



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

01st August, 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 *About You* and *Inno*.

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 Expands Retail Presence in Europe with Launch on About You and Inno

Mumbai, 01st August 2024 - Mish, the contemporary women's apparel brand, is excited to announce its launch on About You, the second largest online retail platform in Europe, and Inno, a leading online marketplace. Shoppers across the continent can now explore Mish's unique fashion-forward styles and impeccable quality on these platforms.

About You: Mish is now available in Germany, Austria, Belgium, France, Denmark, and the Netherlands. This partnership with About You complements their vision of aligning fashion with individual personalities, creating a unique and tailored fashion experience for European shoppers.

Inno: Shoppers in the Netherlands and Belgium can now access Mish's collection on Inno, further enhancing the brand's presence in the European market.

This collaboration marks another significant step in Mish's strategy to broaden its global footprint.

This strategic move enables shoppers across Europe to discover Mish's distinctive fashion-forward styles and exceptional quality on these prominent platforms. With its presence on About You, Mish is now available in Germany, Austria, Belgium, France, Denmark, and the Netherlands, aligning with About You's vision of tailoring fashion to individual personalities.

Additionally, Mish's collection is now accessible to shoppers in the Netherlands and Belgium on Inno, further solidifying the brand's presence in the European market.

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:

"We are thrilled to embark on this exciting journey in Europe, and our partnership with About You and Inno marks a significant milestone in our expansion strategy. We believe that our unique blend of fashion-forward styles and exceptional quality will resonate with European shoppers, and we're eager to provide them with an unparalleled fashion experience. Our presence on these prominent platforms enables us to



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reach a broader audience, and we're confident that our brand values of empowering women through fashion will strike a chord with customers across the continent. We look forward to building a strong presence in the European market and exploring new opportunities for growth

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:

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