



## 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

September 16, 2025

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

**Scrip Code: 544015**

**Subject: Mish Designs Limited has opened First Flagship Store at Seasons Mall, Pune**

Dear Sir(s)/ Madam,

With reference to our earlier communication dated July 16, 2025, pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that Mish Designs Limited has opened its First Flagship Store at Seasons Mall, Pune.

We request you to take note of the same.

**For Mish Designs Limited**

**Sajan Bhartia**  
**Director**  
**DIN: 07967810**



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## **PRESS RELEASE**

### ***Mish Designs Limited has opened its First Flagship Store at Seasons Mall, Pune - From Digital Darling to Physical Powerhouse***

**Mumbai, India – September 16, 2025** – With reference to our earlier announcement dated July 16, 2025, Mish Designs, one of India's fastest-growing women's western wear labels, has triumphantly opened its first-ever offline store at Seasons Mall, Pune, marking a significant milestone in its journey from a digital-first brand to an omnichannel fashion powerhouse. Known for its trend-driven collections, flattering fits, and a fierce community of style-savvy shoppers, Mish has become a household name among Gen Z and millennial women craving global styles with an Indian edge.

The Seasons Mall store features a highly curated collection based on real-time online data, showcasing in-demand styles. With a clean aesthetic, trial-friendly layout, and Instagrammable corners, the store offers a tactile, immersive shopping experience digital platforms can't replicate. Designed for scalability, each Mish store serves as both a retail outlet and a brand-building hub where fashion meets community.

#### **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 now its First Flagship Store at Seasons Mall, Pune, Mish Designs is rapidly building its reputation as a trusted fashion label for young, urban women.

#### **Management Comment**

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

*"As we celebrate the opening of our flagship store at Seasons Mall, Pune, we're thrilled to bring our digital success to life in a physical space. Our store is more than just a retail outlet – it's a brand-building hub where fashion meets community. By curating collections based on real-time online data and designing a space that's Instagrammable and trial-friendly, we've created an immersive experience blending digital and physical retail. This milestone marks a significant step in our journey to become a truly omnichannel brand. We're committed to delivering exceptional customer experiences across all touchpoints, combining style, quality, and value. With this launch, we connect with customers in a more intimate way, poised to cement our position as a leader in India's women's western wear market."*



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## 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:

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