



Complete Comfort

Ref No.: ICIL/85/2024-25

7th November, 2024

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| National Stock Exchange of India Ltd. Listing Department Exchange Plaza, Bandra Kurla Complex, Bandra (East), <u>Mumbai – 400 051</u> Company Symbol : ICIL | BSE Limited Department of Corporate Services Floor 25, Phiroze Jeejeebhoy Towers, Dalal Street, <u>Mumbai – 400 001</u> Scrip Code No. : 521016 |
|--|--|

Subject: Investor Presentation Q2 & H1 FY25

Dear Sir/Madam,

Please find enclosed herewith a copy of Investor Presentation on financial results for Q2 & H1 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

**Q2 & H1 FY25
INVESTOR PRESENTATION**



Layers®



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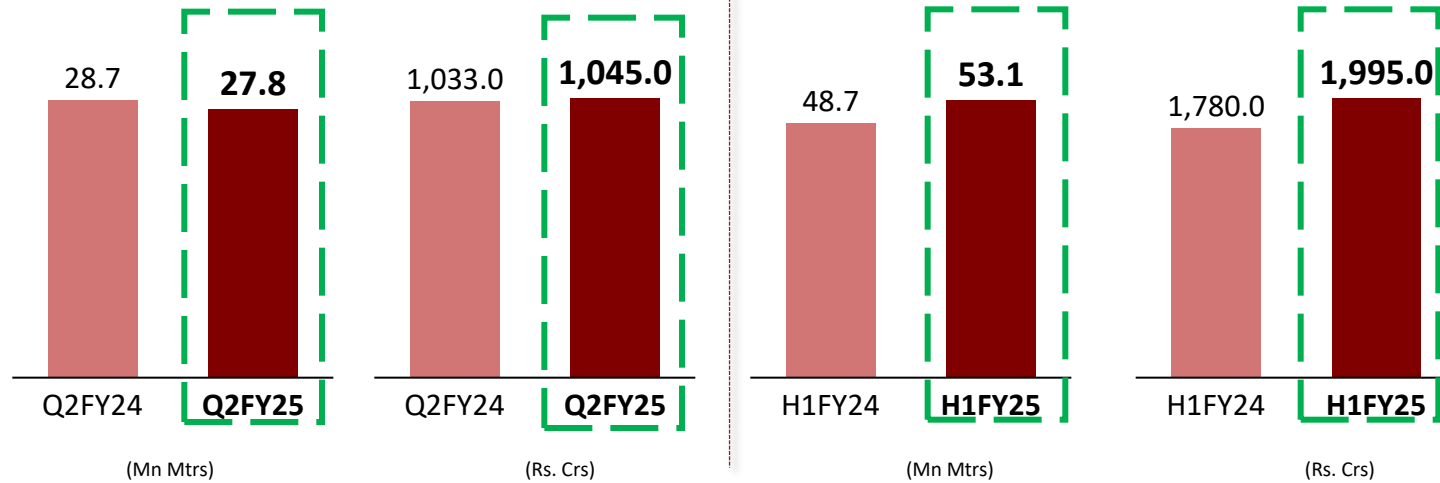
Commenting on the results Mr. Anil Kumar Jain, Executive Chairman said, "We are pleased to report that our H1 FY25 results have been encouraging, showcasing strong momentum across our business. While supply chain challenges persist, we remain confident in our growth trajectory.

Through our strategic acquisitions, we have successfully established a manufacturing footprint in the US, marking the beginning of a new journey into the utility bedding segment. These opportunities are expected to drive long-term growth and will continue to yield positive results in the years to come.

With our proactive acquisitions and strategic investments, we are confident in our ability to achieve remarkable success in coming years."

1

Q2 & H1FY25 VOLUME AND TOTAL INCOME*



*The Sales Volume and Revenue during Q2 was impacted due to supply chain issues

2

STRATEGIC BRAND ACQUISITION



- ✓ Acquired Wamsutta, a leading U.S. national brand with over 175 years of legacy
- ✓ Strengthened Indo Count's brand portfolio, aligning with other renowned U.S. brands
- ✓ Enhanced market presence, elevated positioning, and expanded retail reach

3

LICENSE BRAND TIE UPS



- ✓ Secured **licensing agreements** with **ICONIX International** for Fieldcrest & Waverly, **expanding brand presence**
- ✓ **Fieldcrest (est. 1893)** combines subtle elegance and durability for **luxury home experiences**
- ✓ **Waverly Founded in 1923**, a leader in home fashion and lifestyle, sets the **standard in prints and patterns**, reinforcing our **commitment to high-value products**

4

EXPANDING UTILITY BEDDING BUSINESS VERTICAL VIA 2 ACQUISITIONS



- ✓ Acquired **U.S.-based quilt and pillow manufacturer Fluvitex**, gaining entry into **US utility bedding manufacturing**
- ✓ **Production Capacity:** 5Mn pillows, 1.5Mn Quilts annually
- ✓ **Annual Revenue Potential : USD 50 Mn**



- ✓ Acquired **Modern Home Textiles, Inc.**, **manufacturer of wide range of pillows and other filled products (Utility Bedding)** located at Phoenix, Arizona
- ✓ **Production Capacity:** 8 Mn pillows annually
- ✓ **Annual Revenue Potential : USD 35 Mn**



153 Mn Mtrs
Largest Global
Bed Linen **PLAYER**



Robust Balance Sheet



Resilient & Agile



Customer Centric



Omnichannel Supplier

ACHIEVEMENTS

VASTRA RATNA (GLOBAL ACHIEVER) AWARD BY TEXPROCIL



Mr. Anil Kumar Jain, Executive Chairman, honoured with Vastra Ratna Award (Global Achiever), in recognition of his contribution towards promoting excellence in the Indian Cotton Textiles sector

HOME EXCELLENCE AWARD - USA 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



TEXPROCIL
THE COTTON TEXTILES EXPORT PROMOTION COUNCIL
(Sponsored By Government of India)



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



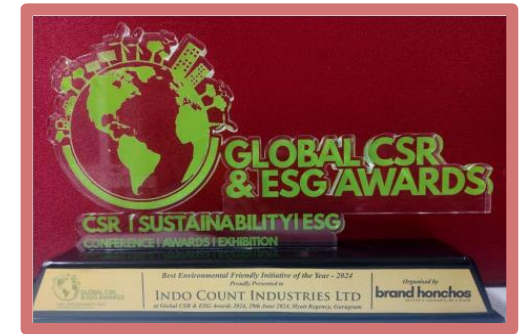
Indo Count has received the **CSR Appreciation Award** in recognition of its sustained commitment to corporate social responsibility, celebrated during the Indian CSR One Decade Celebration

