



Complete Comfort

May 30, 2023

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

**Subject: Investor Presentation Q4 & FY23**

Dear Sir/Madam,

Please find enclosed herewith a copy of Investor Presentation on financial results for Q4 & FY23.

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**

Corporate Office : 301, Arcadia, Behind NCPA, Nariman Point, Mumbai – 400021, Maharashtra, India. T: 91 22 4341 9500  
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CIN: L72200PN1988PLC068972; Email: info@indocount.com, Website: www.indocount.com



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**INDO COUNT INDUSTRIES LTD.**

**Q4 & FY23  
INVESTOR PRESENTATION**



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

*“The company has demonstrated sustained performance despite challenging global macro environment. With capacities in place, we have built a solid foundation and are confident of growing our market share. We are also growing our domestic brand business as the Indian economy is in a sweet spot.*

*Our commitment towards ESG and sustainable initiatives is driving innovation, value creation and providing us opportunities to scale up our customer services.”*



**74.7 Mn. Mtrs.\***

Achieved FY23  
Vol Guidance



**153 Mn. Mtrs.**

Largest HT PLAYER



Revenue CAGR

**12%**

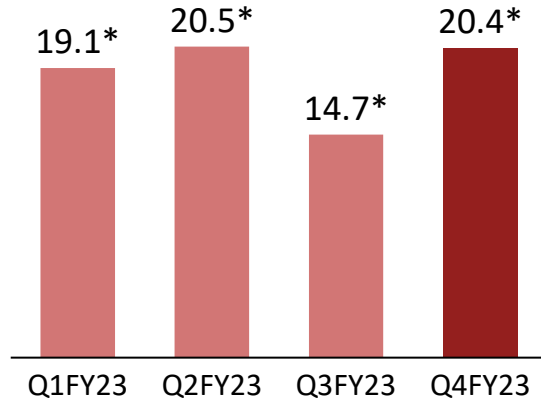
(FY19 - FY23)



**Rs. 767 Crs.**

Net Cash Flow from Operation

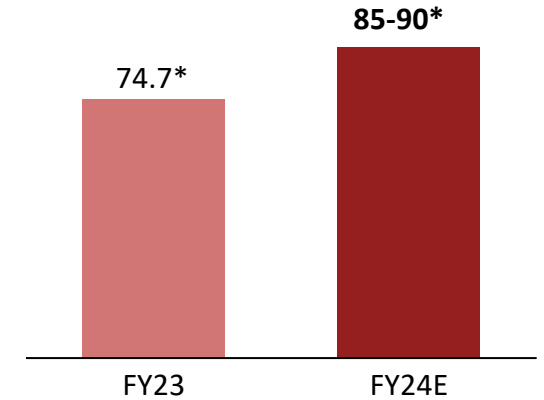
## 1 Sequential Vol Performance (Mn. Mtrs.)



## 2 Capacity Creation

- Bhilad unit integration completed
- Brownfield expansion of 90 Mn metres to 108 Mn metres completed
- Completed commensurate cut & sew facilities and addition of Top of the Bed (TOB) state of the art plant
- Spinning Capacity expansion of PSML near completion

## 3 FY24: Volume Guidance of 85-90 Mn. Mtrs.



## 4 Return Ratios

	FY23
ROE	15.4%
ROCE	17.7%
Net Debt/Equity	0.33
Current Ratio	1.79

## 5 Strengthening Value added businesses

% Contribution to Revenue	FY23
Branded Business	14%
Fashion/Utility/ Institutional	19%
E-commerce business	10%
India Home Textile Business	2.5%

## 6 New Awards & Recognition



### FEMINA POWER BRANDS 2022-23

Our Domestic brand Layers recognized as the FEMINA POWER BRANDS of the Year 2022-23



### CITI Birla Sustainability Award

Received "Certificate of Merit" from CITI Birla in Sustainability Awards under "Contribution towards Zero Carbon Mission"



### Highest Foreign Exchange Earner in Maharashtra

ICIL awarded by the Federation of Indian Export Organizations (FIEO) for being the highest Foreign Exchange Earner in Maharashtra for two consecutive years 2018-19 and 2019-20



## FUTURE READY TO ACHIEVE 2x REVENUES



**Funding**

- ❖ Investment of Rs.1,055 Crs. has been funded through mix of internal accruals and debt.
- ❖ Majority of above investment is through internal accruals of Rs. 857 Crs.



**Capacity Creation**

- ❖ Over last 2 years we have built capacities through organic and inorganic route and positioned the Company as a **Global Bed Linen Leader**



**Debt Reduction**

- ❖ Net debt has reduced from Rs. 900 Crs. in FY22 to Rs. 589 Crs. in FY23



**Revenue Potential**

- ❖ Company is targeting to increase revenue by **2x through capacity utilization**

## PROJECTS EXECUTED IN LAST 2 YEARS

S.N	Particulars (Rs. Crs)	Status	Cost	Spent till 31.03.23	Balance
1	Bhilad Unit Acquisition	Completed #	593	593	-
2	Modernization of Gokul Shirgaon with Compact spinning technology	Completed	231	215	-
3	Brownfield of 90 mn metres to 108 mn metres				
4	Commensurate addition in cut/sew facilities and additional Top of the Bed (TOB) capacity				
5	Additional spinning capacity at Pranavaditya Spinning Mills with a total spindlage capacity of ~68,000 spindles	Ongoing ##	270	247	23
<b>TOTAL INVESTMENTS OVER LAST 2 YEARS</b>			1,094	1,055*	23

