



Complete Comfort

November 14, 2022

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

**Subject: Investor Presentation Q2 & H1 FY23**

Dear Sir/Madam,

Please find enclosed herewith a copy of Investor Presentation on financial results for Q2 & H1 FY23 Results.

Kindly take the above on record.

Thanking you,

Yours faithfully,

For **Indo Count Industries Limited**

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

Encl.: A/a

**Indo Count Industries Ltd**

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Regd. Office: Office No. 1, Plot No. 266, Village Alte, Kumbhoj Road, Taluka Hatkanagale, Dist. Kolhapur - 416109, Maharashtra, India; T: 0230-246 3100

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# Indo Count Industries Limited

## Q2&H1FY23 Investor Presentation

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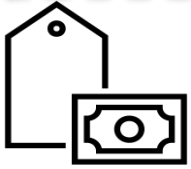
***Commenting on the results, Mr. Anil Kumar Jain - Executive Chairman said,***

*“In midst of global challenges, we have continued to sustain the business momentum across markets and categories. Our several years of experience put us in an advantageous position to be able to manage our operations and working capital in an efficient manner.*

*We strive to grow our business with continuous investments. Our relentless focus on existing and new customers post our acquisition and disciplined approach on creating customer centric value-added solutions will help us maintain leadership position.”*

# CONSOLIDATED FINANCIAL HIGHLIGHTS Q2&H1FY23

## Volumes



Q2FY23

20.5  
Mn Metres

↑ YoY +8%

H1FY23

39.6  
Mn Metres

↑ YoY +7%

## Total Income



Q2FY23

Rs.849 Crs

↑ YoY +11%

H1FY23

Rs.1,571 Crs

↑ YoY +6%\*

## EBITDA

## EBITDA %



Q2FY23

Rs.120 Crs

14.1%

H1FY23

Rs.261 Crs

16.6%

## PAT

## EPS



Q2FY23

Rs.67 Crs

3.38

H1FY23

Rs.144 Crs

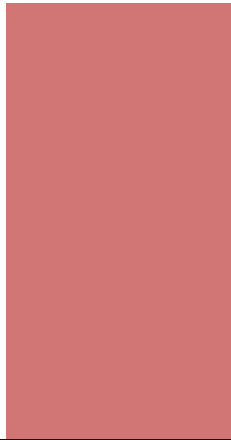
7.29

\* Growth is calculated after excluding RoSCTL benefits of Rs 49.99 Crores for the period of January 1, 2021 to March 31, 2021 from H1FY22 Revenue

# SALES VOLUME PERFORMANCE

Mn Mtrs

**75.8\***



**FY22**

**Achieved Volume  
Guidance for  
FY22**

**17.7\***



**Q4FY22**

- ✓ Logistical and supply chain related challenges
- ✓ High inflation impacting discretionary purchase

**19.1**



**Q1FY23**

- ✓ Sluggish demand off-take
- ✓ Increase in input costs
- ✓ Demand supply mismatch in the retail ecosystem

**20.5**



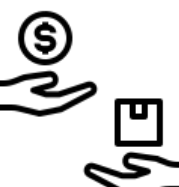
**Q2FY23**

- ✓ Demand momentum continues to be a challenge
- ✓ Volatility in cotton prices yet to stabilise
- ✓ Reduction in discretionary purchases
- ✓ High inventory levels in the retail ecosystem


\* Does not include Bhilad Unit volumes

## INVESTING TOWARDS NEXT PHASE OF GROWTH

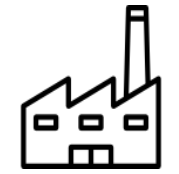
### 1 Acquisition of Home Textile Business of GHCL

- 
- Completed the acquisition of the home textile business of GHCL Limited
  - Working towards alignment of GHCL systems in line with best practices of Indo Count
  - Addition of new customers via acquisition; Significant cross selling opportunities

### 2 Amalgamation of our Subsidiary, Pranavaditya Spinning Mills Ltd (PSML)

- 
- Amalgamation of PSML completed in Oct-22 as per NCLT order
  - Assets transferred during amalgamation to aid growth

### 3 Capex Update – To be operationalize by H2FY23

- 
- Incremental home textile capacity from 90Mn to 108Mn mtrs
  - Cut/sew facilities and additional Top of the Bed (TOB) capacity
  - Enhancement of spinning capacity to ~68,000 spindles with a capex of Rs. 270 Cr

### 4 Business Promotions Activity

- 
- Ecommerce Business in a growth mode. **By FY23 expecting E-commerce to contribute 10%+ in the top-line**
  - Domestic brands **Boutique living** and **Layers** growing at good pace
  - Addition of UK distribution channel will help to promote B2C & D2C Strategies
  - Launched **health & wellness brand GAIAM** in the US during market week

## Q2&H1FY23 CONSOLIDATED PROFIT & LOSS STATEMENT

| Particulars (Rs. Crs) | Q2FY23       | Q2FY22 <sup>^</sup> | YoY%             |
|-----------------------|--------------|---------------------|------------------|
| Total Income          | 849          | 767                 | 11%              |
| EBITDA                | 120          | 139                 | -14%             |
| <i>EBITDA(%)</i>      | <i>14.1%</i> | <i>18.2%</i>        | <i>(405) bps</i> |
| Depreciation          | 15           | 10                  |                  |
| Finance Cost          | 21           | 12                  |                  |
| PBT                   | 84           | 117                 | -28%             |
| Tax                   | 17           | 32                  |                  |
| PAT                   | 67           | 85                  | -21%             |
| <b>EPS (Rs.)</b>      | <b>3.38</b>  | <b>4.28</b>         |                  |

| Q1FY23      | QoQ%             |
|-------------|------------------|
| 722         | 18%              |
| 141         | -15%             |
| 19.5%       | <i>(541) bps</i> |
| 16          |                  |
| 14          |                  |
| 110         | -24%             |
| 33          |                  |
| 77          | -13%             |
| <b>3.91</b> |                  |

| H1FY23      | H1FY22 <sup>^</sup> | YoY%             |
|-------------|---------------------|------------------|
| 1,571       | 1,476*              | 6%               |
| 261         | 267*                | -2%              |
| 16.6%       | 18.1%*              | <i>(150) bps</i> |
| 32          | 20                  |                  |
| 35          | 24                  |                  |
| 194         | 223                 | -13%             |
| 49          | 71                  |                  |
| 144         | 202**               | -29%             |
| <b>7.29</b> | <b>10.20</b>        |                  |

\* Excludes RoSCTL benefits of Rs 49.99 Crores for the period of January 1, 2021 to March 31, 2021

\*\*H1FY22 PAT includes RoSCTL benefits of Rs 49.99 Crores for the period of January 1, 2021 to March 31, 2021

