



Indo Count

Count On Us...



INDO COUNT INDUSTRIES LIMITED Q3FY15 RESULT UPDATE

10TH FEB'15



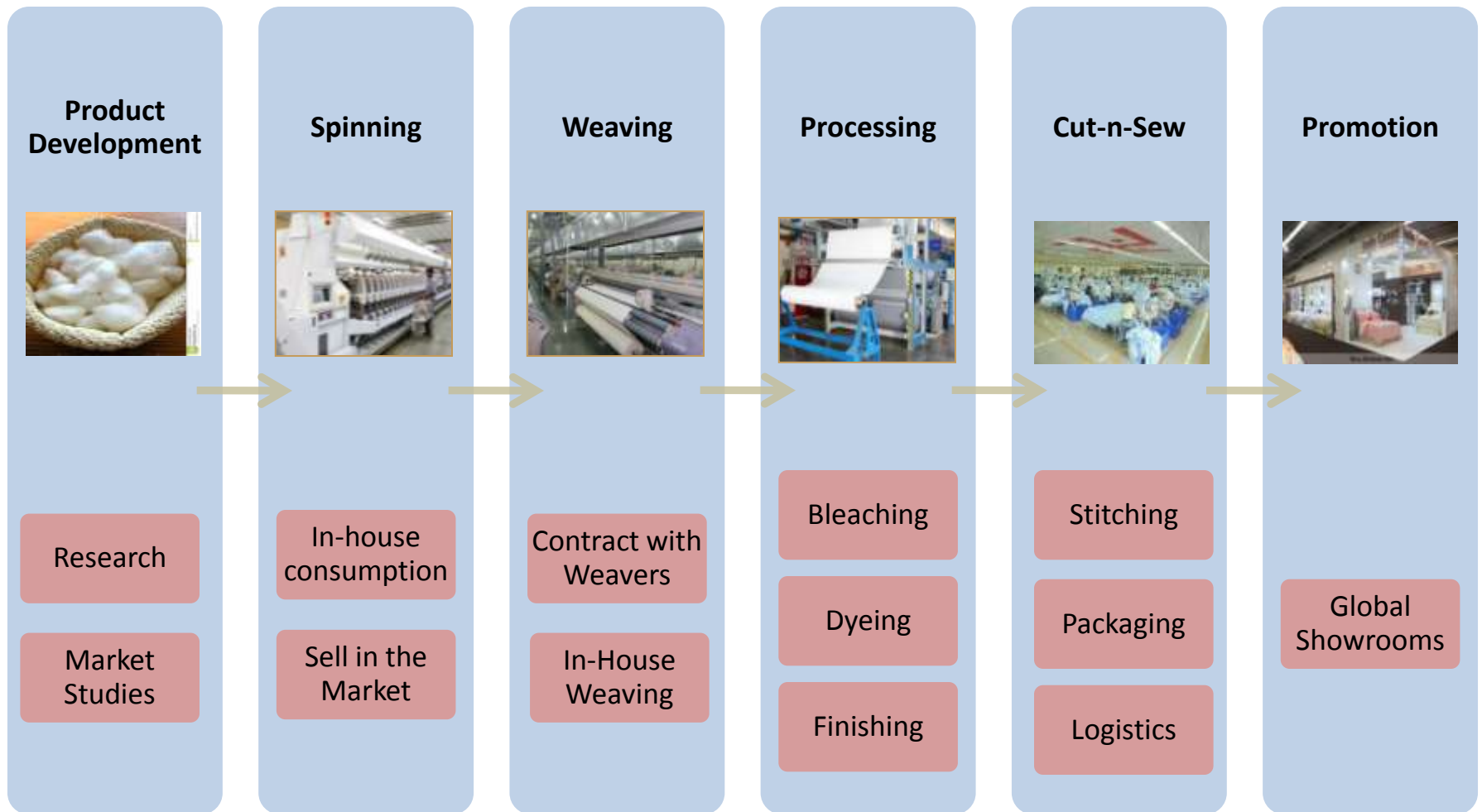
Safe Harbor

This presentation and the accompanying slides (the “Presentation”), which have been prepared by Indo Count Industries Ltd (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the tire industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

Business Model



Our Existing Product Portfolio

Sheet Sets



Sheet set includes - Flat sheet , Fitted sheet & pillow cases

Expanding its Product Portfolio

Institutional Linens



This range includes primarily white linen – Flat sheets, pillow cases, duvet covers and shams

Fashion Bedding



This range includes Comforters, Bed in a Bag, Quilts & Coverlets, Decorative Pillows etc.

