



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 website : www.mishindia.com

August 25, 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 has signed a Letter of Intent (LOI) with Zora Mall, Raipur, to open its 2nd retail store.

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 signs Letter of Intent with Zora Mall, Raipur, marking its expansion with the opening of its 2nd Retail Store.

Mumbai, India – August 25, 2025 – Mish Designs Limited, one of India's fastest-growing women's western wear labels, is thrilled to announce the signing of a Letter of Intent (LOI) with Zora Mall, Raipur, to open its 2nd retail store.

This strategic partnership marks a significant milestone in the brand's expansion journey, poised to bring its unique blend of trend-driven collections and immersive shopping experiences to the heart of Chhattisgarh.

With a proven track record of winning over millions of fashion-forward women online, Mish is now set to take its offline presence to new heights. The brand's curated collections, flattering fits, and strong community of style-savvy shoppers have made it a household name among Gen Z and millennial women who crave global styles with an Indian edge.

The LOI signing with Zora Mall underscores Mish's commitment to making its fashion accessible to a broader audience. By leveraging real-time online data to inform its product offerings, the brand aims to create a seamless shopping experience that combines the best of digital and physical retail.

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.

Management Comment

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

"We are absolutely thrilled to partner with Zora Mall, Raipur, and catapult our brand to unprecedented heights. This strategic collaboration is a game-changer for us, as it will enable us to significantly expand our footprint, revolutionize customer experience, and solidify Mish's position as a trailblazer in the Indian women's western wear market. By joining forces with Zora Mall, we're poised to unlock new growth opportunities, drive innovation, and deliver unparalleled fashion experiences that exceed our customers' expectations."

Disclaimer



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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