

Nandani Creation Limited



SYMBOL: JAIPURKURT
ISIN: INE696V01013

To,

Dated: 16-06-2025

**The Manager-Listing Department,
The National Stock Exchange of India Limited,
Exchange Plaza, NSE Building,
Bandra Kurla Complex,
Bandra East, Mumbai – 400 051
Fax: 022-26598237, 022-26598238**

Subject: Intimation of Investor Presentation under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations')

Respected Sir,

Pursuant to Regulation 30 of SEBI (Listing Obligation & Disclosure Requirements) Regulations, 2015 we are herewith enclosing the Investor Presentation for the Financial year ended March 31, 2025.

The Investor's Presentation will also be available on Company's website www.nandanicreation.com.

You are requested to take the same on record and inform all those concerned.

Thanking You,
Yours faithfully,
For NANDANI CREATION LIMITED

GUNJA Digitally signed
by GUNJAN JAIN
Date: 2025.06.16
12:24:10 +05'30'
N JAIN

GUNJAN JAIN
COMPANY SECRETARY & COMPLIANCE OFFICER
M No.: A45068

CIN No.: L18101RJ2012PLC037976



G-13, AARNA-3, Kartarpura Industrial Area,
Bais Godown, Jaipur -302 006 Rajasthan INDIA



+91-141-4037596
+91-141-4029596



info@jaipurkurti.com
www.jaipurkurti.com

RAJASTHAN

MAHARASHTRA

KARNATAKA

HARYANA

WEST BENGAL

JAIPUR KURTI

AMAIVA

Desi Fusion

JAIPUR KURTI
LUXE

NANDANI
CREATION LIMITED

Investor Presentation
FY 2024-2025

www.jaipurkurti.com





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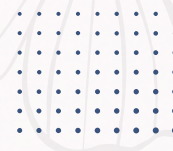
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JAIPUR KURTI

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About Us



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SNAPSHOT

About Us

Leading Online First Indian women wear brand

Online Presence

Presence across all leading e-commerce platform (Myntra, Nykaa, Ajo, Flipkart etc)

Infrastructure

Fully Integrated Operations and Dispatch facility located in Jaipur, Rajasthan.

Legacy

12+ Years Track record
One of the few long surviving online focused brand

Retail Stores

16+ retail stores present in Rajasthan, Delhi NCR, Bangalore, Punjab, Lucknow etc.

Product Offering

Contemporary Indian Wear for women which includes Kurtis, Suit sets, Fusion wear, Lounge wears, Bottom wear, Sarees, etc.

Listed

Company equity shares are listed on National Stock Exchange (NSE)

D2C Presence

Proprietary online sales channel
www.jaipurkurti.com
Android and IOS app

Young Promoter

First generation entrepreneur with singular focus on this business

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Financial Overview

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FINANCIALS

(in ₹ crore)

Particular	FY23	FY24	FY25
Net Sales	49	45	70
Operating Profit	4	4	9
Operating Margin %	8.0%	9.5%	13.1%
Interest	3	3	3
Depreciation	2	2	2
PBT	0.1	0.6	5.2
PAT	0.1	0.6	3.7
PAT%	0.2%	1.2%	5.3%
EPS (in ₹)	0.16	0.45	2.32

