



Priti International Limited

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21st March, 2023

To

The National Stock Exchange of India Limited

Exchange Plaza, Plot no. C/1, G Block,

Bandra Kurla Complex

Bandra (E), Mumbai, Maharashtra – 400 051

Script Code: PRITI

Sub: Press Release

Dear Sir(s)/Madam(s)

We are enclosing herewith a press release dated March 21, 2023 titled ***“Priti launches its offline store in Bengaluru, Karnataka”*** issued by PRITI INTERNATIONAL LIMITED.

Please note that while the attached disclosure will not qualify as “Material Information”, the Company is making this disclosure voluntarily.

The above information will also be available on the website of the Company i.e., www.pritihome.com

You are requested to take the same on record.

Thanking you,

For PRITI INTERNATIONAL LIMITED

RASHI SHRIMAL

Company Secretary and Compliance officer

M. No.: A60070



Priti Launches Its Offline Store in Bengaluru, Karnataka

Bengaluru, March 21, 2023:

Priti International Limited, today on March 21, 2023 launched its offline store in the city of Bengaluru, Karnataka. As a part of our continuing growth, this offline store of the “PRITI HOME” will enable us for increasing the marketing of products to outreach the South region of India in the near future.

After, the IPO of the Company in 2017, there has been significant growth in Sales, EBIDTA and Shareholder’s Value of our Company. All this has been possible with the efforts of the Board and the Management of the Company and especially the leading foundation of our Company Mr. Ritesh Lohiya.

The newly opened Store is situated at **13, 15TH CROSS RD, SARAKKI, J.P. NAGAR, BENGALURU, KARNATAKA 560078.**



Commenting on the Opening, Ritesh Lohiya, Executive Director & CFO, Priti International Limited said “Currently, we have a robust presence on all major social media platforms, such as Instagram, Facebook, YouTube, LinkedIn, Amazon, Flipkart and other E-Commerce Market Place. We have a young and dedicated team that manages our social media handles, keeping our customers and



followers updated on our products.” Having the Offline Store will enable the direct customer interaction resulting in increase in Revenue generation of the Company, Ritesh added.

About Priti:

Priti International Limited is an Indian local furniture & lifestyle brand that offers interior collections for homes. The brand endorses contemporary designs, expressed by clean lines and embellished with a modern touch. The result is a universal style that brings forth a beautiful atmosphere for life. To accommodate every need, style, and preference from each person, Priti International Limited has wide-ranging furniture and home decor collection from natural, modern, classic, minimalist, to premium. Collaborate with R&D also Indian well-known designers, we try to fulfill and be the answer to your home furnishing and decoration.

For more details, visit www.pritihome.com

Disclaimer:

Statements in this Press Release describing the Company's objectives, expectations or predictions may be forward-looking within the meaning of applicable securities laws and regulations. Forward looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized. The Company assumes no responsibility to publicly amend, modify or revise forward-looking statements, on the basis of any subsequent developments, information or events. Actual results may differ materially from those expressed in the statement. Important factors that could influence the Company's operations include changes in Government regulations, tax laws, economic developments within the country and such other factors globally.

*Unless otherwise specified or the context otherwise requires, all references herein to 'we', 'us', 'our', 'the Company', 'PRITI' are to **'Priti International Limited'**.*