

WIL/SEC/2017

February 09, 2017

To

<b>Bombay Stock Exchange Limited</b> Department of Corporate Services, SP. J. Towers, Dalal Street, Mumbai - 400 001 (Scrip Code-514162).	<b>National Stock Exchange of India Limited</b> Listing Compliance Department Exchange Plaza, Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051 (Symbol: WELSPUNIND)
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**Re: Regulation 30 read with Part C of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir / Madam,

**Sub: Press release**

Please find enclosed herewith the text of the press communication, which is being released simultaneously to the media.

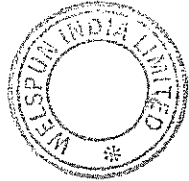
Please take the same on your record.

Thanking you,

Yours faithfully,  
For Welspun India Limited



**Shashikant Thorat**  
Company Secretary  
FCS - 6505



Encl: As Above

Welspun India Limited

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For immediate release

## **WELSPUN INDIA ENTERS INTO STRATEGIC AGREEMENT WITH COTTON EGYPT ASSOCIATION**

-WIL and CEA to promote and market products made out of Egyptian Cotton worldwide

**Mumbai/Cairo, Thursday, Feb 9th, 2017:** In a strategic global initiative, Welspun India Ltd (WIL), has entered into a co-operation agreement with Cotton Egypt Association (CEA) to promote and market Egyptian cotton products worldwide.

Under the agreement, the two organisations will work together to create programmes for promotion of Egyptian Cotton logo in the retail markets across the globe. The agreement will also help enhance the complete supply chain of the Egyptian Cotton starting from cultivation to the final product, which will also benefit the Egyptian farmer and the industry as a whole. WIL will invest a sum of \$3 million in a stage wise manner over next few years to support the joint initiatives.

The Cotton Egypt Association, post verifying Welspun's quality and supply chain reliability processes, has granted the company the right to use the Egyptian Cotton logo for five years until 2022. Notably, Welspun had undertaken stringent audit and traceability programme to ensure the best product quality that is certifiable, verifiable and auditable.

Ms. Dipali Goenka, CEO and Jt. Managing Director of Welspun India Ltd. said, "The sheer nature of Egyptian Cotton makes it a luxury to be cherished by all. Welspun wants the world to know about Egyptian cotton and we want to help promote it among the consumers and the makers alike. Welspun will help create marketing programmes and execute them using its extensive global network.

Welspun India is also exploring options for expansion of its Egypt operations to include a manufacturing facility for Egyptian Cotton home textile products. "We foresee an increase in demand for Egyptian Cotton and find an ideal condition for making Egypt one of our hubs for sourcing and manufacturing Egyptian Cotton products. We're looking at the best option to utilize this opportunity," added Ms Goenka.

Widely regarded as an innovations driven company, Welspun India Ltd has filed for 27 global patents of which nine have already been granted. Its best-selling innovation Hygro cotton® has done well and the latest one Nanocore™ has received Asthma and Allergy Free Certification for bedding products in the US. A third innovation, Drylon®, has achieved good traction with the launch of new varieties.

Apart from revamping its Christy brand to make it youth-friendly, Welspun is also increasing its global footprint with new stores in the US, China, Middle East and in the UK and working on increasing its associations similar to Wimbledon and Rugby World Cup.

Welspun has been optimistic about the Indian market. Its brands, Spaces - Home and Beyond and Welhome, have been well received in the market registering a growth rate of over 20% year on year.

The company is increasing its focus on the hospitality industry with tie-ups already in place with prominent international hotel chains.

### **About Cotton Egypt Association**

The Cotton Egypt Association, established by the Egyptian Ministry of Industry and Foreign Trade and Alexandria Cotton Exporters Association, is mandated to manage, promote and protect the Egyptian Cotton and the Egyptian Cotton Logo worldwide.

### **About Welspun India**

Welspun India Ltd, part of US\$ 2.3 billion Welspun Group, is one of the world's largest home textile manufacturers. With a distribution network in more than 50 countries and world class manufacturing facilities in India, it is the largest exporter of home textile products from India and a supplier to 17 of top 30 global retailers.

For more information:

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