



Complete Comfort

October 20, 2020

The National Stock Exchange of India Ltd.
Listing Department
Exchange Plaza,
Bandra Kurla Complex, Bandra (East),
Mumbai – 400 051

BSE Limited
Department of Corporate Services
Floor 25, Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Company Symbol : ICIL

Scrip Code No. : 521016

Subject: Press Release - Indo Count launches value driven Home Textiles Brand "Layers"

Please find enclosed herewith a copy of Press Release dated October 20, 2020 titled "Indo Count launches value driven Home Textiles Brand Layers"

Kindly take the above on record.

Thanking you,

Yours faithfully,

For Indo Count Industries Limited

Amruta Avasare
Company Secretary
ACS No.: 18844



Encl.: A/a

Indo Count Industries Ltd

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Indo Count Industries Ltd

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Layers®

Indo Count launches value driven Home Textiles Brand Layers

Indo Count Industries Ltd one of the largest Indian manufacturer and exporter of bed linen has announced their foray into the **12,000-cr value-driven Indian bed linen** market with the launch of their new brand, "Layers".

Along with the success of premium bed and bath brand, "**Boutique Living**", the newly launched brand "**Layers**" now joins the Indo Count family to make a mark in the Indian bed linen space. Hinged on **contemporary styles** and developed using **cutting-edge technology**, the brand boasts of special anti-microbial and anti-fungal properties in the **health and wellness** space. With Layers, Indo Count presents a first-of-its-kind **affordable Bed Linen** offerings for India's fast-growing aspirational class that is actively seeking means to upgrade their lifestyles, starting with their homes.

Layers is a flawless combination of global designs and value priced helping you to **Dress up your home** the way you prefer it. The collection hosts a range of **smart bedding styles in Bed Sheet Sets, Reversible Comforters, Unique Bed-in-a-Bag (BIAB) and Dohars**.

The brand is an amalgamation of Indo Count's three decade-long experience of serving consumers around the world that has given the company a deep understanding of a variety of design styles that bore well with the Indian audience.

Mr Anil Kumar Jain, Chairman, Indo Count Industries Ltd. said, "The pandemic has resulted in spending a lot of time at home and understandably given a chance to our customers to take a closer look at their homes, how they function and how they can transform them. Things that were overlooked has suddenly gained importance and now are making a conscious effort in building a smart home, which can serve multiple functions like for work, for entertainment, and for leisure. **Smart bedding solutions with affordable pricing** is one of the primary ways to fulfil this need. With **Layers**, Indo Count marks a unique union of style with safety and technology in the domestic bed linen industry for the smart customer.

The experts from ICIL's R&D team are cognizant of the premium that buyers place on health in today's landscape. "After the success we enjoyed with our premium range of bed linen products from **Boutique Living**, we believe this brand will prove to be a winning combination in the value-driven market", Jain added. Indo Count is one of India's largest manufacturer and global exporter of bed linen. Indo Count supplies the finest linens to major retailers in more than **54 countries worldwide**.



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An Indian product backed by innovation, technology and expertise.

Availability of the entire **spectrum of bed linen** in style and colour-coordinated sets makes it the ideal self-use or gifting option this festive season. It will bring, to the Indian audience, a collection that is inspired from designs all over the world.

The brand will be available through multi-brand outlets as well as virtual destinations of leading e-commerce portals.



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A BRIEF INSIGHT INTO INDO COUNT INDUSTRIES LIMITED

CIN: L72200PN1988PLC068972

Indo Count Industries Ltd (ICIL), is one of India's largest Home Textile manufacturer. Mr. Anil Kumar Jain, Executive Chairman, has been ranked 10th amongst the India's Best Top 100 CEO's 2017 by Business Today. Under his leadership, the Company has focused on some of the world's finest fashion, institutional and utility bedding & sheets and has built significant presence across the globe. Over the years, the Company has successfully carved out a niche for itself and has become a total bedding resource. The company's annual capacity is 90 million meters.

The Company's product comprises the following: -

- Bed Sheets: Flat sheet with top Hem, fitted sheet, pillow cases and duvets
- Fashion Bedding: Comforters, bed in bag, quilts and coverlets, decorative pillows, etc.
- Utility Bedding: mattress pads, protectors, comforters filled with fibre
- Institutional Linen: Caters to hotels, hospitals and others

The Company has launched 3 Brands namely, Heirlooms of India, ATLAS and Purity Home in the Fashion Bedding segment. The company has also launched a utility bedding Brand by the name of "Whole Comfort" in the Global markets

ICIL is one of the largest manufacturers and exporter of bed linen from India; amongst the top three bed sheet suppliers in USA and Tenth largest global home textiles supplier to USA. ICIL has a strong global clientele and exports to more than 54 countries. Major revenues are derived from USA, the Company's largest market; its other prominent markets comprise UK, Canada, Europe, MENA region and Australia etc. The Company enjoys long-term relationships with large global marquee retailers.

KOHL's, a large retailer in USA has awarded our Company for "Best Collaboration in Design & Product development".

JC Penney, another large retailer in USA has awarded our Company with a "Platinum Certification Status" for Sheets & Fashion bedding category.

CARE's credit rating is CARE A+ (Single A Plus; Outlook: Stable) for Company's Long-Term Bank Facilities and CARE A1 (Single A One) for Short Term Bank Facilities. ICRA credit rating is ICRA A+ (A plus) for Company's Long-Term Bank Facilities and ICRA A1 (A one) for Short Term Bank facilities with Outlook Stable.

Safe Harbor Statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward -looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward -looking statements. The company assumes no obligation to update forward -looking Statements to reflect actual results changed assumptions or other factors.

For further information, please contact:

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