Utility Bedding



This range includes Basic white bedding – Mattress Pads / protectors, White filled comforters filled with poly fill fibre

Institutional Linens



*Institutional
Bedding
Hotels - Hospitals -
Others*

Fashion Bedding



“Wide Range of Product Category” 7

Utility Bedding



*Utility or Basic
Bedding - Bed &
Pillows filled with
poly fill fibre*



Content

Performance Highlights

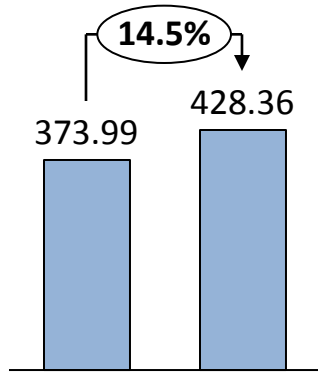
Industry Update

Financials

Performance Highlights

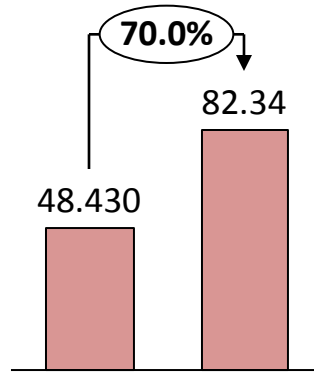
Quarterly Highlights

Revenue (Rs. Crs)



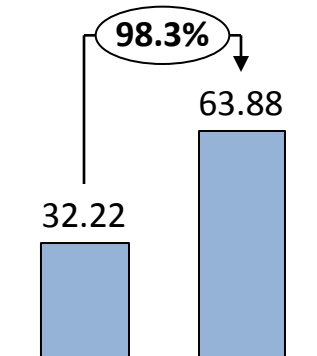
Q3 FY14 Q3 FY15

EBITDA (Rs. Crs)



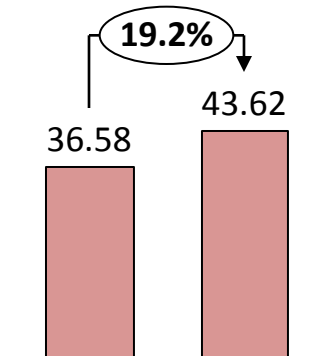
Q3 FY14 Q3 FY15

PBT (Rs. Crs)



Q3 FY14 Q3 FY15

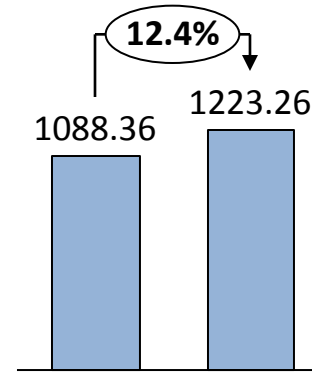
PAT (Rs. Crs)



Q3 FY14 Q3 FY15

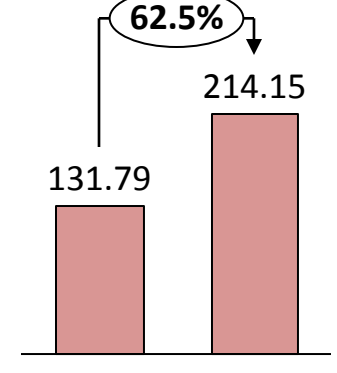
9 Months Highlights

Revenue (Rs. Crs)



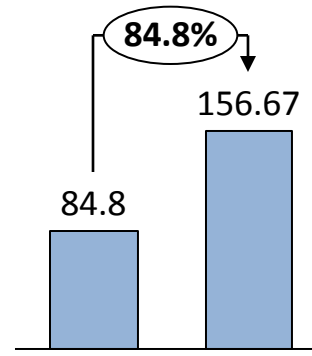
9mFY14 9mFY15

EBITDA (Rs. Crs)



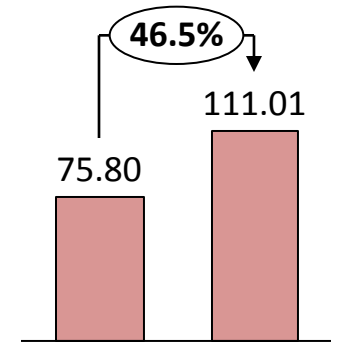
9mFY14 9mFY15

PBT (Rs. Crs)