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Categories

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JAIPUR KURTI



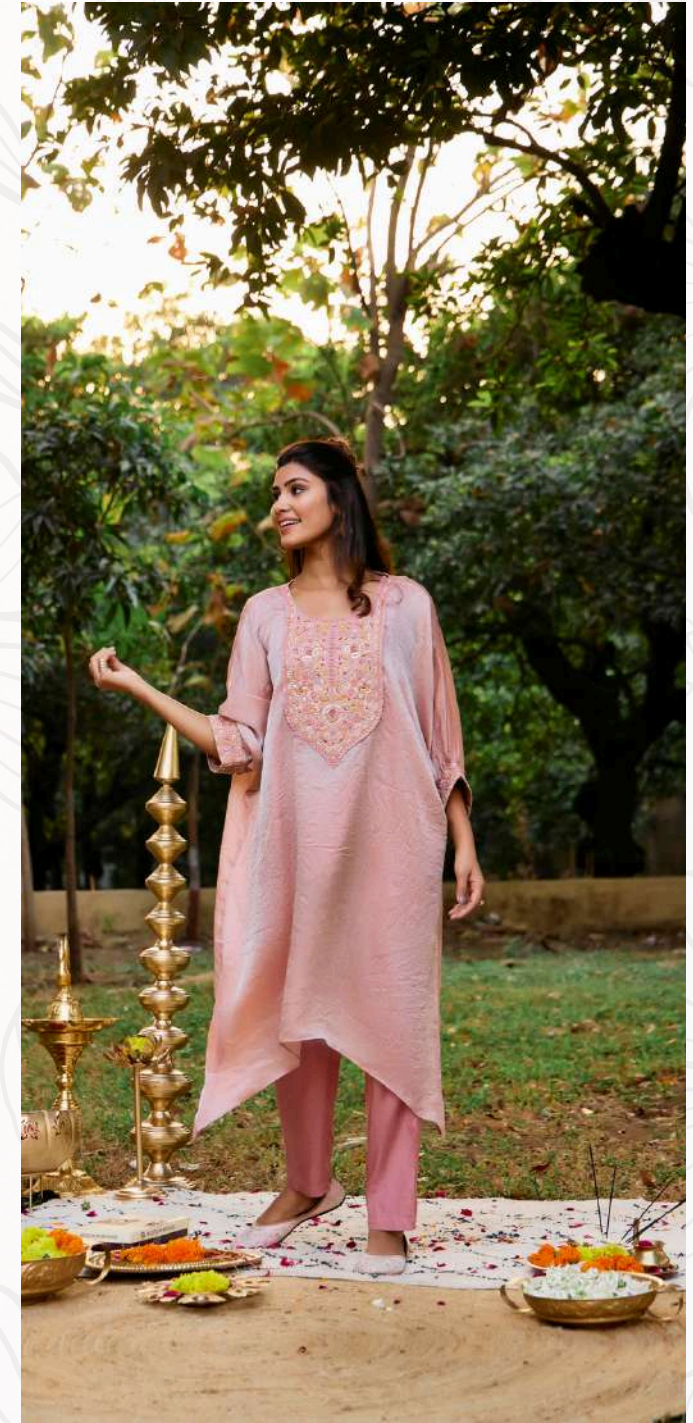
COMPOSITE SETS

(Composite Suits, Salwar Kurti and Dupatta , Lounge Wears, Co Ord Sets, Salwar Dupatta) -48% of sales



TOP WEAR

(Include Kurtis , Kurtas ,One Piece, Tops , Women Shirts) –23% of sales



BOTTOM WEAR

(Include Pants, Plazzos, Skirts, Leggings-16% of sales)



SAREES

(10% of sales)



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Sales Channel

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ONLINE SALES CHANNEL

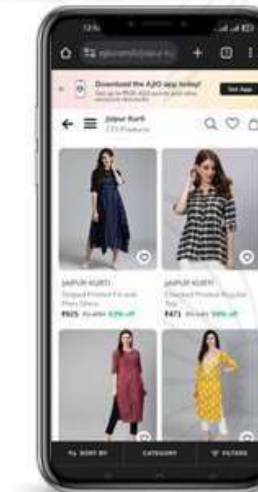
(Total online sales contributed 63% of Revenue)

Own D2C Website

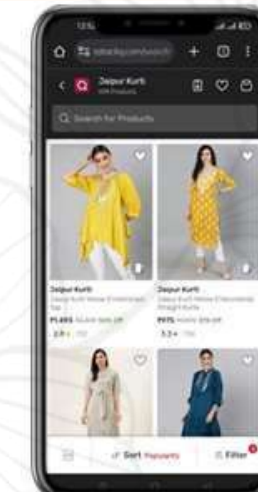
JAIPUR KURTI



Other Major E-commerce Platforms



AJIO



TATA CLIQ



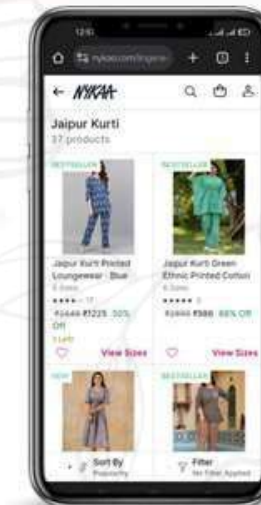
amazon



Myntra



Flipkart



NYKAA

RETAIL

(Total retail sales contributed 32% of Revenue)

