

From the house of.,



## GARMENT MANTRA LIFESTYLE LIMITED

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

Date: 06.01.2022

To

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

Dear Sir,

Subject: New Centralized Integrated Facility in 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 - **New Centralized Integrated Facility in 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.

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





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

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**Tirupur, January 5, 2022: Garment Mantra Lifestyle Ltd** (*Erstwhile Junction Fabrics & Apparels Ltd*) is pleased to announce that GMLL is going to setup a **new centralized integrated facility in Surat, Gujarat** to efficiently cover the western region and scale up the operations of **Poorti (textile wholesale surplus division)** and also give an impetus to **Price Mantra (apparel convenience store)** which will strengthen their brand visibility in the region.

The proposed integrated facility will scale up business operations and expected to add to the company's revenue in a more significant manner in the next 2 years; and further promote brand loyalty by catering to a large customer base. This facility is dedicatedly planned strategically to build and grow strong revenue models from Poorti: a textile wholesale surplus hub and gradually enhance the presence of Price Mantra: an apparel convenience store model. This facility extends upto ~10,000 square feet of area and is equipped with modern facilities to manage operations efficiently and the management expects to commence operations in this quarter i.e. Q4FY22.

**Commenting on the Milestone, Mr. Prem Aggarwal, Chairman & Managing Director, Garment Mantra Lifestyle said** "We are happy to announce the launch of our new warehouse facility in Surat, Gujarat. Coming up on this new facility, we are working on our endeavor to engage more partners from the region, with optimized and economical fulfillment solutions. This new location will improve the region's access to inventory and enhance the services we offer customers.

We firmly believe that this facility will be one of the most important milestone in the business history as we see ourselves expanding our operational footprints beyond Tirupur, Tamil Nadu, we envisage that we promote and uplift the business experience with all our business engagement partners and customers

We firmly believe that this model will be exemplary for the textile business community in the region and expect that we will contribute in enhancing the state welfare in a meaningful manner, we also propose to create an environment similar to Tirupur which is very conducive in an inclusive way.

Our loud responsible vision is to ramp up a very large number of Price Mantra Store model in the coming 2 to 3 years across tier 2 and 3 towns of India and this is our first large remarkable initiative in this exercise."

## 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 2 unique business models which will be key revenue and growth drivers; **Poorti: wholesale 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. The second most important model which will support the brand enhancement exercise is **Price Mantra: the retail convenience store model and experience**. Till date we have 13 stores opened in the past 15 months and we expect this number to grow very rapidly in mix of owned and franchise’s with some salient operative model which will incentivize all business partners in a way where reward ratio is favorable.

For further information on the Company, please visit [www.garmentmantra.com](http://www.garmentmantra.com)

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