- #The acquisition of Home Textile business of Bhilad Unit includes Rs.351 Crs. for Capital Assets and Rs.242 Crs. for Working Capital Assets funded through internal accruals
- During the financial year the Company has Capitalised PPE valuing Rs.529 Crs.
- ## Out of above investment, Rs.186 Crs. is pending in CWIP stage related to PSML Project. Phase I comprises of ~24000 spindles is operational. Phase II for balance ~44000 spindles which was expected to be completed by March 2023 is delayed till H1 FY 24 due to non availability of critical electronic components
- \*The above investment is funded through mix of internal accruals of Rs.857 Crs. and Debt of Rs.198 Crs.
- In spite of above investment, Net Debt has reduced by Rs.310 Crs. during the year
- The Net Debt Equity Ratio has improved to 0.33 as at 31.03.2023 from 0.57 as at 31.03.2022

# Q4 & FY23 CONSOLIDATED FINANCIAL HIGHLIGHTS

## Volumes

FY23\*

74.7  
Mn. Mtrs.

## Total Income

Rs.3,043 Crs.

## EBITDA & Margins

Rs.486 Crs.  
16.0%

## PAT & Margins

Rs.277 Crs.  
9.1%

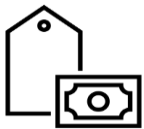
Q4FY23\*

20.4  
Mn. Mtrs.

Rs.810 Crs.

Rs.147 Crs.  
18.1%

Rs.95 Crs.  
11.7%



\* Includes Bhilad Unit



1

## Mismatch of supply in retail ecosystem

Increased transit time and untimely supply mismatch in the retail ecosystem lead to higher inventory levels

2

## High inflationary environment

Inflationary environment in US and other key markets impacted discretionary purchases

3

## High & Unusual Cotton prices

Cotton prices increased substantially, resulted in higher raw material cost

4

## Logistic & supply chain challenges

Abnormal logistic cost impacted bottom line

5

## Geo-political Impact

Created overall inflation thereby leading to demand contraction



**SUCCESSFULLY NAVIGATED CHALLENGING ENVIRONMENT**

# OUR JOURNEY OF RESILIENCE & GROWTH

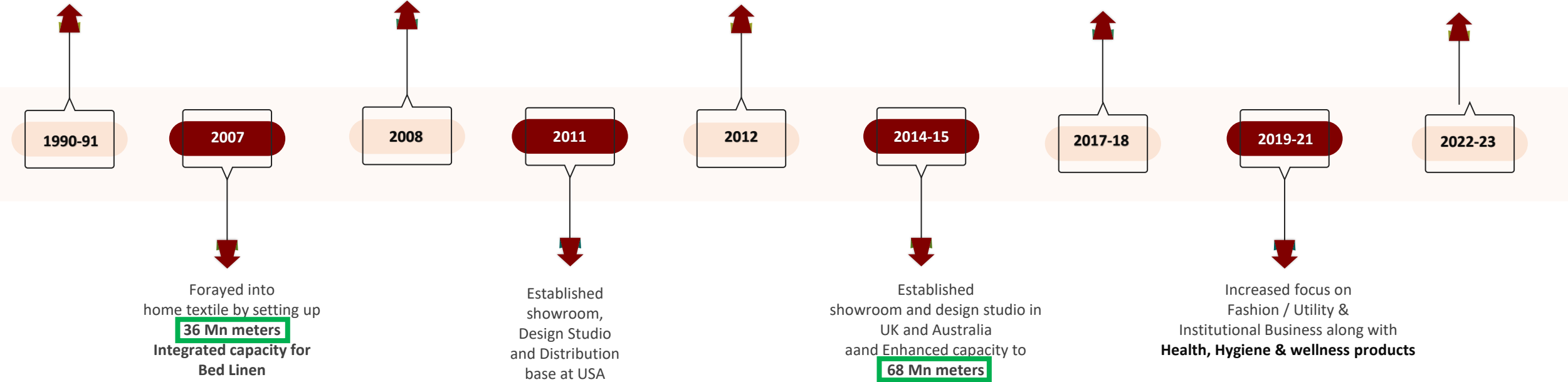
ICIL established  
Commencement of  
Spinning Operations

Acquired  
Pranavadiya  
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%

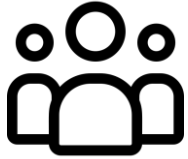
## Expansion in Value added segment

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

## Brand Promotions

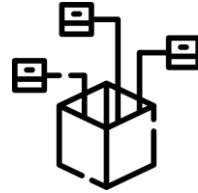
- Good traction in Domestic brands Boutique living, Layers
- Brand promotion activities B2C,D2C
- Licensed Brand Tie-ups

## *Our strategy of being a '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**



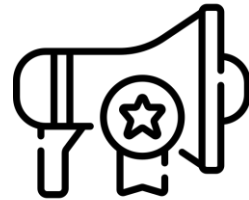
Trusted and Innovative supplier through quick adaption to market trends

