



MISH DESIGNS LIMITED

Reg. Office Address : Gala No. 4 Gulati Industries, Hattibaug, Love Lane, Mazgaon, Mumbai - 400010.
CIN : U74999MH2017PLC302175.
Tel.: 022 23719478 Email : info@mishindia.com webside : www.mishindia.com

July 16, 2025

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

Scrip Code: 544015

Dear Sir(s)/ Madam,

Subject: Press Release.

In pursuance of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Press Release issued by the Company, as Mish Designs Limited Opens its First Flagship Store at Seasons Mall, Pune.

The Press release for the same is enclosed

We request you to take note of the same.

FOR MISH DESIGNS LIMITED

**MUSKAN KACHHAWAHA
(COMPANY SECRETARY & COMPLIANCE OFFICER)**



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PRESS RELEASE

Mish Designs Limited Opens its First Flagship Store at Seasons Mall, Pune - From Digital Darling to Physical Powerhouse

Mumbai, India – July 16, 2025 – After winning over millions of fashion-forward women online, Mish – one of India's fastest-growing women's western wear labels – has taken a bold new step with the planned opening of its first-ever offline store at Seasons Mall, Pune.

Known for its trend-driven collections, flattering fits, and fierce community of style-savvy shoppers, Mish has become a household name among Gen Z and millennial women who crave global styles with an Indian edge. The brand's move to the physical retail space is a natural evolution – one that promises to bring its much-loved digital experience to life.

The Seasons Mall location features a highly curated collection based on real-time online data, ensuring only the most in-demand styles hit the shelves. With its clean aesthetic, trial-friendly layout, and Instagrammable corners, the store aims to offer a tactile, immersive shopping experience that digital platforms simply can't replicate.

Designed with scalability in mind, each store will serve not only as a retail outlet but as a brand-building hub—where fashion meets community.

Founded with a vision to make global western wear accessible, Mish has grown from a boutique online store into a full-scale digital brand with a loyal customer base across India.

The Pune flagship store officially opens to the public by mid-August with exclusive in-store collections and launch-day offers. It's not just a new store—it's the beginning of a whole new chapter.

About Mish Designs

MISH is a global women's fashion brand, excelling in affordable Western and Indo Western attire. With a robust digital presence, we've sold over 2.5 lakh products online since FY 2017-18. Our strong network includes Myntra, Nykaa Fashion, Ajio, Tata Cliq, and Namshi. We identified gaps in women's Western wear, leading to our brand's success. Based in India, we create "MISH" and "CURVES BY MISH" clothing, while exporting "ZOEY" to the UAE. Our diverse range of 1000+ designs encompasses dresses, gowns, tops, co-ords, T-shirts, trousers, and palazzos. With a 10,000 sq. ft. manufacturing unit and a dedicated 54-member team, we prioritize customer satisfaction through quality products.



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Management Comment

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

“As we embark on this exciting new chapter, we're thrilled to bring our digital success to life in a physical space. Our flagship store at Seasons Mall, Pune, is more than just a retail outlet – it's a brand-building hub where fashion meets community. By curating our collections based on real-time online data and designing a store that's both Instagrammable and trial-friendly, we're creating an immersive experience that combines the best of digital and physical retail.

This milestone marks a significant step in our journey to become a truly omnichannel brand, and we're committed to delivering exceptional customer experiences across all touchpoints. We're poised to take our brand to the next level and cement our position as a leader in the women's western wear market in India.”

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 Equipment 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:

Mish Designs Ltd.

Contact: 022-23719478

Email: info@mishindia.com