<sup>^</sup>Does not include Bhilad Unit figures



## CONSOLIDATED BALANCE SHEET



| ASSETS (Rs.Crs)                     | 30-Sept-22   | 31-Mar-22    |
|-------------------------------------|--------------|--------------|
| <b>Non-Current Assets</b>           |              |              |
| Property, Plant & equipment         | 920          | 594          |
| Capital Work in progress            | 101          | 21           |
| Right of Use                        | 35           | 34           |
| Other Intangible Assets             | 15           | 3            |
| Intangible Assets under development | 6            | 3            |
| Financial Assets                    |              |              |
| Other Financial Assets              | 5            | 5            |
| Non-Current Tax Assets              | 19           | 19           |
| Other Non-Current Assets            | 51           | 342          |
| <b>Total Non-Current Assets</b>     | <b>1,154</b> | <b>1,020</b> |
| Inventories                         | 1,092        | 1,068        |
| Financial Assets                    |              |              |
| i) Investments                      | 99           | 2            |
| ii) Trade Receivables               | 473          | 494          |
| iii) Cash and Cash Equivalentents   | 121          | 387          |
| iv) Bank Balances                   | 16           | 8            |
| v)Other Financial Assets            | 9            | 33           |
| Current Tax Assets                  | 4            | 3            |
| Other Current Assets                | 186          | 248          |
| <b>Total Current Assets</b>         | <b>2,001</b> | <b>2,242</b> |
| <b>Total Assets</b>                 | <b>3,154</b> | <b>3,262</b> |

| EQUITY AND LIABILITIES (Rs.Crs)      | 30-Sept-22   | 31-Mar-22    |
|--------------------------------------|--------------|--------------|
| <b>Equity</b>                        |              |              |
| Equity Share Capital                 | 39           | 39           |
| Other Equity                         | 1,595        | 1,551        |
| <b>Total Equity</b>                  | <b>1,635</b> | <b>1,591</b> |
| Non Current Liabilities              |              |              |
| Financial Liabilities                |              |              |
| i) Borrowings                        | 130          | 85           |
| ii) Lease liabilities                | 9            | 11           |
| Provisions                           | 8            | 2            |
| Deffered Tax Liabilities             | 48           | 66           |
| Other Non-Current liabilities        | 8            | 9            |
| <b>Total Non-Current Liabilities</b> | <b>205</b>   | <b>173</b>   |
| Current Liabilities                  |              |              |
| i)Borrowings                         | 868          | 1,216        |
| ii) Lease liabilities                | 8            | 7            |
| iii)Trade Payables                   | 249          | 165          |
| iv) Other financial liabilities      | 167          | 85           |
| Other Current Liabilities            | 21           | 15           |
| Current provisions                   | 1            | 0            |
| Current Tax Liabilities              | 0            | 9            |
| <b>Total Current Liabilities</b>     | <b>1,315</b> | <b>1,498</b> |
| <b>Total Equity and Liabilities</b>  | <b>3,154</b> | <b>3,262</b> |

Above figures are after effect of merger of PSML (Subsidiary) with the company

# CONSOLIDATED CASH FLOW STATEMENT

| Particulars (Rs. Crs)                                     | 30-Sept-22  | 30-Sept-21* |
|---|-------------|-------------|
| <b>Profit before Tax &amp; Exceptional</b>                | <b>194</b>  | <b>273</b>  |
| <b>Adjustment for Depreciation &amp; other items</b>      | <b>61</b>   | <b>39</b>   |
| <b>Operating profit before working capital changes</b>    | <b>254</b>  | <b>313</b>  |
| <b>Changes in working capital</b>                         | <b>132</b>  | <b>-333</b> |
| <b>Cash generated from operations</b>                     | <b>386</b>  | <b>-20</b>  |
| Direct taxes paid (net of refund)                         | -61         | -73         |
| <b>Net Cash from Operating Activities</b>                 | <b>325</b>  | <b>-93</b>  |
| <b>Net Cash from Investing Activities</b>                 | <b>-252</b> | <b>-110</b> |
| <b>Net Cash from Financing Activities</b>                 | <b>-339</b> | <b>133</b>  |
| Net Change in cash and cash equivalents                   | -265        | -70         |
| Cash and cash equivalents at the beginning of the period  | 387         | 120         |
| <b>Cash and cash equivalents at the end of the period</b> | <b>121</b>  | <b>49</b>   |

Above figures are after effect of merger of PSML (Subsidiary) with the company

\*Does not include Bhilad Unit figures

## STATUS OF RS. 200 CRS CAPEX ANNOUNCED IN MARCH 2021

| No. | Project description  | Status  | Amount Est.       | Revised Est.  | Amount spent                     |
|-----|--|---|-------------------|---------------|----------------------------------|
|     |  |   | <b>Rs. Crores</b> |               | <b>30<sup>th</sup> Sept 2022</b> |
| 1.  | Modernization of Gokul Shirgaon spinning capacity with Compact spinning technology       | Completed   | 50.00             | 44.00         | 43.71                            |
| 2.  | Increase in Home textile capacity from 90 mn metres to 108 mn metres                     | Completed and ready but will be operational when ETP/RO facilities are installed in H2 FY23 | 100.00            | 118.00        | 73.81                            |
| 3.  | Commensurate addition in cut/sew facilities and additional Top of the Bed (TOB) capacity | Work in progress. Facilities will be operational in H2 FY23                                 | 50.00             | 69.00         | 35.63                            |
|     | <b>Total</b>   |   | <b>200.00</b>     | <b>231.00</b> | <b>153.15</b>                    |

- The increase in investment amount is due to enhancement in ETP capacity and for complying with Maharashtra Govt.'s new norms of water recycling
- Earlier, the said investments were expected to be operational by H1 FY23. However, given the challenges of shortage of semi-conductor chips, we expect the above capex to operationalize in H2 FY23
- The above is being funded through mix of internal accruals of Rs. 121 Crs and debt of Rs. 110 Crs
- The Company has incurred capex of Rs. 153 Crs as of Sept 30<sup>th</sup>, 2022, of which Rs. 110 Crs is from internal accruals and Rs. 43 Crs is from debt

# ADDITIONAL SPINNING CAPACITY AT PSML: CAPEX OF ~RS. 270 CRORES

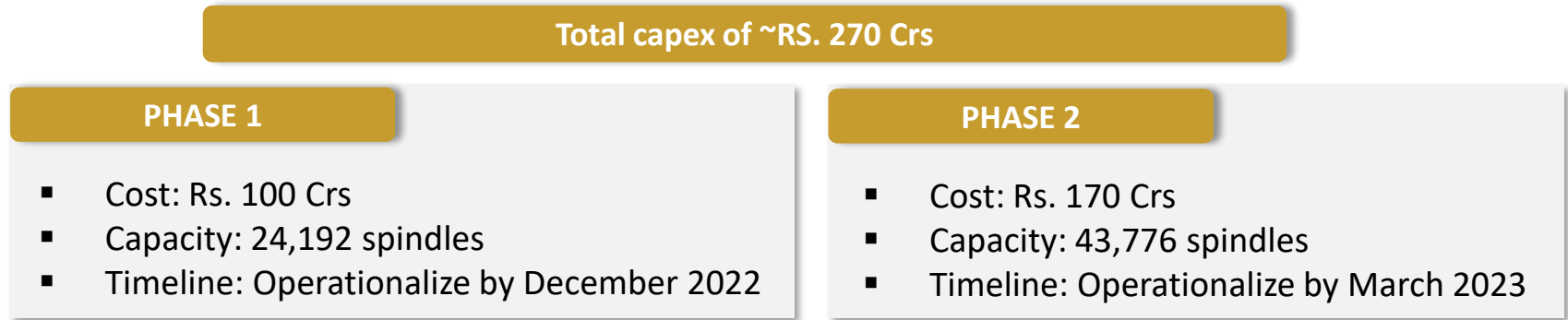


## RATIONALE

- Proposed capex towards additional spinning capacity at Pranavaditya Spinning Mills with a total spindlage capacity of ~68,000 spindles
- Plan to spin specialised yarn



