KIAASA
ETHNIC WEAR

To,
Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400001

Dated:21/10/2026

Scrip Code:544711

ISIN: INE1C3F01018

Subject: Press Release

Dear Sir/Madam,

Please find attached a copy of the press release titled "**Kiaasa Launches Premium No-Discount Brand 'Virasat - Affordably Luxurious' During Navratri".**

This will also be hosted on the company's website at www.kiaasa.com.

Thanking You,

For Kiaasa Retail Limited

KANISHKA SINGHAL
Digitally signed by KANISHKA SINGHAL
Date: 2026.10.21 12:40:40 +05'30'

Kanishka Singhal
Company Secretary & Compliance Officer
Mem No. A39678
Encl: A/a

KIAASA LAUNCHES PREMIUM NO-DISCOUNT BRAND 'VIRASAT - AFFORDABLY LUXURIOUS' DURING NAVRATRI

Ahead of the festive Navratri shopping season, leading ethnic wear retailer Kiaasa today announced the official launch of its new premium identity, **VIRASAT - Affordably Luxurious**. Created for consumers seeking elevated design and luxury craftsmanship, Virasat debuts as an exclusive, no-discount label within the Kiaasa portfolio.

The new line is debuting during Navratri via a phased rollout in select flagship locations.

Elevating the Festive Experience

VIRASAT - Affordably Luxurious, represents a strategic entry into the luxury ethnic segment. Designed around intricate detailing, premium fabrics, and timeless festive silhouettes, the brand adheres to a strict full-price, no-discount policy, reflecting its commitment to quality and value preservation.

Future Retail Expansion Strategy

While Virasat is initially available through dedicated shop-in-shop sections in prominent Kiaasa outlets, the company has outlined ambitious growth plans. In the coming phases, Kiaasa intends to launch independent, standalone Virasat boutiques as dedicated destinations for high-end ethnic apparel.

"VIRASAT - Affordably Luxurious reflects our commitment to offering an elevated, uncompromising ethnic wear experience," said the Chairman and Managing Director (CMD) at Kiaasa. "By launching during Navratri across flagship malls and key high-street markets before

scaling to standalone stores, we are positioning Virasat to capture the growing demand for premium fashion this festive season."

About Kiaasa

Founded as a modern Indian ethnic wear brand, Kiaasa provides contemporary, festive, and everyday apparel tailored for fashion-forward women across India. With a growing footprint in tier-1 and tier-2 retail centers, Kiaasa continues to bridge traditional craftsmanship with modern style.