



Complete Comfort

August 7, 2023

National Stock Exchange of India Ltd. Listing Department Exchange Plaza, Bandra Kurla Complex, Bandra (East), <u>Mumbai – 400 051</u>	BSE Limited Department of Corporate Services Floor 25, Phiroze Jeejeebhoy Towers, Dalal Street, <u>Mumbai – 400 001</u>
Company Symbol : ICIL	Scrip Code No. : 521016

Subject: Investor Presentation Q1 FY24

Dear Sir/Madam,

Please find enclosed herewith a copy of Investor Presentation on financial results for Q1 FY24.

Kindly take the above on record.

Thanking you,

Yours faithfully,

For **Indo Count Industries Limited**

Satnam Saini
Company Secretary & GM- Legal

Encl.: A/a

Indo Count Industries Ltd

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CIN: L72200PN1988PLC068972; Email: info@indocount.com, Website: www.indocount.com



Q1FY24 Investor Presentation

Indo Count Industries Limited

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Commenting on the results, Mr. Anil Kumar Jain - Executive Chairman said,

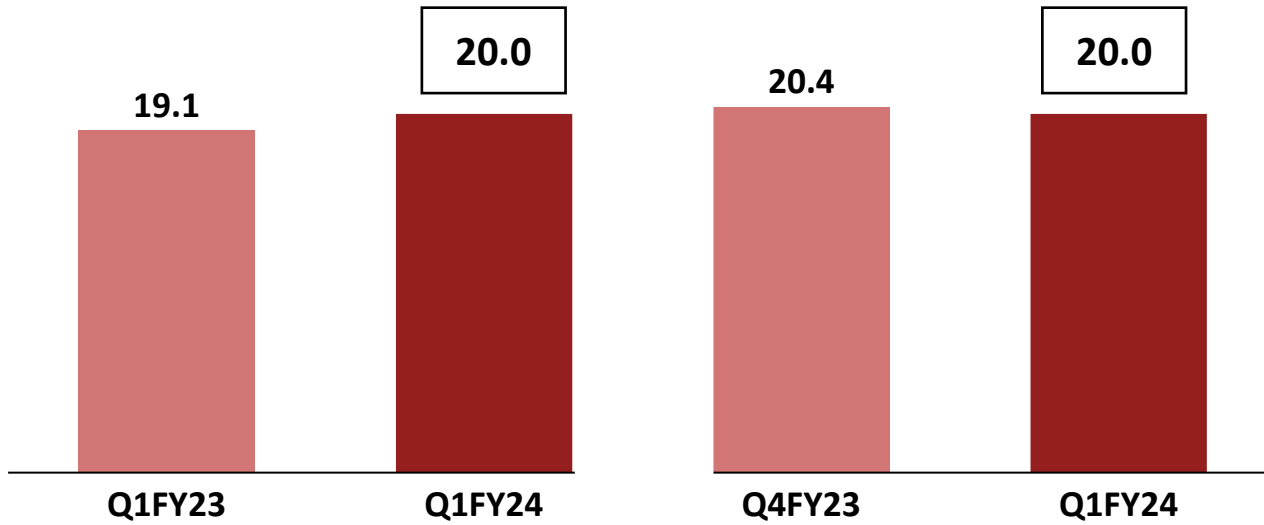
“We have laid a strong foundation and are optimistic on the future. Going forward, as we capitalize on the demand in our largest market, we expect this to replicate in other geographies.

Global economy is improving & the upcoming festive season is expected to fare better.

With our capabilities and capacities along with the right product offerings Indo Count is on track to benefit from the growing opportunities in the Home Textile Industry.”

SALES VOLUME PERFORMANCE

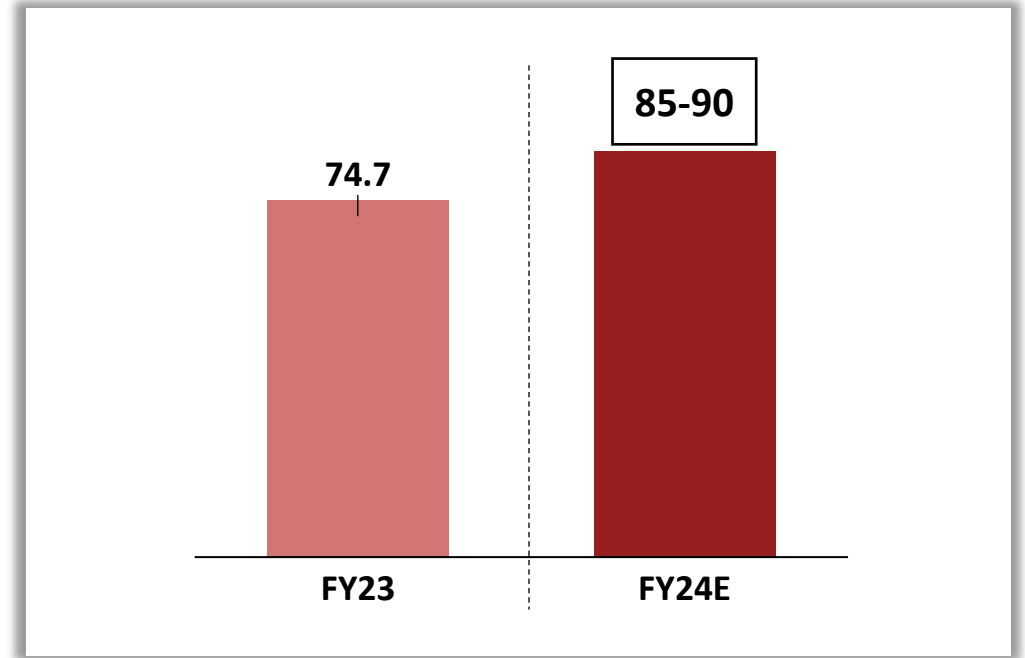
in million metres



YoY Performance



QoQ Performance



FY23 Performance & Future Guidance



FY24 Volume Guidance of 85-90 Mn. Mtrs. & Margin Guidance of 16%-18% on track



TIMELY COMPLETION OF ALL THE CAPEX PROJECTS



LARGEST EXPORTER OF BED LINEN WITH 153 Mn Mtrs CAPACITY



ROBUST BALANCE SHEET POSITION



OPERATING LEVERAGE WILL PLAYOUT IN THE UPCOMING YEARS



FUTURE READY TO ACHIEVE 2x REVENUES

Q1 FY24 CONSOLIDATED FINANCIAL HIGHLIGHTS



Q1 FY24

Volumes

20.0 Mn Mtrs



Q1 FY24

Total
Income

Rs. 747 Crs



Q1 FY24

EBITDA &
Margins

Rs. 130 Crs

17.4%



Q1 FY24

PAT &
Margins

Rs. 74 Crs

9.9%

Q1 FY24 CONSOLIDATED PROFIT & LOSS STATEMENT

Particulars (Rs. Crs.)	Q1FY24	Q1FY23	Q4FY23	FY23
Total Income	747	722	810	3,043
EBITDA	130	141	147	486
EBITDA Margin (%)	17.4%	19.5%	18.1%	16.0%
Depreciation	19	16	16	65
Finance Cost	15	14	7	62
PBT	97	110	123	359
Tax	23	33	29	82
PAT	74	77	95	277
EPS (Rs.)	3.72	3.91	4.78	13.97