## COST OF THE PROJECT



## MEANS OF FINANCE

Funded through mix of:



## STATUS OF RS. 270 CRS CAPEX ON MODERNISATION AND ADDITION OF SPINNING CAPACITY AT PRANAVADITYA SPINNING MILLS

| No. | Project Description  | Status                     | Amount Est.       | Amount spent                      |
|-----|--|----------------------------|-------------------|-----------------------------------|
|     |  |                            | <b>Rs. Crores</b> | <b>30<sup>th</sup> Sept, 2022</b> |
| 1.  | Phase I<br>Modernization of spinning capacity with Compact spinning technology | Implementation in progress | 100.00            | 75.81                             |
| 2.  | Phase II<br>New spinning capacity with Compact spinning technology             | Implementation in progress | 170.00            | 18.78                             |
|     | <b>Total</b>   |                            | <b>270.00</b>     | <b>94.59</b>                      |

- Phase I expected to be operational by December 2022. Phase II expected to be completed by March 2023.
- The above Project cost is being funded through mix of debt of Rs. 175 Crs and Internal accruals of Rs. 95 Crs
- The Company has incurred capex of Rs. 95 Crs as of Sept 30, 2022, of which Rs. 38 Crs is from internal accruals and Rs. 57 Crs is from debt

# OUR LONG TERM GROWTH STORY IS INTACT

**4 Years CAGR**

**Revenue Growth of 15%**  
**EBITDA growth of 51%**  
**PAT growth of 82%**  
**Avg. ROCE of 18.9%**  
**Avg. ROE of 15.3%**

**Delivered growth despite challenging economic cycles**

**Recurrence of pandemic's second and third wave, impacting the overall demand environment**

Delivered despite logistic & supply chain issues, high cotton prices and high inflationary environment

**Acquired Home Textiles business of GHCL Ltd.**

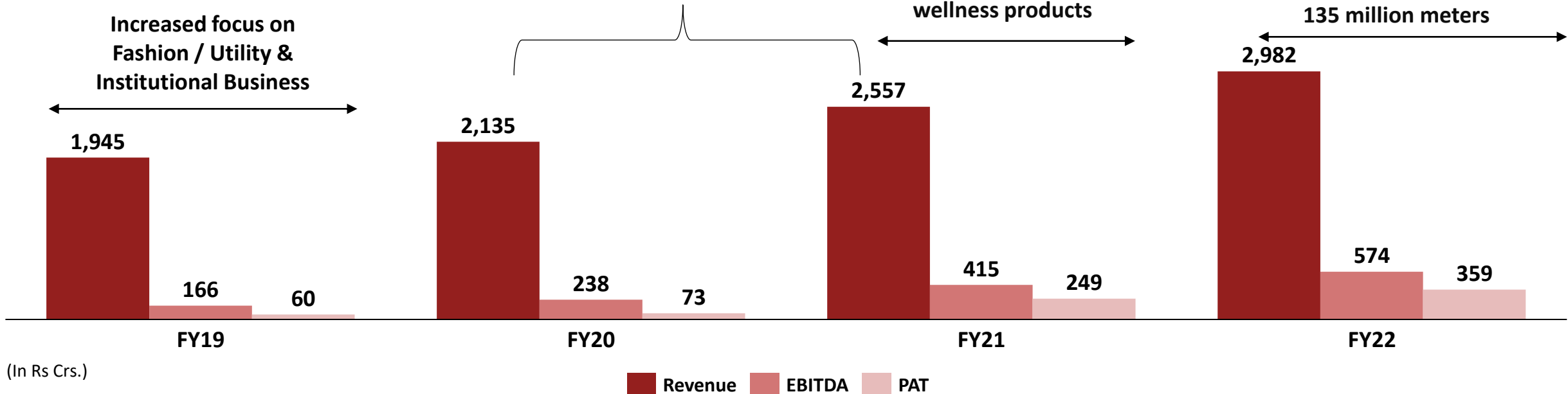
**Indo Count becomes the Largest Global Home Textile Bed Linen Company with an annual capacity of 135 million meters**

**'Home' becoming a center stage**

Increased focus on **health, hygiene & wellness products**

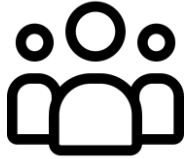
**Covid-19 outbreak**

Increased focus on **Fashion / Utility & Institutional Business**



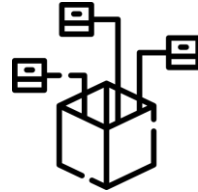
# LEADERSHIP POSITION

*Our strategy of being a 'Resilient' and 'Agile' 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



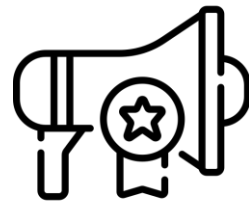
Trusted and Innovative supplier through quick adaption to market trends

## 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 client servicing

## Ready to Market approach



Consolidate shared capabilities and optimize costs

## Defining capabilities



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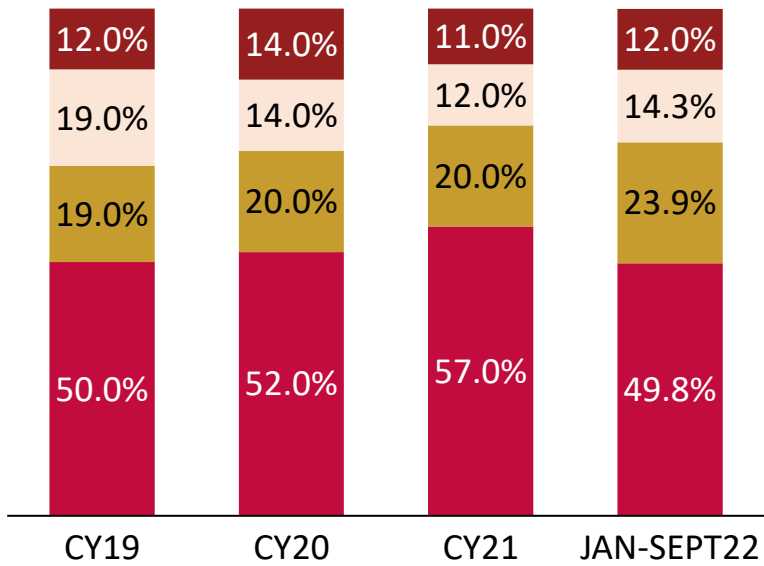


