



Complete Comfort

June 29, 2021

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 titled "Indo Count, India's Largest Bed Linen Exporter Partners with British Designer Jasper Conran"

Please find enclosed herewith a copy of Press Release dated June 29, 2021 titled "Indo Count, India's Largest Bed Linen Exporter Partners with British Designer Jasper Conran"

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, India's Largest Bed Linen Exporter Partners with British Designer Jasper Conran

India, 29th June 2021: Indo Count Industries Ltd., one of India's leading Home Textile manufacturer - exporter is delighted to announce its new partnership with Jasper Conran O.B.E. for an exclusive bed and bath collection, launching in Spring 2022.

The range will be sold and marketed internationally under the Jasper Conran London brand, exclusively through Indo Count. Attention to detail and the integrity of the product will be central to the values of the brand. The collection will feature bold graphic prints, organic and supima cotton with a fresh and contemporary colour palette.

Jasper Conran is a very established and well respected British designer, recognised within homewares, having had longstanding partnerships with, amongst others, British homeware brands Waterford and Wedgewood.

Jasper Conran expressed: "I am very pleased to be partnering with Indo Count to produce the Jasper Conran London Bed and Bath Collection. Indo Count's stance on ethical trading resonates with me and their ambition to continually improve the sustainability of the product and production and the care they afford their workforce; these tenets are important for me. I am looking forward to working with them and I feel confident that this partnership will deliver a shared vision."

Commenting on the above, **Mr. Mohit Jain, Executive Vice Chairman** said, "This affiliation is a strategic move, that mirrors our growth in the branded business segment. This partnership with Jasper Conran will create a high quality bed and bath brand incorporating natural fibres in superior thread counts and fabric constructions, using our most advanced technologies. Through this partnership, we aim to further strengthen the Company's long term vision to be the cornerstone for home textiles across the globe."

About Indo Count Industries Ltd.

Indo Count Industries Ltd (ICIL), is one of India's largest Home Textile manufacturer, exporting to more than 54 countries across the globe. 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 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 solutions provider. The Company has been honoured with Gold Trophies by TEXPROCIL for highest export performance in bed linen for consecutive two years.

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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