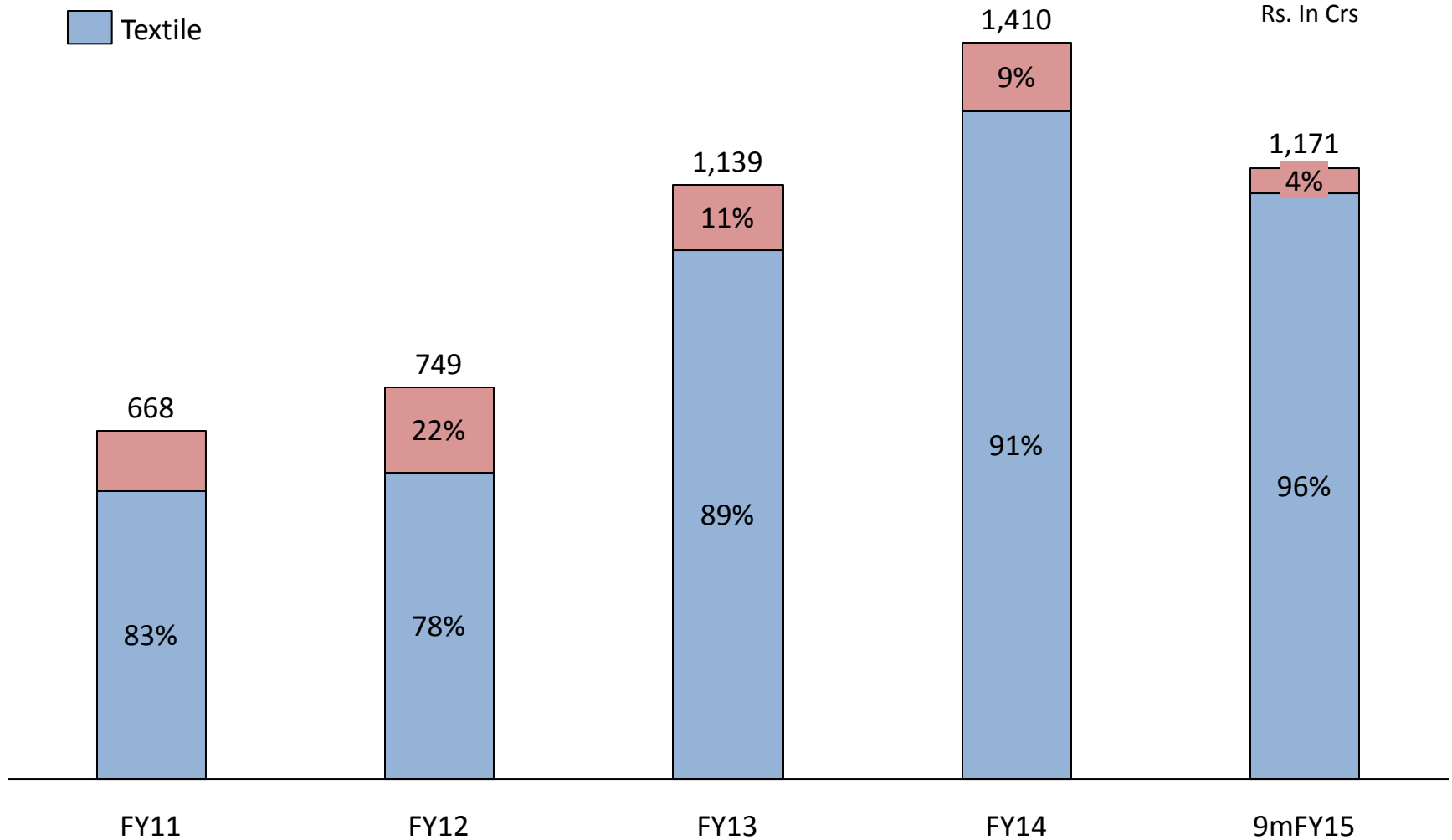
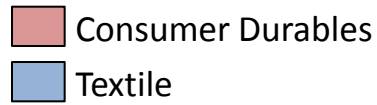
9mFY14 9mFY15

PAT (Rs. Crs)



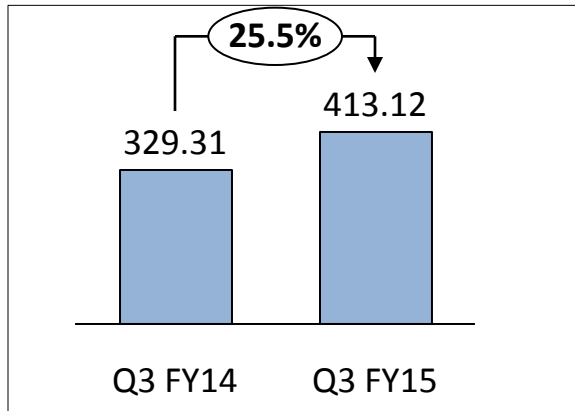
9mFY14 9mFY15

Textile – A Major Growth Segment

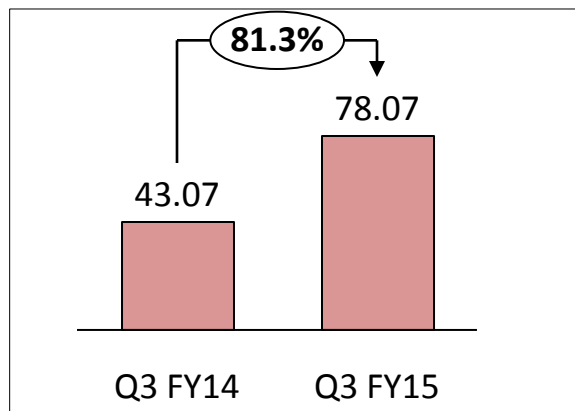


Textile – Strong Performance

Revenue (Rs. In Crs)



