

Date: January 10, 2022

To

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

Dear Sir,

Subject: Business Update **“Opening of 14th Store at Raipur, Chhattisgarh as part of our ‘100 store Journey’ at PAN India Level”**

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 **“Opening of 14th Store at Raipur, Chhattisgarh as part of our ‘100 store Journey’ at PAN India Level”** is attached herewith for your records.

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

Thanking you,
Yours faithfully,

For Garment Mantra Lifestyle Limited



Lakshmi Priya. K
Company Secretary and Compliance Officer
Membership No: A36135





(Formally Known as Junction Fabrics and Apparels Limited)

CIN: L18101TZ2011PLCO017586

Tirupur, January 9, 2022: Garment Mantra Lifestyle Ltd (*Erstwhile Junction Fabrics & Apparels Ltd*) is pleased to announce that GMLL has commenced operations of **its integrated model in Raipur, Chhattisgarh covering a radius of around 300 kms.** It will efficiently cover the central region and scale up the operations of **Poorti (textile wholesale surplus division)** and also give an impetus to **Price Mantra (apparel convenience store)** which will strengthen their brand visibility in the region. Company estimates further investment approx. Rs. 1000 Mn. to reach the target of 100 stores at PAN India Level and that will source by internal accruals, debt funding and/or bringing in the strategic investors into the Company.

No. 15, Murthy's Plaza, KariaGounder Street, Khaderpet, Tirupur- 641601

Another Milestone achieved by Garment Mantra in its Growth Journey

Opening of 14th Store at Raipur, Chhattisgarh as part of our '100 store Journey' at PAN India Level

GMLL has opened its integrated model in Raipur to cover the 300 kms belt in Chhattisgarh, Orrisa and M.P. It will cater to the Poorti "The Wholesale Hub", Garment Mantra with in-house brands and Flavor of Price Mantra B2C stores to spread the franchises in the peripheral of Raipur. GMLL has a strategic partner with a very prominent textile business house having strong experience and presence in Chhattisgarh from past 3 decades. GMLL has definite plans to create Tirupur like models in selective clusters of India, GMLL will be serving the customers with a lower turnaround time at the very same price in their respective clusters.

Commenting on the Milestone, Mr. Prem Aggarwal, Chairman & Managing Director, Garment Mantra Lifestyle said

"We are happy to announce the launch of integrated model in Raipur, Chhattisgarh.

It's our 14th Location from where we will operate the "Price Mantra", this will help us to reach our target to 100 stores at Pan India Level. We will require investment of approx. Rs. 1000 Mn. to reach the desired target and the planned investment we will rope in the Company through internal accruals, debt funding and try to bring strategic investors in the company by issuing equity or other instruments.

Coming up on this new Store, we are working on our endeavor to engage more partners from the central Indian region, with optimized and economical fulfillment solutions. This new location will improve the region's access to inventory and enhance the services we offer customers.

We firmly believe that this facility will be one of the most important milestones in the business history as we see ourselves expanding our operational footprints beyond Tirupur, Tamil Nadu, we envisage that we promote and uplift the business experience with all our business engagement partners and customers. GMLL performed market research and survey and it turned

out positive to kick off the facility at Raipur Location, upcoming summer months from Mid-February till July end is the most ideal period to make a mark.

Our loud responsible vision is to ramp up a very large number of Price Mantra Store model in the coming 2 to 3 years across tier 2 and 3 towns of India and this is our first large remarkable initiative in this exercise.”

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 **5,000 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.

GMLL lays emphasis on affordable cost of product without compromising on the quality of the product. GMLL has 2 unique business models which will be key revenue and growth drivers; **Poorti: wholesale textile surplus model** which deals with wholesalers and retailers across the country and also from international markets to source textile surplus, the larger share of this business is with small unorganized players who have limited access to larger markets domestically and internationally versus GMLL which has a strong penetrated network across markets. The second most important model which will support the brand enhancement exercise is

Price Mantra: the retail convenience store model and experience. Till date we have 13 stores opened in the past 15 months and we expect this number to grow very rapidly in mix of owned and franchises with some salient operative model which will incentivize all business partners in a

For further information on the Company, please visit <http://junctionfabrics.in/>

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