OUR JOURNEY OF RESILIENCE & GROWTH

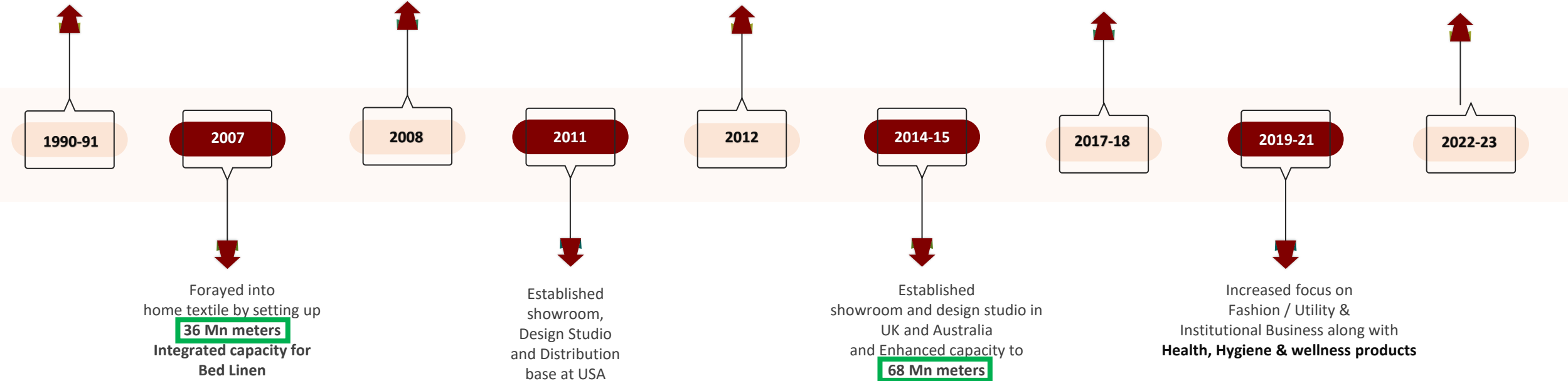
ICIL established
Commencement of
Spinning Operations

Acquired
Pranavaditya
Spinning Mills
Limited
(subsidiary)

Bed Linen
capacity
increased to
45 Mn meters

Enhanced capacity to
90 mn meters
Launched brand
'BOUTIQUE LIVING' in Indian
Market and Established office
in Dubai

- **With Bhilad unit acquisition Total Bed Linen Capacity increased to 153 Mn meters**
- Brownfield expansion of 18Mn completed
- Addition of Spindle Capacity in PSML completed
- Commensurate addition in cut/sew facilities and additional Top of the Bed (TOB) capacity completed



Capacity Creation

Home Textile Capacity **153 Mn meters**
Spindles Capacity – ~1,40,000 Spindles

Strong Balance Sheet Position

FY23
Net Debt - Rs. 589 Crs.
Net Cash Flow from operation - Rs.767 Crs.
ROCE - 17.7%
ROE - 15.4%

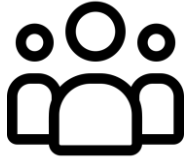
Expansion in Value added segment

- Presence across mid to premium segment
- Expanded in Fashion, Utility & Institutional business
- Targeting Higher ticket size products
- Expanded TOB facility to drive next leg of growth

Brand Promotions

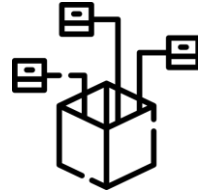
- Good traction in Domestic brands Boutique Living & Layers
- Brand promotion activities B2C,D2C
- Licensed Brand Tie-ups

Our strategy of being a 'Focussed' and 'Customer centric' organisation has taken us to a leadership position



Focused business approach aids in better understanding of our customers

Customer centric



Our extensive product portfolio assists us in providing customers with end-to-end solutions

Complete Product Profile



Growing into a stronger corporate house

Resilient & Agile



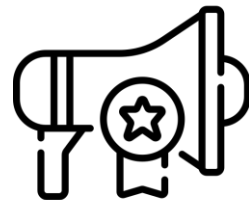
Trusted and Innovative supplier through quick adaption to market trends

Reliable Supplier



Good liquidity position and healthy balance sheet

Robust Balance sheet



Customer interactions and brand value enhancement via B2B/B2C/D2C and domestic forays