### **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

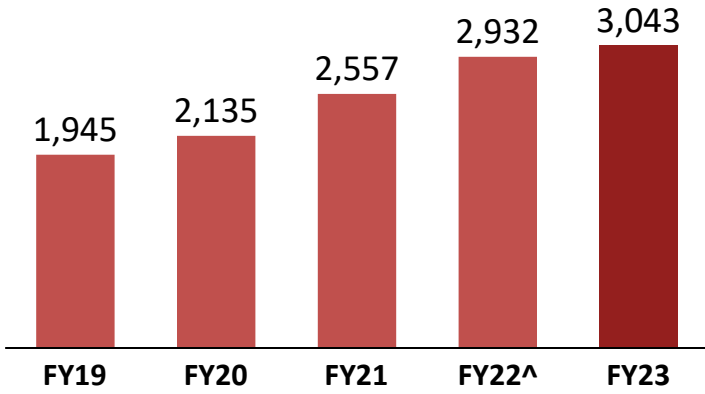
### **Ready to Market approach**



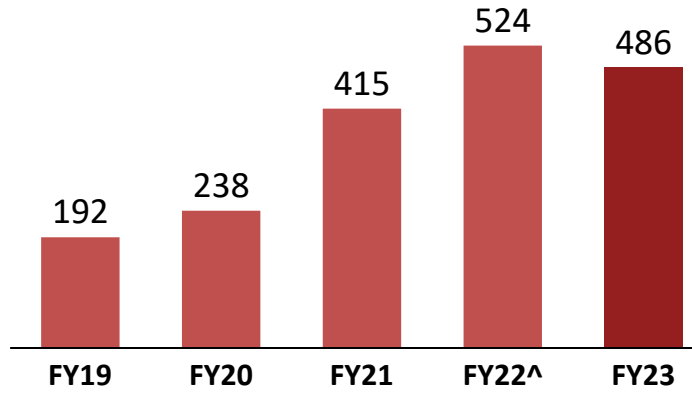
Consolidate shared capabilities and optimize costs

### **Defining capabilities**

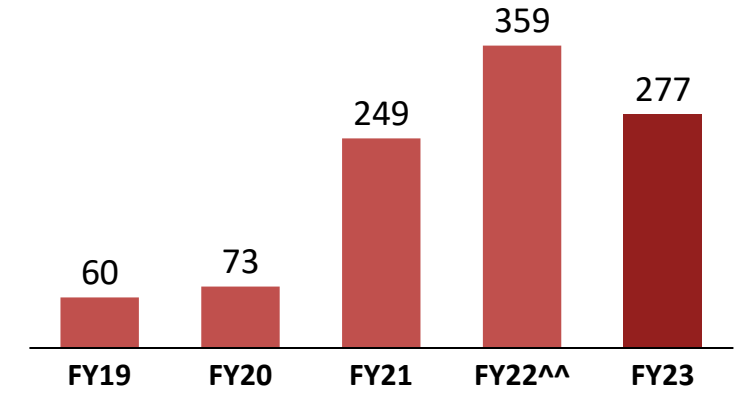
# CONSISTENT PERFORMANCE



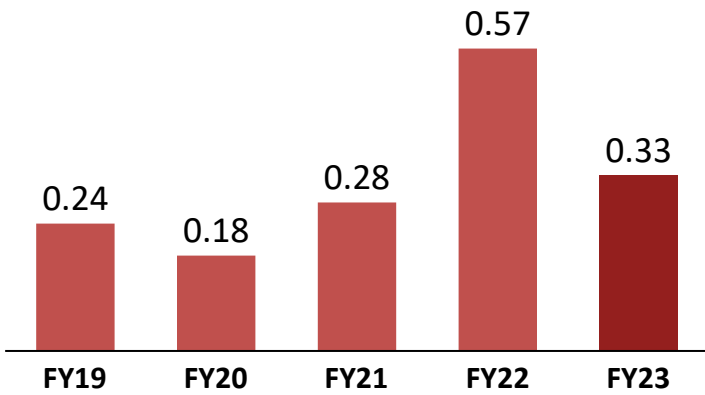
**Total Income (Rs. Crs.)**



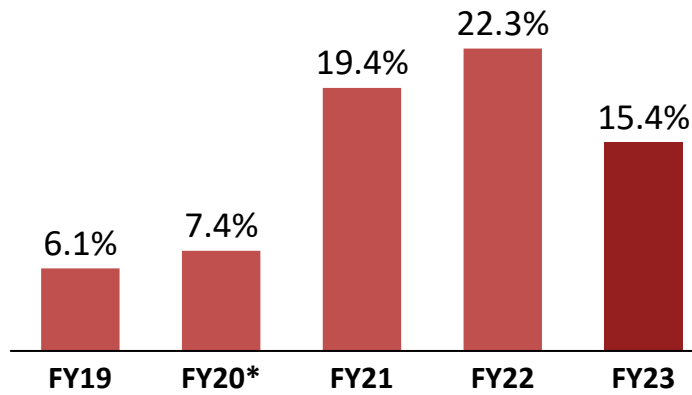
**EBITDA (Rs. Crs.)**



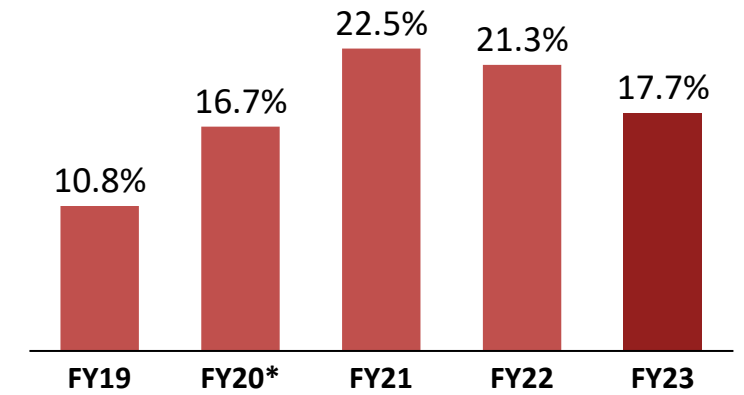
**PAT (Rs. Crs.)**



**NET DEBT/EQUITY(x)**



**ROE**



**ROCE**

<sup>^</sup>Excludes RoSCTL benefits of Rs 49.99 Crores for the period of January 1, 2021 to March 31, 2021