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 the factory premises



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

Increase utilisation of Acquired Asset



Additional Revenues of US\$85 Mn to achieve in the next 2-3 years

Developing Branded Business



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

Expanding Key Segment



Rapid growth in Utility segment through acquisition thus capturing emerging opportunities

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

3

4

2

5

1

6

Maintaining leadership position through strategic investment and expansion



Consistent Growth of Core business



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

Investing for Indo Count 2.0

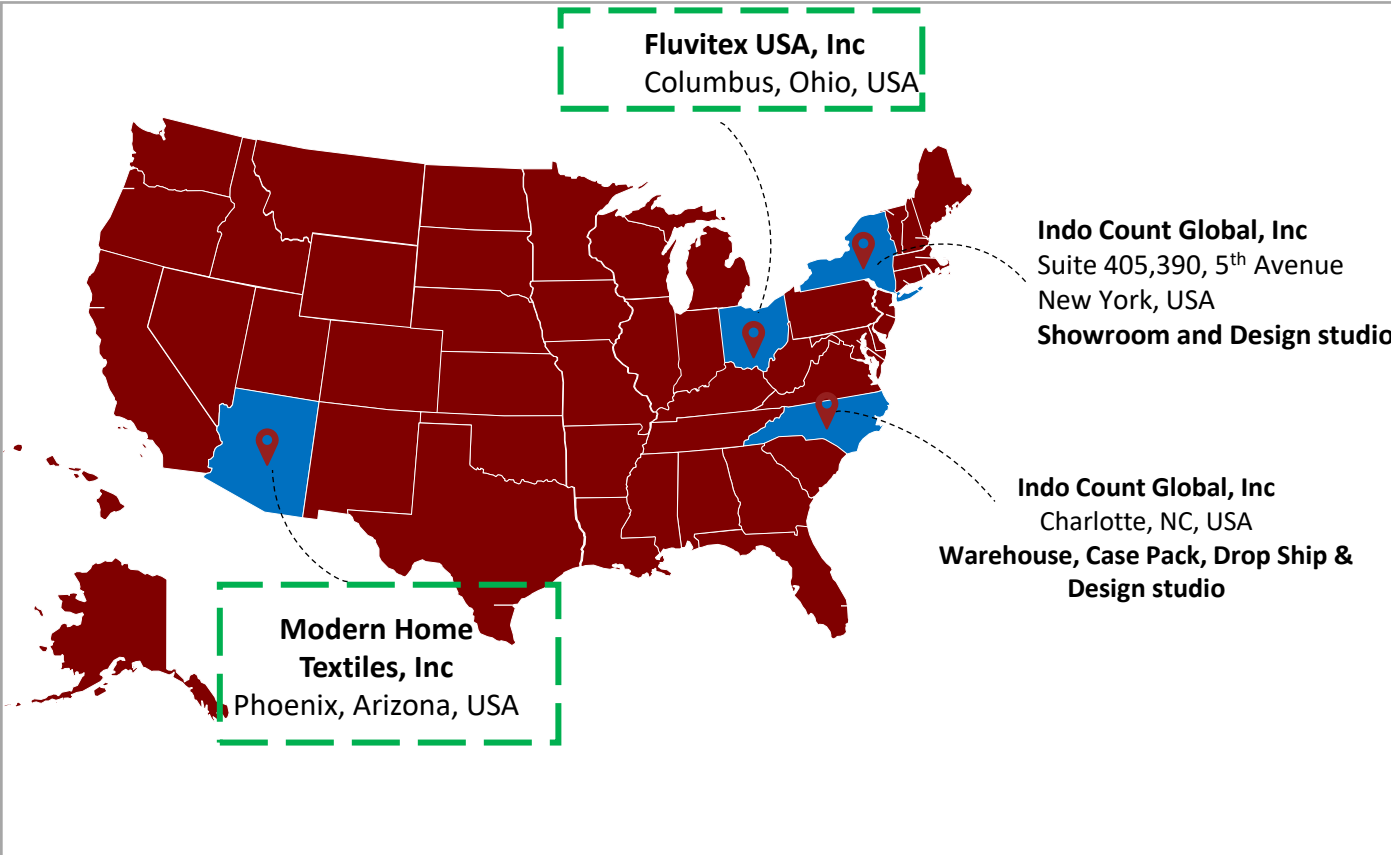
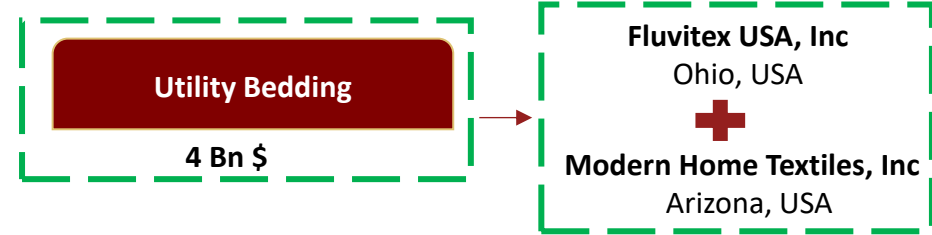
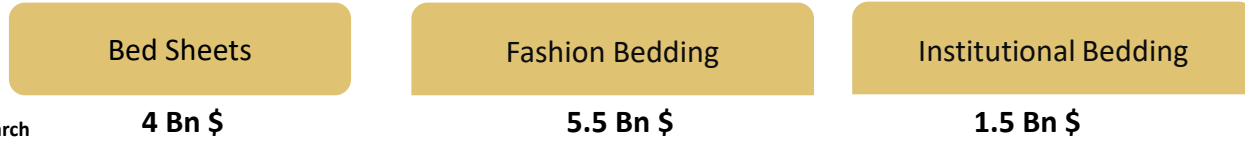


Current investments are laying the groundwork for a diversified product portfolio elevating to premium and branded segment, and increasing omnichannel presence

