



Complete Comfort

Ref No.: ICIL/106/2024-25

11<sup>th</sup> February, 2025

<b>National Stock Exchange of India Ltd.</b> Listing Department Exchange Plaza, Bandra Kurla Complex, Bandra (East), <b>Mumbai – 400 051</b>  <b>Company Symbol : ICIL</b>	<b>BSE Limited</b> Department of Corporate Services Floor 25, Phiroze Jeejeebhoy Towers, Dalal Street, <b>Mumbai – 400 001</b>  <b>Scrip Code No. : 521016</b>
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**Subject: Investor Presentation Q3 & 9M FY25**

Dear Sir/Madam,

Please find enclosed herewith a copy of Investor Presentation on financial results for Q3 & 9M FY25.

Kindly take the above on record.

Thanking you,

Yours faithfully,

For **Indo Count Industries Limited**

**Satnam Saini**  
**Company Secretary & GM- Legal**

Encl.: A/a

**Indo Count Industries Ltd**

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Complete Comfort

**INDO COUNT INDUSTRIES LIMITED**  
**Q3 & 9M FY25**  
**INVESTOR PRESENTATION**



**Layers®**



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*Commenting on the results Mr. Anil Kumar Jain, Executive Chairman said, “At Indo count we have outperformed in challenging times especially in some of our end markets. We are making significant progress towards expanding our portfolio with value-added products through our strategic investments and prudent capital allocation.*

*Our relentless focus on serving both existing and new customers, with the enhanced product portfolio on back of recent acquisitions and value-added solutions, will help us strengthen our leadership position in the market.*

*In the medium term, we see tailwinds in business and have strengthened our leadership team with key hires to drive growth and bring in the right expertise. Focus is also on expanding the brands and utility bedding business which is expected to be a key driver for the next phase of growth. Our optimism remains high for the next 3 years with the strategic initiatives we have executed over the last few quarters.”*



To expand utility bedding business nationwide, the Company aims to set up a greenfield manufacturing facility in North Carolina, USA to deepen its market presence



**Total  
Production**



**Total  
Investment**



**Rationale**



**Mode of funding**



**Timelines**



**18 Mn Pillows**

**~\$ 15 Mn**

**To have a  
manufacturing  
facility in east coast  
and service  
customers**

**Debt : Equity  
75:25**

**Gradual rollout,  
with revenue build-  
up targeted from  
September 2025**

# STRENGTHENING TEAM ACROSS US AND INDIA OPERATIONS

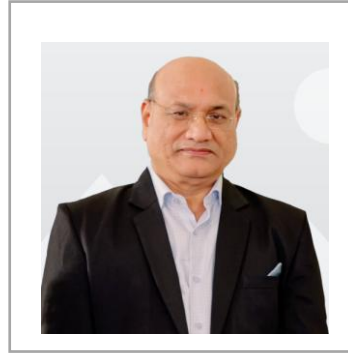


## ***Mr. Chris Grassi – Appointed CEO of US Operations***

Mr. Chris Grassi, with over 40 years of experience in the home textiles market, is a visionary leader who has transformed the industry through innovation, growth, and strong relationships.

In his career he is known to have leveraged his expertise in merchandising, global sourcing, product development, and market strategy to expand the product portfolio and customer base.

In the past he has driven strategic acquisitions and organic growth, leading to unprecedented revenue and market share. Recognized for his ability to build, scale, and transform businesses, he is highly respected for fostering lasting relationships with suppliers, retailers, and employees.



## ***Mr. K Muralidharan – Elevated to Group CFO***

Mr. K. Muralidharan, who joined Indo Count as CFO in Nov 2018 and has been instrumental in driving key strategic initiatives, including the acquisitions of GHCL's textile division, Brand Wamsutta, Fluvitex USA Inc, and Modern Home Textiles Inc.

With multiple new investment projects requiring focused financial oversight, he is elevated as Group Chief Financial Officer to lead financial strategy, capital allocation, and performance management across the Indo Count group.



## ***Mr. Manish Bhatia - Appointment of New CFO***

Mr. Manish Bhatia, a Commerce graduate and member of the Institute of Chartered Accountants of India, brings over 30 years of expertise in Accounting, Taxation, Audit, Legal, and Finance Management across various industries.

Before joining Indo Count, he served as Group CFO at Trident Limited and held key leadership positions at Prism Johnson Limited and Apollo Tyres Limited.

With extensive experience in strategic financial planning and internal controls, Mr. Bhatia's presence at Indo Count will strengthen the Finance, commercial and accounting functions.

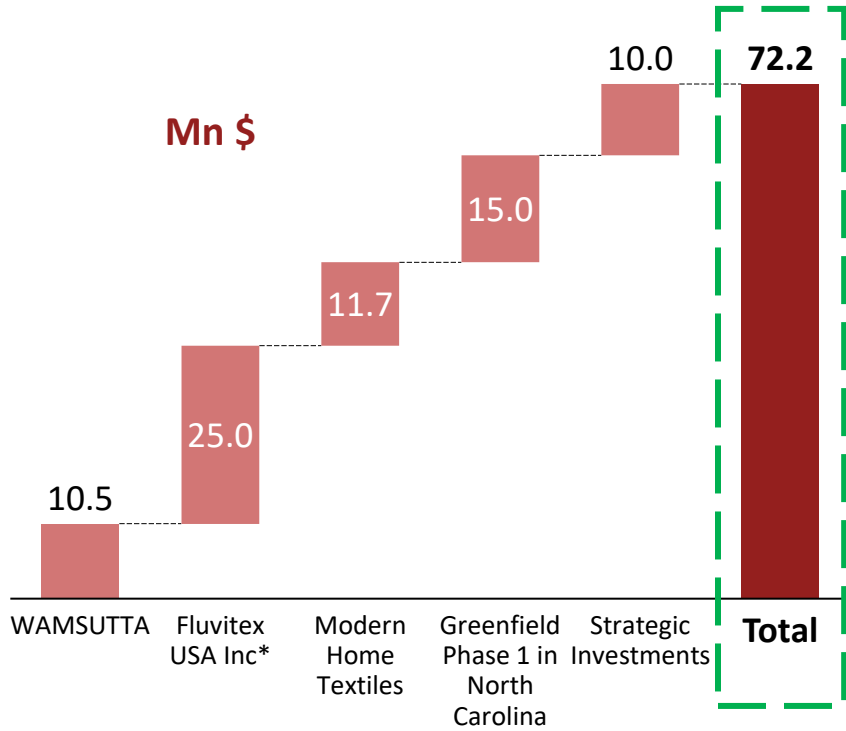


***“We have strategically strengthened our leadership team across both the USA and India, making key appointments across critical functions such as senior management, marketing, procurement, and operations. This expansion enhances our capabilities, reinforcing our market position and driving sustainable growth globally.” – Mr. Anil Kumar Jain, Executive Chairman***