<sup>^^</sup>FY22 PAT includes RoSCTL benefits of Rs 49.99 Crores for the period of January 1, 2021 to March 31, 2021

<sup>\*</sup>FY20 includes exceptional items of Rs. 98 Crs

All figures on Consolidated & Annualised Basis

# Q4 & FY23 CONSOLIDATED PROFIT & LOSS STATEMENT

Particulars (Rs. Crs.)	Q4FY23 <sup>^</sup>	Q4FY22	FY23 <sup>^</sup>	FY22
<b>Total Income</b>	<b>810</b>	<b>690</b>	<b>3,043</b>	<b>2,932*</b>
<b>EBITDA</b>	<b>147</b>	<b>132</b>	<b>486</b>	<b>524</b>
<b>EBITDA Margin (%)</b>	<b>18.1%</b>	<b>19.1%</b>	<b>16.0%</b>	<b>17.9%</b>
Depreciation	16	11	65	41
Finance Cost	7	8	62	47
<b>PBT</b>	<b>123</b>	<b>113</b>	<b>359</b>	<b>436</b>
Tax	29	28	82	127
<b>PAT</b>	<b>95</b>	<b>85</b>	<b>277</b>	<b>359**</b>
<b>EPS (Rs.)</b>	<b>4.78</b>	<b>4.31</b>	<b>13.97</b>	<b>18.11</b>

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

\*\*FY22 PAT includes RoSCTL benefits of Rs 49.99 Crores for the period of January 1, 2021 to March 31, 2021

The figures for the corresponding previous period have been regrouped/reclassified wherever necessary.

<sup>^</sup>Includes Bhilad Unit

# FY23 CONSOLIDATED BALANCE SHEET STATEMENT

ASSETS (Rs. Crs.)	Mar-23	Mar-22
<b>Non-Current Assets</b>		
Property, Plant & equipment	1,039	594
Capital Work in progress	180	21
Right of Use	57	34
Other Intangible Assets	14	3
Intangible Assets under development	4	3
Financial Assets		
i) Loans		
Other Financial assets	6	5
Other Non-Current Assets	22	342
Non current Tax Assets(Net)	25	19
<b>Total Non-Current Assets</b>	<b>1,346</b>	<b>1,020</b>
<b>Current Assets</b>		
Inventories	895	1,068
Financial Assets		
i) Investments	143	2
ii) Trade Receivables	409	494
iii) Cash and Cash Equivalentents	92	385
iv) Bank Balances	16	15
vi)Other Financial Assets	8	27
Current Tax Assets	2	3
Other Current Assets	148	248
<b>Total Current Assets</b>	<b>1,713</b>	<b>2,242</b>
<b>Total Assets</b>	<b>3,060</b>	<b>3,262</b>

EQUITY AND LIABILITIES (Rs. Crs.)	Mar-23	Mar-22
<b>Equity</b>		
Equity Share Capital	40	39
Other Equity	1,753	1,551
Non-Controlling Interest		
<b>Total Equity</b>	<b>1,793</b>	<b>1,591</b>
<b>Non-Current Liabilities</b>		
Financial Liabilities		
i) Borrowings	198	85
ii) Lease liabilities	24	11
Provisions	9	2
Deffered Tax Liabilities(Net)	69	66
Other Non-Current liabilities	8	9
<b>Total Non-Current Liabilities</b>	<b>309</b>	<b>173</b>
<b>Current Liabilities</b>		
i)Borrowings	642	1,216
ii)Lease liabilities	11	7
iii)Trade Payables	225	165
iv) Other financial liabilities	55	85
Other Current Liabilities	22	15
Current provision	2	0
Current Tax Liability		9
<b>Total Current Liabilities</b>	<b>958</b>	<b>1,498</b>
<b>Total Equity and Liabilities</b>	<b>3,060</b>	<b>3,262</b>

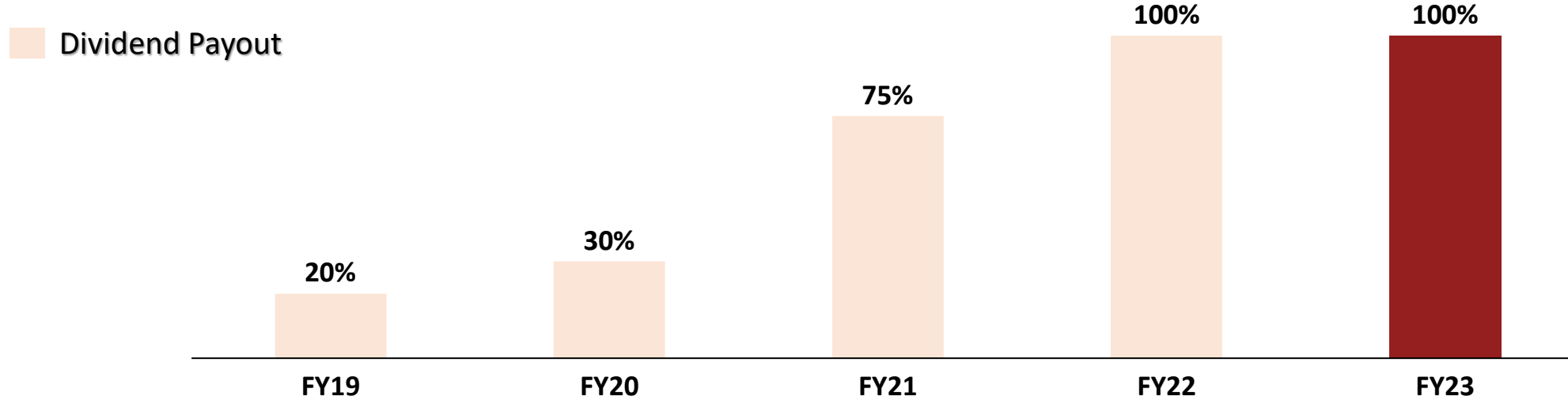
The figures for the corresponding previous period have been regrouped/reclassified wherever necessary.

