

From the house of.,



## GARMENT MANTRA LIFESTYLE LIMITED

(Formerly Known as Junction Fabrics and Apparels Limited)  
(CIN: L18101TZ2011PLC017586)

Date: 04.01.2021

To

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

Dear Sir,

**Subject : Press Release titled “Garment Mantra Lifestyle widens its horizons beyond Garments like Electronics, Fashion accessories, Home appliances”**

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 titled **“Garment Mantra Lifestyle widens its horizons beyond Garments like Electronics, Fashion accessories, Home appliances.”**

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

Thanking you,  
Yours faithfully,

**For Garment Mantra Lifestyle Limited**



**Prem Aggarwal**  
**Managing Director**  
**DIN No: 02050297**

**Registered & Admin Office:** No.15, Murthy's Plaza, Karia Gounder Street, Khaderpet, Tirupur - 641 601.

**Factory:** Shed No.40, Nethaji Apparel Park, Eettiveerampalayam, New Tirupur - 641 666.

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## **Garment Mantra Lifestyle widens its horizons beyond Garments like Electronics, Fashion accessories, Home appliances**

*Leveraging its sourcing capabilities to source at a steep discount to the market price*

**Tirupur, January 4, 2021:** Garment Mantra Lifestyle Ltd (Erstwhile Junction Fabrics & Apparels Ltd) would like to update its esteemed stakeholders about the recent diversification steps taken by the Company in order to widen its horizons beyond garments into products such as electronics, fashion accessories as well Home appliances.

Garment Mantra has already established its strengths in the garment segment by sourcing quality fabrics from larger brands at a healthy discount and offering quality products at a competitive price to its consumers. Taking forward this sourcing capability, the Company is in the final process of acquiring Twenty Twenty Trading LLP “Price Mantra”, which is into the retailing business. “Price Mantra” USP is to source the branded products at much cheaper rate to the MRP. Leveraging on the same model, the Company has now widened its product categories from garment and added various new products like electronics, home appliances, fashion accessories, etc in its portfolio. With this diversification plans in place, the Company has entered into its first bulk order purchase worth of INR 110 Million, at a steep and huge discount to its MRP.

The Bulk order procurement of INR 110 Million includes diverse products like garments, electronics, home appliances as well as fashion accessories. The Company is likely to market these products through its integrated platform which would leverage its existing sales network for garments and new products category will be sold through mix of B2B and B2C platform. Whereas; for B2C, it will be utilizing Price Mantra platform and for B2B, the company would be leveraging on its relationship with the existing customers. The new business model will be the major growth driver as well as margin accretive for the Company. Going forward the Company is going to scale up this business substantially as the company is in the final leg of integrating entire Group operations. Furthermore, the company’s operations are based in ‘Tirupur’ which is one of the largest sourcing



markets for huge numbers of wholesalers and retailers across the country and also from international markets. This will also help the company as there is a huge footfall of the wholesale buyers which come across to source their products. It would be easier for the Company to market these products and establish its foothold in the new product segments as well.

**Commenting on the same, Mr. Prem Aggarwal, Chairman & Managing Director,** “We at Garment Mantra are delighted to update our stakeholders about our diversification into the new products segments. Recently, the company has procured bulk of various branded products such as garments, electronic products, fashion accessories and home appliances. This is the major leap forward in order to diversify our business. We are very optimistic about this model where we have planned to sell these products through our both the platforms, B2B as well as B2C. Moreover, we have locational advantage as well. We are in the process of acquiring our group companies and that will help us in expanding our business substantially in coming years.”

He further added, “We would be one of the only organized and listed company to adopt this unique model of Bulk purchase of branded products at steep & huge discount to the market price. We endeavor to fulfill the brand aspiration of every Indian by offering them products across categories at highly competitive price. Our unique Business Model is one of its kind in the organized segment, which is highly scalable. We have already demonstrated similar model in the garments category through our retail venture – Price Mantra and would now replicate the same across various categories like electronics, home appliances and fashion accessories. We are very optimistic about the new diversification and would drive substantial growth for our company in coming years.”



Garment Mantra Lifestyle Limited (Erstwhile Junction Fabrics & Apparels Ltd) is a BSE SME-listed company (BSE Code: 539216). 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 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 has vast and diverse range of the active wear, outer wear, lounge wear for the Kids, Ladies and Men. The company manufactures only its in-house brands, which are as follows:



The company’s complete range consist about 5000 products / SKUs 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 is focused on basic products that remain in fashion for long period of time and does not carry outdation of fashion risk. The company lays emphasis on affordable cost of product without compromising on the quality of the product.

**For more details, please visit <http://garmentmantra.com/>**