EBIT (Rs. In Crs)



Highlights of H1FY15

- **Performance**

- Revenue increased by 25.5%
- EBIT grew by 81.3% on the back of higher realization and better Product mix in Home Textile segment

- **Global Presence**

- New showroom opened in U.K & Australia

- **Capacity – An increase of 50 %**

- Current capacity of 45 mn meters per annum leading to 12 mn Bed Sheets per annum
- Expanding capacity to 68 mn per annum leading to 17mn Bed Sheets per annum will be operational by end of Q4FY15

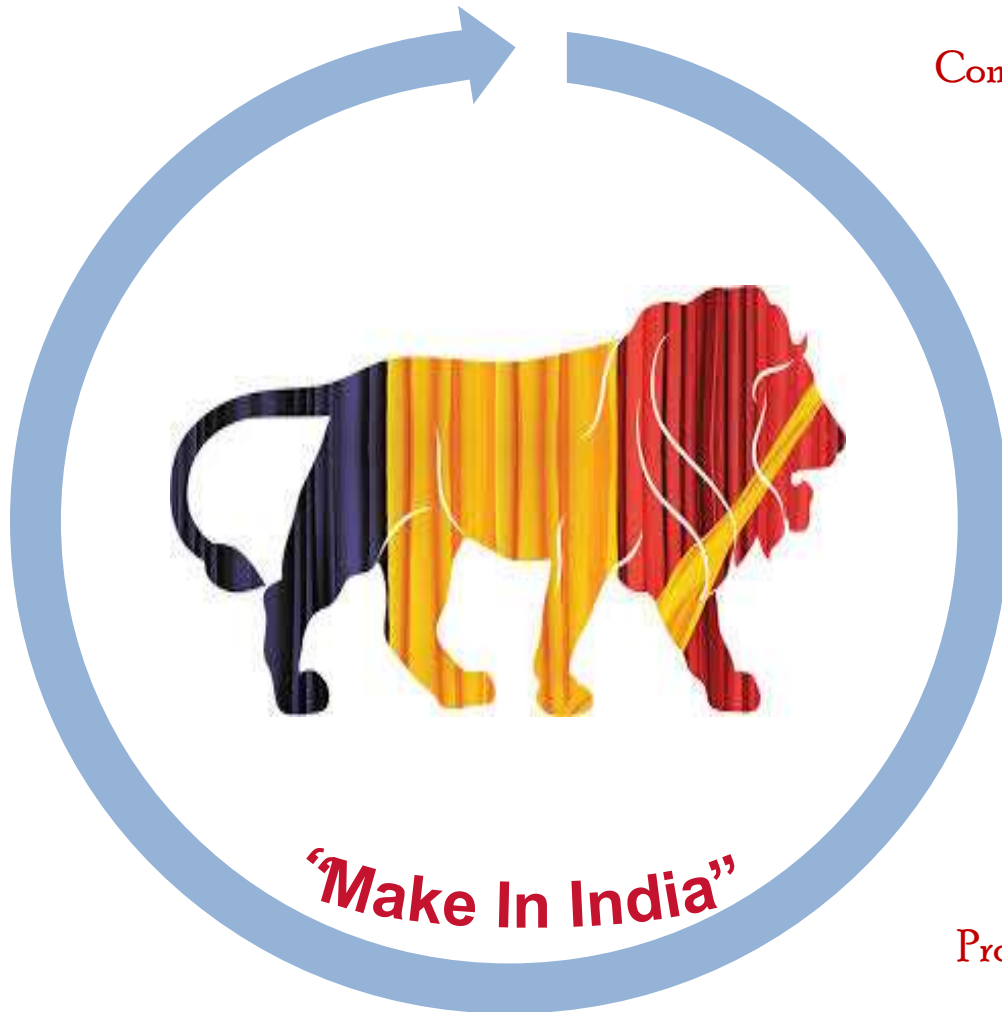
Content

Performance Highlights

Industry Update

Financials

“MAKE IN INDIA” - Overview



Comparative Advantage of Skilled Manpower &
Cost of Production

Abundant Raw Material such as Cotton,
Wool, Silk & Jute

Favourable policies instituted by
the Government

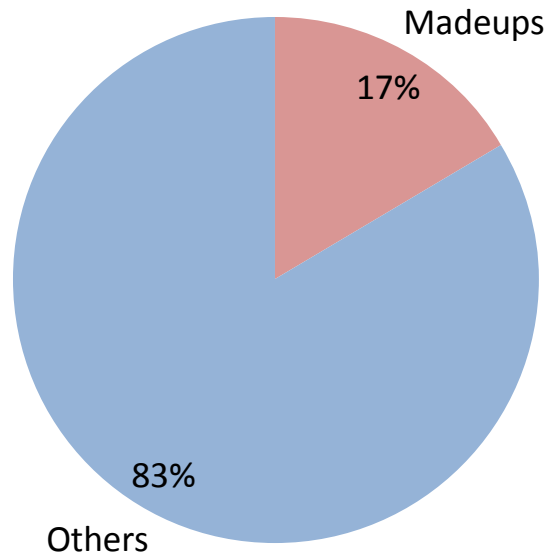
Changing Lifestyles Demand for
Quality Products