Brand recall



Investment in capacity and R&D for faster customer servicing

Ready to Market approach



Consolidate shared capabilities and optimize costs

Defining capabilities

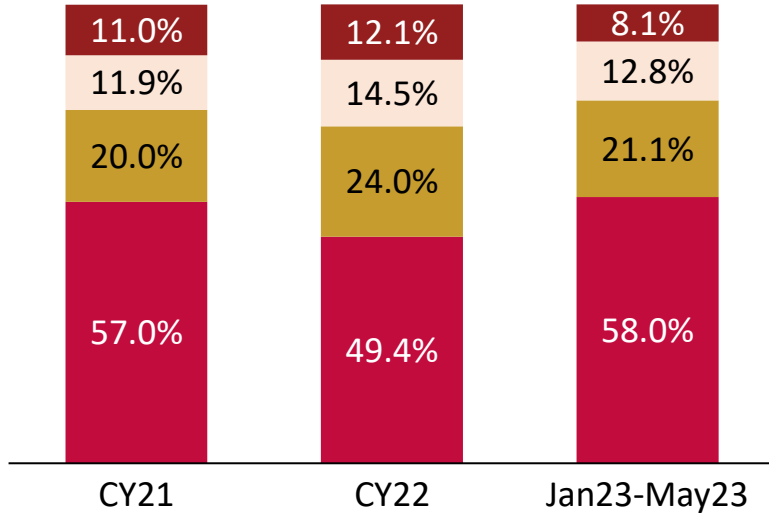


Complete Comfort

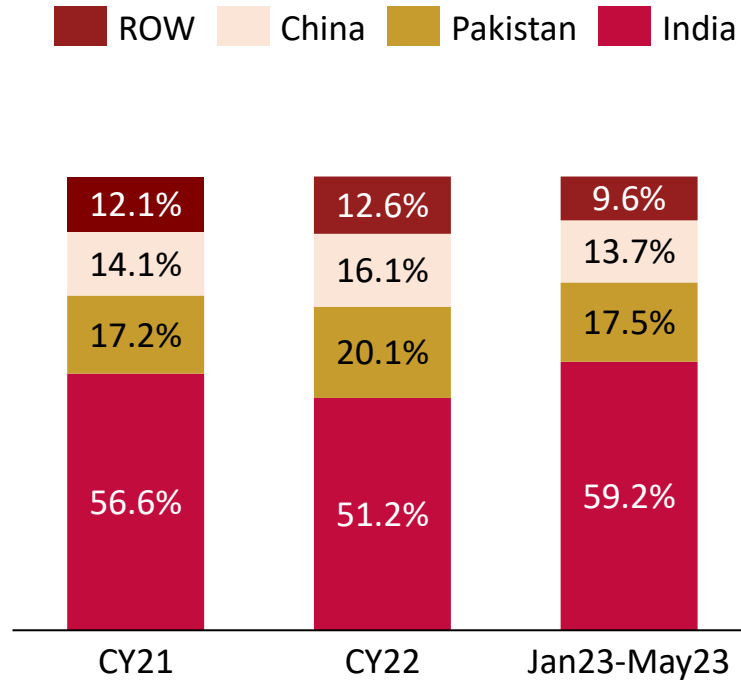


INDUSTRY OVERVIEW

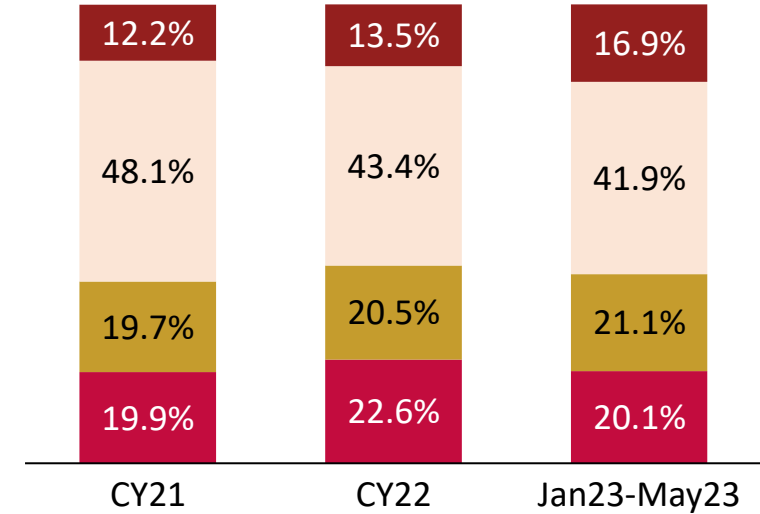
US imports of Cotton Sheets



US imports of Cotton Pillowcases



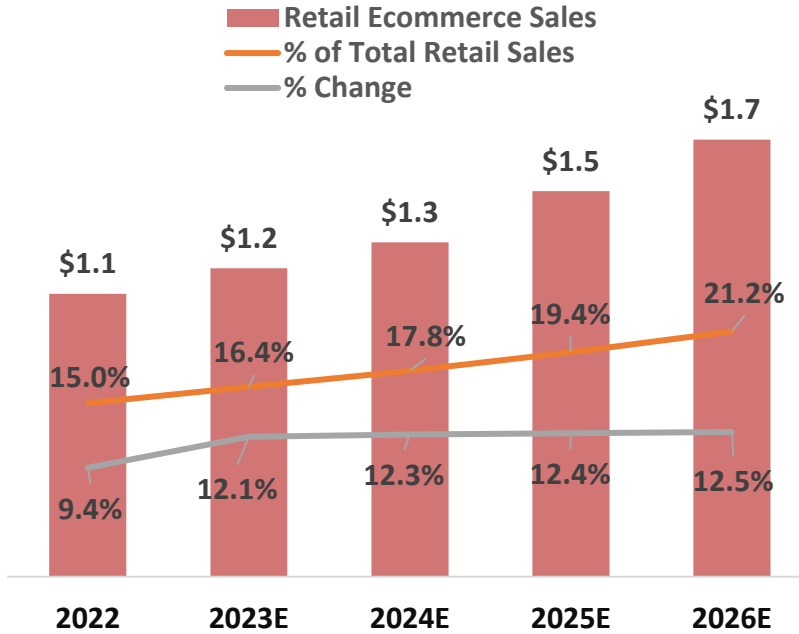
US imports of Cotton Bedsread



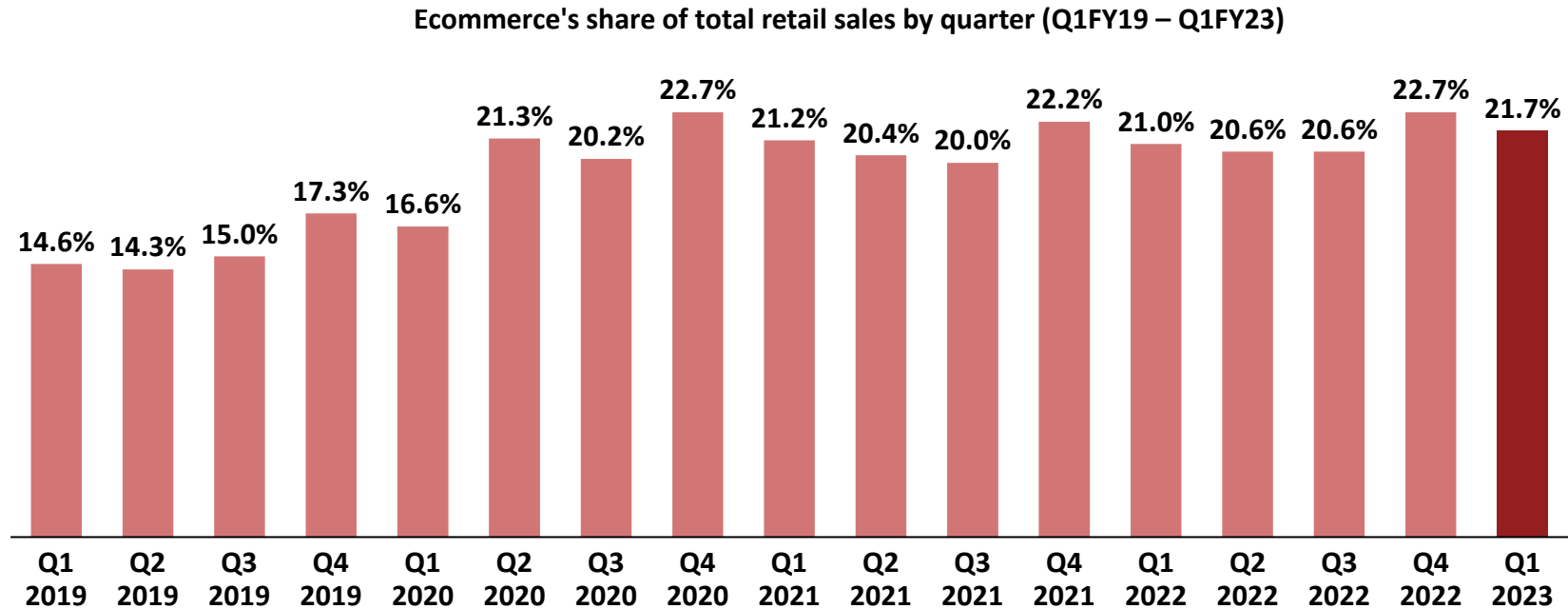
USA Total Retail Sales Dynamics

- ❑ Overall Retail sales in June were up 0.2% from May and up 1.5% year over year
- ❑ In May, sales were up 0.5% month over month and up 2% year over year
- ❑ June retail sales confirm that while the economy may be cooling, consumers remain on solid footing and are spending on household priorities.” Back-to-class spending is one of the most important shopping occasions of the year, and back-to-school and college spending is expected to set new records. Consumers are looking for the best value and deals, and retailers are well stocked with essential items for families and students - **NRF President and CEO Matthew Shay**
