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 webside : www.mishindia.com

September 16, 2026

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

Scrip Code: 544015

Subject: MISH brand launched across 21 Reliance Trends stores in 10 states through subsidiary I'Design Fashions Private Limited

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 21 Reliance Trends stores spanning 10 states across North, West, East and Central India, through its subsidiary I'Design Fashions Private Limited.

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: 2026.09.16 12:30:20 +05'30'

Namrata Teli
Company Secretary & Compliance Officer

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Press Release

MISH brand launched across 21 Reliance Trends stores in 10 states through subsidiary I'Design Fashions Private Limited

Mumbai, India – September 16, 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 the MISH brand has officially launched across 21 Reliance Trends stores spanning 10 states across North, West, East and Central India, through its subsidiary I'Design Fashions Private Limited ("I'Design").

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 launch strengthens the strategic rationale behind the Company's investment in I'Design which, alongside the existing DeMoza business, is building a scalable large-format retail platform for women's fashion brands. MISH plans to build on this momentum with further store additions and deeper customer engagement in the months ahead.

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	RRL Trends Dwarka City Center Delhi	4826	Delhi
2	TV New Delhi Karol Bagh	FR3A	Delhi
3	RRL Trends Chawla Mall Jalandhar	8097	Punjab
4	RRL Trends Ambi Mall Gurgaon	8035	Haryana
5	RRL Trends Gurgaon Airia Mall	TFH9	Haryana
6	RRL Trends East Boring Canal Road	TWQI	Bihar
7	RRL Trends Mohali CP67	TI1T	Punjab
8	RRL Trends Medinipur	5934	West Bengal
9	RRL Trends Itanagar	5970	Arunachal Pradesh
10	RRL Trends Alpha One Ahmedabad	8032	Gujarat
11	RRL Trends Century 21 Mall	8074	Madhya Pradesh
12	RRL Trends Main Street Mall Mumbai	8080	Maharashtra
13	RRL Trends Phoenix Market City	8088	Maharashtra
14	RRL Trends Bhubaneswar Store	8094	Odisha
15	RRL Trends Avani Riverside Mall	8137	West Bengal

Sr. No.	Store	Store Code	State
16	RRL Trends Ideal Regency	8138	West Bengal
17	RRL Trends City Center Mall, Siliguri	8141	West Bengal
18	RRL Trends Sangam Complex, Andheri	9626	Maharashtra
19	RRL Trends Capital One Nagpur	TF4C	Maharashtra
20	RRL Trends Mumbai Ghatkopar R	TTL3	Maharashtra
21	RRL Trends Chowk Kolkata	TX73	West Bengal

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:

"Reliance Trends is one of the strongest large-format retail platforms in the country, and getting MISH onto 21 of their stores in one go is a huge vote of confidence in the brand. The response from customers has been electric right from the start — this is just the beginning for MISH."

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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