



Kitex Garments Limited

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Ref: KGL/SE/2025-26/AUG/02

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BSE Limited Corporate Relations Department, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001, Maharashtra, India BSE Scrip Code : 521248	National Stock Exchange of India Ltd Listing Department, Exchange Plaza, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051, Maharashtra, India NSE Symbol : KITEX
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Dear Sir/ Ma'am,

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find the enclosed announcement of strategic launch of “Little Star” USA Brand in India by the Company.

Kindly take a note of the same.

For **Kitex Garments Limited**

Dayana Joseph
Company Secretary & Compliance Officer

Enclosure : As above

Kitex Garments Ltd Announces Strategic Launch of “Little Star” USA Brand in India

Kitex Garments Ltd., world’s second largest manufacturer of infant and children’s apparel, proudly announces the launch of its globally trusted “Little Star” USA brand in the Indian market. This strategic move marks a significant milestone, signaling Kitex’s foray into India’s booming domestic kidswear sector after decades of industry leadership as a major exporter.

Bringing American-Grade Quality to Indian Families

Little Star, a celebrated American brand trusted by millions of parents in the USA, is now being introduced to Indian consumers. Indian families can expect the highest international standards in every product, reflecting the demanding expectations of U.S. parents for quality, safety, and style. As Indian parents increasingly seek only the very best for their children, Little Star is poised to capture significant market share with its premium yet accessible offerings.

Navigating Global Headwinds, Building for the Future

As U.S. authorities impose higher tariffs on textile imports from India, Kitex’s entry into its home market represents a forward-thinking diversification strategy. By establishing a robust presence in India, Kitex actively mitigates risks from external trade barriers and ensures business sustainability, channeling its expertise for the benefit of Indian consumers and investors.

Omnichannel Rollout with Digital-First Momentum

Kitex will debut Little Star on multiple leading online platforms, recognizing the pivotal role of digital channels in India’s rapidly evolving retail landscape. This online-first approach allows for accelerated brand recognition, broader market reach, and agility in capturing demand. Kitex is targeting an ambitious annual revenue milestone of INR 1,000 crores within 2 to 3 years for the Little Star brand in India—a testament to its growth vision and execution capability.

Harnessing India’s High-Growth Potential

India’s infant and children’s wear market is set to reach nearly INR 1,46,763 crores by 2030, growing at a robust CAGR of 3% for infant wear and 2.6% for children’s wear, outpacing the mature, slower-growing U.S. segment. With a demographic profile that boasts a birth rate 1.5 times that of the U.S., India presents vast market potential for these segments. This translates to India witnessing nearly 24 million live births annually, which is 6 times the lives births in U.S.A.

Delivering Excellence, Expanding Access

The Little Star collection will feature apparel for newborns, infants, and young children, combining comfort, playful design, and certified skin safety at globally benchmarked standards. Kitex’s cost leadership and production scale ensure that premium quality is available at affordable prices for Indian families.

Commitment to Shareholders and India’s Future

With this launch, Kitex not only affirms its confidence in India’s consumer market but also underscores its commitment to value creation, resilience, and long-term profitability for investors. The phased roll-out starts with major cities via leading e-commerce and subsequently through retail platforms, leveraging both digital and offline growth engines.