# FY23 CONSOLIDATED CASH FLOW STATEMENT

Particulars (Rs. Crs.)	FY23	FY22
Profit before Tax & Exceptional	359	486
Adjustment for Depreciation & other items	105	102
Operating profit before working capital changes	464	588
Changes in working capital	391	-484
<b>Cash generated from operations</b>	<b>855</b>	<b>104</b>
Direct taxes paid (net of refund)	-88	-141
<b>Net Cash from Operating Activities</b>	<b>767</b>	<b>-37</b>
<b>Net Cash from Investing Activities</b>	<b>-486</b>	<b>-258</b>
<b>Net Cash from Financing Activities</b>	<b>-574</b>	<b>646</b>
Net Change in cash and cash equivalents	-293	352
Cash and cash equivalents at the beginning of the year	385	33
<b>Cash and cash equivalents at the end of the year</b>	<b>92</b>	<b>385</b>

The figures for the corresponding previous period have been regrouped/reclassified wherever necessary.

## Higher Dividend Payout Ratio



Particulars (in Rs)	FY19	FY20	FY21	FY22	FY23
Dividend / Share	0.40	0.60	1.50	2.00	2.00

The Board has recommended a Final Dividend of Rs. 2 per equity share (i.e. 100%) of Rs. 2/- face value, subject to the approval of shareholders at ensuing Annual General Meeting

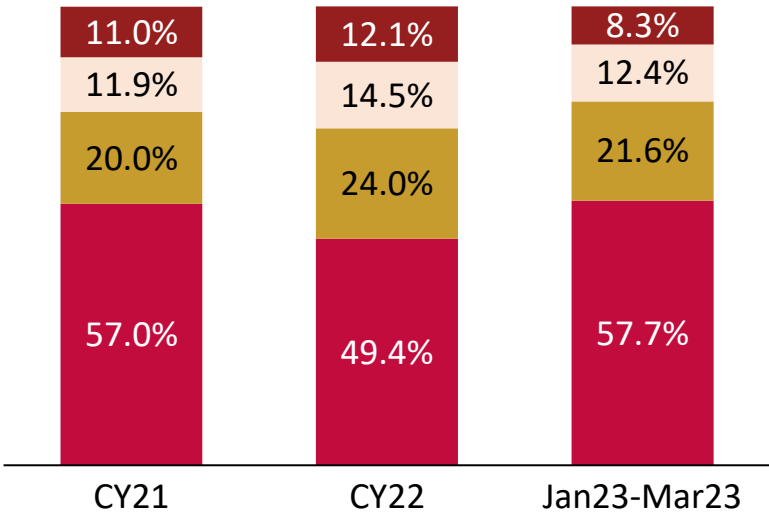




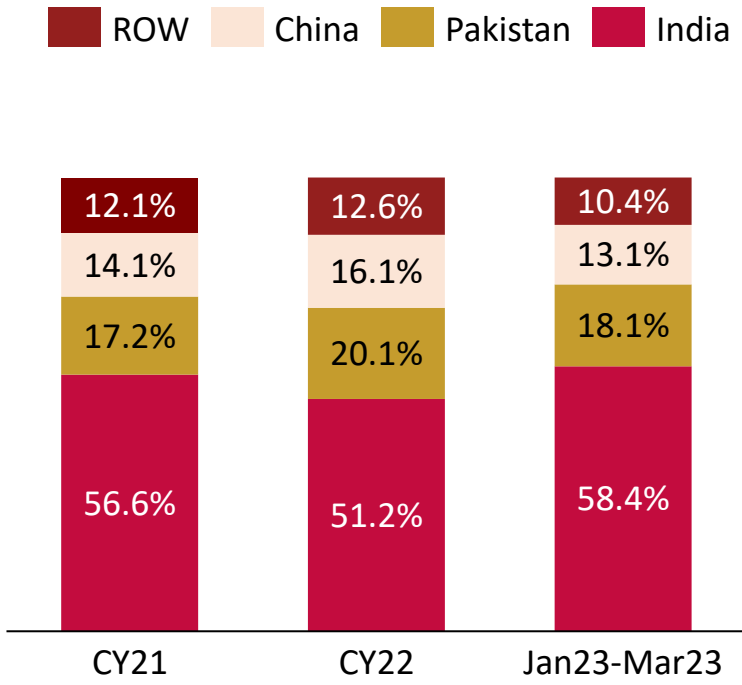
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## INDUSTRY OVERVIEW

