

To,
Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400001
Scrip Code:544711

Dated:08/10/2026

ISIN: INE1C3F01018

Subject: Press Release

Dear Sir/Madam,

Please find attached a copy of the press release titled “**Kiaasa Retail Announces Six New Exclusive Stores Across Uttar Pradesh, Rajasthan and Bihar Ahead of Festive Season**”.

This will also be hosted on the company’s website at www.kiaasa.com.

Thanking You,

For Kiaasa Retail Limited

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Date: 2026.10.08
14:10:10 +05'30'

Kanishka Singhal
Company Secretary
Mem No. A39678
Encl: A/a

KIAASA RETAIL LTD.

(Formerly Known as Kiaasa Retail Pvt. Ltd.)

Plot No- 1/37, South Side G.T. Road Industrial Area, Lalkuan, Ghaziabad, Uttar Pradesh 201002

admin@kiaasaretail.com | kiaasa.com

Proudly Operating 100+ Stores in 60+ Cities Pan India

PRESS RELEASE

DISTRIBUTION REPORT

07 OCT, 2026

Kiaasa Retail Announces Six New Exclusive Stores Across Uttar Pradesh, Rajasthan and Bihar Ahead of Festive Season



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Kiaasa Retail Announces Six New Exclusive Stores Across Uttar Pradesh, Rajasthan and Bihar Ahead of Festive Season



Noida, 07 October 2026: Kiaasa Retail Limited has announced the opening of six new exclusive retail stores ahead of the upcoming festive and wedding season. The expansion strengthens the Company's presence across Uttar Pradesh, Rajasthan and Bihar, enhances customer accessibility and positions the brand to capture seasonal demand for contemporary Indian ethnic wear.

The expansion comprises four stores in Uttar Pradesh—at Gorakhpur, Lucknow (Alambagh), Prayagraj and Paras One33 Mall in Noida—and one store each at Jhunjhunu in Rajasthan and Siwan in Bihar. These additions reinforce Kiaasa's strategy of expanding across Tier-1, Tier-2 and Tier-3 markets through a mix of high-street locations and modern commercial hubs. The opening of these 6 new stores has taken our total retail store count to more than 126.

Commenting on the expansion, **Mr Om Prakash, Managing Director, Kiaasa Retail Limited**, said:

"These six store openings timed ahead of Navratri, Durga Puja, Karwa Chauth and Diwali are intended to capture heightened festive footfalls and consumer spending, followed by wedding-season demand. The expansion aims to strengthen brand visibility, drive store productivity and support revenue growth during this key retail period. The new stores are part of our broader vision to take our total store count to 250 over next 2 years period."

About Kiaasa Retail Limited

Kiaasa Retail Limited is a women centric affordable ethnic wear brand that offers contemporary Indian ethnic wear through its retail network of more than 120 stores across more than 70 cities. The Company's expansion strategy focuses on strengthening brand accessibility across Tier-1, Tier-2 and Tier-3 markets.

Disclaimer : *Statements concerning expected sales, earnings and future performance are forward-looking. Actual outcomes will depend on customer demand, store performance and operating costs.*