



# Indo Count Industries Limited

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CIN : L72200PN1988PLC068972

29<sup>th</sup> March, 2016

**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**

Dear Sir/Madam,

**Sub: Launch of 3 New Brands in US Market**

We are pleased to inform you that our Company, Indo Count Industries Limited has launched 3 New Brands to our Home Textile Product Portfolio in the US market. Further, the said new brands will also be launched subsequently in other markets.

The new brands are as below:

1. Boutique Living
2. Revival
3. The Pure Collection

The details of each brand are attached herewith.

Kindly take note of the same and inform the members of the Exchange accordingly.

Thanking you,

Yours faithfully,

For **INDO COUNT INDUSTRIES LTD**

**Amruta Avasare**  
**Company Secretary**  
**ACS No. 18844**

Encl: A/a



Boutique Living has a classic but polished foundation with influences from a decorator's point of view. It is stylish, aspirational and modern. The look is trend right - not trendy. It is made up of a mix of patterns and solids with attention to detail and welcomed unexpected elements.

The target audience is a successful educated professional, who travels several times a year and prefers boutique hotels over large chain hotels. The target consumer makes an above average income and usually shops at all retail stores. He/she has a busy life style and loves to socialize, loves to travel and is passionate about décor and decorating the home.

At present we have the following collections in "Boutique Living":  
**WATER'S EDGE , SEVILLE, NOTTING HILL, ELLA & DEL RAY.**



★ ★ ★ ★  
**REVIVAL**<sup>™</sup>  
NEW YORK CITY  
— • —

The Revival brand is the spirit of vintage. It is where classic designs meet urban style - but with a modern touch. Enzyme and stone washed fabrics are incredibly soft to the touch. Sophisticated muted colors match the look and feel of the Revival brand.

The Target audience is a College Graduate/professional. The “Revival” audience aspires to have a home that has a hired decorator feel, but done by the homeowner through hunting and gathering items they love over time. She is sophisticated and traditional. She loves classic detailing but has a modern outlook. She adores natural fabrics and prefers a palette which has sophisticated and muted tones.

At present we have the following collections in Revival:  
**VERONA, SALFORD, SAVANNAH & FLORENCE.**





THE  
**PURE**<sup>™</sup>  
COLLECTION

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The Pure collection is a casual and relaxed quality brand with a minimal yet approachable aesthetic. It is inspired by a natural, environmentally conscious way of living. The entire collection is 100% organic cotton for those who are conscious about the environment and choosing products that are free of unnecessary chemicals.

The target audience is the health conscious woman who buys organic food, is conscious about the environment and avoids using chemicals. She is well educated, quality conscious and does not mind purchasing organic items for a healthier living. Her personal style is clean, uncluttered and sophisticated.

At present we have the following collections in Pure :  
**LEIDEN, PURE BASICS, GRANADA & TANGLEWOOD.**