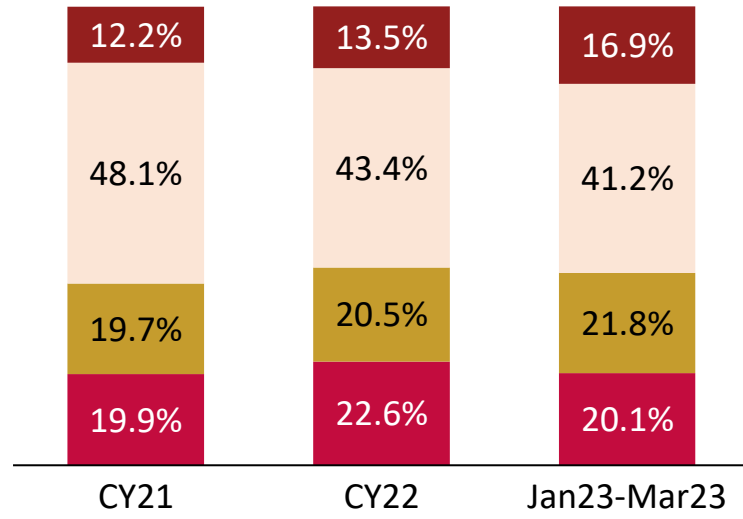
## US imports of Cotton Sheets



## US imports of Cotton Pillow cases

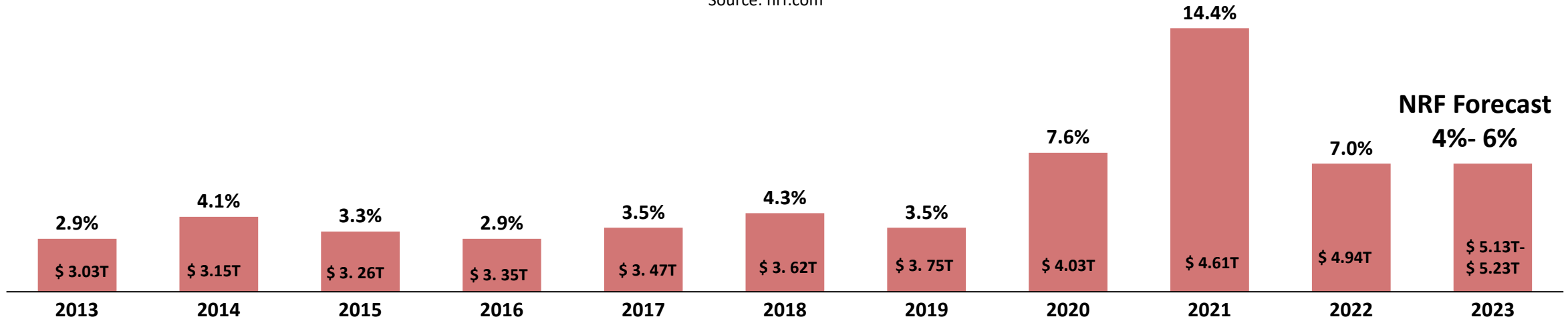


## US imports of Cotton Bedsread



## Annual Retail Sales and Sales Growth

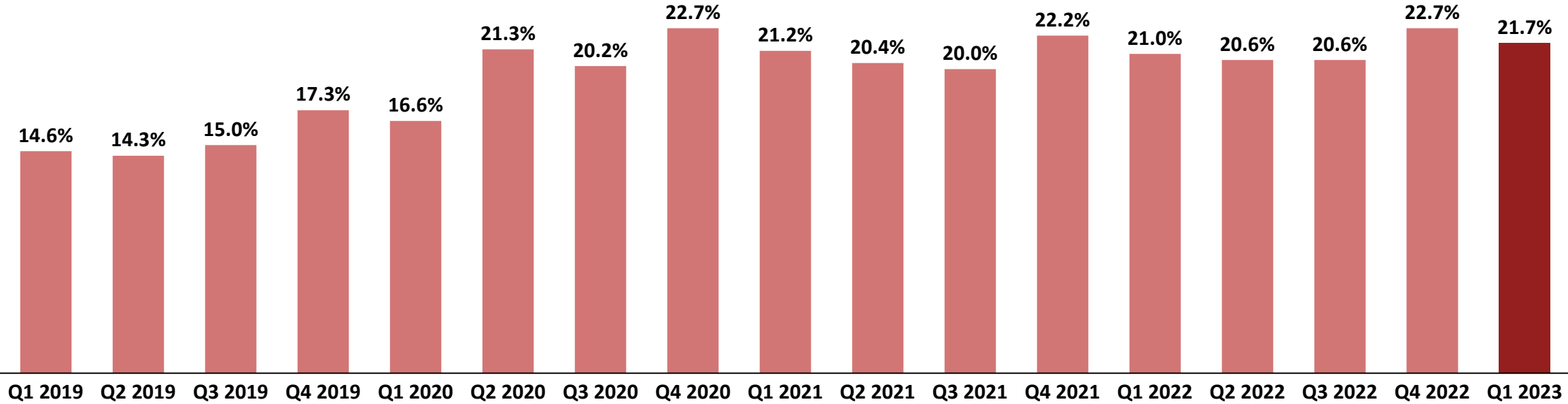
Source: nrf.com



- National Retail Federation issued its annual forecast, anticipating that retail sales will grow between 4% and 6% in 2023
- In total, NRF projects that retail sales will reach between \$5.13 trillion and \$5.23 trillion this year
- Aggregate economic activity has held up well, despite restrictive monetary policy that is working purposefully to curb inflation. While it is still too early to know the full effects of the banking industry turmoil, consumer spending is looking quite good for the first Quarter of 2023
- “In just the last three years, the retail industry has experienced growth that would normally take almost a decade by pre-pandemic standards. While we expect growth to moderate in the year ahead, it will remain positive as retail sales stabilize to more historical levels. Retailers are prepared to serve consumers in the current economic environment by offering a range of products at affordable prices with great shopping experiences.” - **NRF President and CEO Matthew Shay**