- ❑ The pace of spending is slower, but consumers are still in control of the direction of the economy thanks to the still-growing labor market and a comfortable cushion of savings.” “Jobs aren’t growing as fast as they were, but employment is by no means in a slump, and if consumers have jobs, they have the willingness to spend. On average, consumer balance sheets remain sturdy, and they have the wherewithal to support spending for most of the rest of the year. That’s thanks, in part, to excess savings built up during the pandemic along with easing inflation - **NRF Chief Economist Jack Kleinhenz**

US Retail Ecommerce Sales: 2022 – 2026
(US \$ Trillions)

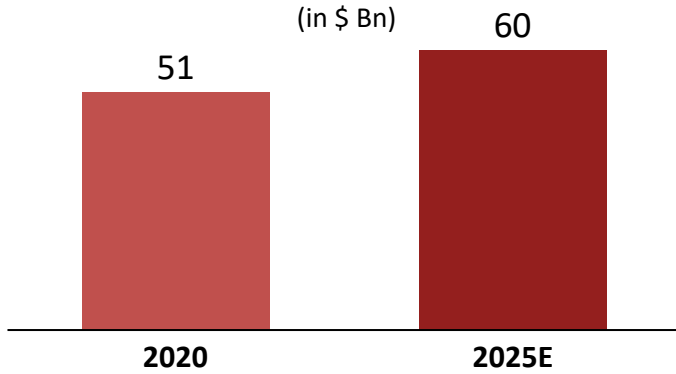


Online penetration of US retail sales remains elevated from pandemic-fueled changes in shopping behaviour



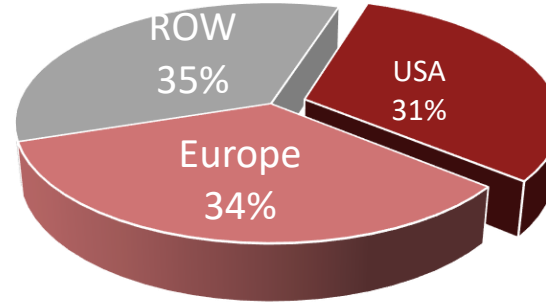
- U.S. ecommerce sales in the first quarter of 2023 hit \$253.1 billion. That's an 8% rise from \$234.4 billion in the comparable quarter of 2022
- Those first-quarter sales figures suggest 2023 could be another record-setting year for ecommerce
- Ecommerce penetration was steady at 21.7% in Q1 2023 compared to 21.2% in the year-earlier. While the record online sales spikes of the pandemic have faded, quarterly ecommerce sales have continued to grow, albeit at a slower pace

