



**Priti International Limited**

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Plot No. F-43, Basni, 1<sup>st</sup> Phase, Jodhpur,  
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**November 08, 2023**

To

**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 November 08, 2023, titled ***“Priti launches it’s offline store in Boranada, Jodhpur Rajasthan”*** 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](http://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 It's Offline Store in Boranada, Jodhpur, Rajasthan**

**Jodhpur November 08, 2023:**

We are pleased to inform the esteemed members of the Company and the investing community at large that Priti International Limited, a leading player in the furniture industry, is expanding its footprint with the opening of a new B2B (Business-to-Business) furniture store.

As part of our continued commitment to growth and diversification, we are excited to announce the grand opening of our new B2B furniture store, PRITI HOME. The store is strategically located at Boranada, in the heart of the Blue City, Jodhpur, Rajasthan and is set to become a hub for businesses seeking high-quality, stylish, and functional furniture solutions.

After the IPO of the Company in 2017, there has been significant growth in Sales, EBIDTA and Shareholder's Value of our Company. Our offline stores, which have been opened in the past one year, have witnessed significant growth in sales as we focus on delivering best products and services to our customers worldwide. All this has been possible with the efforts of the Board and the Management of the Company.

The newly opened Store is situated at Boranada Jodhpur, Rajasthan

For more details: [https://youtube.com/shorts/rOk\\_Zq4UET4?feature=share](https://youtube.com/shorts/rOk_Zq4UET4?feature=share)



# PRITI

**GRAND  
OPENING**

8th November 2023

[pritihome.com](http://pritihome.com)



**Key Highlights of PRITI HOME:**

- A vast array of premium and customizable furniture products, tailored to meet the unique needs of businesses.
- Expert in-house design consultants to assist clients in creating inspiring and functional workspaces.
- Competitive pricing and bulk purchase discounts for our B2B customers.
- State-of-the-art showroom and a comprehensive online catalog for easy product selection.
- Flexible delivery and after-sales support to ensure a hassle-free experience for our customers.

The grand opening of PRITI HOME is scheduled for 08 Nov. 2023. We invite all interested investors and stakeholders to join us at the inauguration ceremony to witness this significant milestone in our company's growth.

This expansion represents another step in our ongoing commitment to delivering outstanding value to our shareholders, partners, and customers. We look forward to creating new opportunities for growth and profitability with this venture.

We thank you for your continued support and confidence in Priti International Ltd. We are committed to maintaining transparency and open communication with our investors as we strive to create value for all our stakeholders.



### **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](http://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'**.*