



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

24th September, 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 Mish Designs Apparels to enter the retail market with 10 New Stores across India.

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

Mish Goes Omnichannel, Embarks On Entering Retail with 10 New Stores across India

Mumbai, 24th September 2024 - Mish, the contemporary women's apparel brand, proudly announces a significant new phase in its growth—opening 10 new franchisee stores across India over the next year. This strategic expansion marks a pivotal step in Mish's vision to strengthen its connection with Indian consumers by offering direct access to its chic, fashion-forward collections.

From bustling metro cities to emerging tier-2 regions, Mish is committed to delivering an unparalleled in-store experience. These stores will seamlessly integrate cutting-edge technology such as Virtual Reality (VR) and Augmented Reality (AR) mirrors, designed to revolutionize the fashion shopping experience and provide customers with interactive, immersive ways to explore Mish's collections.

The move comes on the heels of Mish's successful foray into the European market, where its recent launch on major online platforms was met with overwhelming consumer response. Buoyed by this success, Mish is now blending its already thriving digital presence in India with an engaging offline experience, further establishing itself as a robust omnichannel player.

With its fresh approach to fashion retail, Mish is set to redefine how Indian women shop, bringing them closer to its globally admired styles.

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, Ajio, 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:

“At Mish, we believe in constantly evolving to meet the needs of our customers, and entering the retail space with 10 new franchisee stores marks a significant milestone in our growth journey. Our goal is to offer a seamless blend of online and offline experiences, giving customers across India greater access to our unique, fashion-forward collections. By incorporating advanced technologies like VR and AR into our stores, we are not just creating a place to shop but an interactive destination where fashion meets innovation. This omnichannel approach will help us strengthen our connection with consumers, ensuring that Mish remains at the forefront of modern retail, both in India and beyond.”



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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:

<p>Mish Designs Ltd. Contact: 022-23719478 Email: info@mishindia.com</p>