Global Home textile market is expected to reach \$60bn by 2025



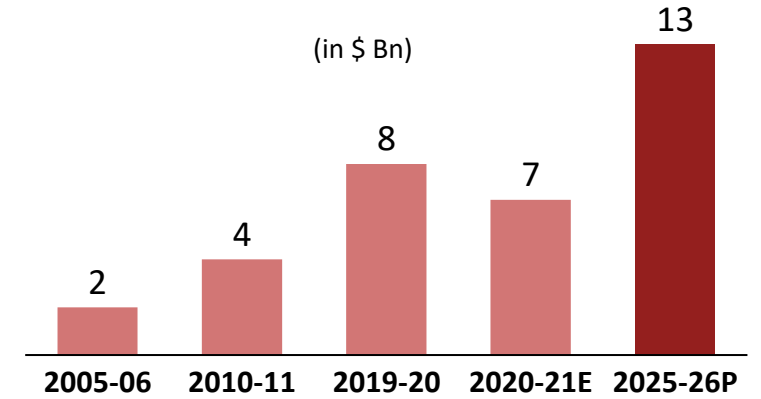
Source - Industry, various reports

Major exports markets for home textiles



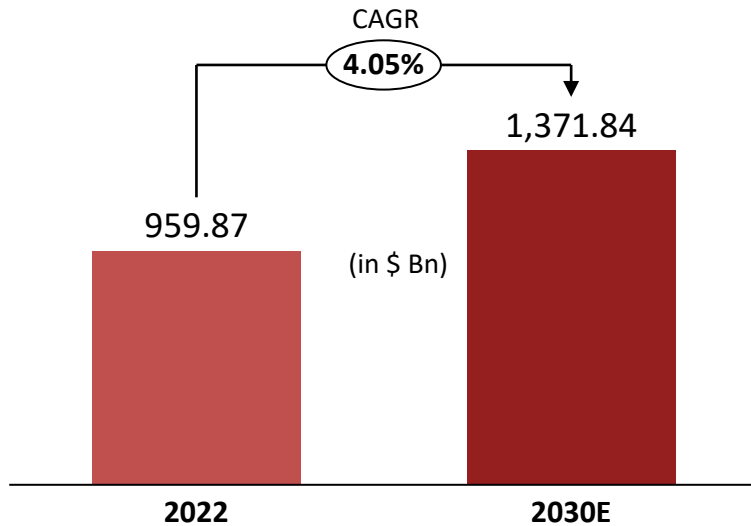
Source - Global Cotton Outlook

Domestic Home Textile Market Scenario



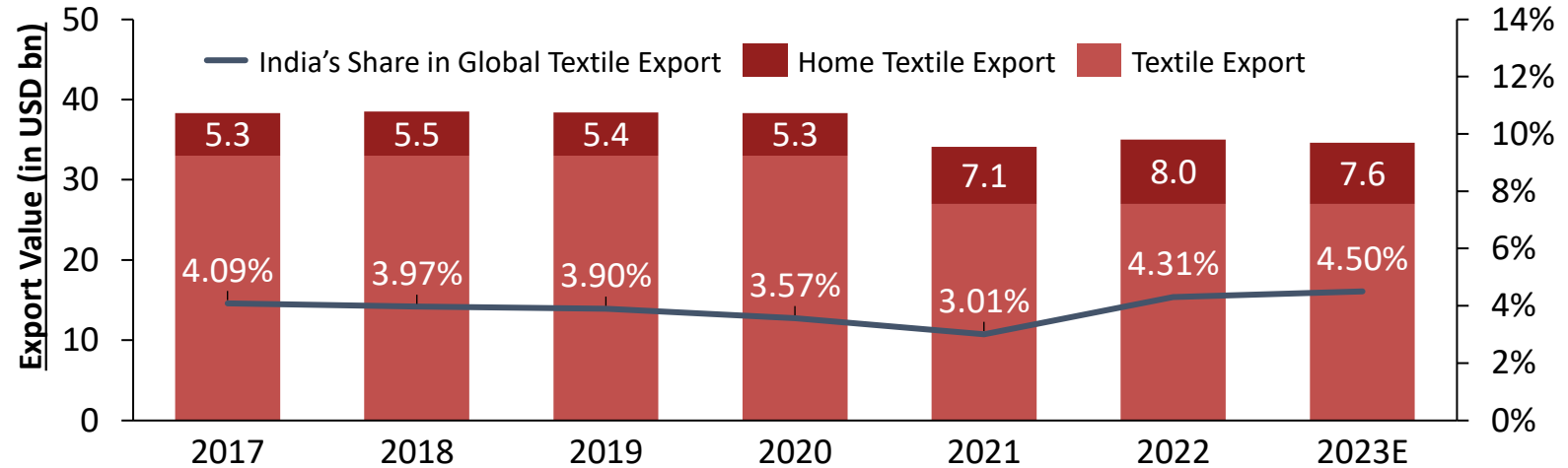
Source - Wazir Advisors

Global Textile Industry Market



Source - Industry, various reports

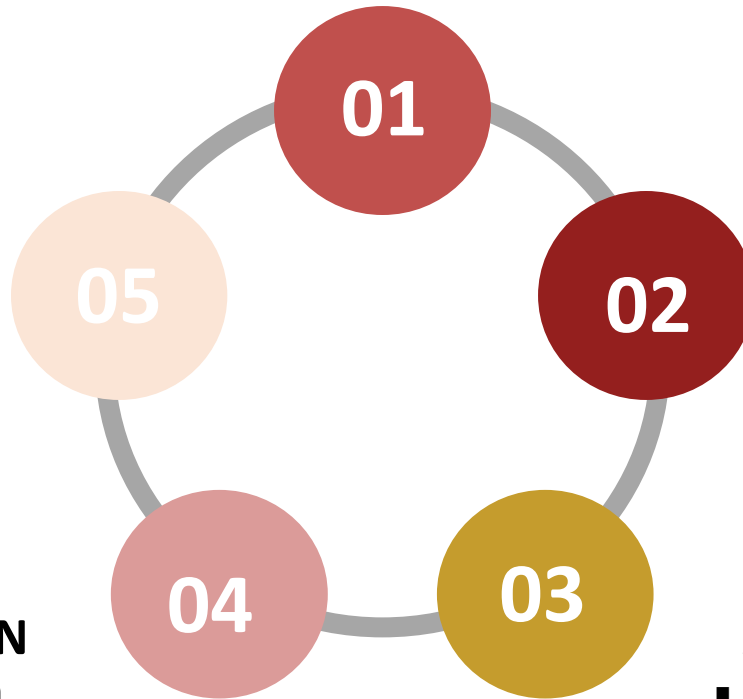
Trend of Indian Textile Export



Source - Centre for Monitoring Indian Economy (CMIE) and CareEdge

CHINA + 1 STRATEGY

- ‘China Plus One’ has led to several western countries looking at alternate markets



FREE TRADE AGREEMENT

- Recently, Government of India executed FTAs with Australia and UAE
- UK, Canada, EU and GCC FTA’s are in process
- FTAs with these countries will **open up market for Indian home textile exports** and provide level playing field

GOVERNMENT INITIATIVES

- Governments initiatives such as Atmanirbhar Bharat, PLI schemes, textile parks helping Indian Textile players
- Government of India, has released a draft on second round of production-linked incentive (PLI 2.0) scheme for the textile sector
- The scheme will attract investment and reduce the import dependence in textile accessories

COTTON BAN FROM XINJIANG REGION

- The **ban of cotton from the Xinjiang region** would lead to increased demand for Indian cotton textile

AVAILABILITY OF RM & SKILLED LABOR

- India being the **world’s largest cotton producer** ensures supply chain security
- Availability of skilled manpower helps India to grow



Complete Comfort



COMPANY OVERVIEW



The Largest Global Home Textile Bed Linen Company



Comprehensive product portfolio in the premium segment that comprises of bed sheets, fashion bedding, utility bedding and institutional bedding

Our Forte



Global Player

- Renowned player with strong focus on bed linen
- Established business with global prestigious clients
- Strong product positioning
- Continuous product development through innovation and R&D



Strong Domain Expertise

- Complete end-to-end solution in bedding
- Efficient marketing and branding
- Widespread global distribution
- Enhanced customer service experience



Operationally Efficient

- Proficient and scalable operations
- Experienced management with a competitive track record
- Progressive investments in state-of-the-art technology
- Training and development of human resource

