

Date: April 30, 2024

To

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

Dear Sir,

Subject: Business Update “**North East Expansion**”

Scrip Code: 539216

In accordance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”) read with Part A of Schedule III of Listing Regulations, we would like to inform that: Business Update “**North East Expansion**” 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



Lakshmi Priya. K
Company Secretary and Compliance Officer
Membership No: A36135





(Formally Known as Junction Fabrics and Apparels Limited)

CIN: L18101TZ2011PLCO017586

No. 15, Murthy's Plaza, Karia Gounder Street, Khaderpet, Tirupur – 641601

Tirupur, April 30, 2024: Garment Mantra Lifestyle Ltd (*Erstwhile Junction Fabrics & Apparels Ltd*) is pleased to announce that Garment Mantra group is expanding and exploring business opportunities in North East.

We are feeling very privileged to inform that, the Company through their strategic tie-ups have identified distributors in North East region specially from Siluguri, Gauhati and Tinasukiya which are considered as key distribution points. The Company's model is to work closely with Retailers and provide direct market intelligence to the Distributor for better placement of products.

Commenting on the Milestone, Mr. Prem Aggarwal, Chairman & Managing Director, Garment Mantra Lifestyle said:-

“Mr. Prem Aggarwal said that now company will follow the international pattern, where the Company can expand the market and connecting with the customers to providing the pre booked orders to distributors. Also getting the latest trends and their requirements

This setup will be great utility for wholesale customers as well as commission agents, they can use their customer base to grow their business on the backing of our products. The most specific point I want to add here is that all the quality products under our umbrella will be now available in the North East part of India also at the same price of the Tirupur.”

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 **5,000 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.

GMLL lays emphasis on affordable cost of product without compromising on the quality of the product. GMLL has unique business models which will be key revenue and growth drivers; **Poorti & Full Choice: wholesale and Retail textile surplus model** which deals with wholesalers and retailers across the country and also from international markets to source textile surplus, the larger share of this business is with small unorganized players who have limited access to larger markets domestically and internationally versus GMLL which has a strong

penetrated network across markets. Beauty of This Model is Cash and Carry with tokenized system.

For further information on the Company, please visit www.garmentmantra.com

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