

Deal Corner

October 05, 2023

NDA REPRESENTS ETERNALIA CREATIVE & MERCHANDISING PRIVATE LIMITED (ED-A-MAMMA) IN TRANSACTION WITH RELIANCE RETAIL VENTURES LIMITED

DEAL BRIEF

Reliance Retail Ventures Limited acquired 51% stake in Eternalia Creative & Merchandising Private Limited ("Eternalia"). Eternalia owns the brand "Ed-A-Mamma" which was launched by Alia Bhatt in 2020 as a home-grown brand focused on conscious clothing.

OUR ROLE

We, at Nishith Desai Associates, acted as the legal advisors to Eternalia Creative & Merchandising Private Limited.

TEAM

Gowree Gokhale

Hetal Pandya

Aparna Gaur

Aniruddha Majumdar

PRESS COVERAGE

<https://www.retail-insight-network.com/news/reliance-retail-ed-a-mamma/>

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