**INDUSTRY OVERVIEW**

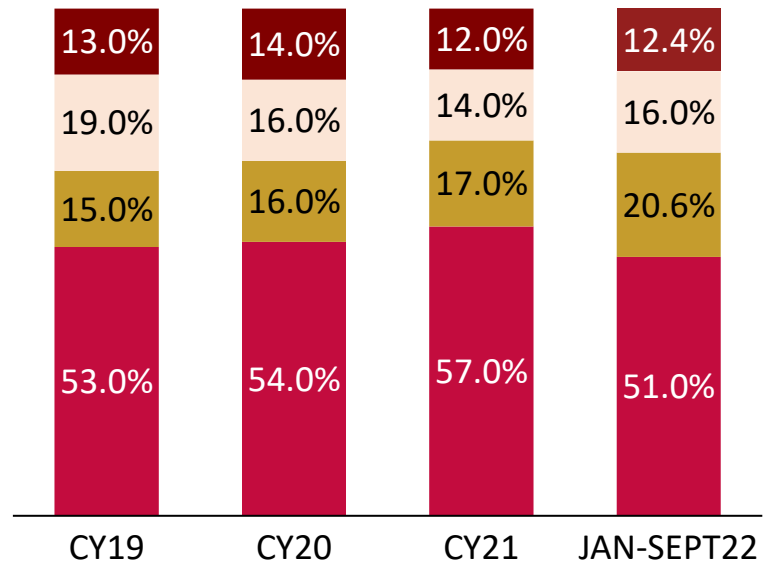


# USA HOME TEXTILES MARKET DYNAMICS

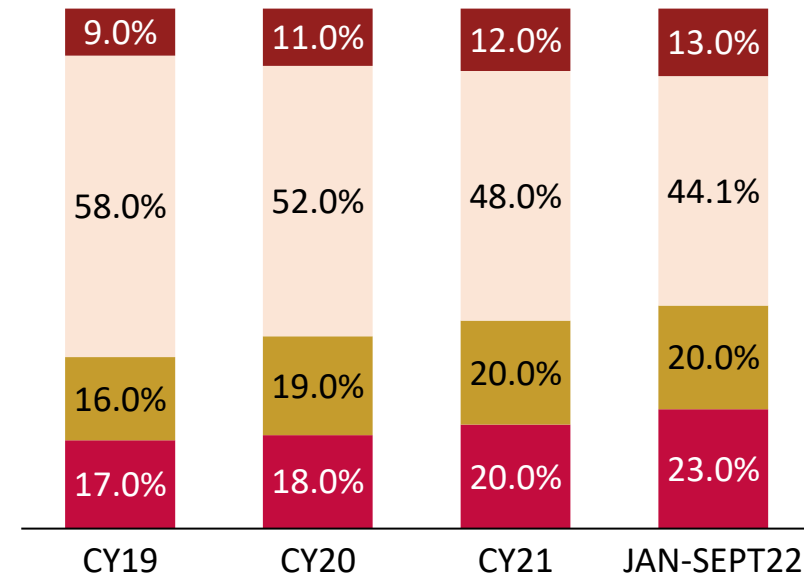
## US imports of Cotton Sheets



## US imports of Cotton Pillow cases



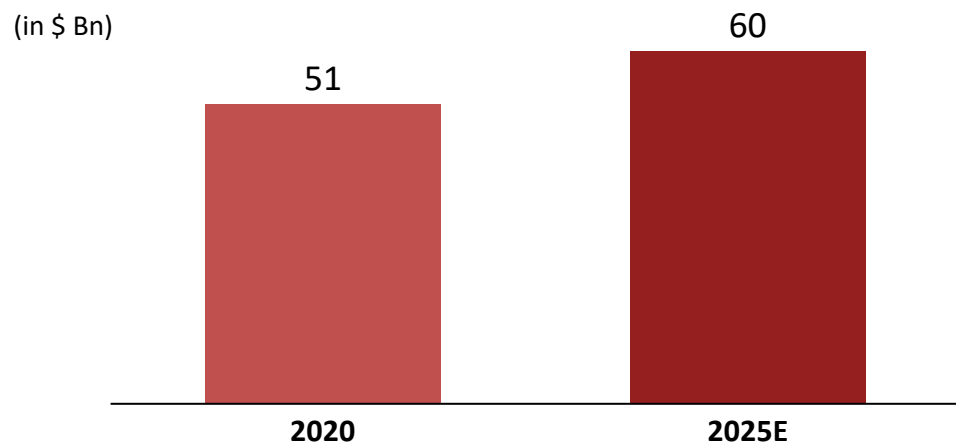
## US imports of Cotton Bedsread



■ ROW 
 ■ China 
 ■ Pakistan 
 ■ India

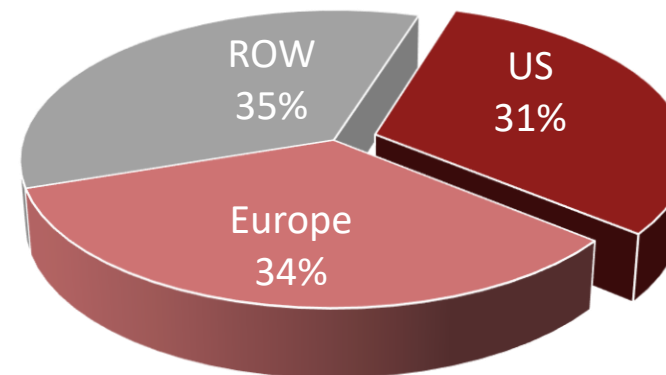
# HOME TEXTILE MARKET SCENARIO

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



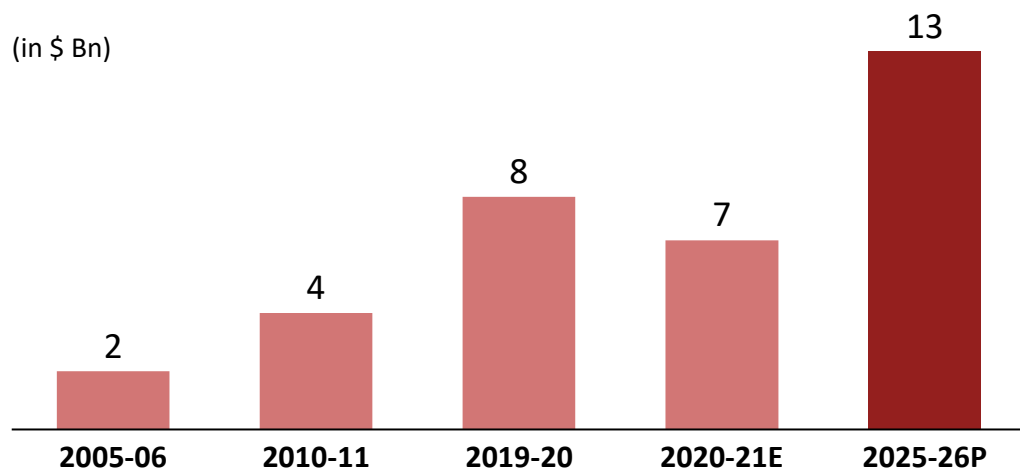
Source - Industry, various reports

## US is the major market for home textiles



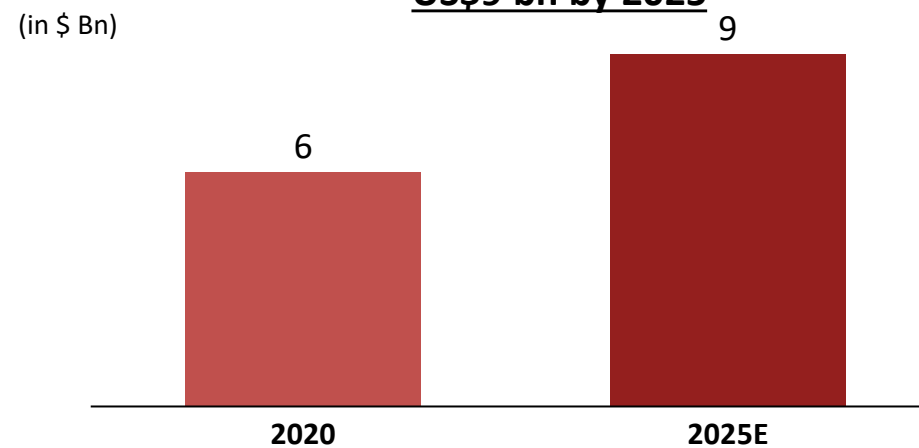
Source - Global Cotton Outlook

