



MISH DESIGNS LIMITED

Reg. Office Address : Gala No. 4 Gulati Industries, Hattibaug, Love Lane, Mazgaon, Mumbai - 400010.

CIN : L74999MH2017PLC302175

Tel.: 022 23719478

Email : info@mishindia.com

website : www.mishindia.com

October 14, 2026

To,
BSE Limited,
Listing Department
P. J. Towers, Dalal Street,
Fort, Mumbai - 400 001

Scrip Code: 544015

Subject: MISH now live in 31 Reliance Trends stores

Dear Sir(s)/ Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that Mish Designs Limited has launched the MISH brand across 31 Reliance Trends stores.

A copy of the press release issued in this regard is enclosed herewith.

We request you to take note of the same.

Thanking you,

For Mish Designs Limited

NAMRATA
SUDHAKAR
TELI

Digitally signed by
NAMRATA SUDHAKAR
TELI
Date: 2026.10.14 12:42:42
+05'30'

Namrata Teli

Company Secretary & Compliance Officer



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Press Release

MISH now live in 31 Reliance Trends stores

Mumbai, India – October 14, 2026 – MISH Designs Limited (“MISH” / “the Company”), a contemporary women’s fashion brand known for its modern silhouettes and versatile collections, is pleased to announce that its, now live in 31 Reliance Trends stores across India. Building on the 21 stores announced last month, the brand has added 10 new stores across Uttar Pradesh, Uttarakhand, Rajasthan, Chandigarh, Haryana and Maharashtra.

The response from customers and store teams has been outstanding right from day one. The rollout through one of India’s leading large-format retail networks gives MISH significant visibility across key metros and emerging fashion markets alike.

The rollout takes MISH into new markets including Jaipur, Chandigarh, Ghaziabad, Kashipur, Rewari and Amravati, while deepening its presence in Pune and the NCR.

The development is in line with MISH Designs Limited’s broader vision of building a robust omnichannel presence. Alongside its large-format retail and exclusive brand outlet growth, the brand continues to scale its footprint across leading online marketplaces, ensuring seamless access to its collections for customers nationwide.

List of Reliance Trends Stores

Sr. No.	Store	Store Code	State
1	Mahagun Mall, Ghaziabad	8123	Uttar Pradesh
2	Reliance Trends, Kashipur	TWPU	Uttarakhand
3	GT Central, Jaipur	5811	Rajasthan
4	Elante Mall, Chandigarh	8021	Chandigarh
5	BMG Mall, Rewari	8038	Haryana
6	Seasons Mall, Pune	1885	Maharashtra
7	Elpro City Square Mall, Pune	TX18	Maharashtra
8	Prabhat Square, Amravati	TKY1	Maharashtra
9	Reliance Trends, Noida	T61N	Uttar Pradesh
10	City Centre Mall, Noida	TE92	Uttar Pradesh



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Store Visuals



MISH at Reliance Trends

About Mish Designs

Mish is a global women's fashion brand excelling in affordable Western and Indo-Western attire, addressing gaps in women's Western wear with style and accessibility. With a robust digital presence, Mish has sold over 2.5 lakh products online since FY 2017-18 through leading platforms like Myntra, Nykaa Fashion, Ajio, Tata Cliq, and Namshi. Based in India, Mish creates "MISH" and "CURVES BY MISH" clothing for domestic markets and exports the "ZOEY" line to the UAE. The brand offers a diverse range of over 1,000 designs, including dresses, gowns, tops, co-ords, T-shirts, trousers, and palazzos. Backed by a 10,000 sq. ft. manufacturing unit and a dedicated team of 54, Mish prioritizes customer satisfaction through quality products.

Blending style with affordability, Mish Designs is a fashion-forward brand specializing in women's apparel. With a strong digital footprint and the launch of its first flagship store at Seasons Mall, Pune, the brand has further expanded its retail presence with its second store at Zora Mall, Raipur, and third store at Phoenix Mall, Indore. In addition, eight existing DeMoza stores will become part of the transaction, further expanding the Group's retail network and strengthening its presence across key markets. Through this growing physical and digital presence, Mish Designs is rapidly establishing itself as a trusted and aspirational fashion label for young, urban women.

Management Comment

Commenting on this development, Mr. Kaushal Goenka, Managing Director of Mish Designs Limited, said:



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“Going from 21 to 31 Reliance Trends stores in under a month tells us MISH is clicking with customers well beyond our existing markets. Every new store puts MISH in front of women who haven’t discovered us yet, and that is exactly what this partnership is doing for the brand.

Large format retail is a key growth channel for us, and Reliance Trends gives MISH unmatched reach across metros and Tier 2 cities. We will keep building this footprint while making sure every store carries the right assortment and delivers a great in-store experience.”

Disclaimer

Certain statements in this document may be forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Mish Designs Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

Contact Details:

Mish Designs Ltd.

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