EXPANDING UTILITY BEDDING BUSINESS VERTICALS

USA BED LINEN CATEGORIES MARKET SIZE

Source:
HTT Research



| 1 | Fluvitex USA, Inc Ohio, USA | 2 | Modern Home Textiles, Inc Arizona, USA |
|---|---|---|--|
| ✓ | Transaction: 81% stake in Fluvitex USA, Inc. | ✓ | Transaction: 100% stake in Modern Home Textiles, Inc USA |
| ✓ | Acquisition Value: \$19.63 Mn | ✓ | Acquisition Value: \$ 11.7 Mn (including inventory valued at \$ 2.11) |
| ✓ | Location : Columbus, Ohio | ✓ | Location : Phoenix, Arizona |
| ✓ | Production Capacity: 5 Mn pillows and 1.5 Mn quilts annually | ✓ | Production Capacity: 8 Mn pillows annually |
| ✓ | Funding: Internal accruals and debt | ✓ | Funding: Internal accruals and debt |
| ✓ | Annual Revenue Potential : \$50Mn | ✓ | Annual Revenue Potential: \$35Mn |



Expanding Bed linen product categories both vertically and horizontally with customers

DEVELOPING BRANDED BUSINESS



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

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

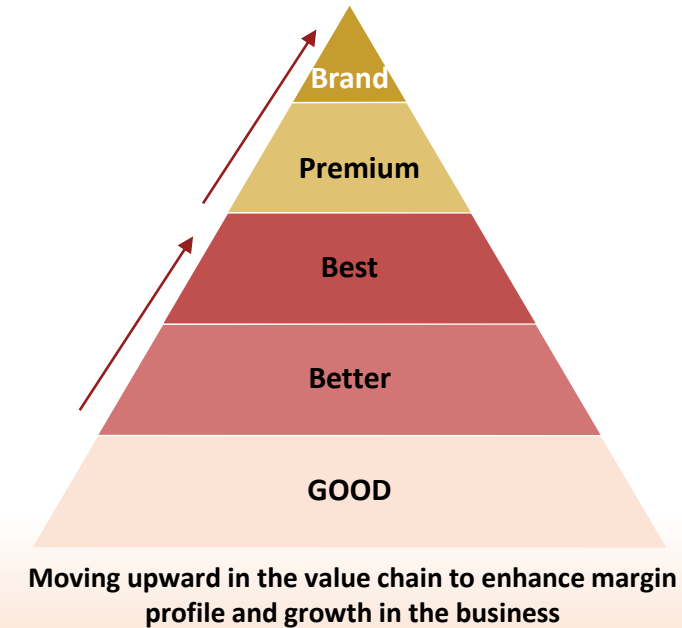
\$11 Bn US Market Size

| 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



CAPEX OUTLAY FOR FY25

| 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 | | - |
| 3 | Maintenance and other Capex | 65 | 65 | 37 |
| 4 | Acquisition of Wamsutta Brand | 85 | 85 | 85 |
| 5 | Acquisition of Fluvitex Inc. USA | 165 | 165 | 165 |
| 6 | Acquisition of Modern Home Textiles, Arizona, USA | 98 | 98 | 98 |
| TOTAL | | 513 | 413 | 385* |

Q2 & H1 FY25 CONSOLIDATED PROFIT & LOSS STATEMENT

| Particulars (Rs. Crs.) | Q2 FY25 | Q2 FY24 | YoY% | H1 FY25 | H1 FY24 | YoY% | FY24 |
|---------------------------|---------------|--------------|------------------|---------------|--------------|------------------|--------------|
| Total Income# | 1,045 | 1,033 | 1% | 1,995 | 1,780 | 12% | 3,601 |
| EBITDA | 166 | 189 | (12%) | 320 | 319 | - | 603 |
| EBITDA Margin (%) | *15.9% | 18.3% | (237 Bps) | *16.0% | 17.9% | (189 Bps) | 16.7% |
| Depreciation | 25 | 20 | | 50 | 39 | | 83 |
| Finance Cost | 30 | 18 | | 51 | 33 | | 70 |
| PBT | 111 | 151 | (27%) | 218 | 248 | (12%) | 450 |
| Tax | 29 | 37 | | 59 | 60 | | 112 |
| PAT | 82 | 114 | (29%) | 159 | 188 | (15%) | 338 |
| EPS (Rs.) | 4.12 | 5.77 | | 8.05 | 9.49 | | 17.06 |

The lower availability of containers and resultant supply chain issues led to lower sales volume and revenues in Q2FY25. Accordingly, inventory levels increased in September 2024 versus March 2024. As the supply chain situation normalizes, over the next couple of quarters, the Company expects better sales uptick and normalization of inventory levels

*On account of upfront costs and additional expenses related to human resources, logistics, brand promotion and creating necessary infrastructure for new utility business there has been an impact of 150 basis points on overall EBITDA. This expenditure, while affecting current margins, are expected to generate returns over the next 12-18 months. As a result, there is a revision in margin guidance to a range of 15%-16%

CONSOLIDATED BALANCE SHEET STATEMENT

| ASSETS (Rs. Crs.) | Sept-24 | Mar-24 |
|-------------------------------------|--------------|--------------|
| Non-Current Assets | | |
| Property, Plant & equipment | 1,317 | 1,276 |
| Right of Use | 64 | 56 |
| Capital Work in progress | 22 | 25 |
| Goodwill | 127 | - |
| Other Intangible Assets | 108 | 22 |
| Intangible Assets under development | 15 | 10 |
| Financial Assets | | |
| i) Other Financial assets | 8 | 7 |
| Deferred Tax Assets (Net) | 3 | - |
| Non -Current Tax Assets | - | 26 |
| Other Non-Current Assets | 23 | 6 |
| Total Non-Current Assets | 1,686 | 1,429 |
| Current Assets | | |
| Inventories | 1,434 | 1,143 |
| Financial Assets | | |
| i) Investments | 129 | 133 |
| ii) Trade Receivables | 684 | 528 |
| iii) Cash and Cash Equivalents | 226 | 93 |
| iv) Bank Balances | 11 | 11 |
| v) Loans | | |
| vi) Other Financial Assets | 15 | 11 |
| Current Tax Assets | 33 | 3 |
| Other Current Assets | 158 | 220 |
| Total Current Assets | 2,689 | 2,140 |
| Total Assets | 4,375 | 3,569 |

