



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

15th Januray, 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, please find enclosed herewith Press Release issued by the Company, Mish Designs Limited in partnership with Neom Trading and Technology Services Private Limited for strategic expansion into the GCC and Middle east markets

The Press release for the same is enclosed

We request you to take note of the same.

FOR MISH DESIGNS LIMITED

Saloni



**SALONI KACHHAWAHA
COMPANY SECRETARY AND COMPLIANCE OFFICER**



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PRESS RELEASE

Mish Designs Limited announces strategic expansion into with GCC and Middle East Markets

Mumbai, 15th January 2024 -Mish, the renowned fashion brand celebrated for pioneering designs and unwavering commitment to quality, proudly announces its strategic expansion into the GCC (Gulf Cooperation Council) and Middle East markets. This significant milestone is made possible through an impactful partnership with NEOM Trading and Technology Services Pvt. Ltd. (Lifestyle Group), leveraging their online platform STYLI among other prominent channels.

The collaboration with NEOM extends to retail platforms such as Noon, Namshi, and Amazon via NEOM, ensuring the widespread availability of Mish's curated collections in the GCC and Middle East. This collaboration offers fashion enthusiasts in the region an unparalleled opportunity to embrace Mish's distinctive fusion of style and elegance.

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:

This expansion marks a significant leap for Mish, transcending geographical boundaries. Our partnership with NEOM is a strategic move, aiming to weave Mish's narrative into the fabric of a global community that values not just fashion, but the artistry and tales behind each creation. We anticipate the resonance of Mish with the diverse cultural mosaic of the GCC and Middle East."

Beyond a mere geographic outreach, this venture represents Mish's commitment to sharing its story on a broader canvas. Teaming up with NEOM is a calculated stride towards fostering a global appreciation for fashion's narratives and craftsmanship. Mish's journey into new markets mirrors our dedication to a global audience, upholding the unwavering excellence that defines the brand.





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Mish's expansion into the GCC and Middle East through our strategic alliance with NEOM is a testament to our ambition of connecting with a wider audience. We believe in not just showcasing fashion but also the intricate stories and craftsmanship embedded in each design. As Mish embarks on this journey, we look forward to weaving our brand into the rich cultural tapestry of the region while maintaining the excellence that has been synonymous with Mish from the beginning.

As Mish continues to make waves in the world of fashion, this collaboration is poised to elevate the brand to new heights. Stay tuned for the grand unveiling of Mish's curated space at with NEOM Trading.

Thank you once again for your unwavering support, dedication, and belief in Mish. Let us embark on this new chapter with enthusiasm and a shared commitment to excellence."

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 Equipment Limited 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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