TUF Scheme for Modernisation &
Upgradation

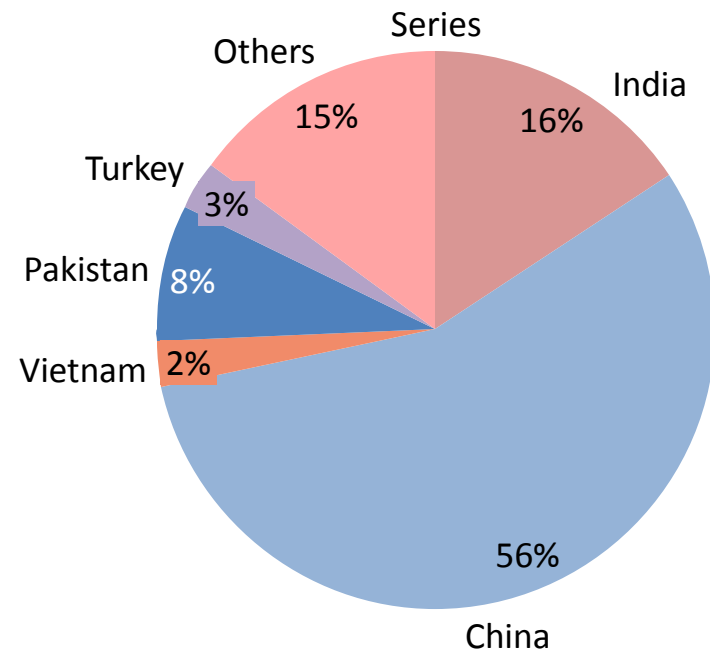
Provide Credit at Reduced Rates & Capital
Subsidies

Textile Sector Imports by United States

Total Imports - \$107 bn



Made Ups Imports - \$18 bn

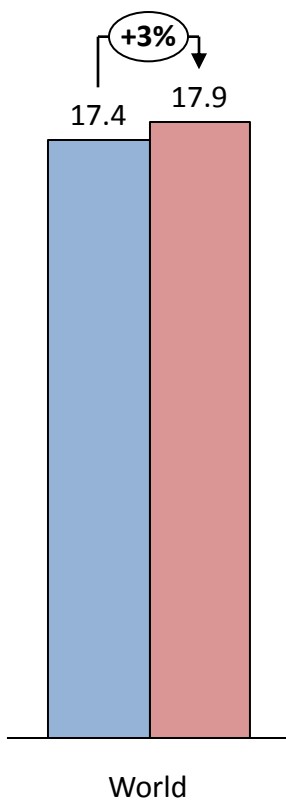


As on Year Ending – November 2014

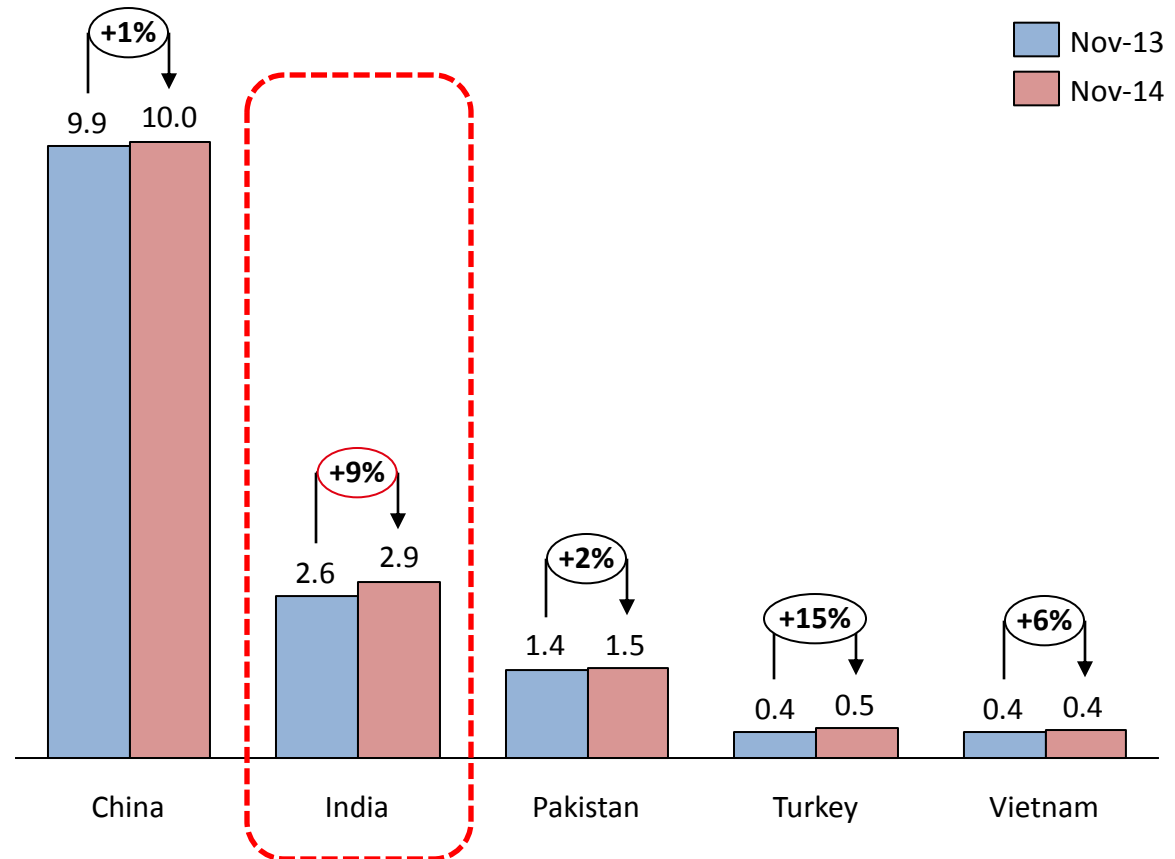
“Made-ups”- an article manufactured and/or stitched from any type of cloth, other than a garment

