NOLIMIT Expands to the North with Grand Opening of 28th Store in Jaffna



A new chapter begins in the North — Nolimit opens its 28th store in Jaffna.

NOLIMIT, Sri Lanka’s leading fashion retail brand, proudly announced the opening of its 28th store in the heart of Jaffna—one of the country’s most culturally significant and fast-evolving cities. Renowned for its distinct Northern identity, strong traditions, and enduring spirit of enterprise, Jaffna represents a key milestone in NOLIMIT’s journey to becoming a truly national fashion retail brand.

Reflecting the city’s modern aspirations, the newly opened NOLIMIT Jaffna store has been designed to offer an elevated, family-friendly shopping experience while remaining accessible and affordable. Located within Jaffna town’s main commercial precinct, the four-storey outlet brings a complete lifestyle retail experience under

one roof. Customers can explore a wide range of menswear, womenswear, and kidswear, as well as shoes, accessories, homeware, toys, travel and luggage, and cosmetics.

The store also offers ample parking and easy access, ensuring a convenient shopping environment for families and visitors alike. This expansion further strengthens NOLIMIT’s commitment to delivering an unparalleled retail experience to customers across Sri Lanka while continuing its strategic growth across the island and internationally.



N.L.M. Mubarack, Founder, Chairman and CEO, Nolimit, unveils the store in the presence of Hafiz Mubarack, Managing Director, Nolimit, and M. M. A. Deedat.

Founded in 1992, NOLIMIT has grown into the largest fashion retail chain in Sri Lanka, with a strong footprint across the country and an expanding international presence, including four stores in the UAE. Known for its customer-centric approach and award-winning service, the brand continues to set benchmarks in service

excellence, affordability, and trend-forward fashion.

Hafiz Mubarack, Managing Director, NOLIMIT, said: “Jaffna is one of Sri Lanka’s most important cities, rich in culture, enterprise, and potential. We see it as a key growth hub in the country’s next phase of economic and social progress. With our 28th store, we are proud to invest in Jaffna’s future by bringing a modern, world-class retail experience that aligns with the city’s evolving aspirations, while making quality fashion more accessible to families across the region.”

Raneez Sheriff, Assistant General Manager, NOLIMIT, added: “Jaffna is well-positioned to develop into a stronger commercial hub with a rapidly evolving consumer landscape. Our expansion strategy focuses on reaching high-potential markets and ensuring NOLIMIT is accessible to customers in every part of Sri Lanka. This store opening reflects our commitment to being a truly national brand that connects with communities island-wide while delivering a high-quality, affordable retail experience.”

Designed with international retail trends in mind, the Jaffna store offers a modern and stylish environment that encourages customers to explore the latest fashion collections in a welcoming setting. With continued focus on customer satisfaction, convenience, and innovation, NOLIMIT remains at the forefront of transforming Sri Lanka’s fashion retail landscape. As part of its ongoing expansion strategy, NOLIMIT plans to open additional stores across Sri Lanka in the coming months, reinforcing its position as a market leader and bringing world-class fashion to every corner of the country.

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An overwhelming response as shoppers step into Nolimit Jaffna.