



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

September 02, 2026

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

Scrip Code: 544015

Subject: Acquisition of the "DeMoza" brand by I'Design Fashions Private Limited, a subsidiary of Mish Designs 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 I'Design Fashions Private Limited, a subsidiary of Mish Designs Limited, has executed a Business Transfer Agreement to acquire the "DeMoza" brand from Pipin Fashions. Kindly find enclosed a copy of the Press Release being issued in this regard.

We request you to take note of the same.

For Mish Designs Limited

Namrata Teli
Company Secretary & Compliance Officer



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PRESS RELEASE

Mish Designs' I'Design Fashions Adds DeMoza to Its Portfolio — and the Growth Story Just Got Bigger

Mumbai, India – September 02, 2026 – Mish Designs Limited (BSE: 544015) today announced that its subsidiary, I'Design Fashions Private Limited, has executed a Business Transfer Agreement to acquire the "DeMoza" brand from Pipin Fashions — a move that instantly plugs DeMoza's thriving retail footprint across Reliance Trends, Reliance Trends Fashion Factory, Lulu Malls, and its own Exclusive Brand Outlets straight into the MISH family. In addition, eight existing DeMoza stores will become part of the transaction, further strengthening the Group's retail presence across key markets.

It's a bold, fast-moving addition to a portfolio that's already scaling across D2C, EBO, and large-format retail — and it signals exactly the kind of ambition driving the group's next chapter.

About Mish Designs Limited

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 the acquisition, Mr. Kaushal Goenka, Managing Director, said:

"DeMoza isn't just a brand we're adding — it's a brand we're supercharging. This is the kind of deal that gets the whole team fired up: incredible retail relationships, a design language our customers already love, and now the full weight of Mish behind it. We're not slowing down — we're just getting started."

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 circumstance.

Contact Details:

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