Growth in 'Made Ups' Imports to United States

World (\$ bn)



Top 5 Made Ups Exporting Countries to US account for 85% of the Market (\$ bn)



70% of Indo Count's Revenue is contributed by U.S market

India's Competitive Advantage...

India - Advantage

- ✓ Availability of Raw Material
- ✓ Competitive Cost structure particularly Power and Manpower Costs
- ✓ Rising government focus and favourable policies
- ✓ Increase spend planned by GOI of \$9.1 bn in 12th Five Year Plan against \$4 bn in 11th Plan
- ✓ Free trade agreement with ASEAN countries
- ✓ Proposed agreement with EU



Competing Countries - Challenges

- ✓ Steady improvement in demand as the American economy picks up
- ✓ Progressive decline in Chinese exports to major markets such as the US
- ✓ Currency appreciation in Indonesia
- ✓ Labour unrest in Cambodia
- ✓ Safety concerns after a major factory fire in Bangladesh
- ✓ High cost of credit in Vietnam

...Long term Customer relationships

...their challenges are OUR advantages

In 2014, for the first time since 2006, India's Exports to the US are more than 2X its Imports

Indo Count Advantage

*Integrated
Home Textile
Company*



*State of the Art
manufacturing
facilities*



*Customer
Relationships*



*Wide Product
Range*

*Innovation that
Creates New
Products*



*Global
Presence*



Content

Performance Highlights

Industry Update

Financials



Count On Us...

Standalone Profit & Loss

Particulars (Rs. in Crs)	Q3FY15	Q3FY14	Y-o-Y	9mFY15	9mFY14	Y-o-Y	FY 14
Total Revenue	428.36	373.99	14.5%	1223.26	1088.36	12.4%	1440.49
Raw Material	228.35	225.85		695.82	685.03		889.06
Manpower Cost	18.76	14.68		52.62	43.43		58.33
Other Operating Expenses	98.91	85.03		260.66	228.12		313.24
EBIDTA	82.34	48.43	70.0%	214.15	131.78	62.5%	179.86
EBIDTA Margin	19.22%	12.95%	627 bps	17.51%	12.11%	540 bps	12.49%
Depreciation	4.35	4.70		11.58	13.99		18.83
Interest	14.11	11.51		45.91	32.99		48.97
Tax *	20.26	-4.36		45.66	9.00		7.13
Net Profit	43.62	36.58	19.3%	111.01	75.80	46.5%	104.93
Net Profit Margin	10.18%	9.78%	40 bps	9.07%	6.96%	211 bps	7.28%
Cash Profit	54.84	30.47	80.0%	135.39	81.81	65.5%	108.45
Earning Per Share (EPS)	11.89	10.31		30.27	21.34		29.54

