

Nandani Creation Limited



SYMBOL: JAIPURKURT
ISIN: INE696V01013

To,
The Manager-Listing Department,
The National Stock Exchange of India Limited,
Exchange Plaza, NSE Building,
Bandra Kurla Complex, Bandra East,
Mumbai-400 051

Dated: 12-10-2026

Subject: Press Release

Dear Sir(s),

Please find herewith enclosed the press release dated **Monday, 12th October, 2026** by Nandani Creation Limited.

- **Nandani Creation Limited, under its brand “Jaipur Kurti,” Announces Four Store Openings in One Day, Accelerating Project 50.**
- **Four Store Openings in a Single Day Mark a Significant Milestone in Nandani Creation Limited's Retail Expansion Strategy**

This is for your kind information and record.

Thanking You,
FOR NANDANI CREATION LIMITED

Gunjan Jain
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by Gunjan Jain
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GUNJAN JAIN
COMPANY SECRETARY & COMPLIANCE OFFICER
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MAHARASHTRA

KARNATAKA

HARYANA

WEST BENGAL

Nandani Creation Limited

JAIPUR KURTI

AMAIVA
BY JAIPUR KURTI

Desi Fusion
BY JAIPUR KURTI

"Four Stores. One Day. One Vision. Jaipur Kurti Accelerates Project 50"

Four Store Openings in a Single Day Mark a Significant Milestone in Nandani Creation Limited's Retail Expansion Strategy

JAIPUR KURTI

Now Open

AT
DT Mega Mall - Gurgaon, Jammu,
Pacific Mall - Jaipur & Rajouri Garden - Delhi

4 STORES. 1 DAY.
ONE BIG STEP TOWARDS
PROJECT 50.

Celebrating the grand opening of 4 Jaipur Kurti stores across India on 11th October 2026.

Jaipur, October 12, 2026: Nandani Creation Limited (NCL), the company behind the women's Indian wear brand "**Jaipur Kurti**", is accelerating the execution of **Project 50**, its strategic retail expansion programme aimed at scaling the brand's retail network from 18 stores to 50 stores by March 31, 2027.

Marking a significant milestone in this journey, Jaipur Kurti has opened **FOUR STORES IN A SINGLE DAY** across key markets: **DT Mega Mall- Gurgaon, Jammu, Pacific Mall-Jaipur & Rajouri Garden-Delhi**, translating its expansion vision into tangible action and demonstrating the pace of execution behind Project 50.

The milestone reflects the Company's continued focus on strengthening its physical retail presence, expanding customer access and building the operating capabilities required to support its next phase of growth.

The Company highlighted the significant progress made during FY2025-26 and outlined its roadmap to build Jaipur Kurti into a stronger, more scalable and nationally recognised Indian women's fashion brand.

PROJECT 50: FROM AMBITION TO ACTION

Announced in September 2026, **Project 50** represents more than an expansion in store count. It is a strategic step towards building Jaipur Kurti into a scalable, technology-enabled and integrated omnichannel fashion brand.

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The new stores at Pacific Mall, Jaipur, and DT Mega Mall, Gurgaon, alongside the Jammu and Rajouri Garden, Delhi locations, strengthen Jaipur Kurti's reach across diverse consumer markets. The expansion is intended to bring the brand closer to customers while creating additional opportunities to engage with consumers through its exclusive brand outlets.

The programme brings together retail expansion, product development, technology adoption, AI-led business insights & analytics and inventory productivity, with the objective of supporting sustainable revenue growth while maintaining operational and financial discipline.

The opening of four stores in a single day marks a meaningful execution milestone as the Company progresses towards its March 2027 target. The emphasis remains on building a repeatable expansion model that combines market reach with operational efficiency and long-term business sustainability.

BUILDING FOR THE NEXT PHASE OF GROWTH

As Jaipur Kurti expands its retail footprint, the Company is focused on creating stronger integration across its exclusive brand outlets, direct-to-consumer (D2C) platform and online marketplaces.

This integrated approach is intended to improve customer reach, strengthen inventory utilisation and support a more efficient operating model as the business scales.

Project 50 is therefore designed not merely to add stores, but to build the foundation for a stronger and more connected fashion business — one that can pursue growth while keeping productivity, customer experience and profitability firmly in focus.

Commenting on the milestone, **Mr. Anuj Mundhra, Chairman & Managing Director, of Nandani Creation Limited**, said:

"Project 50 is moving from vision to execution. Opening four stores in a single day is an encouraging milestone and reflects our determination to translate our growth ambitions into measurable progress. Our objective is not simply to expand our retail footprint, but to build a scalable and integrated business that delivers stronger customer reach, better operating efficiency and sustainable growth. As we move towards our target of 50 stores by March 2027, disciplined execution and long-term value creation will remain at the heart of our strategy."

THE ROAD AHEAD

With **Project 50** gathering momentum, Jaipur Kurti remains focused on progressing towards its target of 50 retail stores by March 31, 2027, supported by a phased expansion strategy and strengthened operating capabilities.

The Company's broader ambition is to combine the reach of physical retail with the scale of digital commerce, creating a more integrated business model designed to support growth in revenue, improve operating leverage and strengthen the bottom line over time.

Four stores. One day. One clear direction.

Project 50 is taking shape — one milestone at a time.

CURRENT BRAND'S PRESENCE

Jaipur Kurti has established a presence across multiple retail formats, including its own Company-Owned Company-Operated (COCO) and Franchise-Owned Franchise-Operated (FOFO) stores, leading departmental stores and shop-in-shop (SIS) formats. The brand is available across prominent retail partners, including Shoppers Stop, Reliance Trends, Avantara, Kalanikethan, Reliance Centro and Fashion Factory, Lulu Malls among others.

Complementing its physical retail network, the Company has a strong presence across leading e-commerce marketplaces, including Myntra, AJIO, Nykaa, Flipkart and Tata CLiQ. Customers can also shop directly through the Company's proprietary

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website, www.jaipurkurti.com, and its mobile application, available on both the Apple App Store and Google Play Store. The brand has also expanded its reach into quick commerce through Swiggy Instamart, enhancing customer accessibility and convenience through rapid delivery.

ABOUT NANDANI CREATION LTD.:

Nandani Creation, founded in 2012, is Jaipur based online-first fashion player offering women's Indian wear products under the brands “Jaipur Kurti”, “Amaiva- By Jaipur Kurti”, “Jaipur Kurti Luxe” & “Desi Fusion”. The company has its Head Office in Jaipur with sales channels comprising of online platforms and offline stores.

Disclaimer:

Certain statements in this press release may be forward-looking statements and/or based on management's current expectations and beliefs concerning future developments and their potential effects upon Nandani Creation. The forward-looking statements are not a guarantee of future performance and involve risks and uncertainties and there are important factors that could cause actual results to differ, possibly materially, from expectations reflected in such forward-looking statements. Nandani Creation does not intend, and is under no obligation, to update any forward-looking statement contained in this press release.

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