customers.

GMLL is expanding business through our retail arm 'Price Mantra'; we are now focusing on developing B2C space on a rapid pace. Recently after lifting of Covid-19 restriction we are operating from **2 new locations**, one is in Tirupur and another one is in Delhi NCR. GMLL has existing operations from **7 Locations** and added **2 more** stores specially for their retail business.

- 2. Company has opened 10th Store in Coimbatore in August 1st Week.**

Price Mantra, launched its 10th store at NSR Road, Saibaba Colony, Coimbatore, Tamil Nadu on 3rd August 2021, According the management the launch of the stores aims at providing high-quality, aspirational fashion wear at affordable prices for the entire family with an enhanced shopping experience.

The launch of GMLL's 10th store in Coimbatore continues to reinforce its role in offering up-to-date and affordable fashion for every member of the family. The purpose of launching these stores is to serve our esteemed customers with exclusive offerings and a remarkable in-store experience.

- 3. First Ever "exhibition cum sale" has been launched and successfully conducted on 12-13-14-15 August in Delhi NCR.**

Price Mantra is an upcoming national brand that is a family store selling branded apparels, footwear and accessories which are mostly export surplus at heavy discounts thereby fulfilling fashion aspirations of the common Indian. The exhibition-cum-sale titled "**Great Freedom Sale 12, 13, 14 15 August**" in Delhi NCR, that began on August 12th, 2021, has on display products showcasing varied men's and women's apparel, footwear and accessories at unmatched discounted prices. Exhibitions are a unique and effective way to market as well as sell variety of products for a company. In this model, companies can ensure that their goods reach various locations without having to invest in permanent stores. This reduces the fixed expenses required for opening multiple stores. Further exhibitions run on a cash-carry model which is a negative working capital model and spurt many such events in the coming times. GMLL has enumerated many events for FY22 at destinations across India thereby promoting a strong brand visibility at a national level.





4. Upcoming 11th Store of Price Mantra-Neyveli Power Project Township

Lignite Power Plant Township in Tamil Nadu.

Garment Mantra has launched a new store in its retail arm Twenty Twenty Trading LLP “Price Mantra” in the township of Neyveli Lignite Power Plant, Tamil Nadu. This township is an industrial town in the Cuddalore district in the Indian state of Tamil Nadu and has a population density of ~3 lakhs and the proximity to the closest town is 100 kms. GGML will be benefited with a ready customer base which was previous facing issues with their essential and regular shopping.

Each year around 1000-1250 engineers retire from their services within the power plant with a sizeable retirement benefit, they in general relocate to their hometown to spend their retired life, Price Mantra” will offer a business cum income generating incentive by opting for a franchise with a minimal capital introduction. It will also assist these professionals to engage in activities which will generate income in annuity fashion through this franchise model which will also help Price Mantra expand its brand into multiple Cities.



5. Results Update Q1-FY21-22

Particulars (INR MN)	Q1 FY 22	Q1 FY 21
Revenue from Operations	219.47	184.15
Other Income	0.01	0.10
Total Revenue	219.47	184.25
Total Expenses	204.85	182.40
EBITDA	23.56	10.26
EBITDA Margin (%)	10.73%	5.57%
Depreciation	1.75	1.66
Finance Cost	7.19	6.75
PBT with Exceptional Item	14.62	1.85
Exceptional Items	-	-
PBT	14.62	1.85
Current Tax	3.84	-
Earlier Years	-	-
Deferred Tax	-	-
Tax	3.84	0.00
PAT	10.79	1.85
Other comprehensive profit / loss	-	-
Net PAT	10.79	1.85
PAT Margin %	4.91%	1.00%
Diluted EPS	1.07	0.69

Financial Performance Comparison – Q1 FY22 v/s Q1 FY21

- Revenue from operations increased by 19.18% from ₹184.15 Mn in Q1 FY21 to ₹219.47 Mn in Q1FY22 mainly driven by strong performances of our products across the board
- EBITDA increase by 129.66% from ₹10.26 Mn in Q1 FY21 to ₹23.56 Mn in Q1 FY22 mainly by change in the Product Mix, improved working efficiencies.
- Net Profit stood at ₹10.79 Mn in Q1 FY22, compared to ₹1.85 Mn in Q1 FY21.
- Consolidate EPS for Q1 FY 22 is Rs. 1.07 per share (of the face value of Rs 10 Each) as compared to Rs. 0.69 per share in Q1 FY21.



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

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