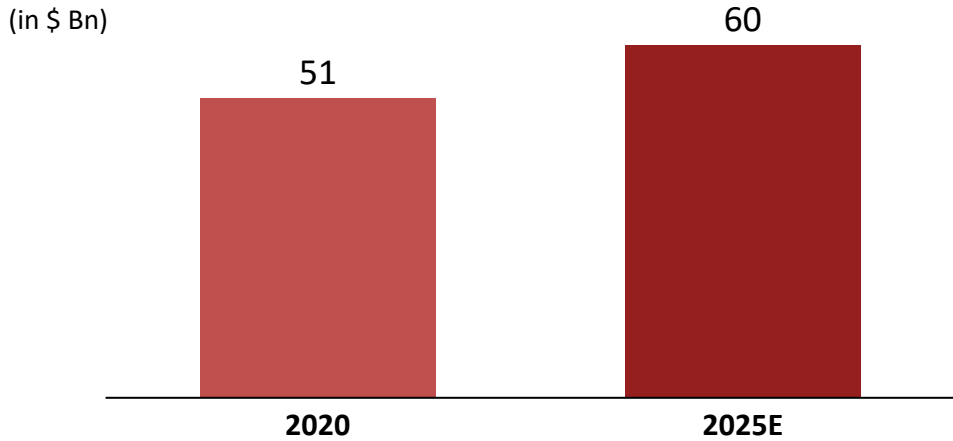
## Online penetration of US retail sales remains elevated from pandemic-fueled changes in shopping behaviour

Ecommerce's share of total retail sales by quarter (Q1FY19 – Q1FY23)



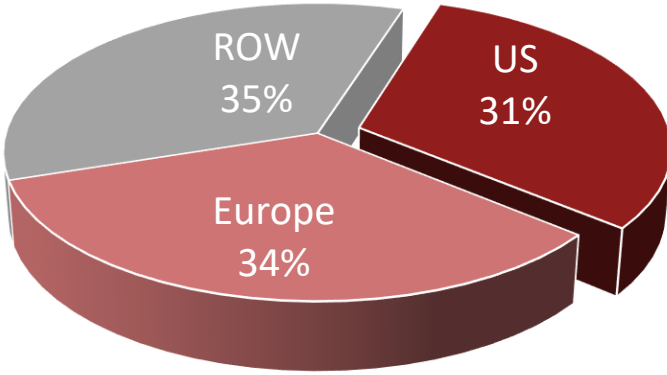
- U.S. ecommerce sales in the first quarter of 2023 hit \$253.1 billion. That’s an 8% rise from \$234.4 billion in the comparable quarter of 2022
- Those first-quarter sales figures suggest 2023 could be another record-setting year for ecommerce
- Ecommerce penetration was steady at 21.7% in Q1 2023 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