Domestic Business B2C & D2C brands



ESG Focused



Biodiversity



Business Ethics



Solar / Wind energy



Employee Welfare



Supply Chain Sustainability



Reducing GHG

Credit Rating

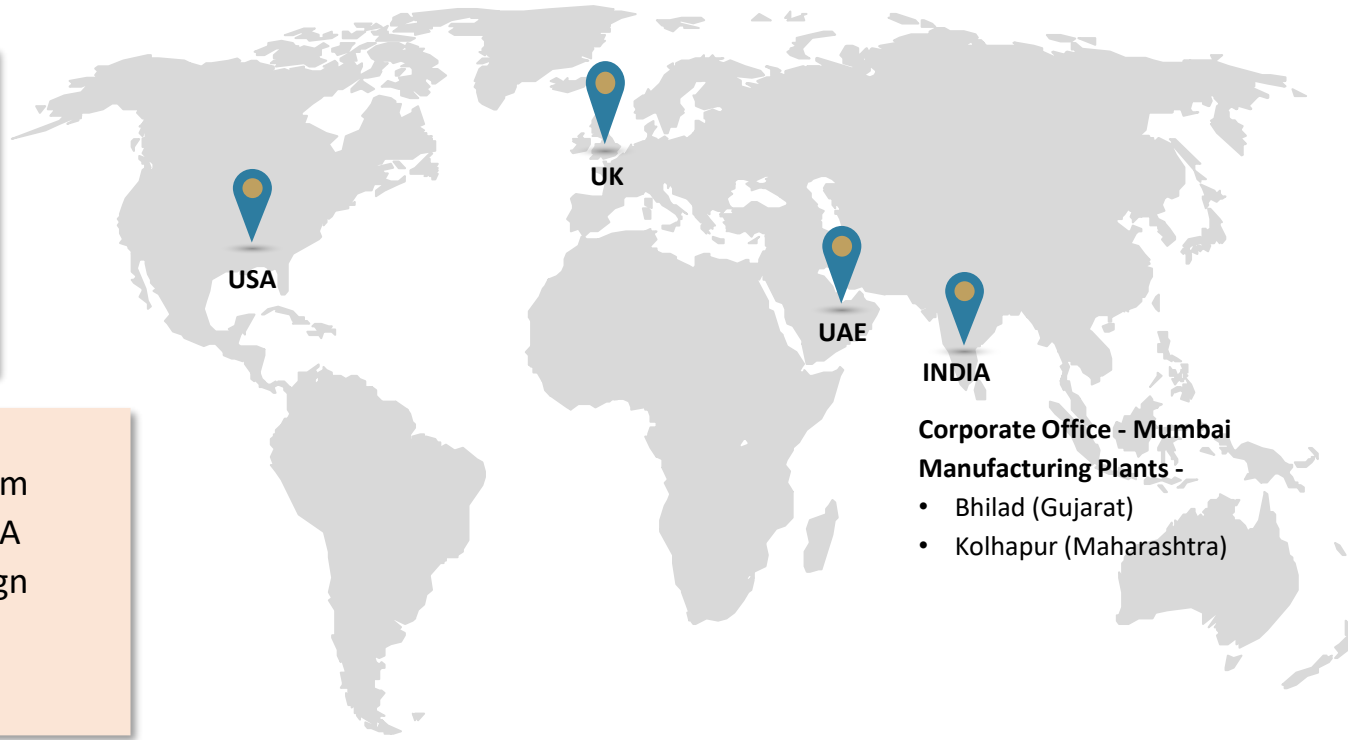
ICRA Ratings

Long Term – ICRA AA- (Outlook Stable)
Short Term – ICRA A1+

CARE Ratings

Long Term – CARE AA- (Outlook: Stable)
Short Term – CARE A1+

**10,000+ Employees
(Direct/Indirect)**



SERVICES (WORLD OVER)

- Product Development
- EDI-based replenishment services
- Market Research
- Total Supply Chain Solutions
- Inventory Planning
- Innovation
- Modern warehousing services
- E-Commerce fulfillment
- Consumer Insights

- Showroom, Warehouse, E-com Drop Ship & Design studio in USA
- Showroom, Warehouse & Design studio, E-com Drop Ship in UK
- Showroom in UAE

Corporate Office - Mumbai

Manufacturing Plants -

- Bhilad (Gujarat)
- Kolhapur (Maharashtra)



Indo Count exports to more than **50+ Countries** across **5 Continents** and going forward to widen its geographical footprint



Long-Term Relationship with Big box retailers



Global Customers Accreditations and Quality Certifications



Bed Sheets

Flat Sheet
Fitted Sheets
Pillow-cases



Fashion Bedding

Comforters & Duvets
Shams & Decorative Pillows
Quilts, Coverlets



Utility Bedding

Mattress Pads,
Protectors, Pillows
Down Alt Comforters



Institutional Bedding

Basic white sheets
Shams & Pillows
Bed Skirts, Duvet covers



- Indo Count is recognized among the top three Global bed sheet suppliers in the US
- The Product basket includes Bed sheets, Fashion Bedding, Utility Bedding & Institution Bedding
- Going forward the company is focused on expanding in value added segments such as Fashion Bedding, Utility Bedding and Institutional Bedding



INDO COUNT

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OVERVIEW OF B2C & D2C

EXISTING PORTFOLIO

WHOLISTIC SLEEP·RX Layers®



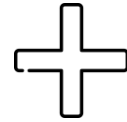
KIDS CORNER

COLOR SENSE



Purity HOME

- THE - COTTON EXCHANGE MANCHESTER



ADDITION OF NEW BRANDS

MAXIMIX

HOTELATHOME

FLIP
TOTALLY REVERSIBLE BEDDING

kneet
non-iron
ORIGINAL



earthology
ECO COTTON



FABFIT ORIGINAL

WEAVESTRY

Focused digital presence in US, Europe, Middle-East and India



Shift from Traditional Retail to B2C / D2C



Current focus on Brand building & Community building



Ambitious 5 Year Plan for Brand Growth

E-commerce & Other Digital Channels

FY22

7% of Revenue

FY23

10% of Revenue

Domestic Business

FY22

2% of Revenue

FY23

2.5% of Revenue

LAUNCHED HEALTH & WELLNESS GLOBAL BRAND - **GAIAM** *an industry-leading health & wellness brand*



- ✓ The GAIAM home collection will feature an extensive range of bedding and bath solutions that will help consumers restore, relax and enjoy a better night's sleep
- ✓ The GAIAM home collection has been launched at 2022 September Home Textiles Market Week in Indo Count's 5th Avenue showroom in New York City (September 19 - 22) and will launch in-store and online in the US, Canada, and Mexico with retail partners in Spring 2023

PARTNERSHIP WITH A LICENSED BRAND, JASPER CONRAN FOR AN EXCLUSIVE BED AND BATH COLLECTION,



JASPER CONRAN
LONDON

www.jasperconran.com/collections/home

- ✓ This partnership with Jasper is creating a high-quality bed and bath brand incorporating natural fibres in superior thread counts and fabric constructions, using the most advanced technologies
- ✓ The range is sold and marketed internationally under the Jasper Conran London brand, exclusively through Indo Count
- ✓ Attention to detail and the integrity of the product is central to the values of the brand



BOUTIQUE LIVING – A PREMIUM BRAND WITH EXQUISITELY CRAFTED BED LINEN DESIGNS



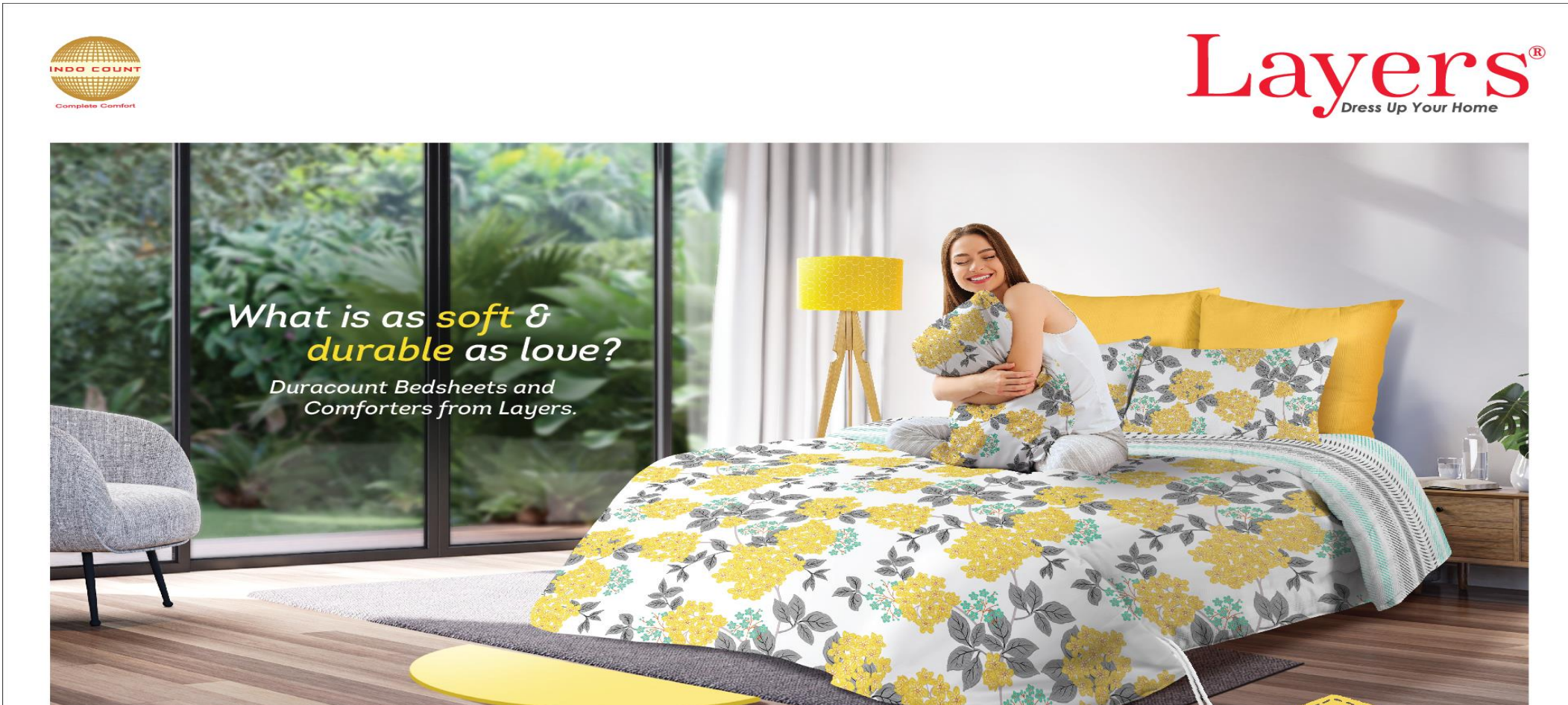
Boutique Living is a brand for the well-heeled Indian with superior aesthetic sense and who have refined taste both in the interiors and bed linens.



