



**meenakshi
(india) limited**

CIN - L74300TN1987PLC014678

Admn. Office:
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Date: 07.05.2026

To,
The Calcutta Stock Exchange Limited,
7, Lyons Range Dalhousie,
Kolkata - 700001

Dear Madam/Sir,

Sub: REGULATION 30 OF THE SEBI (LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015 ('LISTING REGULATIONS'): PRESS RELEASE

Ref: Scrip Code: 10023128

ISIN: INE208H01016

Pursuant to Regulation 30 of the Listing Regulations, please find enclosed herewith a Press Release titled "Chennai-headquartered Apparel Exporter Meenakshi India Enters D2C Space with Launch of SHORTSTOP", issued by the Company today.

Please acknowledge the receipt and do the needful.

Thanking You,
Yours faithfully,
For MEENAKSHI (INDIA) LIMITED

Kanchan Rathi



**KANCHAN RATHI
COMPANY SECRETARY AND COMPLIANCE OFFICER**

APPAREL MANUFACTURERS & EXPORTERS



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Chennai-headquartered Apparel Exporter Meenakshi India Enters D2C Space with Launch of SHORTSTOP

Chennai, May 6, 2026: Meenakshi India Limited (MIL), a leading apparel manufacturer with a strong global export footprint, has announced its strategic entry into the direct-to-consumer (D2C) segment with the launch of its homegrown brand SHORTSTOP, alongside its digital platform *shortstop.in*. This move marks a significant milestone in the company's forward integration journey—from a global manufacturing partner to a consumer-facing brand—aimed at strengthening brand ownership and directly engaging with evolving consumer preferences.

With over four decades of expertise in apparel manufacturing and a clientele spanning leading international fashion brands, MIL is now leveraging its design, production and supply chain capabilities to build a differentiated D2C offering. SHORTSTOP, currently focused on men's shorts, is built on the use of recycled and eco-friendly fibres, combined with specialised in-house washing techniques that enhance fabric softness and deliver superior handfeel comfort suited to Indian weather conditions. Designed for modern consumers, the brand blends versatility and durability with a clear focus on quality and category expertise in India's growing D2C fashion space.

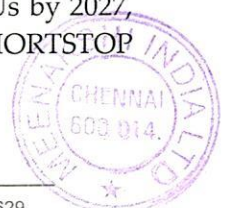
Commenting on the launch, **Mr Ashutosh Goenka, Managing Director, Meenakshi India Limited, said,** "For over 40 years, we have built a strong foundation as a trusted global manufacturing partner. With SHORTSTOP, we are taking a decisive step towards becoming a consumer-centric brand. The D2C space allows us to directly understand and respond to customer preferences while showcasing our design and manufacturing strengths. Our vision is to scale SHORTSTOP into a dynamic fashion brand, expanding our portfolio and reaching consumers across India and beyond," adding, "Recognising a structural gap in India's menswear market—where the men's shorts category remains largely untapped with limited specialised players and minimal depth in design, fit and fabric innovation—we have built SHORTSTOP as a specialist shorts brand with true category expertise, offering consistency, variety and a focused design approach."

Built on the company's export-grade manufacturing backbone, SHORTSTOP brings capabilities such as fabric sourcing, precision sampling, in-house washing and embroidery and rigorous quality assurance directly to Indian consumers. "Unlike typical D2C models that rely on outsourced production, the brand leverages MIL's operations to ensure consistent quality, reliable supply and better price-to-value positioning," added **Mr Ashutosh Goenka.**

As part of its growth roadmap, MIL aims to scale SHORTSTOP aggressively, with plans to expand its portfolio from the current 34 Stock Keeping Units (SKUs) to over 70 SKUs by 2027, signalling a strong growth trajectory in the fast-evolving D2C apparel market. SHORTSTOP

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distinguishes itself through its sharp category focus, manufacturing pedigree, and accessible pricing. By eliminating intermediaries between factory and consumer, the brand is able to offer export-grade construction at competitive D2C price points.

MIL's manufacturing facilities in Tamil Nadu are equipped with state-of-the-art machinery and supported by sustainable practices, including the use of approximately 50% solar energy. The company produces a diverse portfolio including bottom wear, outerwear, and specialised garments for global brands, with exports contributing over 83% of its revenue. Its strong logistics capabilities, including end-to-end export support and a 99% on-time delivery track record, position it well to efficiently scale its D2C operations.

About Meenakshi India Limited (MIL)

Meenakshi India Limited (MIL) is a Chennai-based apparel manufacturer and the flagship company of the Meenakshi Group. Founded in 1982, the company has evolved from a textile trading house into a globally trusted manufacturing partner for leading fashion brands.

With over four decades of expertise, MIL operates advanced manufacturing facilities in Tamil Nadu, delivering high-quality garments to customers across more than 12 countries, including the United States, United Kingdom, France, and Australia. Its end-to-end capabilities—spanning design, fabric sourcing, specialised processing techniques such as enzyme, stone, and acid washes, and final finishing—ensure consistent quality, efficiency, and scale.

Backed by a strong focus on innovation, operational excellence, and sustainability, MIL continues to deliver world-class apparel solutions aligned with global standards.



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