## Domestic Home Textile Market Scenario



Source – Wazir Advisors

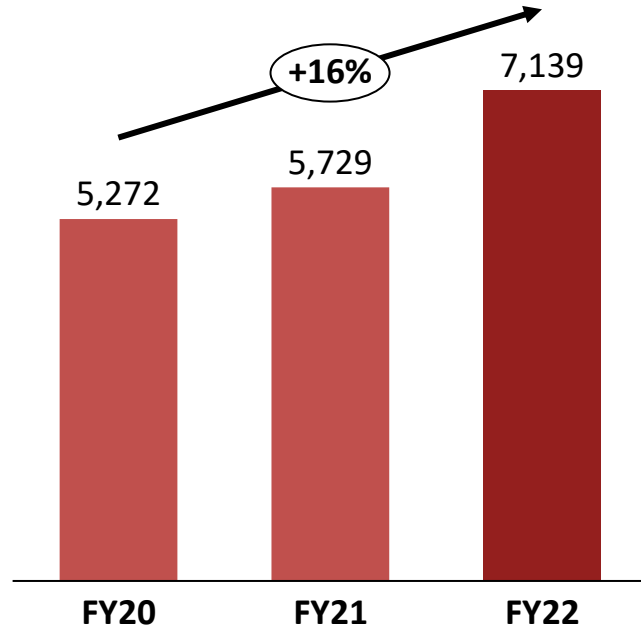
## The Home textile market (retail level) is expected to reach US\$9 bn by 2025



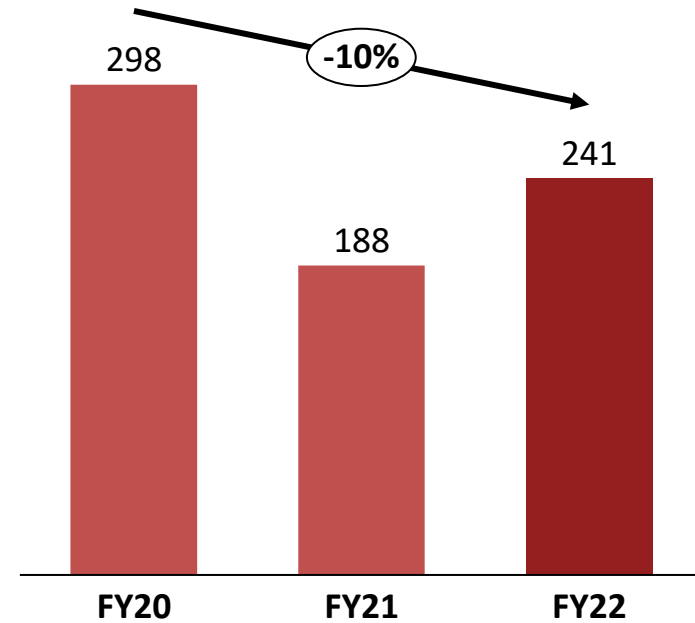
Source - Industry, various reports

# GROWTH IN INDIAN HOME TEXTILE EXPORTS MARKET

Indian Home Textile Market – Exports, USD Millions



Indian Home Textile Market – Imports, USD Millions

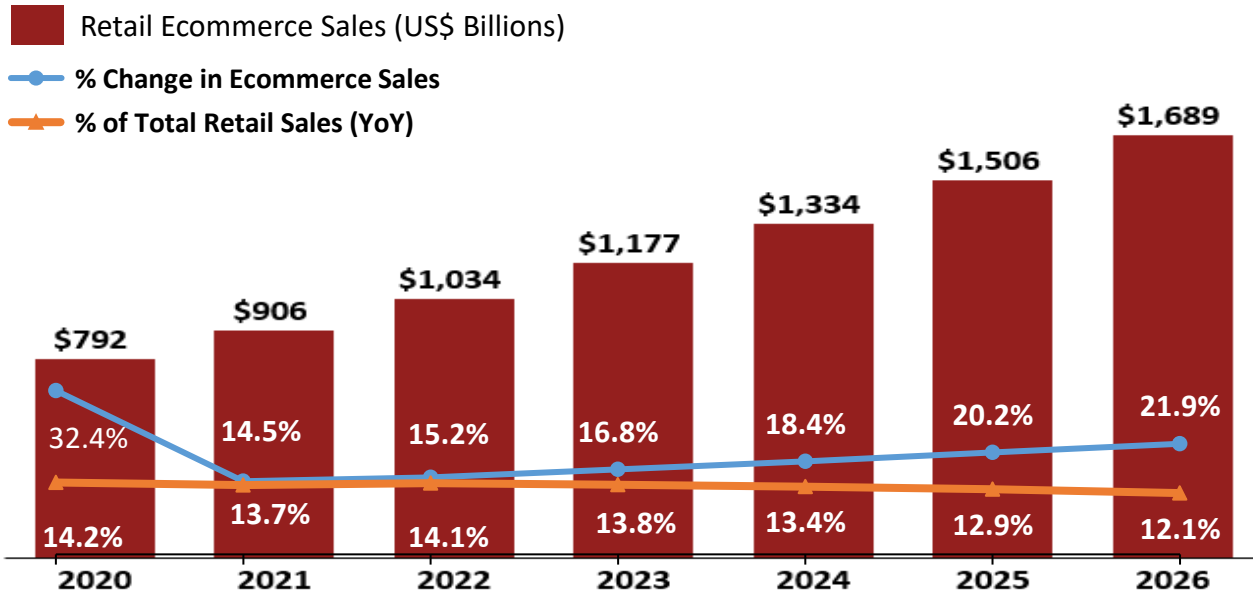


- ✓ The Country’s Home textile grown at a CAGR of 13% in FY22 from FY20
- ✓ Imports of Home Textiles have witnessed a decline in FY22 since FY20

# RETAIL ECOMMERCE SALES IN US

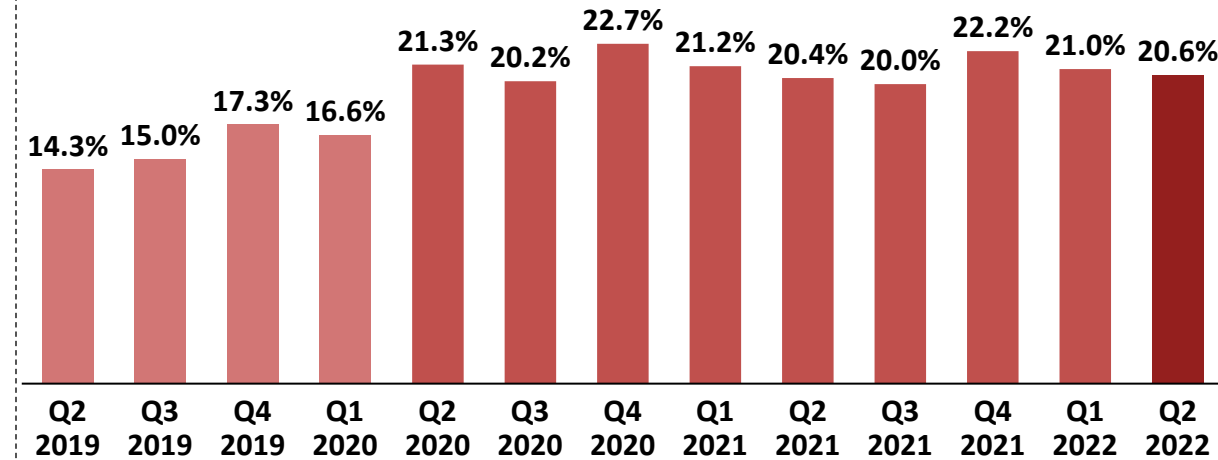
## US Retail Ecommerce Sales: 2019 – 2026