LFRS/SIS

EBO's



QUICK COMMERCE

(Total quick commerce sales contributed 3% of Revenue)

SWIGGY instamart

< Jaipur Kurti X | 🔊

Kurti Pants Kurta Type Size

Showing results for "Jaipur Kurti"

 1 XL 15 MINS Jaipur Kurti Women Navy Blue Printed Kurti 62% OFF ₹720 ₹1899	 1 XL 15 MINS Jaipur Kurti Women Blue & White Floral Printed Kurti 65% OFF ₹723 ₹2099	 1 Medium 15 MINS Jaipur Kurti Yoke Design Thread Work Cotton Festival Kurti 65% OFF ₹445 ₹1299
 1 Large 15 MINS Jaipur Kurti Women Navy Blue Printed Kurti 61% OFF ₹599	 1 Medium 15 MINS Jaipur Kurti Women Blue & Green Printed Kurti 61% OFF ₹629 ₹1649	 1 Medium 15 MINS Jaipur Kurti Women Blue & White Floral Printed Kurti 69% OFF ₹393 ₹1299

one FREE DELIVERY on orders above ₹199

SWIGGY instamart

< Jaipur Kurti X | 🔊

Kurti Pants Kurta Type Size

 1 Medium 15 MINS Jaipur Kurti Women Navy Blue Printed Kurti 62% OFF ₹719 ₹1899	 1 Large 15 MINS Jaipur Kurti Women Blue & White Floral Printed Kurti 67% OFF ₹681 ₹2099	 1 XL 15 MINS Jaipur Kurti Women Brown & Beige Printed Kurti 57% OFF ₹715 ₹1699
 1 Small 15 MINS Jaipur Kurti Women Brown & Beige Printed Kurti 59% OFF ₹599	 1 XL 15 MINS Jaipur Kurti Women Blue & Green Printed Kurti 61% OFF ₹629 ₹1649	 1 Small 15 MINS Jaipur Kurti Yoke Design Thread Work Cotton Festival Kurti 69% OFF ₹393 ₹1299

one FREE DELIVERY on orders above ₹199

SWIGGY instamart

< Jaipur Kurti X | 🔊

Kurti Pants Kurta Type Size


 1 XL 15 MINS Jaipur Kurti Women White & Blue Striped Kurti 60% OFF ₹674 ₹1699	 1 Large 15 MINS Jaipur Kurti Women Blue & Green Printed Kurti 59% OFF ₹662 ₹1649	 1 Large 15 MINS Jaipur Kurti Women White & Blue Striped Kurti 60% OFF ₹674 ₹1699
 1 Small 15 MINS Jaipur Kurti Women Blue & Green Printed Kurti 61% OFF ₹629 ₹1649	 1 Small Black 15 MINS Jaipur Kurti Black Women Pant (Cotton Slub) 43% OFF ₹739 ₹1299	 1 Small Brown 15 MINS Jaipur Kurti Brown Women Pant (Cotton Slub, S) 43% OFF ₹739 ₹1299

one FREE DELIVERY on orders above ₹199

OUR JOURNEY

2004

The BEGINNING
Our Journey started as Nandini Creation, a proprietorship firm



2012


JAIPUR KURTI

BIRTH OF A BRAND
Our Journey started as Nandini Creation, a proprietorship firm




2016

NANDANI LISTED
Went Public & got listed on NSE Emerge



2018

RETAIL JOURNEY
Diversified Retail Store presence by inaugurating our 1st COCO Store



2019

BRAND AMAIVA LAUNCHED
Launched Amaiva-By Jaipur Kurti our premium wear Brand and inaugurated 2nd COCO Store



2021

MAIN BOARD LISTING
Moved to Main Board of NSE

NSE



2022

Our FIRST FOFO
Launched our 1st FOFO Store



2023

Madhuri Dixit - Brand Ambassador
Signed Madhuri Dixit as our Brand Ambassador & opened our 2nd Franchisee Store in Gurugram



2024

MAJOR MILESTONES

- 14th store count reached with launch of flagship store at Rajouri Garden, Delhi
- Started the journey in Shop In Shop with 100+ Counters across UP & Punjab
- Received the Prestigious "Franchisor of the year award - Women Apparel!"