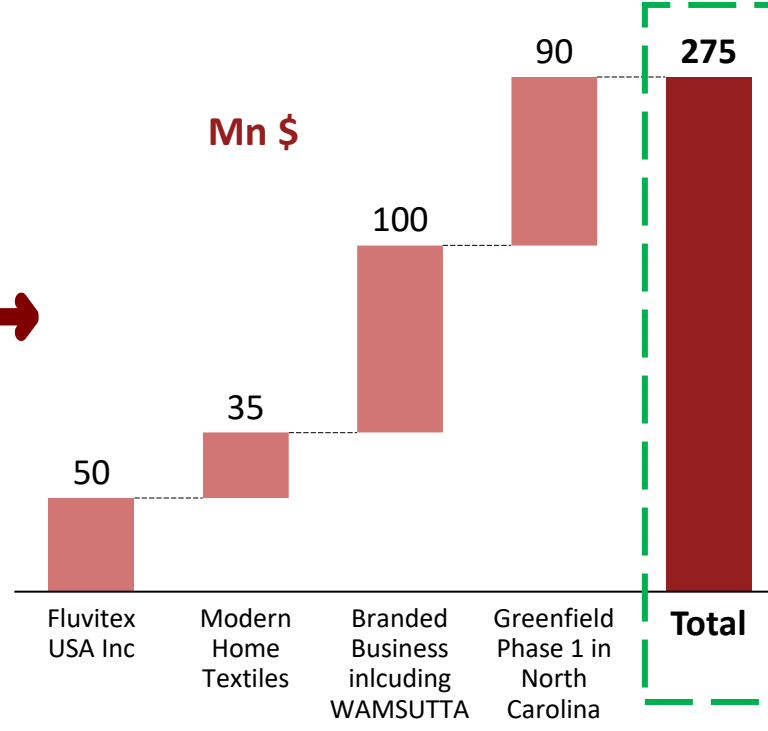


# ASPIRE TO DOUBLE REVENUE IN 2028

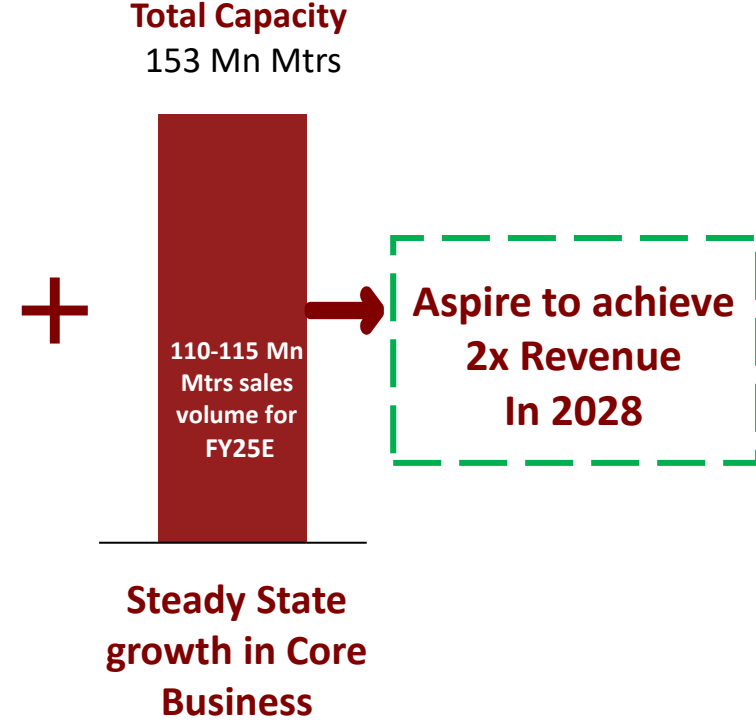
## Investment in recent acquisitions and Brands



## Peak revenue potential



## Core Business



Targeted investments in talent and key hiring



Organic growth in Core business



Fostering innovation and expansion into newer segments like utility bedding and brands



Strategic focus on long-term value creation

\*Includes payment on 100% basis

## Capacity Profile



153 Mn Mtrs

Largest Global Bed Linen PLAYER



Robust Balance Sheet



Resilient & Agile



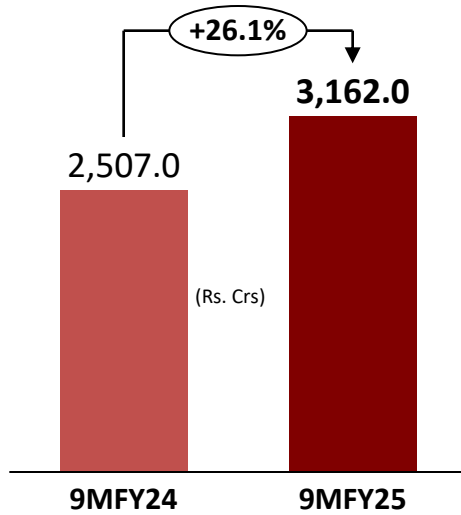
Customer Centric



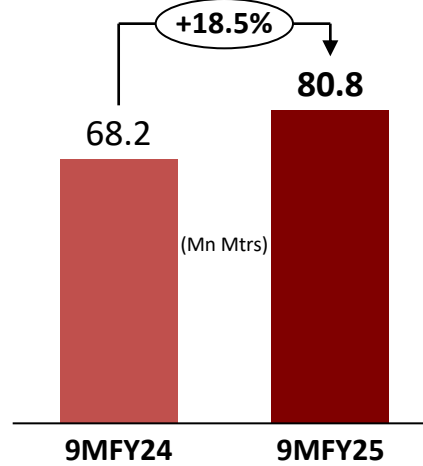
Omnichannel Supplier

1

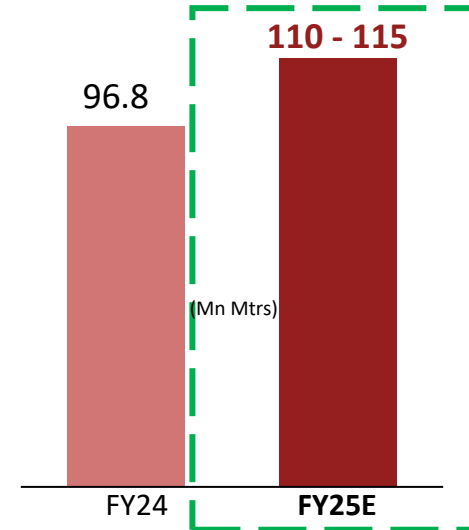
## TOTAL INCOME



## VOLUMES



## FY25: VOLUME GUIDANCE



2

## BRANDED BUSINESS DEVELOPMENT



- Licensed Brands Jasper Conran and GAIAM are gaining momentum
- Fieldcrest and Waverly are earning strong consumer acceptance
- WAMSUTTA - Strengthened its team, made senior hires, conducted market surveys, and enhanced brand positioning for a successful launch in Q1FY26

3

## UTILITY BEDDING TO DRIVE NEXT LEG OF GROWTH

FLUVITEX USA



UPCOMING GREENFIELD EXPANSION

### Acquisition of Fluvitex USA, Inc & Modern Home Textiles, Inc

- Fluvitex USA, Inc and Modern Home Textiles, Inc have increased exposure in the U.S. utility bedding market
- Fluvitex USA, Inc and Modern Home Textiles, Inc is currently operating at ~50% utilization and contributed to Q3 revenues

### Greenfield Investment

Indo Count Global East Inc. a step-down subsidiary of wholly owned US subsidiary to invest in Greenfield Project in North Carolina, USA to further expand utility bedding operation

4

## AWARDS & RECOGNITION



### Home Excellence Awards - BY HFPA, New York

Indo Count has been honoured with the Home Excellence Award for Supplier/Manufacturer, recognizing its outstanding performance in expanding its business and for its ongoing investments in sustainability and corporate social responsibility



### Vastra Ratna' Award

Mr. Anil Kumar Jain, Executive Chairman, was honored with the 'Vastra Ratna' (Global Achiever) Award by Texprocil for his contributions to the Indian Cotton Textiles sector during 70th year Jubilee celebration of Texprocil



### CII 18th National Award

Indo Count won the CII 18th National Award for Excellence in Water Management 2024 in the "Within the Fence" category for its outstanding water management practices