* Tax is Deferred Tax which is higher during the period and impacted Net Profit



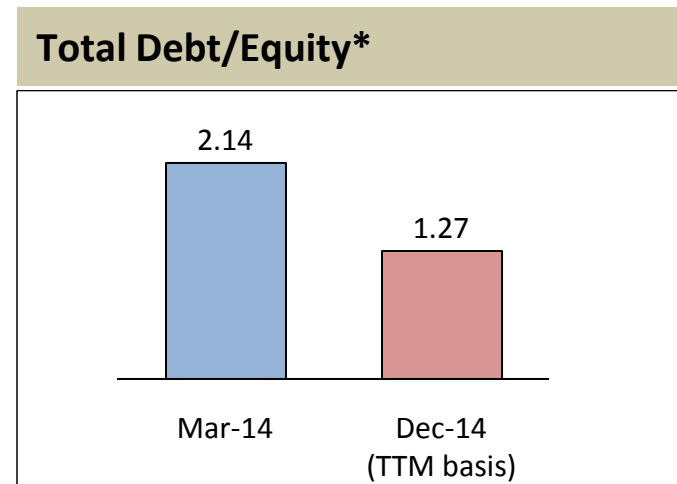
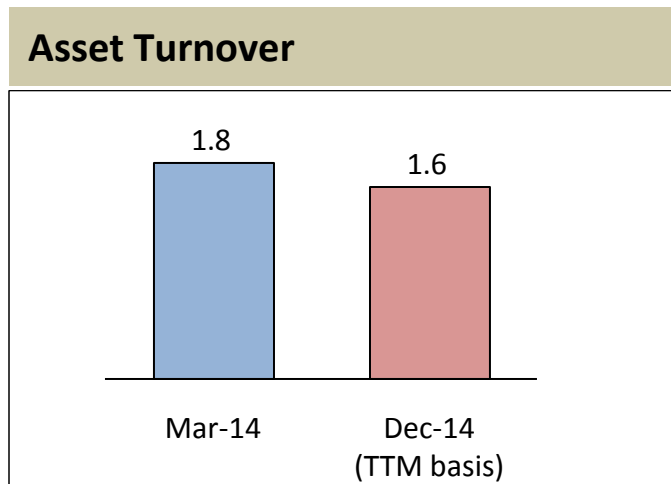
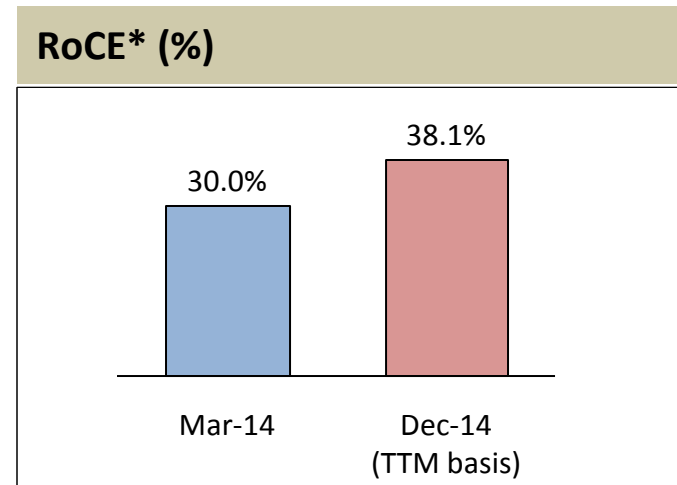
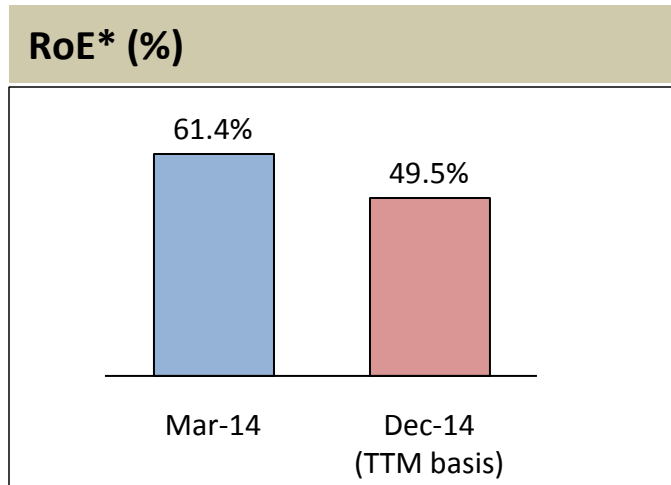
Count On Us...

Standalone Balance Sheet

Particulars	As on	As on
Rs. in Crs	Dec-14	Mar-14
Shareholder's Fund	281.68	166.11
Share capital	39.48	35.48
Reserves & Surplus	242.20	130.63
Preference Share Capital	2.50	2.50
Share Application & Warrant Money	0.00	2.35
Non-current liabilities	122.08	97.24
Long term borrowings	85.81	97.23
Deferred Tax Liabilities (Net)	35.95	0.00
Other long term liabilities	0.32	0.01
Current liabilities	635.27	571.31
Short term borrowings	274.33	268.63
Trade payables	158.41	189.19
Other current liabilities	143.03	86.73
Short term Provisions	59.50	26.76
Total Liabilities	1041.53	839.51

Particulars	As on	As on
Rs. in Crs	Dec-14	Mar-14
Non-current assets	307.12	249.74
Fixed assets (inc. CWIP)	269.69	216.47
Non-current Investments	18.80	18.80
Deferred Tax Assets (Net)	0.00	9.79
Long-term loans and advances	18.63	4.68
Current assets	734.41	589.77
Inventories	283.22	257.12
Trade receivables	219.31	166.92
Cash and bank balances	14.23	11.80
Short term loans and advances	106.67	75.23
Other current assets	110.98	78.70
Total Assets	1041.53	839.51