| EQUITY AND LIABILITIES (Rs. Crs.) | Sept-24 | Mar-24 |
|--------------------------------------|--------------|--------------|
| Equity | | |
| Equity Share Capital | 40 | 40 |
| Other Equity | 2,159 | 2,049 |
| Non-Controlling Interest | | |
| Total Equity | 2,198 | 2,089 |
| Non-Current Liabilities | | |
| Financial Liabilities | | |
| i) Borrowings | 239 | 136 |
| ii) Lease liabilities | 38 | 32 |
| iii) Other Financial Liabilities | 33 | - |
| Provisions | 16 | 12 |
| Deferred Tax Liabilities(Net) | 91 | 85 |
| Other Non-Current liabilities | 34 | 35 |
| Total Non-Current Liabilities | 450 | 299 |
| Current Liabilities | | |
| i) Borrowings | 1,172 | 778 |
| ii) Lease liabilities | 13 | 10 |
| iii) Trade Payables | 333 | 308 |
| iv) Other financial liabilities | 185 | 61 |
| Other Current Liabilities | 16 | 19 |
| Current provision | 5 | 3 |
| Current Tax Liability | 2 | 0 |
| Total Current Liabilities | 1,727 | 1,180 |
| Total Equity and Liabilities | 4,375 | 3,569 |

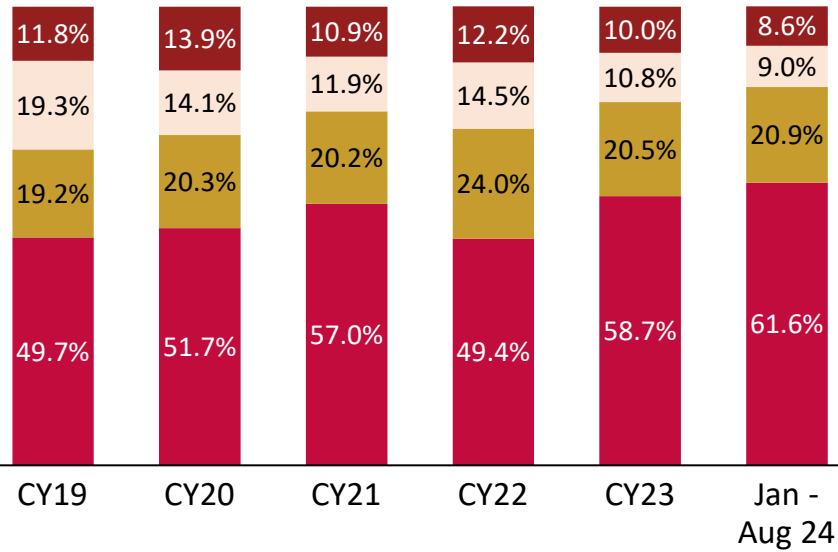
CASH FLOW STATEMENT

| Particulars (Rs. Crs.) | Sep-24 | Sep-23 |
|---|-------------|-------------|
| Profit before Tax & Exceptional | 218 | 248 |
| Adjustment for Depreciation & other items | 75 | 50 |
| Operating profit before working capital changes | 294 | 298 |
| Changes in working capital | -303 | -169 |
| Cash generated from operations | -9 | 129 |
| Direct taxes paid (net of refund) | -55 | -48 |
| Net Cash from Operating Activities | -64 | 81 |
| Net Cash from Investing Activities | -179 | -27 |
| Net Cash from Financing Activities | 376 | -104 |
| Net Change in cash and cash equivalents | 133 | -49 |
| Cash and cash equivalents at the beginning | 93 | 92 |
| Cash and cash equivalents at the end | 226 | 43 |

