



KEWAL KIRAN CLOTHING LIMITED

Registered & Corporate Office :- Kewal Kiran Estate, 460/7, I.B. Patel Road, Goregaon (E), Mumbai: 400 063

Tel No. +91 22 26814400 Fax No. +91 22 26814410

CIN No. L18101MH1992PLC065136 website : www.kewalkiran.com

Date: September 25, 2023

The Department of Corporate Services

BSE Limited

1st floor, P J Towers

B.S. Marg, Fort, Mumbai – 400 001

Stock Code: 532732 / KKCL

The Listing Department

National Stock Exchange of India Limited

Exchange-Plaza, Bandra Kurla Complex

Bandra (E), Mumbai – 400 051

Dear Sir/ Madam,

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Launch details

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Company has launched its first exclusive boys wear Brand – Junior Killer.

Attached herewith the details of the launch.

This is for your information and records.

Yours truly,

For Kewal Kiran Clothing Limited

ABHIJIT B. WARANGE

VICE PRESIDENT – LEGAL & COMPANY SECRETARY

Kewal Kiran Clothing Limited Launches Its First Exclusive Boys Wear Brand - Junior Killer

- *Junior Killer is a high street fashion brand that is set to address end-to-end wardrobe needs for boys.*
- *The collection comprises of extensive style categories across Casuals, Sports and Classic.*



24th September 2023, Mumbai: Elevating the style quotient for young fashionistas, Junior Killer - India's latest **high street kids fashion brand from the house of Kewal Kiran Clothing Limited (KKCL)** was **launched** in the city today. This new brand is set to redefine the fashion landscape by **offering end to end wardrobe needs of young boys of age 4 to 16, with thoughtfully crafted designs.** Junior Killer offers a wide range of options to cater to the diverse tastes of young fashion enthusiasts. The official unveiling of **Junior Killer** took place in Mumbai, marked by a spectacular **fashion show that showcased the brand's inaugural collection in the presence of Actress Ms. Bipasha Basu and Actor Mr. Karan Singh Grover, along with unveiling of its TVC shot in Amsterdam.**

Junior Killer's debut collection has been meticulously crafted to meet the unique needs and preferences of today's discerning young boys. With an extensive range of clothing options, Junior Killer has uniquely crafted categories of clothing for boys – **Casual, Sports and Classic.** From denims to t-shirts, shirts and co-ords, the collection caters to various occasions and styles, ensuring that every young boy can express his individuality. From casual wear to occasion wear, Junior Killer offers an array of options that seamlessly blend style and comfort.

Speaking about the launch, **Mr. Hemant Jain, Joint Managing Director – Kewal Kiran Clothing Limited** said, *"We are thrilled to introduce Junior Killer, a brand that embodies the spirit of today's young boys. We have carefully curated this collection to not only reflect their unique style but also empower them to make a mark in the world while staying true to their roots. Our aim is to provide fashionable options for young boys who value both style and substance."*

The inspiration behind Junior Killer's debut collection draws from the everyday style of boys, celebrating their dynamic and adventurous spirit. With prices starting at just Rs. 499 and going

up to Rs. 2399, the brand offers high-quality fashion at accessible price points. Junior Killer collection will be available across leading multi-brand outlets **as well as Killer Exclusive stores, K-Lounge and National Chain Stores starting with their inaugural SS'24 collection.**

About Kewal Kiran Clothing Ltd: Kewal Kiran Clothing Limited is a 30 plus year legacy company in the Indian retail & fashion industry. Started in the 1980, by brothers Kewalchand Pukhraj Jain and Hemant Pukhraj Jain, as an apparel manufacturing business with focus on denim, KKCL today has transformed into a celebrated and sought after home-grown fashion & lifestyle brand Company. Today, KKCL has a wide range of offerings from Jeans, T-Shirts, Shirts, Shorts, Jackets, Blazers, Winterwear, Athleisure, Accessories under flagship brands like Killer, Integriti, Lawman pg3 and Easies with presence across EBOs, MBOs, National Chain Stores throughout India.

KKCL has successfully competed with global brands and remained the nation's largest branded apparel maker through constant innovation and keeping up with people pulse. The Company's ability to keep innovating and competing has made it a sought-after fashion brand in the country.

About Killer: A premium fashion brand for men, Killer is the first truly international Indian brand created and owned by Kewal Kiran Clothing Limited. A brand that is youthful, trendy, vibrant and with an attitude. Killer enjoys a leadership position in the premium menswear segment and is one of the largest selling denim brands in India. Started as a jeans brand, the Killer product portfolio today includes men's ready-to-wear jeans, trousers, cargos, capris, shirts, jackets, tee-shirts, athleisure, innerwear (vests and briefs), footwear (shoes, socks), time-wear, eyewear and other accessories (belts, bracelets etc). The designs of Killer are synonymous with the rebellious streak of youth. Killer products are retailed across EBOs (250+), K-Lounge (180+) Large format stores (750+) and MBOs (2000+) to be closer to its consumers and evolve the brand with the changing times.

For media queries, please contact:

Mr. Shyam Shivadas, +91 98208 31834, shyam@brand-comm.com

Mr. Sandip Maule, +77387 02368, sandip@brand-comm.com