



REF: HSL/SEC/2021/2

January 8, 2021

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| To The Deputy Manager Department of Corporate Services BSE Ltd. PJ Towers, Dalal Street Mumbai -400001 Script Code: 514043 | To The Manager National Stock Exchange of India Ltd. Exchange Plaza, Plot No. C/1, G Block Bandra-Kurla Complex, Bandra (E), Mumbai 400051 Symbol: HIMATSEIDE |
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Dear Sir/Madam,

Sub: Business update – January 8, 2021

Ref: Disclosure under regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are enclosing herewith a Business update dated January 8, 2021.

Please take the same on record.

Thanking you,

Yours faithfully,
For Himatsingka Seide Limited

A handwritten signature in blue ink, appearing to read "M. S. Sridhar".

Sridhar Muthukrishnan
Company Secretary



HIMATSINGKA PARTNERS WITH THE WALT DISNEY COMPANY FOR THE EUROPEAN REGION

Himatsingka enters into a new licensing agreement with Disney to expand its global brand portfolio in the home textile space.

BANGALORE, India January 8, 2021 - Himatsingka Seide Ltd. is pleased to announce its new licensing agreement with The Walt Disney Company for the European region. The license will give Himatsingka the rights to design, develop, manufacture and distribute a broad range of home textile products inspired by Disney's vast archives and characters from all its franchises including Disney, Marvel, Pixar and Lucas.

As part of Disney's relaunch strategy, with a leaner and deeper partner base, Himatsingka will distribute an expansive range of licensed home textile products across Germany, United Kingdom, France, Italy, Spain, Central and Eastern Europe, the Nordics and South Africa among other countries. This agreement marks the commencement of Himatsingka's relationship with Disney, the world's largest entertainment franchise.

The partnership with Disney is in line with Himatsingka's strategy to expand its global brand portfolio. Commenting on the development, Mr. Shrikant Himatsingka, Managing Director & Group CEO said "We are immensely pleased to be a part of and a partner to the Disney experience and look forward to being able to leverage our capabilities across the value chain to bring best-in-class home textile products to consumers across the European region."

About Himatsingka Group

Himatsingka is an integrated textile group with a global footprint. The group designs, develops, manufactures and distributes a suite of textile products. On the manufacturing front, it operates amongst the largest capacities globally for producing Bedding, Bath, Drapery & Upholstery and Yarn products. Spread across North America, Europe and Asia, the Group operates amongst the largest brand and private label portfolios in the textile space. With a team of over 10,000 people, Himatsingka continues to build capacities and enhance reach across global markets.

For more information about Himatsingka, please visit www.himatsingka.com.

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