

From the house of.,



GARMENT MANTRA LIFESTYLE LIMITED

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

Date: 21.01.2021

To

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

Dear Sir,

Subject : Press Release titled “ Garment Mantra Integrates Group Textile operations by acquiring majority stake in two of its Group Textile arms”

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 Integrates Group Textile operations by acquiring majority stake in two of its Group Textile arms.**”

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

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Garment Mantra Lifestyle Limited

Integrated Textile Player

January 2021

Garment Mantra Integrates Group Textile operations by acquiring majority stake in two of its Group Textile arms



- With the approval of the Board, Garment Mantra has successfully acquired majority stake in two of its Group Textile arms - Jannat Fabrics and Apparels Private Limited and Twenty Twenty Trading LLP “Price Mantra”.

Jannat Fabrics & Apparels Private Limited:

- Jannat Fabrics being major supplier for Garment Mantra carries vast network of other business ancillary and support service houses all over the knit city which will support Garment Mantra from backend.

Twenty Twenty Trading LLP:

- Twenty Twenty Trading LLP “Price Mantra” which operates an unique and niche retail model for mass Indian population will give more strength to Garment Mantra in fulfilling the brand aspirations of the Mass Indian Population by offering them products across categories at highly competitive price.

Synergy of Consolidation



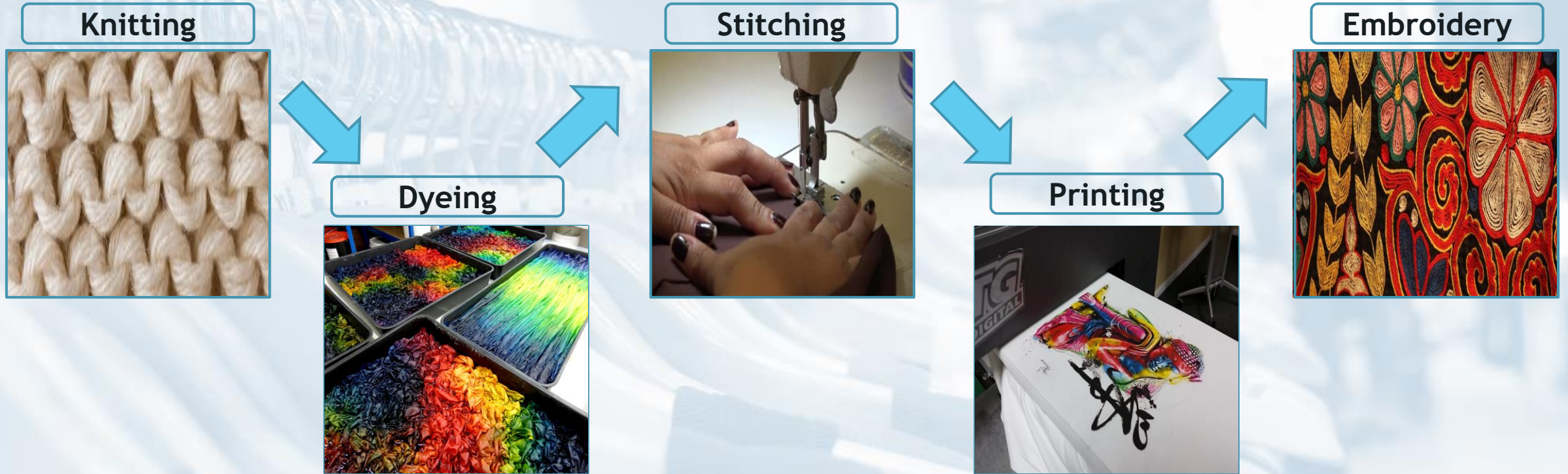
Consolidation of Group Operations positions 'Garment Mantra' as the flagship fully integrated Textile Company

- This acquisition will aid Garment Mantra to optimize resources of the Group as well as to reduce the overall operational overhead and compliance cost.
- With this restructuring of the Group, Garment Mantra will be positioned as a fully integrated Textile Player i.e. running entire textile value chain from supplying yarn / fabric to the mills for Knitting, Dyeing, Printing, Compacting factories and into a unique Retailing.

Consolidated group operations will be a major growth driver in expanding the business

substantially in coming years

Garment Mantra runs entire textile value chain



- Garment Mantra controls the entire textile value chain from supplying yarn to the mills for Knitting, Dyeing, Printing, Compacting factories.
- The acquisition with Jannat Fabrics & Apparels Private Limited will help the Company in running the business smoothly as Jannat Fabrics & Apparels Private Limited is a major supplier of Garment Mantra.

Garment Mantra is all set to expand the market reach of its Retail venture - “Price Mantra”



- It sources returned, seconds or outdated Branded Apparels and Accessories from National and International Brands in bulk quantity at steep discount to their MRPs.
- With the expansion plans in place, the Company has diversified its product range by adding electronics, home appliances as well as fashion accessories to its portfolio.

