



Complete Comfort

September 16, 2022

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

Dear Sir/Madam,

**Sub.: Press Release titled "Indo Count partners with Premiere fitness global brand "GAIAM" in Home Textiles"**

Please find enclosed herewith a copy of Press Release dated September 16, 2022 titled "Indo Count partners with Premiere fitness global brand "GAIAM" in Home Textiles".

Kindly take the above information on record.

Thanking you,

Yours faithfully,  
For **Indo Count Industries Limited**

**Amruta Avasare**  
**Company Secretary**  
**Membership No.: ACS 18844**

Encl.: A/a

**Indo Count Industries Ltd**

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CIN: L72200PN1988PLC068972; Email: info@indocount.com, Website: www.indocount.com



## **Indo Count partners with Premiere fitness global brand “GAIAM” in Home Textiles**

**Mumbai, India, September 16, 2022** – Indo Count is pleased to announce its new partnership with the GAIAM brand, owned by Galaxy Universal. GAIAM – an industry-leading yoga, health & wellness brand – is collaborating with Indo Count for the launch of an exclusive Home Textiles Collection. This is the GAIAM’s first expansion into the bedding and bath categories and will leverage Indo Count’s industry-leading technology and lifestyle designs.

The GAIAM home collection will feature an extensive range of bedding and bath solutions that will help consumers restore, relax and enjoy a better night’s sleep. The GAIAM home collection will be featured at the 2022 September Home Textiles Market Week in Indo Count’s 5<sup>th</sup> Avenue showroom in New York City (September 19 - 22) and will launch in-store and online in the US, Canada, and Mexico with retail partners in Spring 2023.

“This is our first comprehensive lifestyle partnership in North America, and GAIAM is uniquely positioned to reach consumers who know and love the brand and that are seeking to achieve balance in their lives through the restorative power of a good night’s sleep,” said KK Lalpuria, Indo Count’s Executive Director, and CEO. He continued, “We’ve been searching for the right brand partner to build innovative, value-add products and we will deliver on the GAIAM brand promise to make wellness accessible to all. We are thrilled to be working with GAIAM - who enjoys such impressive reach - and look forward to building a GAIAM home collection of health & wellness products that are so timely and relevant in today’s market.”

“We are thrilled to be partnering with a best-in-class home textiles manufacturer, Indo Count,” said James Setton, Galaxy’s COO. He continued, “With their extensive design and development capabilities, we are excited to show the retail community how Gaiam home can fit into their assortments.”

### **About GAIAM**

With a 25+ year heritage, GAIAM is dedicated to making yoga, health and wellness accessible to all through a wide distribution network that consists of approximately 38,000 retail doors, 19,000 stores-within-stores, 5,000 category management locations, e-commerce, and a mobile platform that features Yoga Studio, the leading paid yoga app for Apple, mobile, and tablet devices with over 2 million downloads.

### **About Indo Count Industries Ltd.**

Indo Count Industries Ltd (ICIL), is the Global leader in Bed Linen with manufacturing set up in India and exports to more than 50 countries. Mr. Anil Kumar Jain, Executive Chairman, has been ranked 10th amongst the India’s Best Top 100 CEO’s. Under his leadership, the Company has achieved new milestones in the home textile business and has built significant presence across 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 153 million meters in which 18 mn meters is under progress. The Company has been honoured with Gold Trophies by TEXPROCIL for highest export performance in bed linen for consecutive three years.

For more information, please visit Indo Count’s website at: [www.indocount.com](http://www.indocount.com). To inquire about home textile brand extension opportunities, please email: [ht@indocount.com](mailto:ht@indocount.com)/ [info@indocount.com](mailto:info@indocount.com)