

Date: August 13, 2021

To

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

Dear Sir,

Subject: Business Update **“Exhibition Cum Sales Model”**

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 **“Exhibition Cum Sales Model”** 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

A handwritten signature in black ink is positioned to the left of a circular blue ink stamp. The stamp contains the text "GARMENT MANTRA LIFESTYLE LIMITED" around the perimeter and "TIRUPUR" in the center, with a small star symbol at the bottom.

Prem Aggarwal
Managing Director
DIN No: 02050297



(Formerly Known as Junction Fabrics and Apparels Limited)

CIN: L18101TZ2011PLCO017586

No.15, Murthy's Plaza, Karia Gounder Street, Khaderprt, Tirupur - 641 601

BUSINESS UPDATE:

Tirupur, 13th August 2021: Garment Mantra Lifestyle Limited (GMLL), a focused company on fulfilling the fashion and lifestyle aspirations of Mass Indian Population has begun its Exhibition Cum Sales Model by Its Retail Arm Twenty Twenty Trading LLP 'Price Mantra' in Delhi NCR.

Exhibition Cum Sales Model with its first event titled "Great Freedom Sale 12, 13, 14 15 August" in Delhi NCR by Its Retail Arm Twenty Twenty Trading LLP 'Price Mantra' in Delhi NCR.

Price Mantra is an upcoming national brand that is a family store selling branded apparels, footwear and accessories which are mostly export surplus at heavy discounts thereby fulfilling fashion aspirations of the common Indian. The exhibition-cum-sale titled "**Great Freedom Sale 12, 13, 14 15 August**" in Delhi NCR, that began on August 12th, 2021, has on display products showcasing varied men's and women's apparel, footwear and accessories at unmatched discounted prices. Exhibitions are a unique and effective way to market as well as sell a products for a company. In this model, companies can ensure that their goods reach various locations without having to invest in permanent stores. This reduces the fixed expenses required for opening multiple stores. Further exhibitions run on a cash-carry model which is a negative working capital model and spurt many such events in the coming times. GMLL has enumerated many events for FY22 at destinations across India thereby promoting a strong brand visibility at a national level.

Commenting on the Exhibition Cum Sales Model, Mr. Prem Aggarwal, Chairman & Managing Director, Garment Mantra Lifestyle said *"This Exhibiting Model is a good way to raise your profiles and generate brand awareness. Meeting people face-to-face with potential customers is a great way to start building relationships. The marketing efforts of Price Mantra are backed by promotion and publicity strategies with special emphasis on Exhibitions and Events. It will lead to increase in the Networking as it is great way to meet potential new customers, suppliers. It will build our database with potential customers at an exhibition and will helps us to build our marketing plans and generate qualified sales leads. This will lead to increase in the top line of the GMLL and increase its geographical presence in the country."*

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.

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.garmentmantra.com

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