2025

TWIN CELEBRATIONS
Jaipur Kurti Launches Stores in Phoenix Palassio & Xperia Mall



GLIMPSE OF OUR RETAIL STORES



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Pillars Of Success

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Award Winning Franchise

We are a rapidly growing franchisor known for our exceptional product quality, outstanding customer service, and seamless multi-channel customer experience. Our recent award - Franchisor Of The Year, Women's Apparel 2023-24 is a testament to our unwavering focus on franchise profitability and customer delight.

Comprehensive Categories





Affordable Premium and Aspirational Brand



We believe aspirational premium fashion shouldn't come at a premium price. Our collections are crafted with high-quality fabrics, elegant designs, and refined detailing—yet remain accessible to a wider audience. Through smart sourcing and efficient distribution, we offer elevated style without compromising on value.



Market Expansion and Store Foot Prints

1# Sales & Advertising Channel

Direct consumer interaction allows for personalized customer experience.

Enhanced shopping environment align with the Brand's value, fostering a positive brand perception.

Visual Merchandising within EBO'S, MBO's, LFRS etc

2# Strong Presence in Multi Brand Outlets (MBO's)

Jaipur Kurti has established a strong presence in Multi Brand Outlets (MBO's) which play a crucial role in the Company's retail strategy & expansion.

Increase Brand visibility and Recall Value





Quality Assurance and Brand Loyalty

Enhancing Brand Visibility and Recall Value of the "Jaipur Kurti" Brand.

Jaipur Kurti operates through a network of EBO's, SIS counters, MBO's across multiple states and UT's in India, strategically located in various areas including high streets, malls, residential market areas, Tier I,II & III cities. Additionally, the company sells its products through its website, Mobile App, Online Marketplaces and LFRS's, integrating physical and digital channels to reach a broader customer base.



OWN SALES CHANNEL CONTRIBUTION

(in ₹ crore, except no. of pcs sold)

Particular	FY23	FY24	FY25
Sales through EBO	5	11	16
Sales through MBO/LFRS	-	-	8
Sales through own website	3	2	3
Total own channel sales	8	13	27
Own channel contribution in total sales	15.5%	28.8%	38.8%
Other website sales	41	32	43
Total sales	49	45	70
No. of Pcs Sold	587,086	664,866	814,878

Highlights

- ⇒ 16+ EBO's all over India (Additionally 3 Currently in Fit Out)
- ⇒ 80+ SIS Counters all over India
- ⇒ 3000+ SKU's & 200+ Colours
- ⇒ Presence in LFRS (Reliance - Avantara & Kalaniketan Stores)

BRANDING INITIATIVE

*Brand Ambassdor - Madhuri Dixit**



*Till FY24

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Management

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Mr. Anuj Mundhra

*Founder Promoter and Chairman
cum Managing Director*

- Aged 43 years , he is the first generation Entrepreneur
- Started from a humble background , have no other business interest other than Nandani Creation Ltd.
- Having an experience of more than 23 years in the textile industry, plays a pivotal role in formulation and implementation of business strategy for growth & expansion of business.
- Has been the front face of the company for buying/sourcing with suppliers , vendors & customers for Jaipur Kurti.
- Apart from business he is proactively involved with various socio economic organizations like Maheshwari Samaj, CMAI, Young India (Yi), Forti etc.



Mrs. Vandana Mundhra

Whole Time Director

- She is the Whole-time Director of our Company and has been on the Board since its inception.
- She holds a Bachelor of Arts (B.A.) degree from International College for Girls, Jaipur, affiliated with Rajasthan University.
- 10 years of experience in the apparel industry, she brings strong expertise in apparel design.
- She leads the design department, ensuring that our product offerings stay aligned with the latest trends.
- Her deep insight and creative direction consistently drive innovation in our collections.