As of 2021, US accounts for 18% of the worldwide Retail Ecommerce sales



Source – eMarketer, Feb 2022

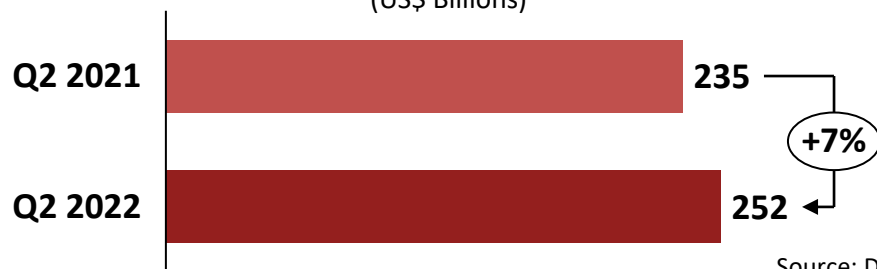
## Online penetration of US retail sales remains elevated from pandemic-fueled changes in shopping behaviour



Source: Digital Commerce 360

## US Retail Ecommerce landscape: Q2 2022

(US\$ Billions)



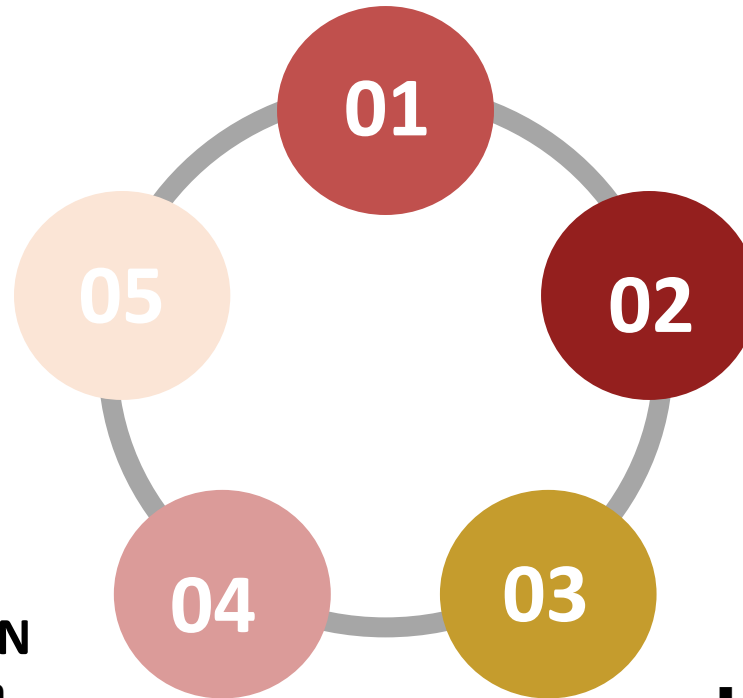
Source: Digital Commerce 360

## US ecommerce grows 7.3% in Q2 2022

The quarter's ecommerce performance was more muted as Amazon Prime Day dollars shifted to Q3 this year. The increase in digital sales outpaced that of stores for the first time since early 2021, and more than 20% of consumer spending from April-June occurred online.

## CHINA + 1 STRATEGY

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



## FREE TRADE AGREEMENT

- Australia and the UAE signed FTA's, which will be implemented soon
- UK, Canada and EU FTA's are in process
- FTAs with these countries will **open up market for Indian home textile exports** and provide level playing field

## COTTON BAN FROM XINJIANG REGION

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

## 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

## 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



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## **COMPANY OVERVIEW**

# ABOUT US



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 A+ (Outlook: Positive)  
Short Term – CARE A1+

# OUR GLOBAL FOOTPRINT

**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



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



# EXPANDED MARKET OPPORTUNITY WITH FORAY INTO NEWER PRODUCTS

## 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**



Complete Comfort

**OVERVIEW OF B2C &**  
**D2C SEGMENT**

***We are pleased to announce our partnership with the GAIAM brand, an industry-leading health & wellness brand***



**GAIAM**



Complete Comfort

- ✓ 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

## LICENSED BRAND TIE-UP FOR GLOBAL MARKETS

*The partnership will support Indo Counts long term vision to be the cornerstone for home textiles across the globe*



JASPER CONRAN

LONDON

[www.jasperconran.com/collections/home](http://www.jasperconran.com/collections/home)

- Partnership with a licensed brand, Jasper Conran for an **exclusive bed and bath collection**, getting good traction in major high street UK stores
- The range is sold and marketed internationally under the Jasper Conran London brand, exclusively through Indo Count
- 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
- Attention to detail and the integrity of the product is central to the values of the brand