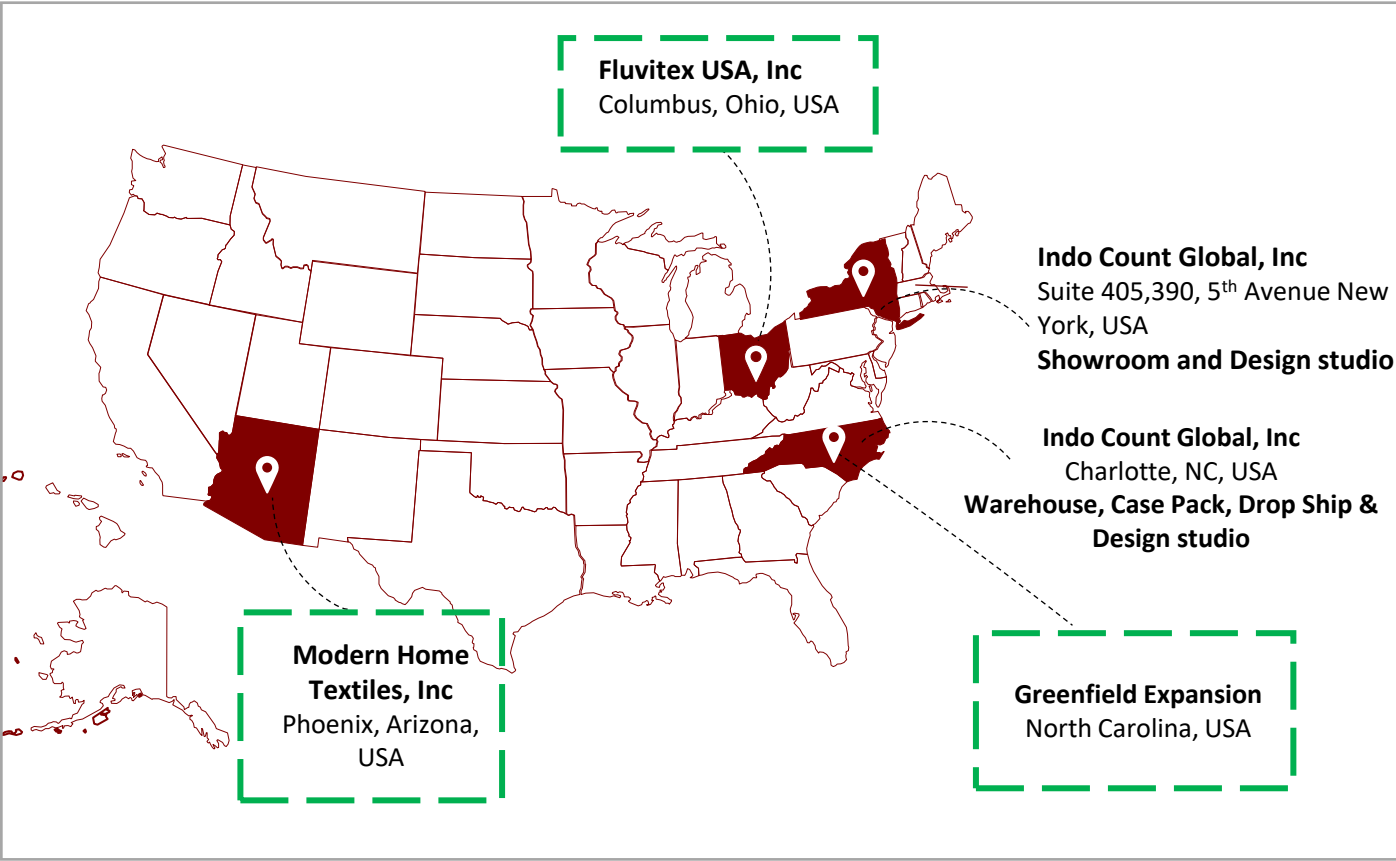


# UTILITY BEDDING: POWERING THE NEXT GROWTH PHASE WITH THREE STATE-OF-THE-ART FACILITIES IN USA



## USA BED LINEN CATEGORIES MARKET SIZE

Source: HTT Research



<p><b>1</b> <b>Fluvitex USA, Inc</b> Ohio, USA</p> <ul style="list-style-type: none"> <li>▪ <b>Transaction:</b> 81% stake in Fluvitex USA, Inc.</li> <li>▪ <b>Acquisition Value:</b> \$19.63 Mn (including Net working Capital of \$4 Mn)</li> <li>▪ <b>Location :</b> Columbus, Ohio</li> <li>▪ <b>Production Capacity:</b> 5 Mn pillows and 1.5 Mn quilts annually</li> <li>▪ <b>Funding:</b> Internal accruals and debt</li> <li>▪ <b>Annual Revenue Potential :</b> \$50Mn</li> </ul>	<p><b>2</b> <b>Modern Home Textiles, Inc</b> Arizona, USA</p> <ul style="list-style-type: none"> <li>▪ <b>Transaction:</b> 100% stake in Modern Home Textiles, Inc USA</li> <li>▪ <b>Acquisition Value:</b> \$ 11.7 Mn (including inventory valued at \$ 2.11Mn)</li> <li>▪ <b>Location :</b> Phoenix, Arizona</li> <li>▪ <b>Production Capacity:</b> 8 Mn pillows annually</li> <li>▪ <b>Funding:</b> Internal accruals and debt</li> <li>▪ <b>Annual Revenue Potential:</b> \$35Mn</li> </ul>
<p><b>3</b> <b>Greenfield projects</b> – Indo Count Global East Inc. a step-down subsidiary of wholly owned US subsidiary to invest in Greenfield Project to further expand utility bedding operation</p> <ul style="list-style-type: none"> <li>▪ <b>Location :</b> North Carolina, USA</li> <li>▪ <b>Investment :</b> \$15 Mn Annually</li> <li>▪ <b>Production Capacity:</b> 18 Mn pillows</li> <li>▪ <b>Annual Revenue Potential :</b> \$85-90 Mn</li> </ul>	

- **With 3<sup>rd</sup> facility in the USA, the company enhances its utility bedding capacity to 31 Mn pillows and 1.5 Mn quilts annually**
- **Indo Count's new U.S. facility reinforces its foothold, supporting the utility bedding business in reaching an aggregate revenue of approximately \$175 Mn**

The Maps provided are for pictorial representation only. Maps not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness

# Q3 & 9M FY25 CONSOLIDATED PROFIT & LOSS STATEMENT

Particulars (Rs. Crs.)	Q3 FY25	Q3 FY24	YoY%	9M FY25	9M FY24	YoY%
<b>Total Income</b>	<b>1,168</b>	<b>727</b>	<b>61%</b>	<b>3,162</b>	<b>2,507</b>	<b>26%</b>
<b>EBITDA</b>	<b>165</b>	<b>118</b>	<b>40%</b>	<b>485</b>	<b>437</b>	<b>11%</b>
<b>EBITDA Margin (%)</b>	<b>14.2%</b>	<b>16.2%</b>	<b>(205 bps)</b>	<b>15.3%</b>	<b>17.4%</b>	<b>(209 bps)</b>
Depreciation	30	22		80	61	
Finance Cost	36	18		87	50	
<b>PBT</b>	<b>100</b>	<b>79</b>	<b>27%</b>	<b>318</b>	<b>326</b>	<b>(3%)</b>
Tax	24	21		83	80	
<b>PAT</b>	<b>75</b>	<b>58</b>	<b>30%</b>	<b>235</b>	<b>246</b>	<b>(5%)</b>
EPS (Rs.)	3.81	2.93		11.86	12.42	

- **New Acquisitions and Licensed brands contribution commenced:** Fluvitex USA, Inc. and Modern Home Textiles, USA, along with new licensed brands, have started contributing to revenues. Achieved ~Rs.100 crore in revenue in Q3; however, increased investments in systems and new hires have led to lower absorption of fixed costs
- **Gross Margins:** Product mix impact along with product promotions to end customers impacted margins. This will partly continue in Q4FY25
- **Freight costs :** Shipping costs remained high in Q3, leading to an increase in other expenses; however, this has started to rationalize in Q4
- **Senior management team in USA:** Added senior management personnel in USA to support the increased operations and achieve full potential of the Branded and Utility Bedding business
- **Increase in Employee cost in India:** Added resources in India to support overseas operations, particularly in the USA
- **FY25 Full-Year Outlook:**
  - Expect to achieve the lower end of Sales volume guidance of 110-115 Mn Mtrs with Ebitda margins in the range of 15-16%
  - Upfront investments in team in USA to impact margins by 150-200bps
  - Core bedding business continues to operate in guided margin range of approximately 16%