With a robust R&D, technical know-how and in-house production, Boutique Living products are designed to cater to the personal choice of the customers with a promise of better sleep and experience and complete comfort.

LAYERS – AFFORDABLE BED LINEN BRAND WITH MASSIVE ARRAY OF PRODUCTS

Layers represents a remarkable combination of global designs and value pricing enabling customers to decorate their homes the way they desire



Layers[®]
Dress Up Your Home

*What is as soft & durable as love?
Duracount Bedsheets and Comforters from Layers.*

The advertisement features a woman sitting on a bed with a white duvet cover and pillows featuring a yellow and grey floral pattern. The room has a large window with a view of greenery, a yellow lamp, and a grey armchair. The Layers logo and tagline are in the top right, and the product name and slogan are in the top left.

Developed using cutting-edge technologies, Layers boasts of designs with contemporary & elegant styles and with special anti-microbial & anti-fungal properties in the health and wellness space

PROMOTIONS AND EVENTS DURING THE QUARTER - LAYERS

Mothers Day



Duracount



Labor Day



Campaigns



Haryana handloom-Bangalore



Lulu Trivandrum Fashion Store

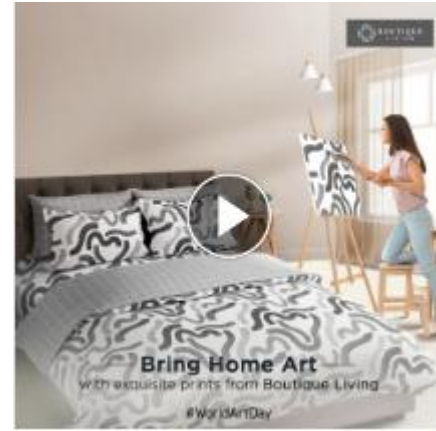
Visual Merchandising

PROMOTIONS AND EVENTS DURING THE QUARTER - BOUTIQUE LIVING

Mothers Day



World Art Day



Cool Nights



Campaigns

Visual Merchandising



Kapra kothi-Lucknow



Sarath City-Hyderabad



Deco Home - Kolkata



INDO COUNT

Complete Comfort



SUSTAINABILITY IS IN OUR DNA

Member at UNITED NATIONS GLOBAL COMPACT



Indo Count is a member at **United Nations Global Compact** and the Company is committed to integrating UNGC's Principles into the organizational culture and ensuring building a greener sustainable future

We have developed a **Business Plan 2030** which has identified **SIX pillars of sustainability** and also mapped our operational performance against **NINE SDG goals**

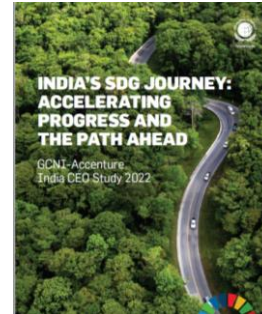
NINE SDG Goals



CEO study on Sustainability for 2022



K.K. Lalpuria,
CEO & Executive Director, Indo Count Industries



“Being sustainable is no longer a cost of doing business; it is a catalyst for innovation, growth, new market opportunity and wealth creation.”

K.K. Lalpuria
CEO & Executive Director, Indo Count Industries

Indo Count Industries Ltd. participated in United Nations Global Compact India & ACCENTURE led CEO study on Sustainability for 2022

Our Scientific approach to climate action - JOINING SBTi



- Indo Count has adopted a **scientific approach** in its journey for **Climate action** by joining global campaign led by **SBTi (Science Based Target initiatives)**
- Aligned with Paris agreement, targets for GHG emission reduction have been taken till the year 2030 and these targets are in-line with well-below 2 degree Celsius trajectory
- Indo Count will continue to achieve emission reductions by adapting the sustainable practices across the supply chain and all manufacturing units in the company



- Indo Count is determined to protect the planet and people by contributing to climate change reduction by adopting of more renewable energy resources.
- ICIL **maintained CDP performance** on one of the world’s largest global disclosure platform CDP (Carbon Disclosure Project) and received ‘B’ score which is **higher than the average ‘C’ for companies across Asia as well as the globe** for taking coordinated actions on climate issues



- The Higg Index delivers a holistic overview that empowers us to make meaningful improvements that protect the wellbeing of our factory workers, local communities, and the environment.
- ICIL has achieved highest score **90.6** for Higg Index FEM (Facility Environmental Module).

Dyes from Natural Waste Extract



This initiative has made our supply chain more sustainable and eco-friendlier

To foster our sustainable offerings, we are using plant-based dyes on organic cotton for our Pure Earth collection. These dyes are synthesized from non-edible waste by-products from agriculture and herbal industries, such as turmeric, tamarind, pomegranate, indigo, nutshells, leaves and residues from plants like beets and bitter oranges, leaving the edible part still available for food consumption.



Indo Count has contributed towards Project Gigaton since inception for reducing GHG emissions through various initiatives. Indo Count has been awarded with the title of “Giga Guru” consecutively for the last three years. **>25000 MT Green House Gas Emissions reduction across various Gigaton Pillars**



ICIL is an official member of the **U.S Cotton Trust Protocol**.

