



Complete Comfort

April 19, 2024

BSE Limited Department of Corporate Services, P. J. Towers, Dalal Street, Mumbai Samachar Marg, Mumbai - 400 001.	National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051.
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Sub: Brand Acquisition by our US Wholly Owned Subsidiary

Ref: Disclosure pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations').

Dear Sir/Madam,

In compliance with Regulation 30 read with Schedule III of the Listing Regulations and SEBI Circular SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, we are pleased to inform you that Indo Count Global Inc., a wholly owned subsidiary of Indo Count Industries Limited incorporated under the laws of Delaware, USA, has acquired the Global Brand 'Wamsutta' (including trademarks rights associated with the brand) from Beyond Inc. particulars of which are as under:

Name of the Acquirer – Indo Count Global Inc.

a)	name of the target entity, details in brief such as size, turnover etc.;	Acquisition of Brand 'Wamsutta' from Beyond Inc.
b)	whether the acquisition would fall within related party transaction(s) and whether the promoter/promoter group/group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arms-length";	No
c)	industry to which the entity being acquired belongs;	US E-Commerce entity
d)	objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	Wamsutta is an industry-leading home fashion brand which has delighted generation of consumers with luxurious bed, bath and other home fashion products. This acquisition is to strengthen Indo Count's brand portfolio, and elevate its position in the premium market segment.

## Indo Count Industries Ltd

Corporate Office : 301, Arcadia, Behind NCPA, Nariman Point, Mumbai – 400021, Maharashtra, India. T: 91 22 4341 9500

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

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



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e)	brief details of any governmental or regulatory approvals required for the acquisition;	Not Applicable
f)	indicative time period for completion of the acquisition;	Acquisition of Brand 'Wamsutta' completed on 18 <sup>th</sup> April, 2024
g)	consideration - whether cash consideration or share swap or any other form and details of the same;	Cash consideration
h)	cost of acquisition and/or the price at which the shares are acquired;	USD 10.25 million
i)	percentage of shareholding/control acquired and/or number of shares acquired;	100%
j)	brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	The brand was established in 1846. It has long history in the textile industry and is known as a National Brand in North America. The brand's Product line encompass various categories including bedding, bath linens, window treatments and decorative accessories. Wamsutta's collections are designed to suit a variety of tastes and interior styles. Overall, the brand, epitomizes luxury, comfort and timeless elegance in the realm of home textiles, catering to customers who appreciate the finer things in life and seek to elevate their living spaces with premium quality essentials. It will have material impact on developing branded business going forward.

The above is for your information and dissemination.

Thanking you,

For Indo Count Industries Limited

Satnam Saini  
Company Secretary & GM Legal

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