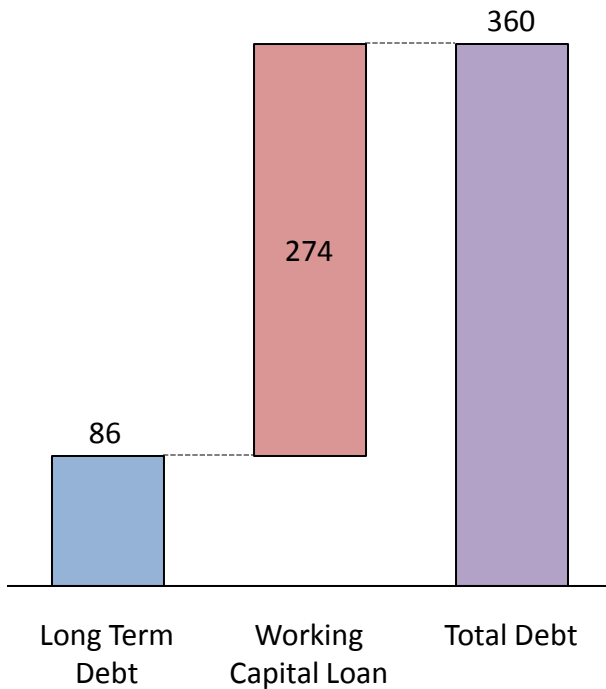
Ratio



* Excl. Revaluation Reserve

Debt & Interest Profile

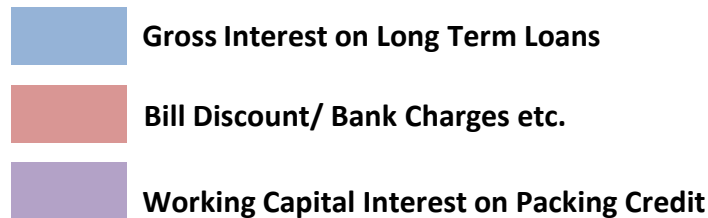
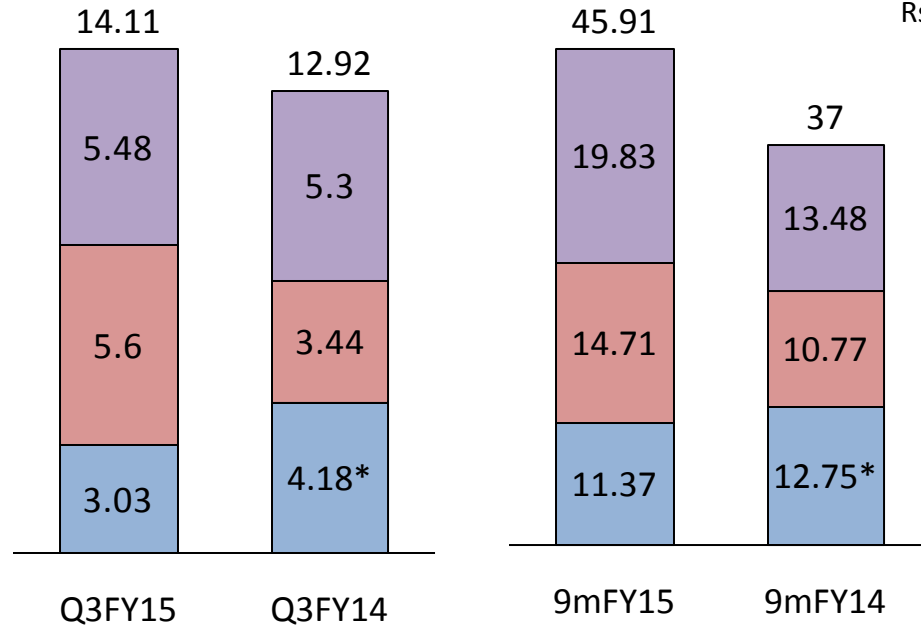
Total Debt As on Dec-14 – Rs. 360crs



Quarterly Highlights

9 Months Highlights

Rs. In Crs



* Term Loan Interest Incl. TUF benefit of Rs. 1.41crs in Q3FY14 and Rs. 4.01crs in 9mFY14

For further information, please contact:

Company :

Indo Count Industries Ltd
CIN: L72200PN1988PLC068972

Mr. K.R. Lalpuria—Executive Director
kklalpuria@indocount.com

Mr. R. Sundaram-CFO & CS
rsundaram@indocount.com
www.indocount.com

Investor Relations Advisors :

Strategic Growth Advisors Pvt. Ltd.
CIN: U74140MH2010PTC204285

Ms. Neha Shroff/ Ms. Ruchi Rudra
sneha@sgapl.net / rruchi@sgapl.net

www.sgapl.net