The US Cotton Trust protocol provides mills and manufacturers critical assurances they need to prove to their customers that they are an approved supply chain partner for brands and retailers who are sourcing more sustainably grown cotton.



- THESIS deploys science-based Key Performance Indicators identifying environmental & social hotspots across the entirety of a global value chain
- ICIL has achieved 2nd Rank in THESIS survey

Gagan



- **Project Gagan** aims to employ long-lasting alternatives to current agricultural practises
- It brings awareness to sustainable methods of cotton cultivation among farmers to improve farm production and farmer income through the judicious use of water, pesticides, and fertilisers
- It focuses on building the supply chain of "**BCI Cotton**,"

Avani



- **Project Avani** was created to promote sustainable social infrastructure and support systems for the farming community
- It conserves biodiversity and natural resources to build an environmentally sustainable business model
- **Organic cotton's** supply chain is being focused on in this project

Anant



- **Project Anant** is a collaboration with CITI-CDRA. Many of the farmers in the area are tribal groups and smallholders
- The focus of this venture is to provide support and proper training to farmers from these regions
- It promotes **extra long-staple cotton** and its performance covering



Total No. of Farmers Covered
50,000+

Total Area Covered
1,50,000+ Acres

Environmental

- Installed renewable energy and adding Renewable Electricity
- Recycling and reuse of water through modernized ETP plant
- Conservation of water resources
- Reduction in the use of plastic & Recycling of plastic waste
- Promoting sustainable fibre products

Social

- CSR activities revolves around health, education, environment and water sanitation
- Improving awareness among the farmers to cultivate cotton in a more sustainable method
- Promoting sanitation by building/ maintaining toilet blocks. Improve lives of community in local areas where we operate

Governance

- Experience Board of Directors in the home textiles industry
- The Board has an optimum combination of Executive and Non-Executive directors, including an Independent Woman Director
- Risk Management Governance
- Occupational Healthy Policy
- Regular review and updation of policies in response to the changing requirements

The Way Ahead



GHG Emissions

Reduce Scope 1 & Scope 2 GHG emissions by 33% in our operations by 2030
Reduce Scope 3 GHG emissions by ~15% in our Supply chain by 2030



Water Conservation

Reduce freshwater consumption from current 50% to 25% by 2023
Installation of ZLD by 2030



Preferred/Sustainable Fibre Sourcing

Building capacity for 100% Preferred fiber by 2030

1

Education

We provide improved infrastructure; support **130+ schools**, educate the specially-abled and facilitate them with E-learning tools for over **65,000+ students**



2

Healthcare

We facilitate free health check-ups in remote area villages/slum areas by providing preventive and curative healthcare programs, where we have treated **650,000+** patients till now & **80000+** Patients provided various health services in the year through Health Vans in 96 Villages/Slum



3

Water and Sanitation

We provide clean drinking water through water purifiers and RO systems that have benefitted **100,000+** persons every year



4

Women Empowerment

We support training and skill development for women to successfully work in the textile industry



5

Agriculture And Livelihood

Our projects "**Gagan**", " and "**ANANT**" aim to impart better Agricultural Practices resulting in higher cotton yield & income, thereby improving life and livelihood of farmers



6

Plantation Programme

Initiated the massive Miyawaki Plantation program in MIDC waste land at Kolhapur
Number of Plants Planted of Local variety: 20,000 ; Area of Plot: 5 acres
In addition to this ICIL has Initiated the Miyawaki Plantation at Bhilad

At Indo Count, we give priority to Social impact in all our business activities

We have created an impact across areas including health, education, women empowerment, environment and water sanitation



INDO COUNT

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AWARDS & RECOGNITION



Niryat Shree Award 2020-21

Indo Count Industries Limited has been awarded the “Niryat Shree Gold Trophy” for the year 20-21 by the Federation of Indian Export Organizations in the non MSME category of the Textiles sector including RMG, Made-Ups, Yarn, Handicrafts and Carpets

The 'Niryat Shree' is awarded to member exporters of FIEO for achieving outstanding performance in the export of goods and services

The award was received on behalf of ICIL by Mr. KK Lalpuria, Executive Director and CEO, at a grand ceremony held in Delhi on May 3rd 2023



CII NATIONAL AWARD

Indo Count Industries received a national level award for Excellence in Water Management, conferred by the Confederation of Indian Industry (CII)

This award was conferred for Excellence in Water Management in the year 2022 and company's contribution in improving water use efficiency and integrated approach in wastewater management which includes recycling, recovery and reuse of industrial effluents

The award was given by Dr. Anil. K. Kakodkar Chief of Jury, prominent Indian nuclear physicist and Chairman, Rajiv Gandhi Science & Technology Commission, at a ceremony held in New Delhi

FEMINA POWER BRANDS 2022-23: LAYERS

Our Domestic brand **Layers** recognized as the **FEMINA POWER BRANDS of the Year 2022-23** for Introducing exquisite designs wrapped in superior fabrics at affordable prices.



Layers
Dress Up Your Home

HIGHEST FOREIGN EXCHANGE EARNER IN MAHARASHTRA

ICIL has been awarded by the Federation of **Indian Export Organizations (FIEO)** for being the **Highest Foreign Exchange Earner in Maharashtra** for two consecutive years 2018-2019 and 2019-2020.



CITI BIRLA SUSTAINABILITY AWARD

Our commitment towards sustainability has been rewarded with the announcement of the **CITI Textile Sustainability Awards**.

ICIL has been honoured as the First Runner-Up in the **“Contribution towards Zero Carbon Emission”** category of awards.



Our domestic brand **Boutique Living** has received **Best Brand Award 2022** by **The Economic Times at the 5th edition of "The Economic Times Best Brands 2022 Conclave"**. The significance of this award is to find the brands that keep customers' happiness at their focus and carve a niche for themselves.



**ECONOMIC TIMES
BEST BRAND 2022**

Certificate is awarded to Mr. Anil Kumar Jain for recognizing his contribution towards TB Free India by providing nutrition support to TB patients as Ni-kshay Mitra



**CERTIFICATE OF APPRECIATION FOR
TB ELIMINATION PROJECT AT BHILAD**

Boutique Living has been chosen by the Editorial Board of exchange4media and impactconnect as a winner of **e4m PRIDE OF INDIA – THE BEST OF BHARAT' Award 2022**.



**THE BEST OF
BHARAT' AWARD 2022**

Chairman, **Shri. Anil Kumar Jain**, has been conferred with the **“Mahatma Award for Lifetime Achievement in Corporate Social Responsibility, Sustainability and Social Impact”** for the impact made on society through the works of the **Indo Count Foundation**.



**MAHATMA
AWARD**

Shri Anil Kumar Jain, Executive Chairman, Indo Count Industries Ltd has been honoured with the **“Industrial Excellence Award”** by **The Textile Association of India**.



**INDUSTRIAL
EXCELLENCE AWARD**

Received **Export Award** in **GOLD Category** at the hands of **Shri Subhash Desai**, Hon'ble Minister of Govt. of Maharashtra.



**EXPORT
AWARD**

CONTACT US



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