## CAPEX OUTLAY FOR FY25

Sr. No.	Particulars (Amt in Crs)	Budget	Revised	Actual
1	Solar Energy Project approximately 8 MW	50	Shifted to FY 26	-
2	Zero liquid discharge (ZLD) facility at Effluent water treatment plant at Bhilad Unit	50	Shifted to FY 26	-
3	Maintenance and other Capex	65	65	57
4	Acquisition of Wamsutta Brand	-	85	85
5	Acquisition of Fluvitex Inc, USA	-	165	165
6	Acquisition of Modern Home Textiles, Inc USA	-	98	98
7	Greenfield Project (Phase 1) – Utility Bedding in North Carolina	-	50 <sup>#</sup>	24
<b>TOTAL</b>		<b>165</b>	<b>463</b>	<b>429*</b>

<sup>#</sup>Out of Rs. 130 Cr estimated. Balance will be spent in FY26

\*Funded through Internal Accruals and Debt on 50:50 basis



**Beginning of Indo Count 2.0 – AN ERA OF  
TRANSFORMATION**

## Maintaining leadership position through strategic investment and expansion

### Consistent Growth of Core business

Sheet Business consistently growing on YoY basis, thus utilising available capacity

01



02

### Expanding Key Segment

Rapid growth in Utility segment through acquisition thus capturing emerging opportunities



03

### Increase utilisation of Recent Acquisitions

Additional Revenues of US\$175 Mn to be achieved in the next 3 years



04

### Developing Branded Business

Leveraging Wamsutta brand, alongside Fieldcrest and Waverly, to achieve US\$100 Mn Revenue in next 3 years



05

### Capitalizing on India's Domestic Growth Potential

Accelerating domestic brand penetration of Boutique Living and Layers, while reinforcing our leadership through strategic investments and expansion



06

### Investing for Indo Count 2.0

Current investments are laying the groundwork for a diversified product portfolio elevating to premium and branded segment, and increasing omnichannel presence



## Previous Positioning

## Future Approach

ICIL is set on a growth trajectory with **7 distinct verticals**, and focusing on **Brand Play**

**Sheet Set**

Traditional Sheet Set

\$4 Bn US Market Size

**Diversification in Value Added Products**

Added Fashion Bedding  
Utility Bedding  
&  
Institutional Bedding

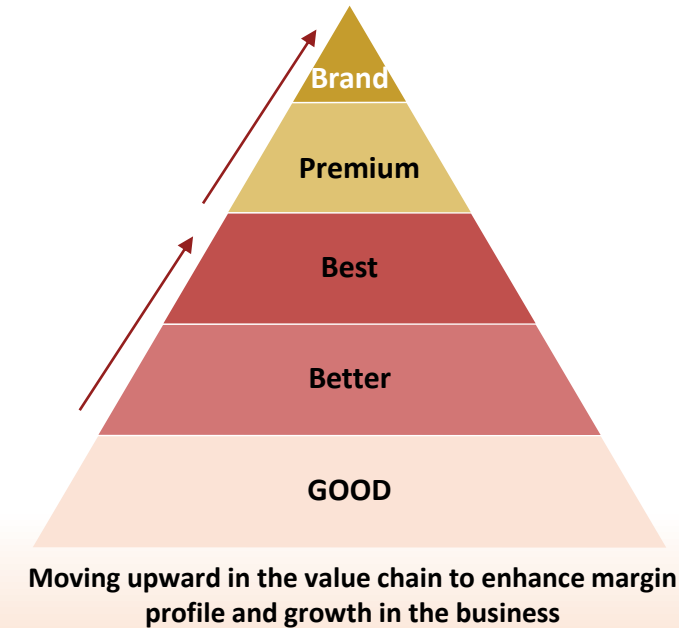
\$11 Bn US Market Size

7 Distinct Verticals	
Bedsheet	Base Business where India as a country holds 50%++ market share
Fashion Bedding	
Utility Bedding	Category expansion and product diversification thus helping in faster growth
Institutional Bedding	
Branded Business	Increasing overall omnichannel distribution thus helping in brand visibility and margin profile
E-commerce	
Domestic Business	

Base Business where India as a country holds 50%++ market share

Category expansion and product diversification thus helping in faster growth

Increasing overall omnichannel distribution thus helping in brand visibility and margin profile



**Focus on high-value products to strengthen brand positioning in large target market, thus driving sustainable growth**





# DEVELOPING BRANDED BUSINESS



	Own Acquired Brand		License Brand Tie - Ups		
					<p>JASPER CONRAN LONDON</p>
<p><b>Overview &amp; Products</b></p>	<ul style="list-style-type: none"> <li>✓ A well-established US national brand</li> <li>✓ Legacy of more than 175 years</li> <li>✓ Offering bed, bath, rugs, window and other products</li> </ul>	<ul style="list-style-type: none"> <li>✓ Fieldcrest (est. 1893) combines elegance and durability for luxury living</li> <li>✓ Merging style and functionality for lasting quality in bed and bath</li> <li>✓ Targeting younger consumers seeking everyday luxury and reliable textiles</li> </ul>	<ul style="list-style-type: none"> <li>✓ Established in 1923, Waverly leads in American home decor</li> <li>✓ Unique bedding and bath products with customizable options</li> <li>✓ Targeting design-savvy women aged 25-44</li> </ul>	<ul style="list-style-type: none"> <li>✓ First national wellness and yoga brand in home textiles</li> <li>✓ Over 25 years of promoting health and mindfulness</li> <li>✓ Offers bedding and bath solution for improved relaxation and sleep quality</li> </ul>	<ul style="list-style-type: none"> <li>✓ A renowned British design icon</li> <li>✓ Recognized for his timeless beauty and versatility</li> <li>✓ This partnership will offer an exclusive bed and bath collection</li> </ul>
<p><b>Rationale</b></p>	<ul style="list-style-type: none"> <li>✓ Acquired global trademark and IP rights from Beyond Inc USA</li> <li>✓ With this acquisition, Indo Count has laddered up into the branded segment, elevating its status and expanding its presence across US retail markets</li> </ul>	<ul style="list-style-type: none"> <li>✓ The new licensing agreements encompass a wide range of product categories, including sheets, fashion and utility bedding, bath among others</li> <li>✓ These additions significantly strengthens Indo Count's brand portfolio, enhancing its ability to cater to diverse consumer segments in the US and Canada</li> </ul>	<ul style="list-style-type: none"> <li>✓ To leverage Gaiam's established reputation in wellness and unite Indo Count's expertise to expand into the home segment with premium bedding</li> <li>✓ Utilize Gaiam's retail and digital network to reach a broad audience</li> </ul>	<ul style="list-style-type: none"> <li>✓ Combine Jasper Conran's timeless designs with Indo Count's textile expertise to lead the luxury bedding market</li> <li>✓ This collaboration will attract discerning customers and enhance our brand positioning</li> </ul>	
<p><b>Brand Strategy</b></p>	<ul style="list-style-type: none"> <li>✓ Increase and diversify distribution channels for wider market reach</li> <li>✓ Utilize a skilled workforce to drive growth and innovation</li> <li>✓ Enhance market share and brand prominence over the next 2-3 years</li> </ul>	<ul style="list-style-type: none"> <li>✓ Leverage the unique attributes of licensed brands to expand in the premium bedding segment</li> <li>✓ Target distinct consumer needs by capitalizing on each brand's focus</li> <li>✓ Enhance customer experience with a broader product range</li> <li>✓ Drive growth and solidify market presence through targeted marketing</li> </ul>			
<p><b>Business Potential</b></p>	<ul style="list-style-type: none"> <li>✓ Strong traction across all brands gives us confidence in building future revenues</li> <li>✓ Wamsutta and other licensed brands will drive significant top-line growth, with a \$100Mn potential in the next 3 years</li> <li>✓ This potential underscores the value of our partnerships and growth opportunities ahead</li> </ul>				