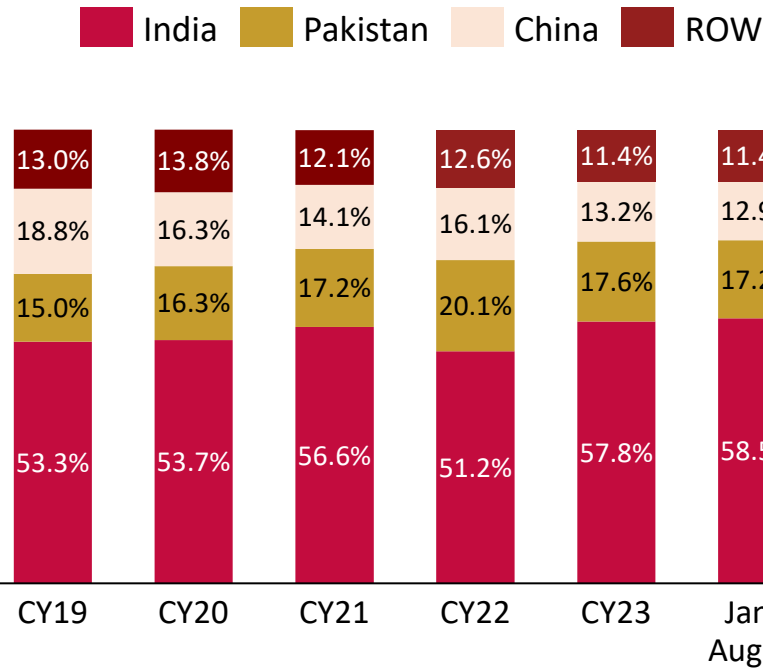


INDUSTRY OVERVIEW

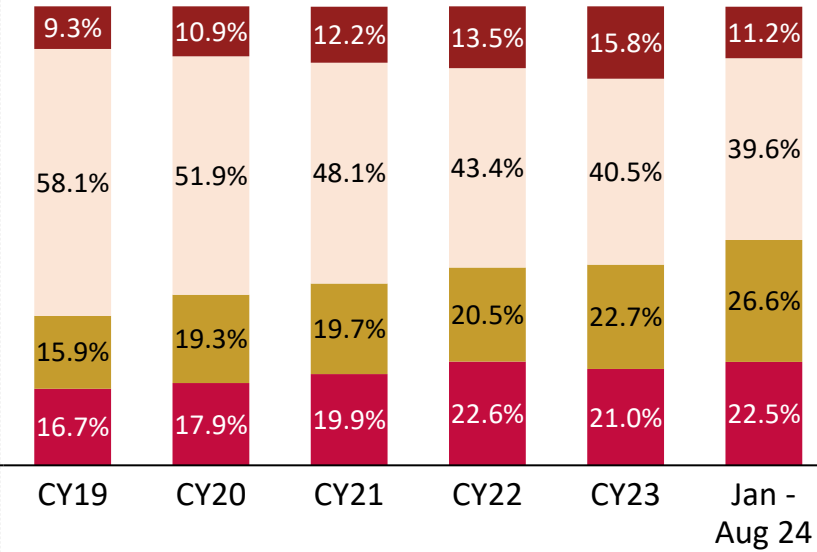
US imports of Cotton Sheets



US imports of Cotton Pillowcases



US imports of Cotton Bedsread

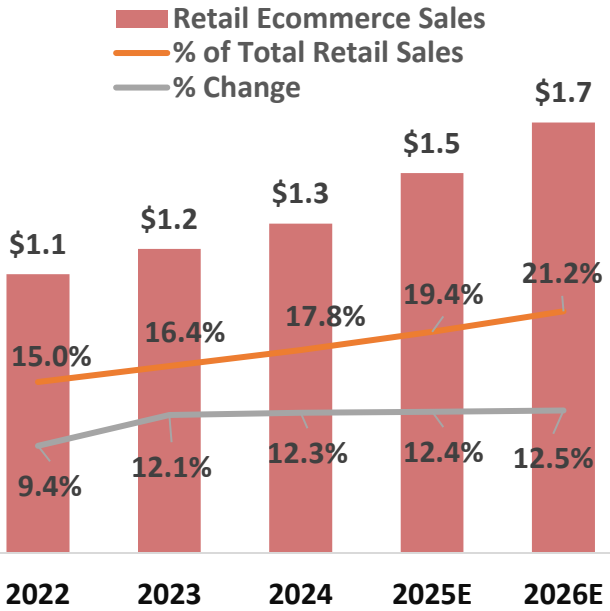


- **China +1 strategy is playing out**
- **Unveiling a visible opportunity in Fashion Bedding market**

USA Total Retail Sales Dynamics

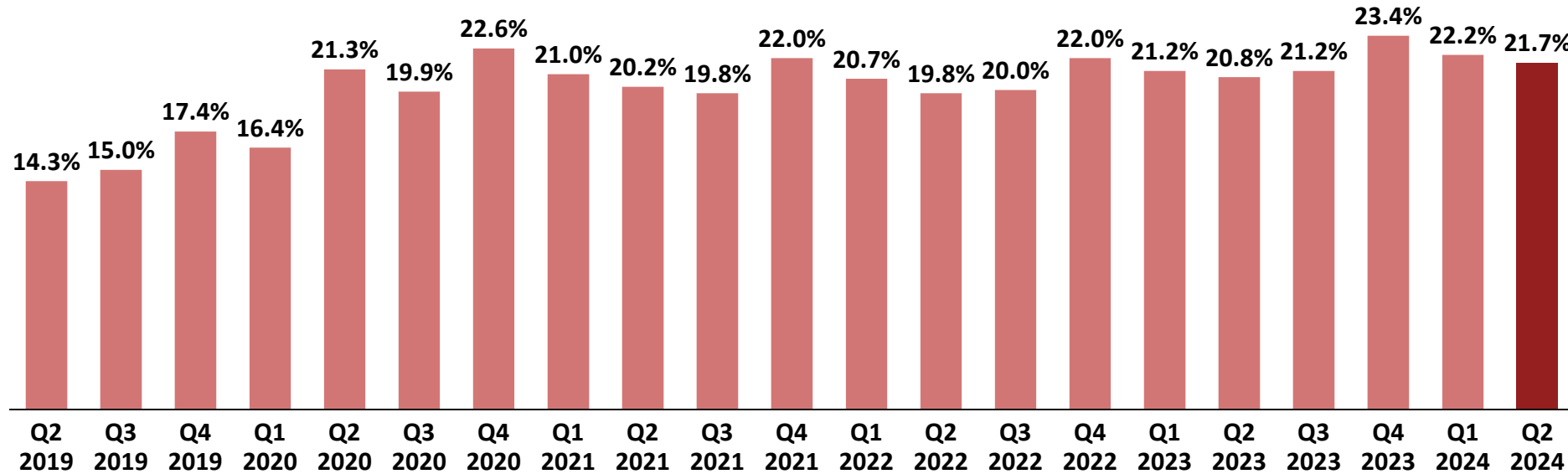
- ❑ U.S. retail sales demonstrated solid growth in September, upbeat by an increase in employment and a decline in both inflation and interest rates. This positive trend has provided consumers with greater disposable income, reinforcing the perspective that the economy is sustaining a robust growth trajectory
- ❑ While there have been some signs of tightening in consumer spending, however **September numbers show consumers are willing to spend where they see value**. September sales come amid the recent trend of payroll gains and other positive economic signs. Clearly, consumers continue to carry the economy, and conditions for the retail sector remain favourable as we move into the holiday season - **NRF Chief Economist Jack Kleinhenz**
- ❑ **Due to geopolitical tensions, uncertainty regarding election outcomes, anticipation of the port strike and lingering inflation in services, shoppers showed caution**. However, year-over-year gains showed consumers were still spending on household priorities - **NRF president and chief executive officer (CEO) Matthew Shay**

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



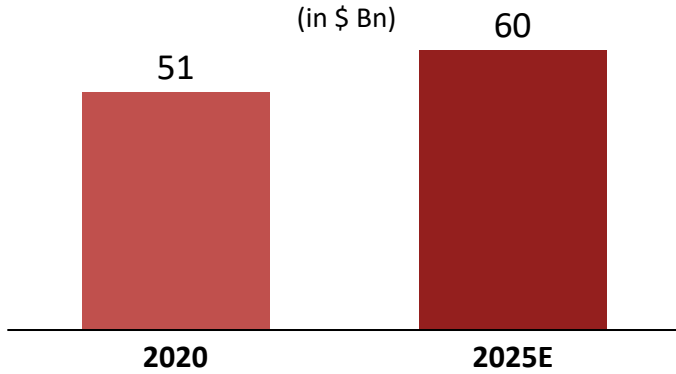
US E-commerce sales penetration

Ecommerce's share of total retail sales by quarter (Q2 FY19 – Q2 FY24)