OUR CORE TEAM

Ms. Gunjan Jain

Company Secretary

Ms. Gunjan Jain holds a Master of Commerce and an LLB degree. She became an Associate Member of the Institute of Company Secretaries of India (ICSI) in January 2016. With 8 years of experience, she specializes in corporate governance, compliance, and regulatory affairs. She completed her professional training with VM & Associates, Company Secretaries, Jaipur during 2016–17, and has been associated with Nandani Creation Ltd. since FY 2017.

Mr. Tarun Singh

Head Distribution

Mr. Tarun Singh brings over 18 years of experience in the textile and fashion industry. He has held key positions at leading brands such as Landmark Group, Lifestyle International Pvt. Ltd., Biba, Libas, Faballey & Indya, and Iconic. He currently heads the Design Department, driving innovation and excellence in apparel development. Mr. Singh holds a Master's degree from Vivekananda Global University, Jaipur.

Mr. Dwarka Das Mundhra

Chief Financial Officer

Mr. Dwarka Das Mundhra is a finance professional with over 20 years of experience in financial planning, strategy, and risk management. As CFO, he leads the company's financial operations, ensuring compliance and driving sustainable growth through sound fiscal leadership.

Mr. Manish Jaiswal

Head of Retail

Mr. Manish Jaiswal brings over 20 years of rich experience in the textile and retail industry. He holds a Master's degree from the Institute of Management Studies, Indore. Over the years, he has worked with renowned organizations such as Vedanta Resources, The Mobile Store, Reliance, Biba, and Franchise India Brands, gaining deep expertise across retail and brand operations. He has been associated with our company as Retail Head for the past 3 years, and is the strategic force behind our successful franchise operations across India.



OUR CORE TEAM

Mr. Umesh Pareek

Head, Inventory & Shipping

Mr. Umesh Pareek plays a key role in ensuring smooth backend operations. With 15 years of extensive experience in inventory management, logistics, and supply chain operations, his expertise lies in optimizing inventory levels, streamlining shipping processes, and maintaining high service efficiency across the network. He brings a results-driven approach, strong analytical skills, and a deep understanding of retail logistics to the organization.



Mrs. Neha Chauhan

Head Fashion Designer

Mrs. Neha Chauhan is an accomplished fashion designer with over 11 years of experience in the apparel industry. She holds a degree in Fashion Designing from Pearl Academy, Jaipur. Throughout her career, she has worked with several esteemed fashion brands including Zari Silk, Vedikas, and Sobhagia Sales, contributing her creative expertise to a wide range of design projects.



Mr. Avnesh Kumar

Head, Visual Merchandising

Mr. Avnesh Kumar is a creative and detail-oriented Visual Merchandiser with over 14 years of experience in the retail industry. He holds a Bachelor's degree from Delhi University and a diploma in Visual Merchandising from the Academy of Applied Arts, Delhi. He has previously worked with prominent retail brands such as Aditya Birla Fashion & Retail, Spencer's, BIBA, Cantabil, and Pantaloons. His expertise lies in translating brand identity into compelling in-store experiences across EBOs, MBOs, and LFRs (Large Format Retail Stores).



Mr. Vijay Kumar

Head Buying & Sourcing

Mr. Vijay Kumar is associated with us as the Buying & Sourcing Head. He holds a Bachelor of Fashion Technology (B.F. Tech) degree from NIFT Gandhinagar. With extensive experience in the apparel industry, he has previously worked with renowned brands such as Max Retail, Soch Apparels, RUST Orange, and Romya. His strong expertise in product sourcing, vendor management, and trend analysis plays a crucial role in strengthening our supply chain and delivering quality merchandise.



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Way Forward

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BUSINESS STRATEGIES

Premiumization strategy to play out supported by brand presence and development of our own sales channel.

Strengthening our geographical reach through opening of our physical store pan India.

Healthy traction with our online partners resulting in increase of our share at 3rd party sales platform.

Increasing consumer engagement through social media marketing and omni channel sales.

Asset light franchise model to lead our offline expansion in high consumption clusters.