B2C Model

B2B Model

Price Mantra Stores

- successfully started running 7 ‘Price Mantra’ stores in different cities till the date by implementing two models - own stores and through Franchisee.
- Plans to open about 110 new stores in the coming year.
- Aim of providing employment to various groups such as retired persons as well as House wives.
- With this, the Company endeavors to become a Pan India player by opening stores in various cities in near future to expand its market reach.
- Also working on - Exhibition cum sale model across India to provide branded products at attractive rates.

Wholesale store ‘Poorti’

- The Company has opened up wholesale store called ‘Poorti’ in Tirupur.
- Tirupur being one of the largest sourcing markets for huge number of wholesalers and retailers across the country and also from international markets will help the company to source their products.

This unique Business Model is one of its kind in the organized segment, which is highly scalable

Glimpse of B2C Model - Price Mantra

GARMENT
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They have successfully started running 7 'Price Mantra' stores till the date; 5 in Tirupur, 1 in Coimbatore and 1 in Delhi.



Poorti
SURPLUS STOCK - A WHOLESAL HUB

**Brands
from
All Over India
In Surplus
Stocks**

Poorti
A WHOLESAL HUB

Distinguished Fabric Sourcing Strategy

- Rich Experience in the Textile Industry, the company has always taken efforts to remain ahead of its competition
- Fabric – remains an integral part for success of any garment / apparel player – the company has adopted innovative methods for sourcing of fabrics meeting the right quality, latest fashion trend and competitive price in the domestic market.
- The company has started sourcing of surplus fabrics from manufacturers of leading international brands like Zara, H&M, etc and from international & domestic market for trading of fabrics and also making its own garments.
- Cost competitiveness – surplus fabrics are cost effective as compared to earlier traditional sourcing – giving it a pricing advantage of ~10-15%

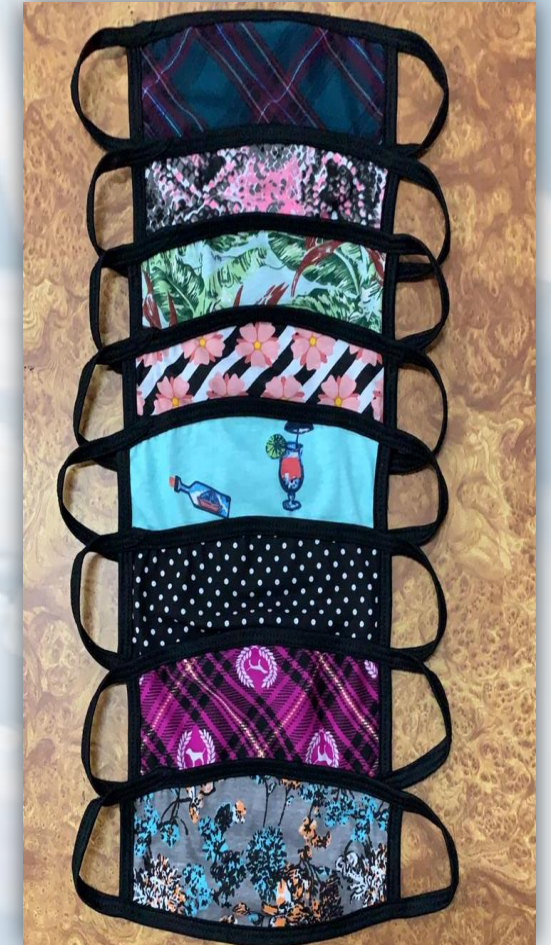
Strategy has given substantial impetus to both trading and garment business of the company – thereby Maintaining an Edge over its Peers



Quick Adaptability to Market Needs

Started Manufacturing of Face Masks & Cotton PPE Kits

- The company has demonstrated its versatility in adopting to changing dynamics of business and launching new products.
- Amidst the prevailing pandemic – Covid-19, realizing the need to meet the needs of the Mass Population and as its commitment to serve the society, the company started production of Face Masks & Cotton PPE kits to protect and fight against the deadly virus.
- By virtue of its experience in the textile industry, the company innovated an affordable and sustainable solution for manufacturing of masks, which are prepared by cotton knitted fabrics, making it reusable, washable and high sweat absorbing.
- The company intends to make the product available across every household in our country



Way Forward



- Innovative Strategy right from sourcing of fabrics, designing skills, production process, cost competitiveness is likely to position **'Garment Mantra'** as one of the preferred Knitted Garment Brand in the country
- Fabric Trading business is likely to get an impetus as the company increases its sourcing of surplus fabrics from the domestic & international markets
- With the unique model of retailing where the USP is fulfilling brand aspiration of mass Indian population at affordable price, Garment Mantra will be one of the organized player in this business.
- Medical Textiles – Face Masks & Cotton PPE kits – likely to be one of the key growth driver, as the segment gets adopted as normal lifestyle product to fight not only Covid-19, but any other potential virus in future

With the robust plan sets forth, Garment Mantra is expecting to perform better going forward

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Thank You

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