



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

18th June, 2024

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, we wish to inform all our stakeholders that the Company has pleasure in enclosing the press release relating to Launch of Mish Designs Apparels in the European Market: Now Available on Zalando and Otto.

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

Made in Bharat, for the World: MISH NOW LIVE IN EUROPE ON [ZALANDO.COM](https://www.zalando.com) and [OTTO.COM](https://www.otto.com)

Mumbai, 18th June 2024 - Mish, the contemporary women's apparel brand, proudly announces its latest achievement—going live in Europe! Shoppers in Europe can now discover Mish's unique fashion-forward styles and impeccable quality on [zalando.com](https://www.zalando.com) (Germany, Netherlands, Belgium, Austria, and Denmark) and [otto.com](https://www.otto.com) (Germany).

With the mantra "Stay Evolved," Mish strategically continues to push boundaries and expand its global footprint. This launch on two of Europe's top online retail platforms is a major leap in our journey to bring the best of Bharat to the world.

Mish is known for its distinctive designs that blend traditional Indian craftsmanship with contemporary aesthetics. The brand's latest collection, now available to European customers, showcases a range of elegant and versatile pieces that reflect the dynamic spirit of modern women.

Europeans can now shop Mish's latest collection through these links:

<https://en.zalando.de/women/mish/>

<https://www.otto.de/suche/mish/?kategorie=kleider>

This expansion signifies Mish's commitment to providing high-quality, stylish, and culturally rich apparel to a broader audience. By partnering with Zalando and Otto, Mish ensures that customers across Europe have convenient access to its latest collections, making it easier than ever to stay evolved in 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, Ajo, 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.

Management Comment

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

"Mish Designs Limited is thrilled to share the exciting news of our latest milestone—Mish, the contemporary women's apparel brand, is now live in Europe! We are delighted to extend our reach to shoppers in Germany, the Netherlands, Belgium, Austria, and Denmark through our new partnerships with Zalando and Otto.



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Zalando (zalando.com) will showcase Mish's unique, fashion-forward styles and impeccable quality to customers in Germany, the Netherlands, Belgium, Austria, and Denmark. Additionally, our collection will be available on Otto (otto.com), providing our German customers with even more access to our latest designs.

This expansion into Europe marks a significant step in our journey to bring Mish's innovative and stylish apparel to a broader audience. We are committed to delivering the same exceptional quality and trendsetting fashion that our customers have come to love. We believe that our presence on these leading online platforms will enhance the shopping experience for our European customers, making it easier than ever to explore and purchase our latest collections.

We invite all fashion enthusiasts in Europe to discover Mish's latest collection by visiting Zalando and Otto

We are excited about this new chapter and look forward to continuing to grow and connect with our European customers. Thank you for your continued support."

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. Ltd. 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:

Mish Designs Ltd.

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