



Complete Comfort

September 10, 2020

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| <p>The National Stock Exchange of India Ltd. Listing Department Exchange Plaza, Bandra Kurla Complex, Bandra (East), <u>Mumbai – 400 051</u></p> <p>Company Symbol : ICIL</p> | <p>BSE Limited Department of Corporate Services Floor 25, Phiroze Jeejeebhoy Towers, Dalal Street, <u>Mumbai – 400 001</u></p> <p>Scrip Code No. : 521016</p> |
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Subject: Press Release - Indo Count (Boutique Living) launches #GivingwithLiving in partnership with Myntra to donate one bedsheet on every sale from the iconic Luxury bedding line

Please find enclosed herewith a copy of Press Release dated September 10, 2020 titled "Indo Count (Boutique Living) launches #GivingwithLiving in partnership with Myntra to donate one bedsheet on every sale from the iconic Luxury bedding line"

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 launches #GivingwithLiving in partnership with Myntra to donate one bedsheet on every sale from the iconic Luxury bedding line

*~ Donations to be directed to stranded migrant labour through **Bosconet** ~*

Mumbai, September 10, 2020: Indo Count Industries Ltd's Boutique Living, a premium Bed and Bath brand, announced its association with Bosconet, a New Delhi-based NGO, to launch #GivingwithLiving, their social responsibility campaign in support of stranded migrant labour.

Through the campaign that launched on 9th September 2020, Indo Count has promised a donation of one bedsheet to Bosconet on every sale of their iconic Luxury 400 and 300 thread count bedsheet sets via Myntra. Bosconet will thereafter, distribute the bedsheets among migrant labourers across the cities of India.

This luxury bedding range from Indo Count's Boutique Living combines comfort and style, and caters to elevating room interiors through a multitude of design and colour ranges to choose from.

Mr. Anil Kumar Jain, Executive Chairman, Indo Count Industries Ltd. said, "The ongoing pandemic has been a trying time for the entire world, but more so for the underprivileged communities of our country – especially the migrant labourers who travel across the length and breadth of the country in search of livelihood. We are happy to have found a trusted association with Bosconet to assure the last mile connectivity in terms of ensuring the donation reaches the right hands. We are also immensely grateful to Myntra who have come on board for this initiative to expand the outreach of this campaign among our audience and ensure its success."

Fr. Noel M, Director, Don Bosco Network - Bosconet, said "Migrant's wellbeing is in the DNA of Don Bosco's life. The restoration of the dignity of the young migrants and their citizenship in the world is a mission of the Don Bosco network. It will be a dream comes true of an inclusive future with the right livelihood for everyone. We are glad to associate with Indo Count's Boutique Living for this cause and the bed sheets would be highly functional for migrants and their families as not too many people come forward for such kind of support"

The week-long #Givingwithliving Campaign, on Myntra, that launched on 9th September 2020 will conclude on 15th September 2020. The offer will also be valid on Indo Count's Boutique Living website www.boutiquelivingindia.com

About Boutique Living:

Boutique Living offers superior quality bed linen for both global and Indian consumers. With our strong market focus, understanding of aesthetic sensibility of Indian consumer and global design and product engineering skills, it offers superior products ranging from 300TC to 1000TC that include bed sheets in bold designs and solid colors, duvets & comforters, draw sheets & fitted sheets, quilts & coverlets, dohars & bed-in bag. Designed for inspired interiors our bed linens are stories, waiting to be unfolded, the perfect backdrop to your extraordinary life. Boutique Living invites you to "Unfold the moment".

[Website](#) | [Instagram](#) | [Facebook](#)



Indo Count Industries Ltd

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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.