

Date: December 17, 2024

To,

BSE Limited

Corporate Relationship Dept
First Floor, New Trading Ring
Rotunda Building, P J Towers
Dalal Street, Fort,
Mumbai – 400001

Scrip Code: 540901

National Stock Exchange of India Limited

Listing Department
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai – 400051

Symbol: PRAXIS

Ref.: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Please find enclosed herewith the copy of the press release titled as “**Experience Home Like Never Before: HomeTown Launches at Seasons Mall, Pune!**”.

The same shall also be available at the Company’s website at www.praxisretail.in

Kindly take the above information on your records.

Yours faithfully,

For **Praxis Home Retail Limited**

Vimal Dhruve
Company Secretary

Encl.: As above



Experience Home Like Never Before: HomeTown Launches at Seasons Mall, Pune!

Discover a world of style, comfort, and quality home, all under one roof with HomeTown.

Pune, December 2024

HomeTown, India's leading destination for home furniture, decor, and essentials, proudly announces the grand opening of its latest store at Seasons Mall, Magarpatta City, Hadapsar, Pune, Maharashtra 411013. This new launch marks a significant milestone in HomeTown's journey to bring world-class home shopping experiences closer to Pune's vibrant community.

Spanning an expansive space, the HomeTown store at Seasons Mall offers an immersive shopping experience like no other! Customers can explore the largest curated collection of premium furniture, home decor, homeware, kitchen essentials, storage solutions, modular kitchens, and much more. With products crafted to meet diverse tastes and budgets, this store ensures that every home can be transformed into a stylish and functional haven.

What to Expect at the New HomeTown Store:

A Wide Range of Furniture: From luxurious sofas, beds, wardrobes, and dining sets, to contemporary pieces, customers can browse collections that suit every room and every style preference.

Stylish Home Decor: Add character to your home with vases, figurines, wall art, clocks, candles, planters, and accent furniture. Every piece is designed to inspire creativity and elegance.

Homeware & Kitchen Essentials: HomeTown offers a complete selection of cookware, kitchenware, dinner sets, drinkware, and storage solutions with over 15000 designs, there's always something unique for every corner of the home.

Kids' Furniture by Smartsters: Give your kids the pampering they deserve with premium quality furniture that ensures maximum enjoyment without compromising on their safety and comfort.

Modular Solutions: HomeTown also specializes in customized modular solutions for kitchens and wardrobes, offering over 100 styles and designs curated by in-house designers.

Furniture Packages: Choose from curated pre-designed packages for living, dining, and bedrooms. Specially crafted to bring style, comfort, and functionality to your space, or customize your own package to match your taste and lifestyle.

HomeTown's Customer First Experience:

HomeTown prides itself on offering not just products but also exceptional customer service.

Customers can enjoy benefits such as,

- Free delivery and installation services.
- After-sales support with dedicated service teams.
- Hassle-free returns to ensure complete satisfaction with every purchase.

Mr. Ashish Bhutda, CEO & Director of Praxis Home Retail Ltd., shared his excitement about the launch, saying, "The opening of our new HomeTown store at Seasons Mall, Pune, reflects our commitment to bringing world-class home shopping experiences to every corner of India. We aim to provide customers with a one-stop destination for home needs, offering stylish, durable, and value-driven products. We look forward to welcoming Pune's residents to explore our wide range of offerings and assist them in creating homes they truly love."

With the opening of this new store, HomeTown strengthens its foothold in Maharashtra, offering customers the convenience of shopping for everything they need for their homes in one place. HomeTown is set to redefine home shopping with now having 22+ stores in 19 cities in India with over 15+ Lakhs satisfied customers and counting.

So from cozy living room arrangements, and bedrooms to sleek dining sets and smart storage solutions, HomeTown is set to become Pune's go-to destination for all things home!

Shoppers in Pune can now visit the new HomeTown store at:

 HomeTown, Seasons Mall, Magarpatta City, Hadapsar, Pune, Maharashtra 411013.

For more information, visit:

www.hometown.in

www.facebook.com/hometown.in

www.instagram.com/hometownindia

About Praxis Home Retail Limited

Praxis Home Retail Limited is a pioneer in home retail services in India. Launched in 2007, the company has established itself as a market leader, managing the HomeTown brand across 19+ cities. With a strong online presence through www.hometown.in, the brand offers a complete range of home solutions, from furniture and homeware to customized kitchens and wardrobes, catering to both full-home and independent room designs.