

## Nandani Creation Ties Up with Reliance Centro to Boost Retail Reach

Published on 15 Dec 2025 | By IFI Correspondent



**Nandani Creation Ltd (NCL)**—the Indian women’s ethnic wear company best known for its **Jaipur Kurti** brand—has announced a strategic *retail expansion partnership* with **Reliance Centro**, aiming to significantly broaden its physical store presence across the country. The collaboration will see Jaipur Kurti’s latest collections showcased in **12 Reliance Centro stores** at key locations in India, helping bring its designs closer to a wider set of customers.

Reliance Centro is a multi-brand fashion destination featuring apparel, footwear, handbags, beauty products, accessories and travel essentials from a variety of brands under one roof, making it an attractive platform for apparel companies looking to enhance offline visibility.

### Supporting Omnichannel Growth

The partnership forms part of Nandani Creation’s broader strategy to strengthen its **direct-to-consumer (D2C) ecosystem** by bolstering both its digital and physical retail channels. While the company has already developed its own retail footprint—including company-owned and franchise stores—it is now leveraging Reliance Centro’s established presence to reach customers in higher-footfall environments.

To date, the company operates multiple **exclusive brand outlets** in cities such as Jaipur, Ahmedabad, Kota, Lucknow and Ghaziabad, alongside franchise locations in Delhi, Gurugram, Mumbai and Bathinda. Its products are also available in prominent retail formats such as Shoppers Stop, Reliance Trends and Avantara/Kalanikethan stores, as well as on major e-commerce platforms and the company’s own online channels.

### Management Perspective

Anuj Mundhra, **Chairman and Managing Director of Nandani Creation Ltd**, described the Centro tie-up as a *significant milestone* in the company’s expansion journey. He said the partnership aligns with the brand’s commitment to *quality, style and customer experience*, and will help deliver a curated in-store experience that resonates with evolving preferences of Indian women shoppers.

### Market Significance and Brand Momentum

Nandani Creation’s move comes amid a period of renewed attention from both retail and financial markets. Recently, the company’s stock, listed on the NSE’s SME platform under the symbol **JAIPURKURT**, saw gains following the Centro partnership announcement—highlighting investor interest in strategic growth initiatives.

The ethnic wear segment in India continues to grow steadily as consumers blend traditional styles with modern fashion sensibilities, making expansions into curated fashion destinations like Centro an important step for brands eager to

enhance both visibility and sales.

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