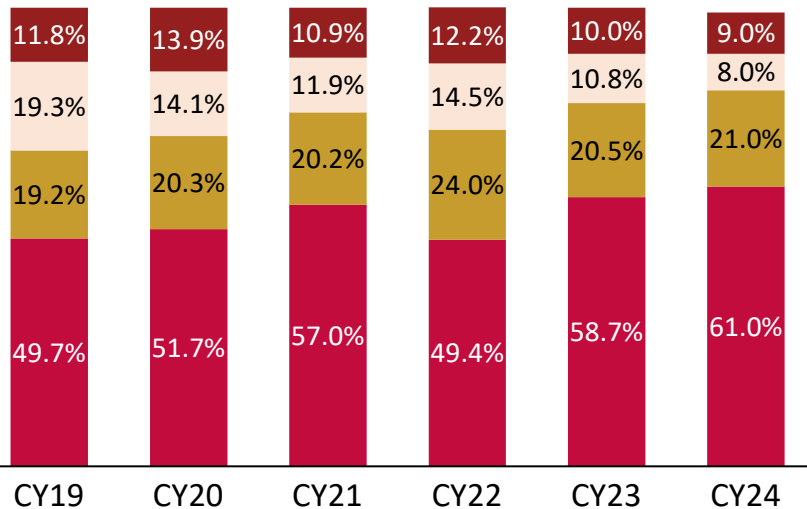




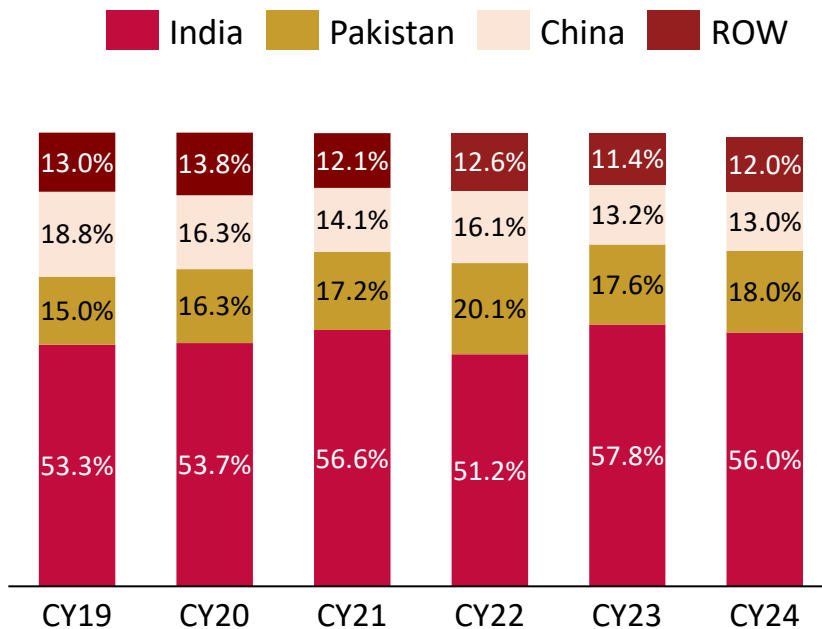
**INDUSTRY OVERVIEW**



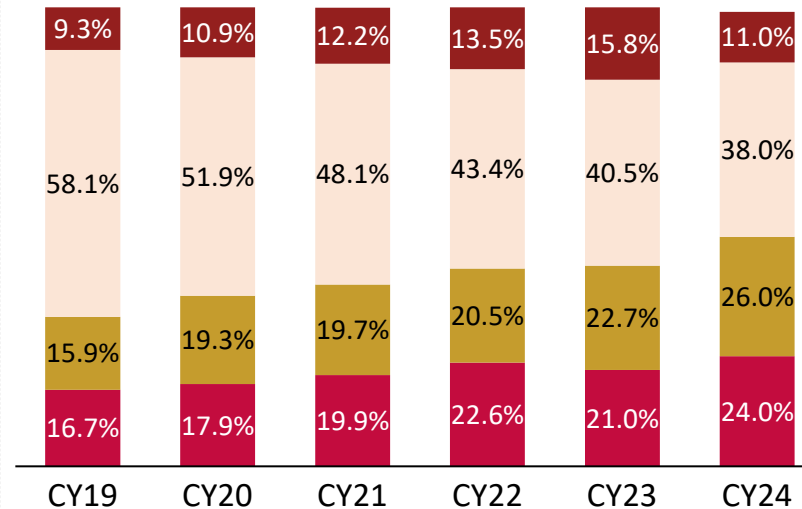
## US imports of Cotton Sheets



## US imports of Cotton Pillowcases



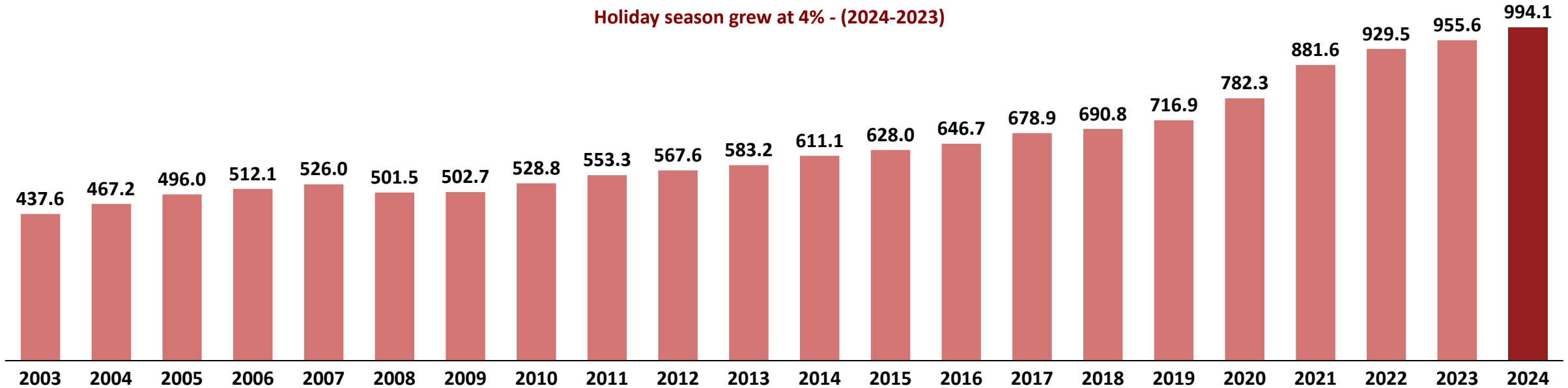
## US imports of Cotton Bedsread



- **China +1 strategy is playing out**
- **Unveiling a visible opportunity in Fashion Bedding market**

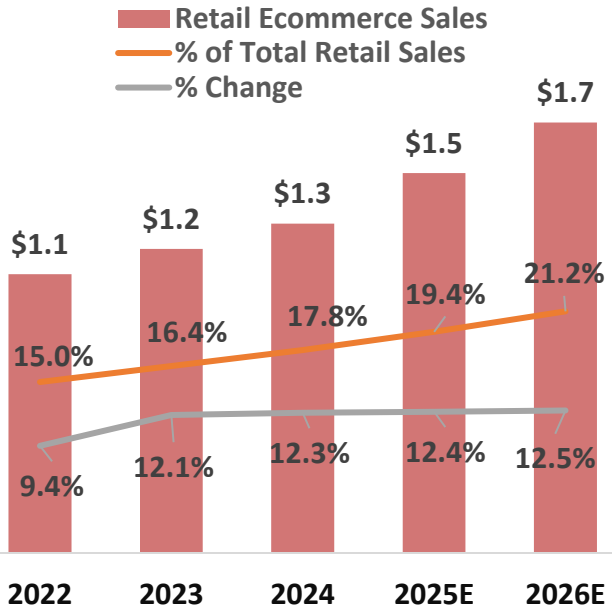
## Historical Holiday sales(in \$ billions)

Holiday season grew at 4% - (2024-2023)