# JASPER CONRAN COLLECTION



# OUR BRAND PORTFOLIO



## EXISTING PORTFOLIO

WHOLISTIC

SLEEP·RX

Layers®



KIDS CORNER

COLOR SENSE



Purity HOME

— THE —  
COTTON EXCHANGE  
MANCHESTER

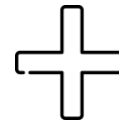
## ADDITION OF NEW BRANDS

MAXIMIX

HOTELATHOME

FLIP  
TOTALLY REVERSIBLE BEDDING

earthology  
ECO COTTON



kneet  
non-iron ORIGINAL



LAZY  
ALL-DAY-BEDDING  
SUNWASHED

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

FY23E

10% + of Revenue

### Domestic Business

FY22

2% of Revenue

FY23E

3% + of Revenue

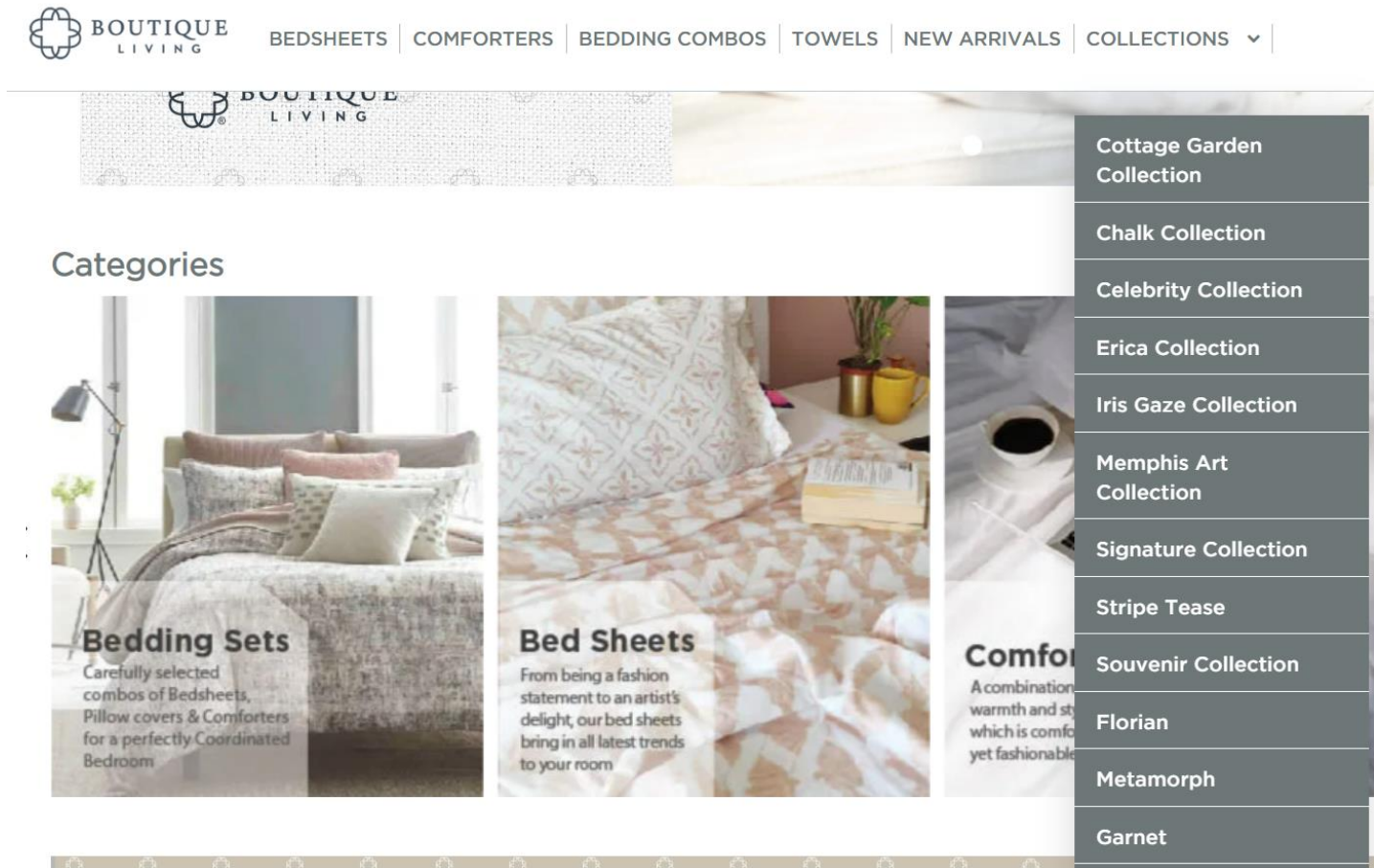
# ENHANCING DOMESTIC PRESENCE THROUGH DIGITAL MARKETPLACE

Through our own website and digital markets, we are expanding our omnichannel presence

*Our core brand promise is to address the need gaps in the consumers' lifestyle by providing superior world-class products*



[www.boutiquelivingindia.com](http://www.boutiquelivingindia.com)



# PROMOTIONS AND CAMPAIGNS DURING THE QUARTER - LAYERS & BOUTIQUE LIVING



## CONFERENCES & TRADE SHOWS



## PINKVILLA 'PERSONALIZED DOHARS' TO CELEBS CAMPAIGN



**boutiquelivingindia**

boutiquelivingindia Boutique Living celebrates the charismatic Anil Kapoor with a customised dohar at Pinkvilla Style Icons Award 2022. We presented the dohar as a small token of our appreciation for participating in Boutique Living's cause, 'Karengre Poore Sapne Adhoore'.

#BoutiqueLiving #bedssets #homedrcor #lifestyle #boutiquelivingmoments #bollywood #lifestyle #style #fashion #homedecor #Pinkvilla #Sleep #Netflix #AnilKapoor #KarengrePooreSapneAdhoore

Edited - 4w

par\_veen\_rana\_805 HOME BASED ONLINE BUSINESS OPPORTUNITY

View insights

Liked by asimupadhyay2018 and 28,067 others

SEPTEMBER 8

Add a comment...

## TOI - CELEBS CAMPAIGN

#vaankapoor #niasharma #bollywood #lifestyle #style #fashion #homedecor

**Celebs receive luxury dohars at starry bash**

A premium bed dohar arrived from the house of Durocount, Boutique Living, was presented to the celebrities as a small token of our appreciation for participating in Boutique Living's cause, 'Karengre Poore Sapne Adhoore'.

The stars over the past few days have been celebrating their dohar and acknowledged its softness and coziness. The brand says "This was part of the CSR activity, where Boutique Living, in its effort to support the education of children of workers in part of its Karengre Poore Sapne Adhoore initiative."

KK Lakshya, Executive Director and CEO, Durocount India Pvt. Ltd, presented the dohar with his family to the celebrities. He said, "Over the past 10 years, Durocount has been able to gather all the 8 units necessary to provide the world's finest bed items."

Write Story | [bollywood.com](#)

## DUROCOUNT CAMPAIGN

Layers

Our wonderful 225 TC Durocount bedsheets are made of a specialized blend of Cotton.

**DURABLE** **YET SOFT**

Highly durable | Super Soft & Comfortable | 225TC

Layers India

228,003 People reached

15,789 Engagements

↑ +1.1x average Distribution score

Shop now

Boost post

You and 8.6K others

35 comments 10 shares



# PROMOTIONS AND CAMPAIGNS DURING THE QUARTER - LAYERS & BOUTIQUE LIVING

## ROCK & ROOM CAMPAIGN

and Room collection's range of bedsheets sets, reversible comforters and cushion cover sets.  
 #RockAndRoom #childhood #fantasy #children #BoutiqueLiving #UnfoldTheMoment #Bedsheets #towels #lifestyle #homedecor #BedLinen #Bedtime #stories #parents

**UNFOLD A LAND OF FANTASY IN YOUR ROOM**  
 with a charming range of Sea Life bedsheets designs.

**ROCK & ROOM**  
 COLLECTION

100% Cotton Skin Friendly Anti-Viral

Boutique Living India  
 Home decor

201,539 People reached 7,282 Engagements +1.1x average Distribution score

Learn More Boost post

## GANAPATI WISHES PROMOTIONS

layerssmartbedding • Follow  
 Original audio

layerssmartbedding Welcome bappa to your home with all the cheer. Dress up your home in beautiful torans, flowers, and of course, our beautiful Layers bedsheets! Happy Ganesh Chaturthi from Layers!

#ganeshchaturthi #ganpati #happyganeshchaturthi #Layers #DressUpYourHome #Bedsheets #Designs #patterns

655 likes 1 day ago

Add a comment... Post

## UTSAV CAMPAIGN

layerssmartbedding

*Dress up your home* in festive cheer this season.

