

HIMATSINGKA SIGNS NEW LICENSING AGREEMENT WITH THE GLOBALLY RECOGNISED FASHION BRAND “kate spade new york”

DWI Holdings, a subsidiary of Himatsingka Seide Limited has signed a license agreement to manufacture and distribute the globally recognized “kate spade new york” brand in North America and certain other geographies. The license agreement pertains to bedding and bath products.

Commenting on the development Mr. Shrikant Himatsingka Executive Director said “In line with our strategy to augment our brand portfolio, the new license with kate spade is an extremely positive development. It will significantly contribute in expanding our reach in the branded home textiles space.”

The Himatsingka Group operates over 12 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 Rs. 600 crores from brands. 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 Rs.1,200 crores over the next two years.

About Himatsingka

The Rs. 2500 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.

www.himatsingka.com

Himatsingka Seide Ltd.
10/24 Kumara Krupa Road,
High Grounds
Bangalore – 560001
Tel: +91.80.4257 8000
Fax: +91.80. 4147 9384

For more information please contact:

For Investors:

Mr. Ashok Sharma
Assistant Vice President – Treasury, Taxation
& Company Secretary
Himatsingka Seide Ltd.
Phone: +91-80-42578000
Email: investors@himatsingka.com



For Media:

Email: media@himatsingka.com

Forward looking Statements in this document relating to future status, events, or circumstances, including without limitation statements about plans and objectives, the progress and results of research and development, potential product characteristics and uses, product sales potential and target dates for product launch are forward-looking statements based on commercial 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 materially differ from those anticipated in such forward-looking statements. Himatsingka Seide Limited may, from time to time, make additional written and oral forward looking statements, including statements contained in the company's filings with the regulatory bodies and its reports to shareholders. The company assumes no obligation to update forward-looking statements to reflect actual results, changed assumptions or other factors that may or may not be relevant.

