

Date: August 13, 2021

To

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

Dear Sir,

Subject: Business Update “Garment Mantra Lifestyle Limited (GGML) proposed its milestone 11<sup>th</sup> Store at Neyveli”

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- Business Update “Garment Mantra Lifestyle Limited (GGML) proposed its milestone 11<sup>th</sup> Store at Neyveli” is attached herewith for your records.

We hereby request you to take this on record and acknowledge us the same.

Thanking you,

**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, Khaderprt, Tirupur - 641 601

#### BUSINESS UPDATE:

**Garment Mantra Lifestyle Limited (GGML) proposed its milestone 11<sup>th</sup> Store at Neyveli**

**Tirupur, 13<sup>th</sup> August 2021:** Garment Mantra Lifestyle Limited (GMLL), a focused company on fulfilling the fashion and lifestyle aspirations of Mass Indian Population proposed its 11th store in Neyveli Lignite Power Plant Township in Tamil Nadu., the store aims at providing high-quality, aspirational fashion wear at affordable prices for the entire family with an enhanced shopping experience.

#### **Lignite Power Plant Township in Tamil Nadu.**

Garment Mantra has proposed a new store in its retail arm Twenty Twenty Trading LLP "Price Mantra" in the township of Neyveli Lignite Power Plant, Tamil Nadu, this store will be operational in next 30 - 45 days. 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 an 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.

**Commenting on this Milestone, Mr. Prem Aggarwal, Chairman & Managing Director, Garment Mantra Lifestyle said** "We are also happy to announce our upcoming **11<sup>th</sup> store** in Neyveli Lignite Power Plant, our brand 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. We are confident that we will receive continued support from the customers we are catering."

#### **About Price Mantra**

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.

### **About Garment Mantra Lifestyle Limited**

Garment Mantra is a company focused on fulfilling the fashion and lifestyle aspirations of Mass Indian Population. The promoters of the company have extensive experience in the Textile Industry for over **3 decades**. Garment Mantra has **3 business divisions**. 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”. The company’s complete range consist about **5000 products** and are mainly targeted to mass customers, which constitute around **70%** of domestic population. The company’s products are available pan-India through a vast network of wholesalers and distributors. The company lays emphasis on affordable cost of product without compromising on the quality of the product. GMLL also has a retail chain named **Price Mantra** which provides International quality products at very affordable prices. This unique model is likely to be a major growth driver as well as margin accretive for the Company. 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.

*For further information on the Company, please visit [www.garmentmantra.com](http://www.garmentmantra.com)*

Lakshmi Priya. K (Company Secretary)

**Garment Mantra Lifestyle Ltd.**

Email: [companysecretary@junctionfabrics.in](mailto:companysecretary@junctionfabrics.in)

Contact: +91 42 14333896

Krunal Shah/ Vinayak Shirodkar

**Captive IR Strategic Advisors Pvt. Ltd.**

Email: [Krunal@cap-ir.com](mailto:Krunal@cap-ir.com)/[Vinayak@cap-ir.com](mailto:Vinayak@cap-ir.com)

Contact: +91 98922 88895

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