

From the house of,



GARMENT MANTRA LIFESTYLE LIMITED

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

Date: 11.01.2021

To

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

Dear Sir,

Subject : Garment Mantra Lifestyle chalks out expansion plan for its Retail venture - “Price Mantra”

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 chalks out expansion plan for its Retail venture - “Price Mantra”**

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.

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Garment Mantra Lifestyle chalks out expansion plan for its Retail venture - “Price Mantra”

A major leap forward in expanding its market reach

Tirupur, January 11, 2021: Garment Mantra Lifestyle Ltd (Erstwhile Junction Fabrics & Apparels Ltd) would like to update its esteemed stakeholders about its expansion plan of opening new stores for Twenty Twenty Trading LLP “Price Mantra” – which operates unique and niche retail model for mass Indian population.

With the vision to meet the brand aspirations of every Indian, Garment Mantra has opened up ‘Price Mantra (a unique and niche branded retail model)’ stores in different cities. Till the date the Company has successfully started running 7 Price Mantra stores; 5 in Tirupur, 1 in Coimbatore and 1 in Delhi. For this, Garment Mantra has implemented two models, one is own stores and another one is through Franchisee model. The company is planning to open about 110 new stores in the coming year. The Company intend to become a Pan India player by opening stores in various cities across the country.

Commenting on the same, Mr. Prem Aggarwal, Chairman & Managing Director, “We at Garment Mantra are delighted to update our stakeholders about this strategic plan for our Value Retailing arm - Twenty Twenty Trading LLP “Price Mantra”. We have already opened 7 stores and we endeavor to become a Pan India player by opening 110 stores in near future to expand our market reach and fulfilling brand aspiration of every Indian. We have already increased our product basket by adding new products like Electronics, Fashion accessories, Home appliances that will enhance our reach and penetration into a customer’s wallet. Apart from this, we are working on other model such as Exhibition cum sale across India where customers will be able to get branded products at highly competitive prices, which is the USP of ‘Price Mantra’. With the restructuring of the Group structures, we are confident to derive substantial benefits from the recent acquisitions and marked improved performance going forward.”

About Garment Mantra Lifestyle Ltd

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/>