

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: 24-10-2026

Subject: Press Release

Dear Sir(s),

Please find herewith enclosed the press release dated **Saturday, 24th October, 2026** by Nandani Creation Limited.

- **Nandani Creation Limited, under its brand “Jaipur Kurti,” Announces “Five Stores. One Month. Jaipur Kurti’s Project 50 in Motion”.**
- **Brand “Jaipur Kurti” Opens Its 5th Retail Store in October 2026, Following Four Consecutive Store, accelerating Nandani Creation Limited’s Retail Expansion Journey.**

This is for your kind information and record.

Thanking You,
FOR NANDANI CREATION LIMITED

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by Gunjan Jain
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GUNJAN JAIN
COMPANY SECRETARY & COMPLIANCE OFFICER
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Nandani Creation Limited

JAIPUR KURTI

AMAIVA
BY JAIPUR KURTI

Desi Fusion
BY JAIPUR KURTI

“Five Stores. One Month. Jaipur Kurti’s Project 50 in Motion”

Brand “Jaipur Kurti” Opens Its 5th Retail Store in October 2026, Following Four Consecutive Store Accelerating Nandani Creation Limited’s Retail Expansion Journey



Jaipur, October 24, 2026: Nandani Creation Limited (NCL), the company behind Brand “Jaipur Kurti”, continues to accelerate its retail expansion under **Project 50** with the opening of its fifth retail store in October 2026 in **Model Town, Ludhiana-Punjab**. The new store marks Jaipur Kurti’s 2nd retail outlet in Ludhiana, strengthening the brand’s presence in one of Punjab’s prominent commercial and retail markets.

The milestone follows the opening of four Jaipur Kurti stores in a single day earlier in October, taking the month’s total to five store openings. The latest addition reflects the Company’s continued focus on translating its retail expansion strategy into execution, expanding consumer access and building a stronger physical retail footprint across key markets.

PROJECT 50: FROM VISION TO EXECUTION

Project 50 is Nandani Creation Limited’s strategic retail expansion programme, targeting 50 Jaipur Kurti exclusive brand outlets by March 2027. The initiative aims to strengthen the brand’s retail presence, improve accessibility for consumers and complement its existing presence across digital marketplaces and other retail channels.

The stores opened in October are located at:

- Pacific Mall, Jaipur
- DT Mega Mall, Gurugram
- Apsara Road, Jammu
- Rajouri Garden, Delhi
- Now in Model Town, Ludhiana, Punjab

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With the Ludhiana opening, Jaipur Kurti adds its fifth store for the month, demonstrating continued progress in executing its retail growth plans. The opening also deepens the brand's presence in Ludhiana, where the second store provides an additional touchpoint for customers and supports its broader market development strategy.

The pace of expansion reflects the Company's ambition to build a wider retail network while developing the operational capabilities required to support a growing store portfolio. Project 50 is not merely about increasing store numbers; it is an important step towards building Jaipur Kurti into a scalable, integrated and consumer-focused Indian women's fashion brand.

STRENGTHENING REGIONAL PRESENCE AND CONSUMER REACH

Ludhiana represents an important market for Jaipur Kurti's retail expansion in Punjab. The addition of a second store in the city enables the brand to broaden its physical presence and create further opportunities to engage with consumers.

This presence across physical retail, large-format retail partnerships and digital platforms provides a foundation for expanding customer access and strengthening brand visibility. As the retail footprint grows, the Company remains focused on improving inventory management, technology-enabled operations and channel integration to support the development of a more connected retail and omnichannel business.

BUILDING AN INTEGRATED RETAIL AND D2C ECOSYSTEM

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, and every new store represents another step towards building Jaipur Kurti's next phase of growth. Opening four stores in a single day and following that with our fifth store opening in October is an encouraging milestone for the Company. With our second store in Ludhiana, we are further strengthening our presence in Punjab and bringing Jaipur Kurti closer to more consumers."

"Our objective extends beyond expanding the store count. We are working towards building a stronger, more scalable and integrated Indian women's fashion brand, supported by physical retail, digital channels and robust operating capabilities. As we progress towards our target of 50 exclusive brand outlets by March 2027, our focus remains on disciplined execution, market expansion and building a sustainable foundation for long-term growth."

BUILDING THE NEXT CHAPTER OF JAIPUR KURTI'S GROWTH

The fifth store opening in October represents another milestone in Jaipur Kurti's ongoing retail expansion journey. With Project 50 progressing, Nandani Creation Limited aims to combine a wider physical retail presence with its established distribution channels and digital platforms to strengthen the brand's market reach.

The Company's continued focus is on expanding strategically, improving operational readiness and developing a retail network that can support its longer-term growth ambitions.

FOUR STORES IN ONE DAY. FIVE STORES IN OCTOBER. ONE CLEAR AMBITION — PROJECT 50

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As Jaipur Kurti continues to expand across markets, each new store brings the brand closer to its March 2027 target and advances Nandani Creation Limited's broader vision of building a scalable, integrated Indian women's fashion business.

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 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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