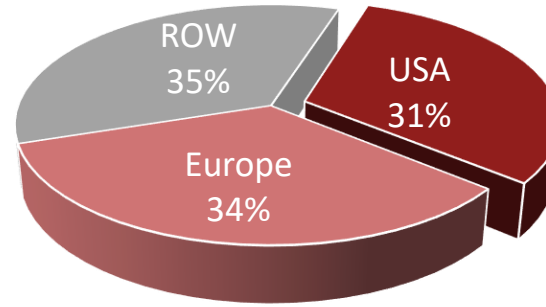
- Increased disposable income and a stable labor market contributed to higher consumer confidence, leading to a surge in online shopping across various sectors
- Major platforms enhanced their offerings and user experiences, attracting more shoppers. Innovations in personalized recommendations and streamlined checkout processes also played a crucial role
- The continued rise of mobile shopping applications and improved mobile payment systems made it easier for consumers to shop on-the-go, driving a significant increase in mobile e-commerce sales

Global Home textile market is expected to reach \$60bn by 2025



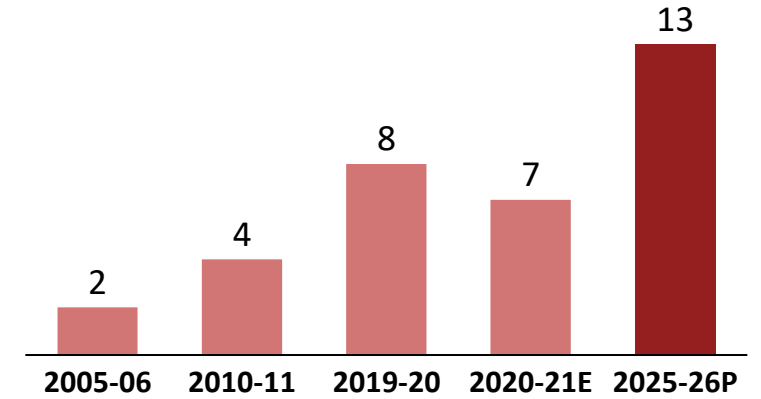
Source - Industry, various reports

Major exports markets for home textiles



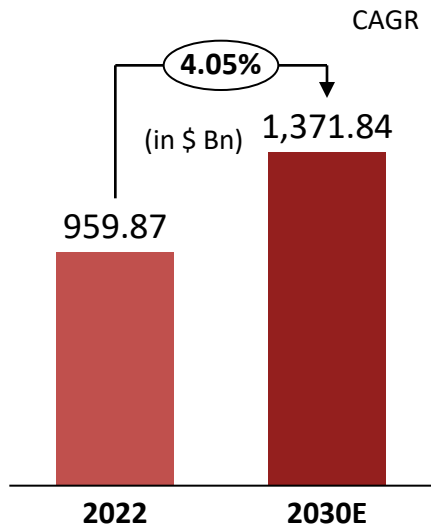
Source - Global Cotton Outlook

Domestic Home Textile Market Scenario