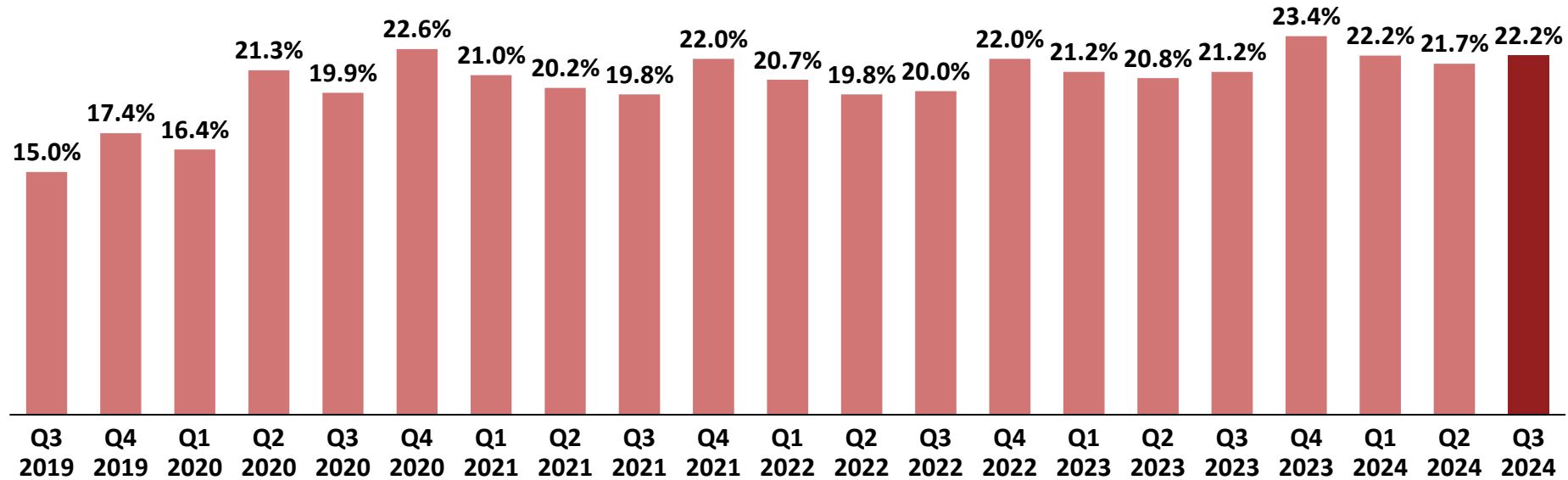
“Consumers were eager to spend this holiday season, reinforcing the strong growth of the U.S. economy. The pace of spending returned to pre-pandemic levels, signaling a positive outlook for the year ahead. While the shorter holiday shopping calendar contributed to the continued shift toward online shopping, there was also a noticeable resurgence in in-store shopping and an emphasis on early purchases.” - **NRF Chief Economist Jack Kleinhenz**

**US Retail Ecommerce Sales: 2022 – 2026**  
(US \$ Trillions)



**US E-commerce sales penetration**

Ecommerce's share of total retail sales by quarter (Q3 FY19 – Q3 FY24)



- US ecommerce sales growth holds steady in Q3
- Since 2020, E-Commerce growth has slowed, but it's worth noting that there has not been a year-over-year decline in sales since Q2 2009. This highlights the ability of online retailers to build on the gains made during the pandemic and sustain a positive growth trajectory. While the pace of growth may have moderated, the continued upward trend shows the sector's resilience and adaptability in meeting evolving consumer demands



INDO COUNT

Complete Comfort



## COMPANY OVERVIEW





The Largest Global Home Textile Bed Linen Company



Comprehensive product portfolio in the premium segment that comprises of bed sheets, fashion bedding, utility bedding and institutional bedding

## Our Forte



### Global Player

- Renowned player with strong focus on bed linen
- Established business with global prestigious clients
- Strong product positioning
- Continuous product development through innovation and R&D



### Strong Domain Expertise

- Complete end-to-end solution in bedding
- Efficient marketing and branding
- Widespread global distribution
- Enhanced customer service experience



### Operationally Efficient

- Proficient and scalable operations
- Experienced management with a competitive track record
- Progressive investments in state-of-the-art technology
- Business process reengineering through IT initiatives
- Training and development of human resource

## Domestic Business B2C & D2C brands



## ESG Focused



## Credit Rating

### ICRA Ratings

Long Term – ICRA AA- (Outlook: Stable)  
Short Term – ICRA A1+

### CARE Ratings

Long Term – CARE AA- (Outlook: Positive)  
Short Term – CARE A1+

**10,000+ Employees  
(Direct/Indirect)**



## SERVICES (WORLD OVER)

- Product Development
- EDI-based replenishment services
- Market Research
- Total Supply Chain Solutions
- Inventory Planning
- Innovation
- Modern warehousing services
- E-Commerce fulfillment
- Consumer Insights

- Showroom, Warehouse, E-com Drop Ship & Design studio in USA
- Showroom, Warehouse & Design studio, E-com Drop Ship in UK
- Showroom in UAE



Indo Count exports to more than **50+ Countries** across **5 Continents** and going forward to widen its geographical footprint



Long-Term Relationship with Big box retailers



Global Customers Accreditations and Quality Certifications



## Bed Sheets

Flat Sheet  
Fitted Sheets  
Pillow-cases



## Fashion Bedding

Comforters & Duvets  
Shams & Decorative Pillows  
Quilts, Coverlets



## Utility Bedding

Mattress Pads,  
Protectors, Pillows  
Down Alt Comforters



## Institutional Bedding

Basic white sheets  
Shams & Pillows  
Bed Skirts, Duvet covers



**The Product basket includes Bed sheets, Fashion Bedding, Utility Bedding & Institutional Bedding across Omnichannel**



## DJSI Index Objective and Methodology

The Dow Jones Sustainability Indices (DJSI) are globally recognized benchmarks, tracking the stock performance of the top 10% most sustainable companies across 61 industries.

Developed by S&P Dow Jones Indices and Robeco SAM, the indices use a transparent, rules-based methodology based on the annual S&P Global Corporate Sustainability Assessment.

They serve as essential benchmarks for investors integrating sustainability into portfolios and provide an engagement platform to encourage companies to improve their sustainability practices.

- **Indo Count debuts in S&P Global 2022 ESG ratings with a score of 42 against Industry Average Score of 28** showcasing its commitment to sustainability
- Participation in DJSI enables ICIL to pinpoint areas for **enhancing sustainability practices**, fostering a culture of continuous improvement
- ICIL integrates sustainable practices into **Strategic Objectives, Operational Framework, Governance, and Supply chain management**



**ICIL is dedicated to advancing its sustainability journey to greater levels, whether through compliance with DJSI or other sustainability standards set by the United Nations, COP, and various global sustainability frameworks**

## Digital Transformation Efforts



### Indo Count engaged Accenture on a digital transformative journey

- **Process Enhancement Focus:** Targeted functions for standardization and optimization include manufacturing, supply chain, logistics, and procurement
- **Digital Core Development:** Accenture will design, develop, and deploy a digital core using SAP S/4HANA Cloud®
- **Data-driven Automation:** The technology platform, powered by data and analytics, aims to automate and digitize operations
- **Operational Improvements:** Anticipated benefits include improved inventory management, quality standardization, and optimal energy consumption

## Energy & Water Conservation

### Investment in Solar Power Generation

ICIL invested Rs. 47 crore as capex in Solar Power Project

- **Total Capacity:** 9.3 MW
- **Impact:** : 90% of Bhilad operations are now powered by renewable sources

### Water Conservation

- Expanded RO and ETP facilities, reducing fresh water intake to 25%

## Elevated ESG Focus

- Indo Count debuts in **S&P Global 2022 ESG ratings with a score of 42** against **Industry Average Score of 28** showcasing its commitment to sustainability
- **Sustainable Initiatives:** Actively engaged in BCI, Organic and ELS cotton development and promoting Kasturi cotton to enhance Indian cotton's brand value
- **Collaboration with Partech Seeds:** A strategic partnership aimed at Research of various cotton seed varieties to help farmer achieve better yields
- **Consulting with EY:** For various sustainable initiatives
- **Waste Water Treatment :** Sustainable water conservation
- **ZDHC Progressive Level Certification:** Demonstrates our best chemical management practices against global benchmark

