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**“Himatsingka looks at doubling revenues from Brands to ₹1,200 crores”**

The Himatsingka Group operates over 10 brands globally in the Home Textile space. Its brand portfolio includes marquee brands like Calvin Klein Home, Barbara Barry, Esprit, Bellora and atmosphere, among others. During FY 14, the group generated revenues of over ₹600 crores from brands. Looking forward, the Group is exploring various initiatives to augment its brand portfolio and deepen the distribution network of these brands. These initiatives should potentially steer revenues from brands to approximately ₹1,200 crores over the next two years.

Mr. Shrikant Himatsingka, Executive Director, said, “We are focused on augmenting the strength of our branded portfolio and see several opportunities on the horizon that will help the Group grow revenue streams from brands to approximately ₹1,200 crores.”

**About Himatsingka**

The ₹2000 crore Himatsingka Group is a vertically integrated home 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 upholstery fabrics, drapery fabrics and bed linen products. Spread across Asia, Europe and North America, its retail and wholesale distribution divisions carry some of the most prestigious brands in the Home Textile space and cater to Private Label programs of major retailers across these geographies.

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