

Himatsingka Seide Limited

10/24, Kumara Krupa Road, High Grounds, Bangalore - 560 001, India.

Ref: SEC:0001:2:1192:KGN

March 4, 2019

BSE Ltd
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001
Script Code : 514043

National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor, Plot No. C/1
G Block, Bandra-Kurla Complex, Bandra (E)
Mumbai – 400 051
Symbol: HIMATSEIDE

Dear Sir,


Sub: Press Release.

We are enclosing herewith Press Release dated March 4, 2019.

This is for your information and record.

Thanking you,

Yours faithfully,
For Himatsingka Seide Limited



Ashok Sharma
Company Secretary



Himatsingka partners with the Iconix Brand Group on the Royal Velvet brand

Bengaluru, 4 March 2019: Himatsingka is pleased to announce that it has entered into a licensing agreement with the Iconix Brand Group, Inc. for the Royal Velvet brand. The multi-year agreement has been entered into by Himatsingka America Inc, a 100% step down wholly owned subsidiary of Himatsingka Seide Limited. The exclusive licensing rights to the Royal Velvet brand is for the territory of North America.

Royal Velvet is a heritage home brand that brings luxury to life through its classic and colorful aesthetic. Under the new licensing agreement, Himatsingka will design, manufacture and distribute the Royal Velvet brand across multiple home textile categories including core bedding, fashion bedding, utility bedding, bath & bath accessories.

Himatsingka, an integrated textile major, operates amongst the world's largest integrated manufacturing facilities for producing bedding, bath and spun yarn products. The Group also owns and licenses amongst the largest brand portfolios in the home textile space. Its portfolio houses iconic labels like Calvin Klein Home, Tommy Hilfiger Home and Kate Spade New York among others.

Commenting on the development, Shrikant Himatsingka, Managing Director & Group CEO, Himatsingka Group said, "We look forward to partnering with the Iconix Brand Group and leveraging our integrated expertise to enhance the presence of the Royal Velvet brand across various home textile categories. This new initiative is consistent with our strategy to expand our global brand portfolio in the home textile space."

"Iconix is excited to partner with the Himatsingka Group to help grow and expand the Royal Velvet brand," said Bob Galvin, Chief Executive Officer and President at Iconix Brand Group, Inc. "Royal Velvet's new licensing deal is part of our efforts to maximize the potential of the home brands in our portfolio."

About the Himatsingka Group

The Himatsingka Group is a vertically integrated textile major with a global footprint. The Group focuses on the manufacture, retail and distribution of home textile products. On the manufacturing front, the Group operates amongst the largest capacities in the world for producing Bedding products, Bath products, Drapery & Upholstery fabrics and Fine Count Cotton Yarn. Spread across North America, Europe and Asia, the Group's retail and wholesale distribution divisions operate amongst the largest brand portfolios in the home textile space, both licensed and owned. With a team of over 8,000 people, the Group continues to build capacities and enhance reach in the global textile space.





About Royal Velvet

Over 60 years ago, Royal Velvet set out to make the best towel in the world. Since then, the brand has expanded its horizons and brought classic style, comfort, and indulgence into more rooms and more homes than ever before. Royal Velvet weaves timeless heritage together with proven quality, allowing anyone to express their personality with color, style, and luxury. The brand is the authority on color, providing a variety of choices for personal expression through home bedding, bath and décor. For updates and more information on Royal Velvet, follow the brand on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#).

About Iconix Brand Group, Inc.

Iconix Brand Group, Inc. owns, licenses and markets growing portfolio of consumer brands including: CANDIE'S[®], BONGO[®], JOE BOXER[®], RAMPAGE[®], MUDD[®], MOSSIMO[®], LONDON FOG[®], OCEAN PACIFIC[®], DANSKIN[®], ROCAWEAR[®], CANNON[®], ROYAL VELVET[®], FIELDCREST[®], CHARISMA[®], STARTER[®], WAVERLY[®], ZOO YORK[®], UMBRO[®], LEE COOPER[®], ECKO UNLTD.[®], MARC ECKO[®] and ARTFUL DODGER[®]. In addition, Iconix owns interests in the MATERIAL GIRL[®], ED HARDY[®], MODERN AMUSEMENT[®], BUFFALO[®], HYDRAULIC[®], and PONY[®] brands. The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution in both the U.S. and worldwide. Through its in-house business development, merchandising, advertising and public relations departments, Iconix manages its brands to drive greater consumer awareness and equity.

For more information, please contact:

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