GROWTH DRIVERS

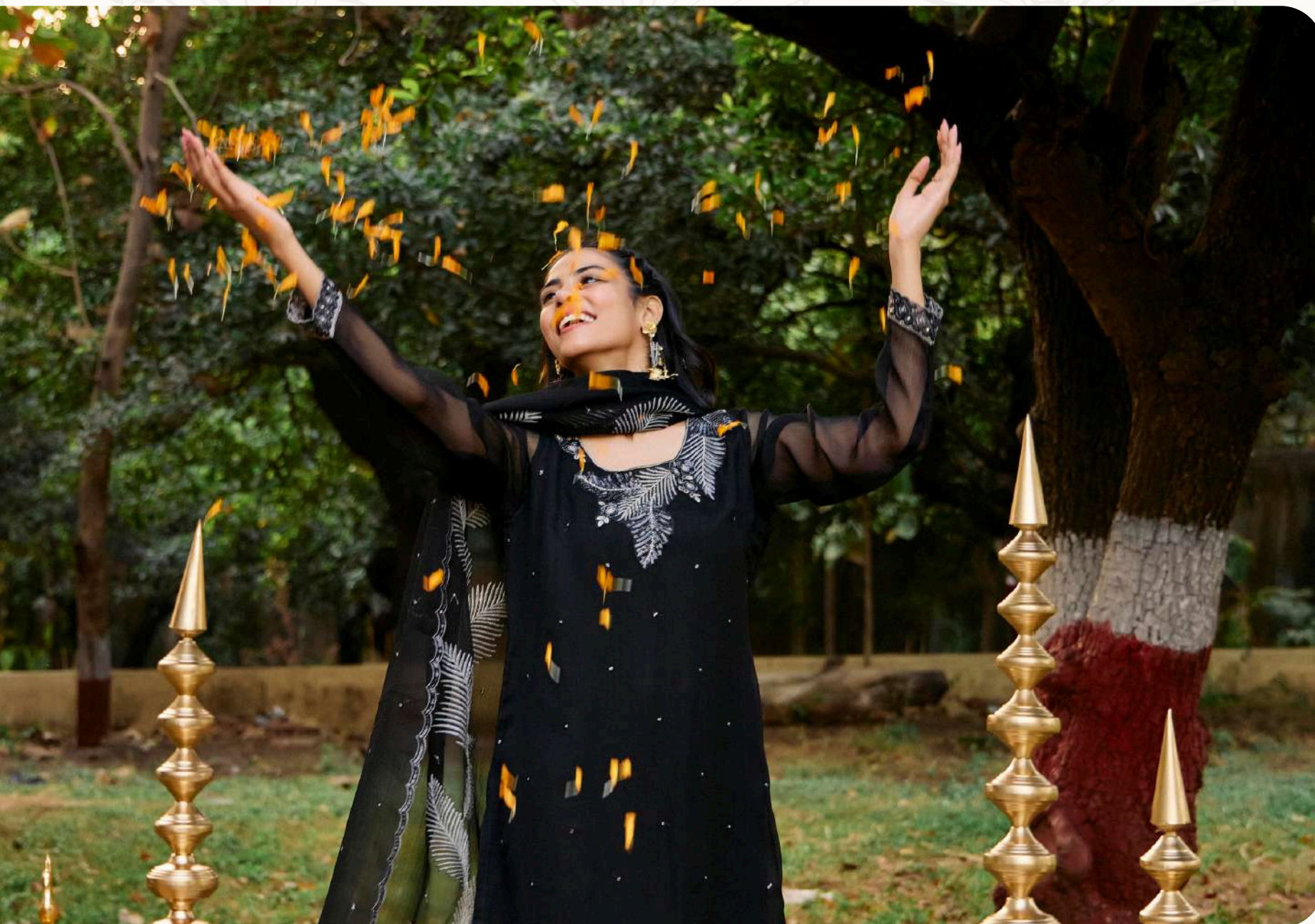


- **Rising consumer preference & shift for branded (Organized) over unbranded (Unorganized) products.**
- **Staying adaptive to tech trends boosts sales opportunities**
- **Increasing population of working women.**
- **Enhancing customer experience with 30-minute delivery and omni-channel sales**

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Thankyou



Phone

0141-4037596



Email

info@jaipurkurti.com



Website

www.jaipurkurti.com



Location

G-13, Kartarpura Industrial Area, Near 22
Godam, Jaipur -302006, Rajasthan