Layers

Utsav COLLECTION

## ONAM CELEBRATION CAMPAIGN





Complete Comfort

**SUSTAINABILITY IS**  
**IN OUR DNA**

# 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 across the company**

# INDO COUNT IS NOW A MEMBER AT UNITED NATIONS GLOBAL COMPACT



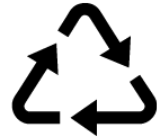
Indo Count is now a member at **United Nations Global Compact** and the Company is committed to integrating UNGC's Principles into the organizational culture and ensuring building a greener sustainable future

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

## SIX Pillars of Sustainability



Carbon  
Neutrality



Sustainable  
RM sourcing



Zero Waste  
to Landfill



Shared Value  
Strategies



Impacting  
Cotton Farmers

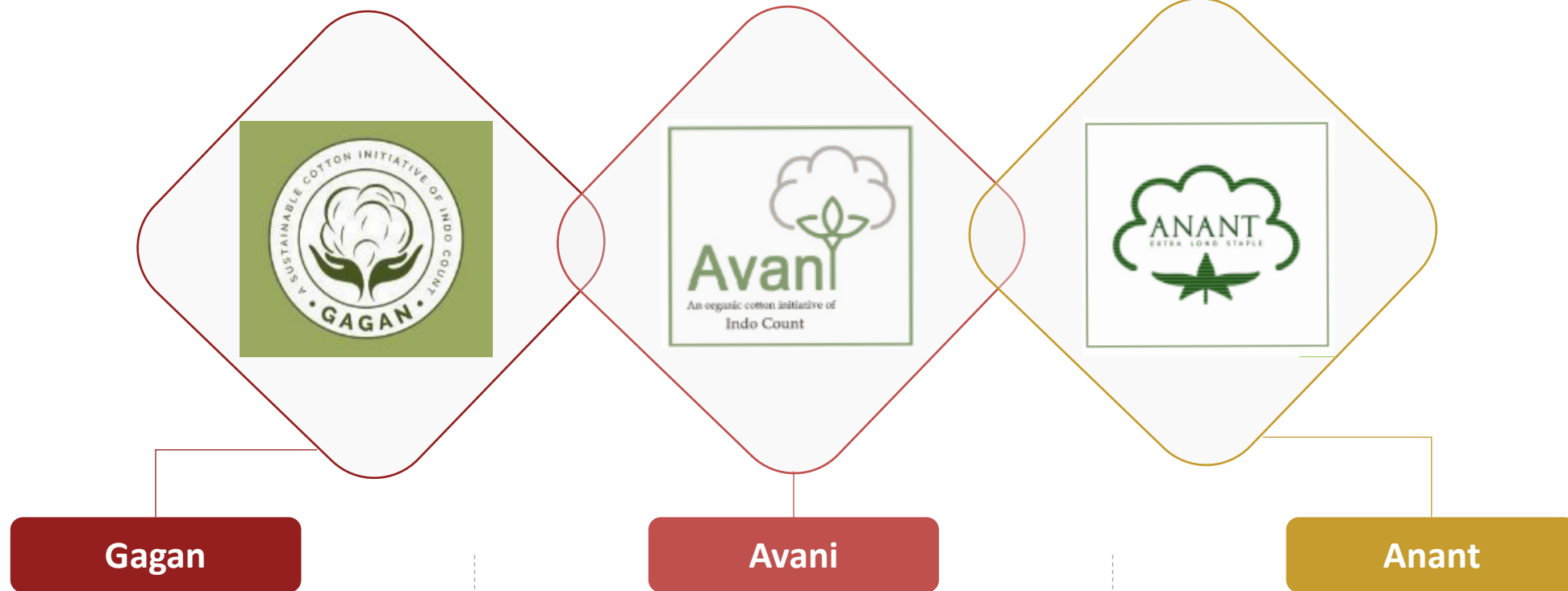


Tree  
Plantation

## NINE SDG Goals



# SUSTAINABLE SOURCING



## Gagan

- **Project Gagan** aims to implement long-lasting alternatives to current agricultural practices
- We bring awareness to sustainable methods of cotton cultivation among our farmers to ensure supply of **BCI COTTON**, improve farm production and farmer income through judicious use of water, pesticides and fertilizers

## Avani

- **Project Avani** was started to promote **Organic Cotton**, sustainable social infrastructure and support systems for the farming community
- It also aims to conserve biodiversity, natural resources as well as to build an environmentally sustainable business model

## Anant

- **Project Anant** is for **ELS (Extra Long Staple) Cotton**
- The focus is to provide support and proper training to farmers from these regions to promote extra long-staple cotton and its performance
- A collaboration with CITI-CDRA. Many of the farmers in the area are tribal groups and small holders

# SUSTAINABILITY INITIATIVES



Indo Count is determined to protect the planet and people by contributing to climate change reduction by adopting of more renewable energy resources.



- 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 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.

# ESG INITIATIVES

## Environmental

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

## Social

- CSR activities revolves around Education, Healthcare, Water sanitation and Women Empowerment
- Improving awareness among the farmers to cultivate cotton in a more sustainable method
- Skilled development for women empowerment
- 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 30% in our operations by 2030  
Reduce Scope 3 GHG emissions by ~15% in our Supply chain by 2030



### Water Conservation

Installation of ZLD by 2030



### Preferred/Sustainable Fibre Sourcing

Building capacity for 100% Preferred fiber by 2030

1

## Water and Sanitation

We provide clean drinking water through water purifiers and RO systems that have benefitted **100,000** people so far.



2

## Healthcare

We facilitate free health check-ups in **100** remote area villages by providing preventive and curative healthcare programs, where we have treated **350,000+** patients.



3

## Disaster Management

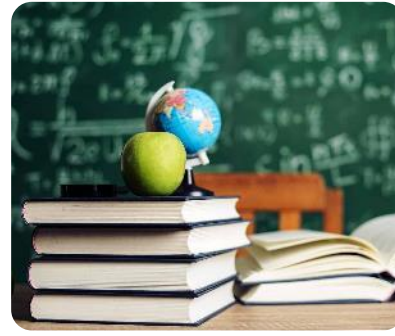
As a response to the COVID 19 pandemic, Indo Count partnered with the Government to organize vaccination camps in MIDC areas.



4

## Education

We provide improved infrastructure; support **100+** schools, educate the specially-abled and facilitate them with E-learning tools for over **50,000** students.



5

## Agriculture And Livelihood

Our project '**Gagan**', aims to impart Good Agricultural Practices to better cotton yield.



6

## Women Empowerment

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







INDO COUNT

Complete Comfort

**AWARDS &**  
**RECOGNITION**

## "Industrial Excellence 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**.

**The Textile Association (India)**, established in the year 1939, is the foremost leading and largest Non Profit making National Professional & Technocrats body in the country having more than 25000 strong memberships of 26 affiliated units at various textile centers in the country. TAI has more than 8 decades of service to the industry to its credit. It has been providing guidance and services of various kinds to the Textile Industry.

This award recognizes Shri Anil Kumar Jain’s contribution towards promoting Indian Textiles globally and achieving industrial excellence in this sector by adapting latest technologies and improving quality and overall service levels. With his unwavering commitment and determination and strong leadership, he has spearheaded Indo Count’s growth and achievements, making it a global leader in bed linen.

# AWARDS & RECOGNITION



**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**



**ICIL has been awarded “Winner” in “Within the Fence” category in CII’s National Awards for Excellence in Water Management**



**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**



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

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## Company :

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**CIN:** L72200PN1988PLC068972

**Mr. K.R. Lalpuria**, *Executive Director & C.E.O*  
[kklalpuria@indocount.com](mailto:kklalpuria@indocount.com)

**Mr. K. Muralidharan**, *Chief Financial Officer (CFO)*  
[k.muralidharan@indocount.com](mailto:k.muralidharan@indocount.com)

[www.indocount.com](http://www.indocount.com)

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## Investor Relations Advisors :

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**SGA** Strategic Growth Advisors

**Strategic Growth Advisors Pvt. Ltd.**  
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