

From the house of,



## GARMENT MANTRA LIFESTYLE LIMITED

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

Date: October22, 2021

To

BSE Limited  
PhirozeJeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400001

Dear Sir,

Subject: Business Update “**Opening of 13<sup>th</sup> Store at Surat (Gujarat)**”

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 13<sup>th</sup> Store at Surat (Gujarat)**” 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**

**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.

**Tel No :** +91-0421 2231896, +91-0421 2357140

**E-mail :** accounts@junctionfabrics.in **Website:** www.junctionfabrics.in





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**Tirupur, October21, 2021: Garment Mantra Lifestyle Ltd (Erstwhile Junction Fabrics & Apparels Ltd) would like to announce that GMLL hasopenedits 13<sup>th</sup> “Price Mantra” store– a unique and niche retail model for mass Indian customers in the state of Gujarat .**

### **Opening of 13th Store at, Surat, Gujarat**

GMLL has opened a new retail garment store by the name of “Price Mantra” under its subsidiary; Twenty-Twenty Trading LLP; in Surat, Gujarat. This store is expected to boost the company’s revenue; and promote brand loyalty by catering to a customer base.

**Commenting on the expansion of a new Store, Mr. Prem Aggarwal, Chairman & Managing Director, said** “We are happy to announce the launch of our 13th store in Surat, Gujarat. The brand continues to reinforce its role in offering up-to-date and affordable fashion for every member of the family, while providing a great instore experience for customers. We are confident that we will receive optimistic response from the people of Surat and will continue to cater to more and more locations in the coming quarter. Now our presence is in Western Region of the India also after Southern and Northern Regions. Price Mantra plans to open more retail stores by end of FY22 and reach its goal of being present in 15 locations nationally in tune of expanding our market reach and making “Price Mantra” one of the top national retail clothing brands.”

**The new Store is located at: Shiv Ashish building, opposite metro plastic Barodapristagevarachha, Surat, 395006.**

## **Opening of 12th Store Neyveli, Tamilnadu**

Further we would like to update our esteem stakeholders about opening of our **12<sup>th</sup> Store** at NLC India Power Project at Neyveli (Tamilnadu), store was opened on Wednesday October 15<sup>th</sup>, 2021.

**The new Store is located at: Ground and First Floor, Supavi Complex, Chennai-Kumbakonam Road, opposite to arch gate, Near Nevely Plaza, Nevely, 607308.**

### **About Price Mantra**

Price Mantra is a Fashion store for taste-makers and trend breakers. When it comes to shopping for Women, Men and kids looking for the latest fashion trends, Price Mantra is the one stop destination and all about redefining the fashion in easiest and affordable way, easing your shopping experience with all brands of apparels, footwear and accessories at one single destination as Price Mantra believes in offering "**EVERYTHING UNDER ONE ROOF**". Price Mantra is the only place where Fashion meets the people with the top-notch branded clothing and accessories. GMLL has been appreciated at many instances as shoppers find the shopping experience as amazing with the good branded products at unmatched price points, with enormous options to choose from Price Mantra collection.



*Business Updates*

## 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 **5000 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. The company lays emphasis on affordable cost of product without compromising on the quality of the product. GMLL also has a retail chain named **Price Mantra** which provides International quality products at very affordable prices. This unique model is likely to be a major growth driver as well as margin accretive for the Company. GMLL a wholesale hub called **Poorti** which deals with wholesalers and retailers across the country and also from international markets which will help the GMLL to source their products.

*For further information on the Company, please visit [www.junctionfabrics.in](http://www.junctionfabrics.in)*

Lakshmi Priya. K

Krunal Shah/ Vinayak Shirodkar

**Garment Mantra Lifestyle LtdCaptive IR Strategic Advisors Pvt Ltd**

Email: [companysecretary@junctionfabrics.in](mailto:companysecretary@junctionfabrics.in)Email: [Krunal@cap-ir.com](mailto:Krunal@cap-ir.com)/[Vinayak@cap-ir.com](mailto:Vinayak@cap-ir.com)

Contact: +91 421 4333896Contact: +91 98922 88895

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