



MISH DESIGNS LIMITED

Reg. Office Address :Gala No. 4 Gulati Industries, Hattibaug, Love Lane, Mazgaon, Mumbai - 400010.

CIN : U74999MH2017PLC302175.

Tel.: 022 23719478

Email : info@mishindia.com

website : www.mishindia.com

26thDecember, 2023

To,
BSE Limited
Listing Department
P.J.Towers, Dalal Street,
Fort, Mumbai- 400 001

Scrip Code: 544015

Dear Sir(s)/ Madam,

Subject: Press Release.

In pursuance of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Press Release issued by the Company, Mish Designs Limited in Collaboration with Nykaa Fashion for an exclusive space in the lifestyle retail company's physical store at Indiranagar, Bangalore.

The Press release for the same is enclosed

We request you to take note of the same.

FOR MISH DESIGNS LIMITED

KAUSHAL GOENKA
(Chairman & Managing Director)
(DIN: 02446587)



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PRESS RELEASE

Mish Designs Limited finds a New Home at Nykaa Fashion - A Perfect Blend of Style and Elegance

Mumbai, 25th December 2023 -Mish, the contemporary women's fashion label that has captured the fashion scene's attention, is excited to announce its latest venture - a strategic collaboration with Nykaa Fashion. Mish, already available at Nykaa Fashion's online store will now have an exclusive space in the lifestyle retail company's physical store at Indiranagar, Bangalore.

Nykaa Fashion is the fashion e-commerce arm of the trailblazing e-commerce giant Nykaa, founded by FalguniNayar in 2012.

Mish, celebrated for its contemporary western wear, has experienced phenomenal growth over the years, earning a special place in the hearts of fashion enthusiasts with its commitment to quality.

This collaboration marks a significant milestone for Mish, providing the brand with an opportunity to showcase its unique blend of style and elegance to a new format through Nykaa Fashion's newly established retail network.

"We are thrilled to partner with Nykaa Fashion, a brand that shares our commitment to quality and innovation. This collaboration is an exciting leap into the world of retail, allowing us to connect with our audience in a more tangible way," says KaushalGoenka, co-founder at Mish.

Nykaa Fashion's decision to welcome Mish into its family is a testament to both brands' growing influence and popularity. The dedicated shelf space at Nykaa Fashion's store will feature Mish's latest collections, providing customers with the opportunity to experience the brand's commitment to fashion-forward designs firsthand.

As Mish continues to make waves in the world of fashion, this collaboration with Nykaa Fashion is poised to elevate both brands to new heights. Stay tuned for the grand unveiling of Mish's curated space at Nykaa Fashion.

About Mish Designs

MISH is a global women's fashion brand, excelling in affordable Western and IndoWestern attire. With a robust digital presence, we've sold over 2.5 lakh products online since FY 2017-18. Our strong network includes Myntra, Nykaa Fashion, Ajio, Tata Cliq, and Namshi. We identified gaps in women's Western wear, leading to our brand's success. Based in India, we create "MISH" and "CURVES BY MISH" clothing, while exporting "ZOEY" to the UAE. Our diverse range of 1000+ designs encompasses dresses, gowns, tops, co-ords, T-shirts, trousers, and palazzos. With a 10,000 sq. ft. manufacturing unit and a dedicated 54-member team, we prioritize customer satisfaction through quality products.



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Management Comment

Commenting on this development, Mr. Kaushal Goenka, Managing Director of Mish Design said:

"I am delighted to share the exciting news of Mish's strategic collaboration with Nykaa Fashion, marking a pivotal moment in our brand's journey. Our contemporary women's fashion label has continually strived to redefine elegance and style, and this collaboration presents a remarkable opportunity for us to expand our reach and strengthen our presence in the fashion industry.

The decision by Nykaa Fashion to provide Mish with an exclusive space at its physical store in Indiranagar, Bangalore, is a testament to our shared values of quality, innovation, and dedication to our customers. This collaboration enables us to showcase our unique blend of contemporary designs and elegance to a broader audience, enhancing our connection with our valued customers.

Our dedicated space at Nykaa Fashion's store will feature our latest collections, inviting customers to experience firsthand Mish's commitment to fashion-forward designs. This collaboration is poised to elevate both Mish and Nykaa Fashion to new heights, opening doors to endless possibilities.

Thank you once again for your unwavering support, dedication, and belief in Mish. Let us embark on this new chapter with enthusiasm and a shared commitment to excellence."

Disclaimer

Certain statements in this document may be forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Mish Designs Equipment Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstance.

Contact Details:

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