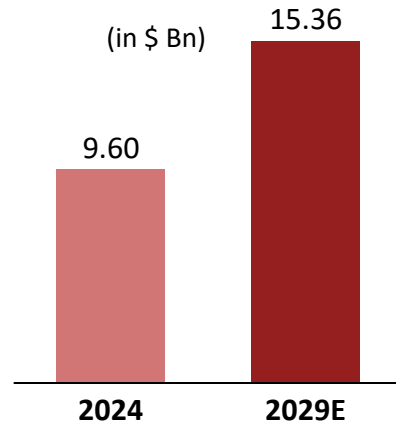
Source – Wazir Advisors

Global Textile Industry Market



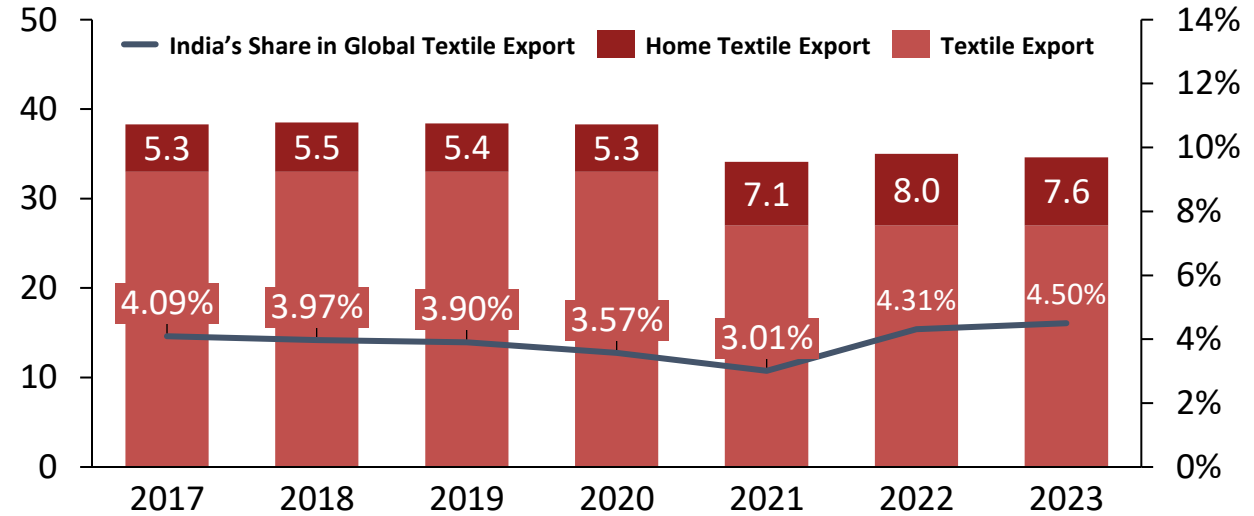
Source - Industry, various reports

Indian Home Textile Market



Source – Mordor Intelligence

Trend of Indian Textile Export



Source - Centre for Monitoring Indian Economy (CMIE) and CareEdge



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

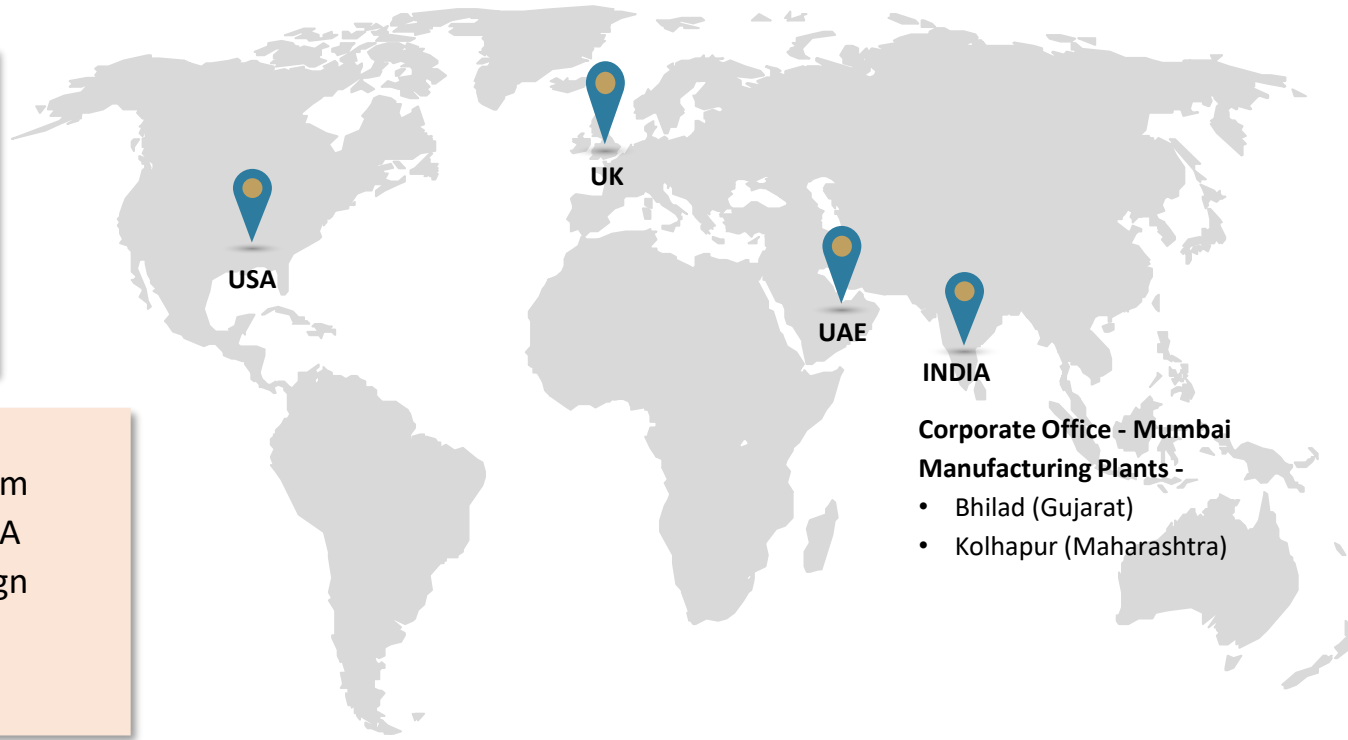
ICRA Ratings

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

Corporate Office - Mumbai

Manufacturing Plants -

- Bhilad (Gujarat)
- Kolhapur (Maharashtra)



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

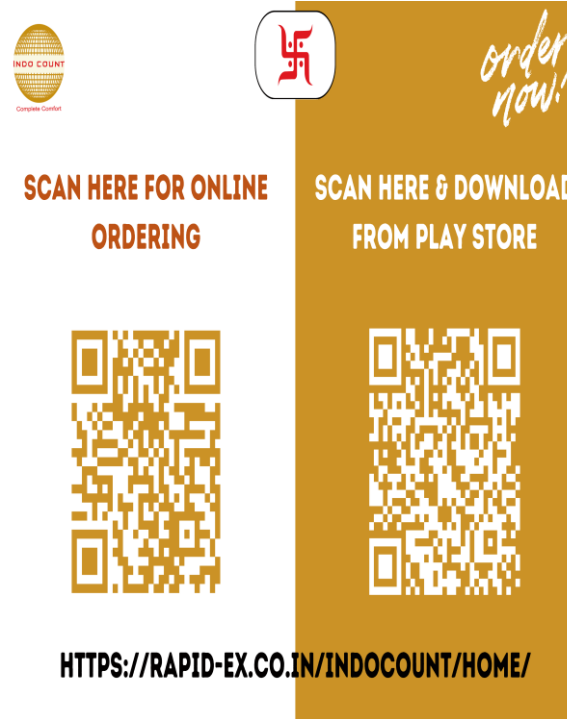
Promoting the brand through various channels

Interaction with Retailers & Distributors



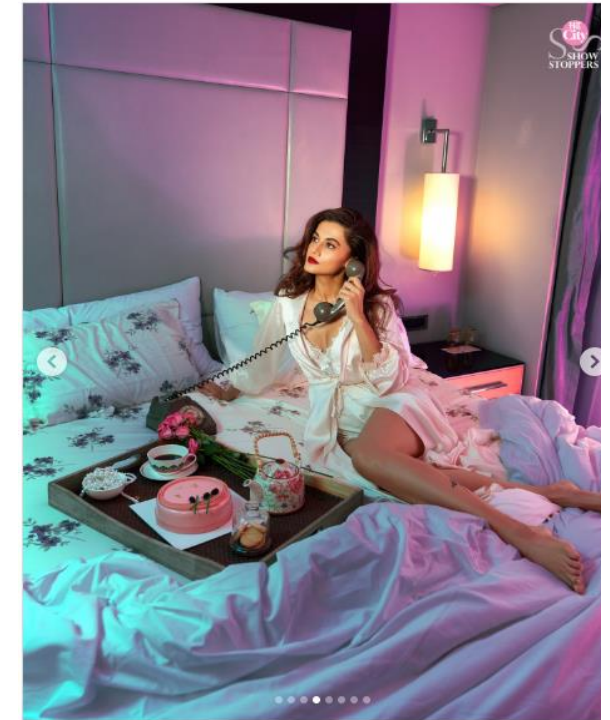
Collaborated effectively with retailers and distributors to enhance product visibility and drive sales