DRIVING  
OPERATIONAL  
EFFICIENCY





INDO COUNT

Complete Comfort



## OVERVIEW OF B2C & D2C INITIATIVES



## OUR PORTFOLIO



SLEEP/RX®

HOTEL  
*Signature Sateen®*



BOUTIQUE  
LIVING

LINEN  
CLOSET®

REKOO®

WHOLISTIC®



FABFIT®

Layers®  
*Dress Up Your Home*

HEIRLOOMS of INDIA®

Purity™  
HOME

WEAVESTRY®

KIDS  
CORNER®

FLIP

COLOR SENSE

— THE —  
COTTON  
EXCHANGE

Focused digital presence in US, Europe, Middle-East and India



Shift from  
Traditional Retail to  
B2C / D2C



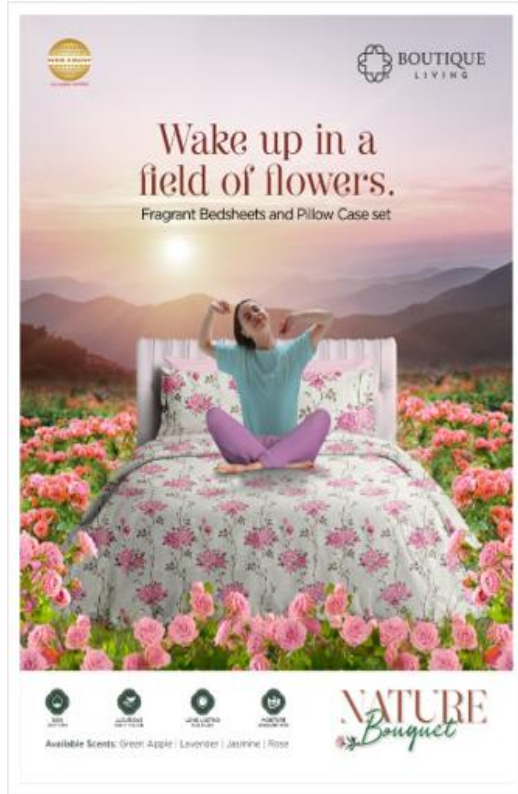
Current focus on  
**Brand building**  
& **Community**  
**building**



Ambitious 5 Year Plan  
for **Brand Growth**

	Branded Business	E-commerce & Other Digital Channels	Domestic Business
FY23	14% of Revenue	10% of Revenue	2.5% of Revenue
FY24	16% of Revenue	12% of Revenue	2.5% of Revenue

## In-Shop branding



## Catalogue - Hospitality



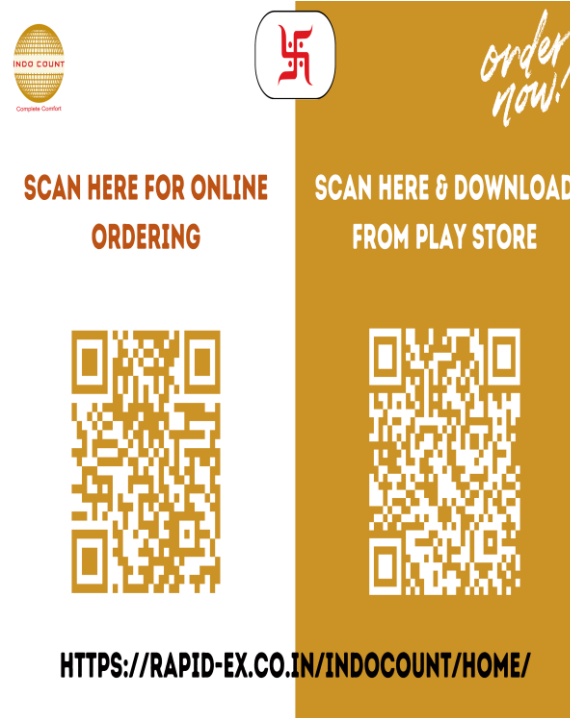
## Promoting the brand through various channels

### Interaction with Retailers & Distributors



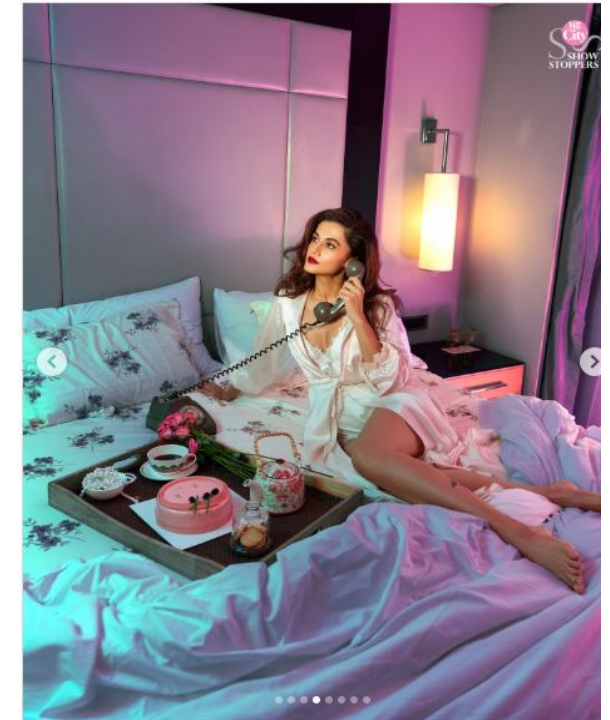
*Collaborated effectively with retailers and distributors to enhance product visibility and drive sales*

### Sales App Launch



*Launch of our new sales app, designed to streamline the ordering process*

### Influencer Activities



*Promoted Essential category products via influencers*



## BOUTIQUE LIVING



**A PREMIUM BRAND WITH EXQUISITELY  
CRAFTED BED LINEN DESIGNS**

## LAYERS



**AFFORDABLE BED LINEN BRAND WITH  
MASSIVE ARRAY OF PRODUCTS**



**WAMSUTTA - AN INDUSTRY-LEADING HOME FASHIONS BRAND HAS DELIGHTED GENERATIONS OF CONSUMERS WITH LUXURIOUS BED, BATH AND OTHER HOME FASHION PRODUCTS**







**FIELDCREST STANDS THE TEST OF TIME – OFFERING FOUNDATIONAL LUXURY FOR THE MODERN FAMILY**



WAVERLY®

**WAVERLY - LEADING THE WAY IN PRINTS AND PATTERNS SINCE 1923, WAVERLY HAS STOOD THE TEST OF TIME AS A TRAILBLAZER IN HOME FASHION AND LIFESTYLE TRENDS**







INDO COUNT

Complete Comfort

**SUSTAINABILITY IS IN OUR DNA**





- Indo Count is determined to protect the planet and people by contributing to climate change reduction by adoption of more renewable energy resources.
- ICIL maintained performance on one of the world's largest global disclosure platform CDP (Carbon Disclosure Project) and received 'B' score which is higher than the average 'C' for companies across Asia as well as the globe for taking coordinated actions on climate issues



- The Higg Index delivers a holistic overview that empowers us to make meaningful improvements that protect the wellbeing of our factory workers, local communities, and the environment.
- ICIL has achieved a commendable score of 90.6 for Higg Index vFEM (3rd party verified Facility Environmental Module)

## Dyes from Natural Waste Extract



**This initiative has made our supply chain more sustainable and eco-friendlier**

To foster our sustainable offerings, ICIL is using plant-based dyes on organic cotton for our Pure Earth collection. These dyes are synthesized from non-edible waste by-products from agriculture and herbal industries, such as Almond shells, Saw Palmetto, Cotton plant and residues from plants like beets and bitter oranges, leaving the edible part still available for food consumption.



**Giga-Guru**  
Project Gigaton

Indo Count has contributed towards Project Gigaton since inception of the program for reducing GHG emissions through various initiatives.

