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Nishith Desai Associates Advised Eternalia Creative & Merchandising Private Limited

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Nishith Desai Associates advised Eternalia Creative & Merchandising Private Limited

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.

The acquisition will enable the brand to expand into new categories such as personal care and baby furniture.

It will also provide Ed-a-Mamma with access to Reliance’s supply chain, retail and marketing network.

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

The team comprised of **Gowree Gokhale, Hetal Pandya, Aparna Gaur** and **Aniruddha Majumdar**.