Sales App Launch



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

Influencer Activities



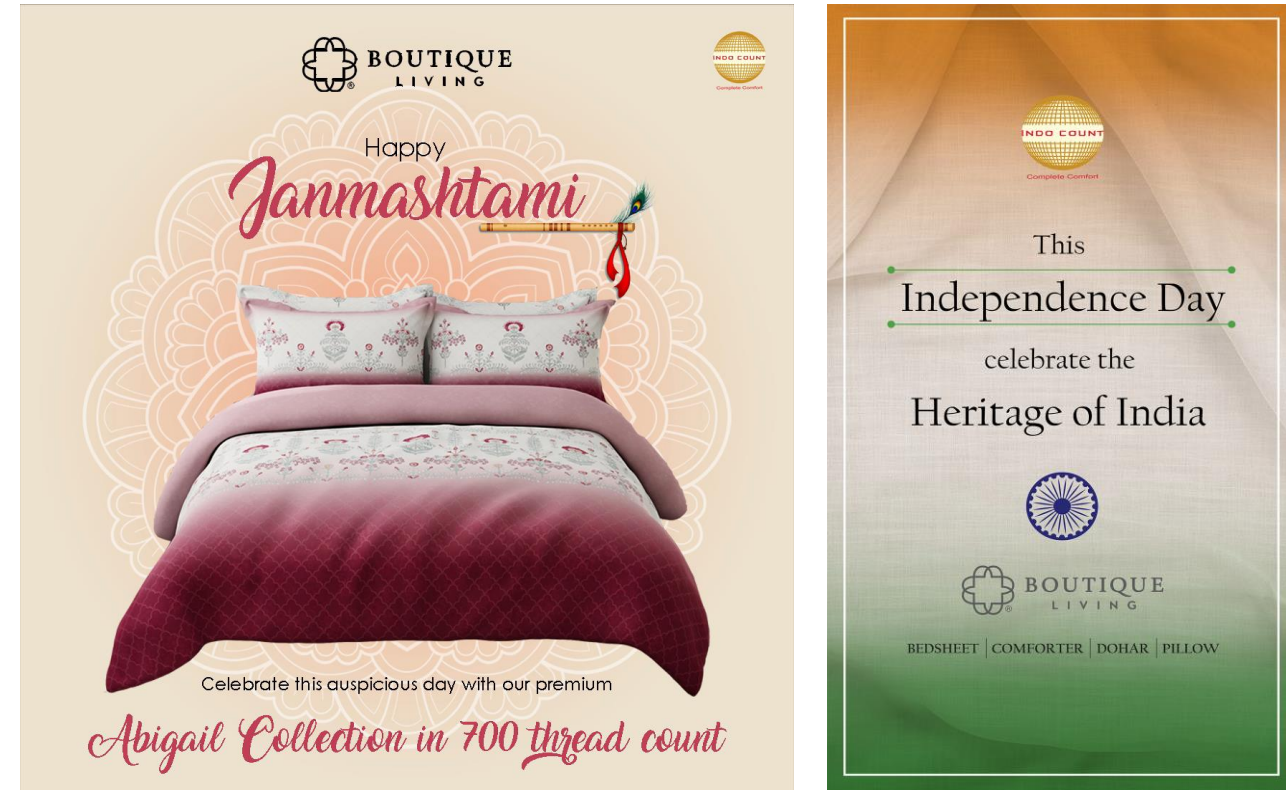
Promoted Essential category products via influencers

Visual Merchandising



In-store branding for visibility in retail store

Digital Initiatives



Implemented digital initiatives to enhance customer engagement

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 adopting 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.

>66400 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 1st 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**

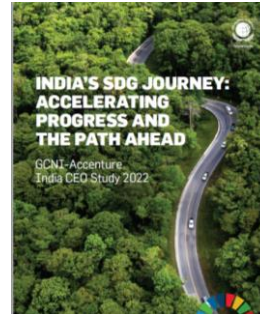
NINE SDG Goals



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

Anant



- **Project Anant** is a collaboration with CITI-CDRA. Many of the farmers in the area are tribal groups and smallholders
- The focus of this venture is to provide support and proper training to farmers from these regions
- It promotes **extra long-staple cotton** and its performance covering



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 & Sanitization



- 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

OTHER MAJOR AWARDS & RECOGNITION

CII NATIONAL AWARD

ICIL received a national level award for Excellence in Water Management, conferred by the Confederation of Indian Industry (CII)

This award was conferred for Excellence in Water Management in the year 2022 and company's contribution in improving water use efficiency and integrated approach in wastewater management which includes recycling, recovery and reuse of industrial effluents



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.



FEMINA POWER BRANDS 2022-23: LAYERS

Our Domestic brand **Layers** recognized as the **FEMINA POWER BRANDS of the Year 2022-23** for Introducing exquisite designs wrapped in superior fabrics at affordable prices.



ECONOMIC TIMES BEST BRAND 2022

Our domestic brand **Boutique Living** has received **Best Brand Award 2022** by **The Economic Times** at the 5th edition of "The Economic Times Best Brands 2022 Conclave". The significance of this award is to find the brands that keep customers' happiness at their focus and carve a niche for themselves.



Best CSR in Healthcare (Implementing Organization) - Conferred by ASSOCHAM

ICIL Foundation, the CSR arm of Indo Count Industries Ltd., has been recognized by ASSOCHAM at the 2nd Healthcare Summit and Awards 2023.

The award was conferred on the Foundation at the 2nd Healthcare Summit and Awards 2023, held by ASSOCHAM, at Hotel Shangri-la, New Delhi, on Aug 22, 2023



WATER SUSTAINABILITY AWARD

Indo Count is honored as the 'Runners Up' for the **Water Sustainability Awards 2023** in the category of 'Excellence in Water Efficiency – Water Users in the Industrial Sector' by the jury of the **TERI-IWA-UNDP Water Sustainability Awards**



MAHATMA AWARD

Chairman, **Shri. Anil Kumar Jain**, has been conferred with the “**Mahatma Award for Lifetime Achievement in Corporate Social Responsibility, Sustainability and Social Impact**” for the impact made on society through the works of the **Indo Count Foundation**.



INDUSTRIAL EXCELLENCE AWARD

Shri Anil Kumar Jain, Executive Chairman, Indo Count Industries Ltd has been honoured with the “**Industrial Excellence Award**” by **The Textile Association of India** in Oct 2022



E - RETAIL BRAND OF THE YEAR 2023

Boutique Living has been recognized as the E-Retail Brand of the Year, 2023, at the ET Retail E-commerce and Digital Natives Awards (eDNA) 2023

The ET Retail E-commerce and Digital Natives Awards (eDNA) 2023 focus on acknowledging and rewarding innovation, sustainability and revolutionary ideas in India's E-commerce and direct-to-consumer (D2C) brands



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