Indo Count has been awarded with the title of "Giga Guru" consecutively for the last five years. >42900 MT Green House Gas Emissions reduction across various Gigaton Pillars



ICIL is an official member of the U.S Cotton Trust Protocol.

The US Cotton Trust protocol provides mills and manufacturers critical assurances they need to prove to their customers that they are an approved supply chain partner for brands and retailers who are sourcing more sustainably grown cotton.



- THESIS deploys science-based Key Performance Indicators identifying environmental & social hotspots across the entirety of a global value chain
- ICIL has achieved 2nd Rank in THESIS survey

## Member at UNITED NATIONS GLOBAL COMPACT



Indo Count is a member at United Nations Global Compact and the Company is committed to integrating UNGC's Principles into the organizational culture and ensuring building a greener sustainable future

ICIL has developed a Business Plan 2030 which has identified SIX pillars of sustainability and also mapped our operational performance against NINE SDG goals

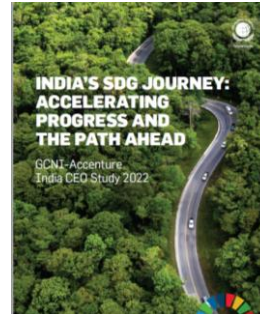
### NINE SDG Goals



## CEO study on Sustainability



**K.K. Lalpuria,**  
CEO & Executive  
Director, Indo  
Count Industries



“Being sustainable is no longer a cost of doing business; it is a catalyst for innovation, growth, new market opportunity and wealth creation.”

K.K. Lalpuria  
CEO & Executive Director, Indo Count  
Industries

**Indo Count Industries Ltd. participated in United Nations Global Compact India & ACCENTURE led CEO study on Sustainability**

## Our Scientific approach to climate action - JOINING SBTi



- Indo Count has adopted a scientific approach in its journey for Climate action by joining global campaign led by SBTi (Science Based Target initiatives)
- Aligned with Paris agreement, targets for GHG emission reduction have been taken till the year 2030 and these targets are in-line with well-below 2 degree Celsius trajectory
- Indo Count will continue to achieve emission reductions by adapting the sustainable practices across the supply chain and all manufacturing units in the company

## Gagan



- **Project Gagan** aims to employ long-lasting alternatives to current agricultural practices
- It brings awareness to sustainable methods of cotton cultivation among farmers to improve farm production and farmer income through the judicious use of water, pesticides, and fertilizers
- It focuses on building the supply chain of "**BCI Cotton**,"

## Avani



- **Project Avani** was created to promote sustainable social infrastructure and support systems for the farming community
- It conserves biodiversity and natural resources to build an environmentally sustainable business model
- **Organic cotton's** supply chain is being focused on in this project

## Prithvi



- **Project Prithvi** is in collaboration with ginner Shree Ram cotton industries in Gujarat
- The focus of this venture is to procure and produce regenerative cotton from farmers.
- It promotes regen-agri cotton covering 7396 acres land of 1400 farmers.



**Total No. of Farmers Covered**  
**50,000+**

**Total Area Covered**  
**1,70,000 Acres**

## Environmental

- Added renewable energy through solar project
- Recycling and reuse of water through modernized ETP plant
- Expanded Biogas capacity to generate more renewable power
- Reduction in the use of plastic & Recycling of plastic waste
- Promoting sustainable fibre products

## Social

- CSR activities revolves around health, education, environment and water sanitation
- Improving awareness among the farmers to cultivate cotton in a more sustainable method
- Promoting sanitation by building/ maintaining toilet blocks. Improve lives of community in local areas where ICIL operates

## Governance

- Experience Board of Directors in the home textiles industry
- The Board has an optimum combination of Executive and Non-Executive directors, including an Independent Woman Director
- Risk Management Policies
- Occupational Health Policies
- Regular review and updation of policies in response to the changing requirements

## The Way Ahead



### GHG Emissions

Reduce Scope 1 & 2 GHG emissions by 33% in our operations by 2030  
Reduce Scope 3 GHG emissions by ~15% in our Supply chain by 2030



### Water Conservation

Reduce freshwater consumption from current 50% to 25% by 2024  
Installation of ZLD by 2030.



### Preferred/Sustainable Fibre Sourcing

Building sourcing capacity for 100% Preferred fiber by 2030



## Healthcare



- **6,50,000+** patients treated with free health check-ups in villages/slums
- Health Vans served **80,000+** patients across 96 locations
- Assisted TB Department in Bhilad, resulting in 249 out of 413 patients declared TB-free

## Education



- Supporting **130+** schools with E-learning for **65,000+** students, including special needs
- **Kolhapur:** 138 schools, **50,000+** students benefitting from E-learning
- **Bhilad:** **1,200+** students benefitting from four E-learning tools

## Water & Sanitation



- Provided clean water to 1,00,000+ people yearly
- Delivered **3,20,000+** liters of safe water to communities
- **Built School toilets**, prioritizing girls' needs

## Plantation Programme



- Started Miyawaki Plantation on 5 acres in Kolhapur with **20,000 plants**, now a forest
- Also began Miyawaki Plantation in Bhilad
- **ICIL Chairman and family planted trees at Kolhapur site**

## Sports



- In collaboration with the Sports Dept. Kolhapur, we built a state-of-the-art Gymnasium in the Divisional Sports Complex's Krida Sankool

## Environmental Initiatives



Solar installations at various locations such as Kolhapur, Talasari, Pune under various CSR initiatives

## Agriculture & Livelihood



- Projects "**GAGAN**" and "**ANANT**" enhance agricultural practices for higher cotton yield and farmer income
- Trained over **12,500 farmers** in various agricultural practices, including land preparation, composting, soil conservation, IPM, and cotton handling

## Women Empowerment



- Trained and encouraged women for textile industry jobs
- **Supported Indian Deaf Cricket Association for promoting sports among deaf women**





**AWARDS & RECOGNITION**



# AWARDS & RECOGNITION



## BW SUSTAINABLE WORLD AWARDS 2023 – CONFERRED BY BUSINESS WORLD






ICIL has been awarded “BW Sustainable World Awards 2023” for “**India's Most Water Efficient Organisation**” of the year 2023, conferred by Business World.

This award recognizes organizations commitment towards improving water utilization efficiency and have dedicated approach towards wastewater management, which includes recycling, recovery and reuse of industrial effluents.




Confederation of Indian Textile Indust


Indo Count has been recognized by CITI (The Confederation of Indian Textile and Industry) for its exceptional commitment to sustainability, with three National awards in the categories below for the year 2023-24 :

-  **Winner** - Best Practices adopted by Textile Mills, especially in Social Responsibility & Green Practices
-  **Winner** - Innovative Material Management in Textile Mills
-  **Runner-Up** - Best Sustainable Retail Practices



Indo Count has also been recognized by TEXPROCIL (The Cotton Textile Export Promotion Council) for its exceptional performance in cotton exports :

-  Gold Trophy for the Highest Export Performance in Cotton Made Ups-Bed Linen/Bed Sheets/Quilts (Indo Count has received this award 6 times, and consecutively for the past 5 years)

-  Gold Trophy for the Special Achievement in Made-Ups

## CSR APPRECIATION AWARD BY CSR ONE DECADE CELEBRATION COUNCIL



Indo Count has received the **CSR Appreciation Award** in recognition of its sustained commitment to corporate social responsibility, celebrated during the Indian CSR One Decade Celebration

## BEST WASTEWATER TREATMENT INITIATIVE OF THE YEAR 2024



Indo Count was awarded the Best Wastewater Treatment Initiative of the Year 2024 for its innovation efforts within the factory premises

## BEST ENVIRONMENT FRIENDLY INITIATIVE OF YEAR 2024



Indo Count was awarded the Best Environment Friendly Initiative of the Year 2024 for its CSR efforts in environment care activities outside 39 the factory premises

## CONTACT US

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**Investor Relations Advisors :**

**SGA** Strategic Growth Advisors

**Strategic Growth Advisors Pvt. Ltd.**  
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