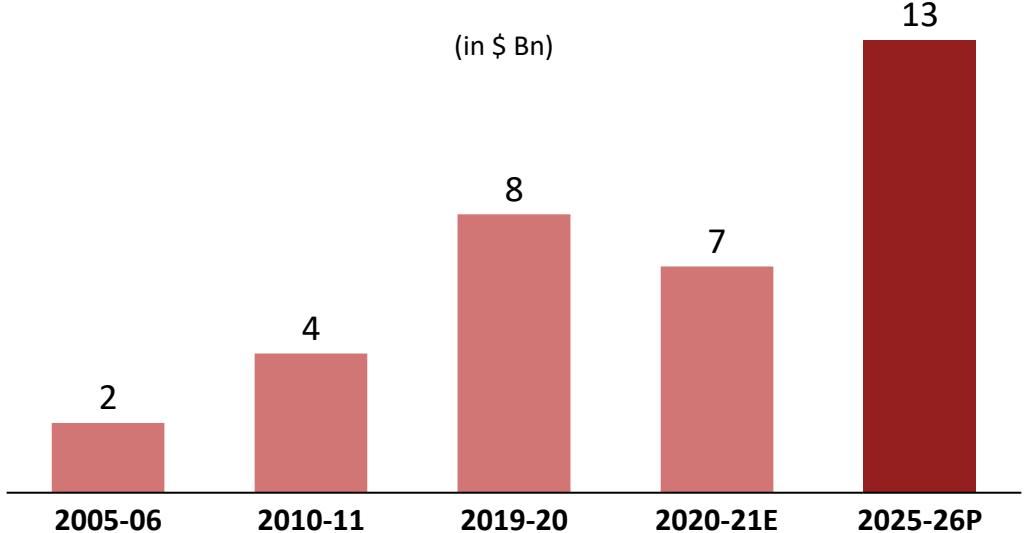
Source - Industry, various reports

## Major exports markets for home textiles



Source - Global Cotton Outlook

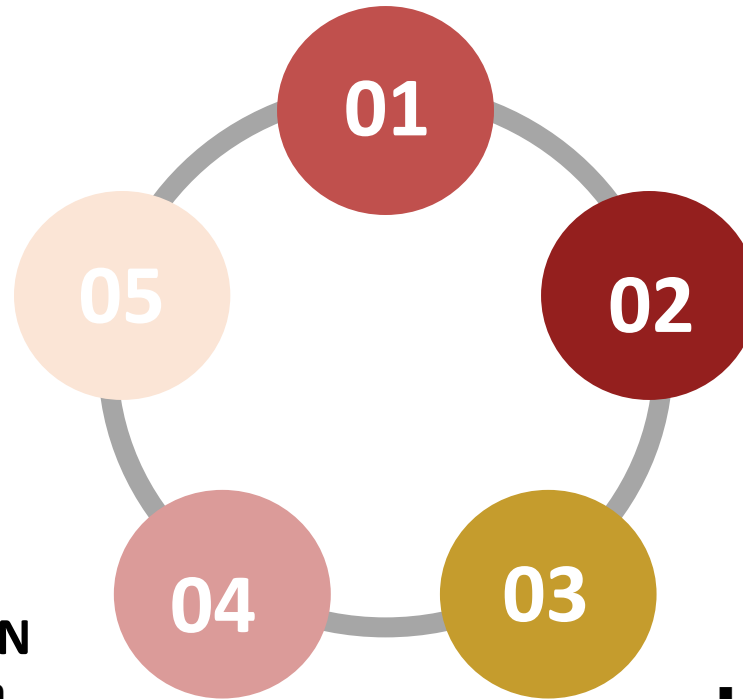
## Domestic Home Textile Market Scenario



Source – Wazir Advisors

### 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

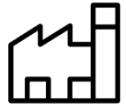
### AVAILABILITY OF RM & SKILLED LABOR

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



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## 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

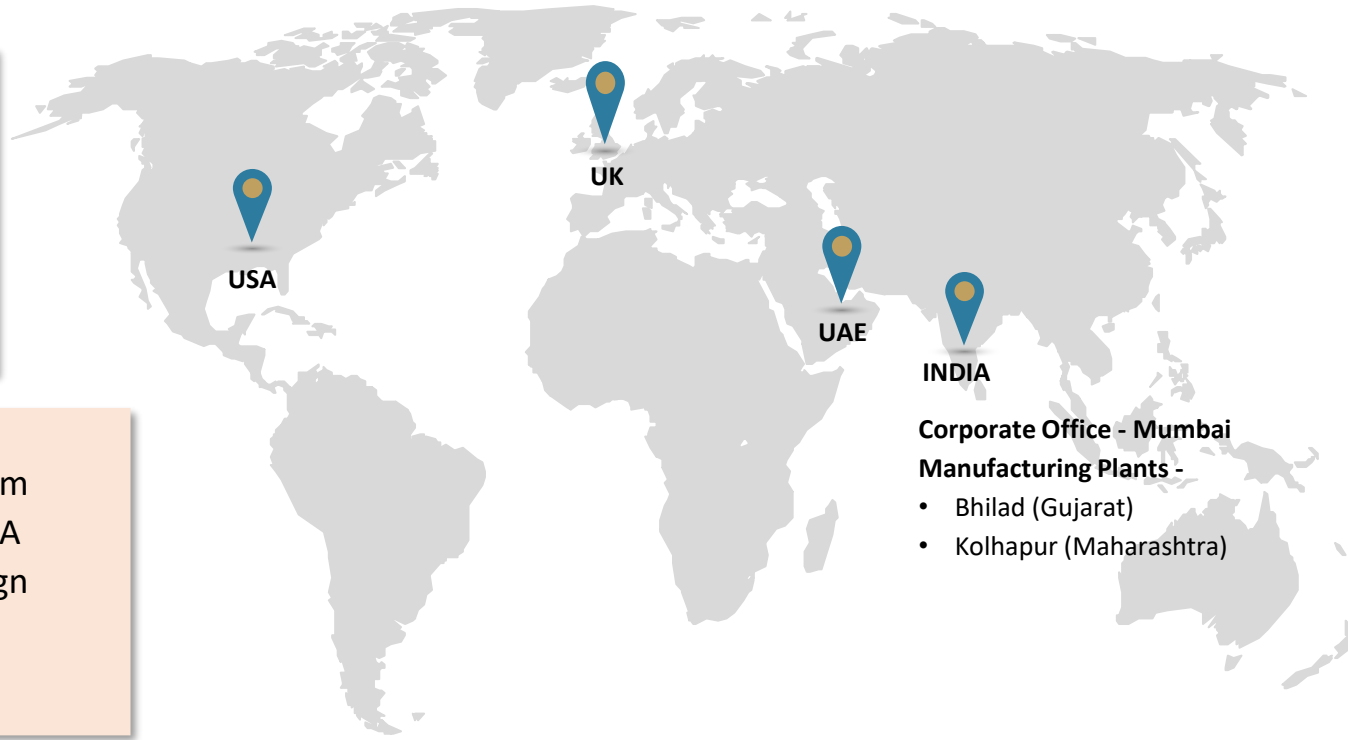
Long Term – ICRA AA- (Outlook Stable)  
Short Term – ICRA A1+

### 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



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

Complete Comfort

## OVERVIEW OF B2C & D2C

## EXISTING PORTFOLIO

WHOLISTIC

SLEEP·RX

Layers®



KIDS CORNER

COLOR SENSE



Purity HOME

— THE —  
COTTON EXCHANGE  
MANCHESTER

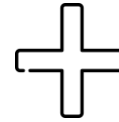
## ADDITION OF NEW BRANDS

MAXIMIX

HOTELATHOME

FLIP  
TOTALLY REVERSIBLE BEDDING

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

FY23

10% of Revenue

### Domestic Business

FY22

2% of Revenue

FY23

2.5% of Revenue

## BOUTIQUE LIVING - World Sleep Day



- ❖ World Sleep Day is an annual event celebrated on the Friday before March Vernal Equinox, to recognize the importance of good sleep in overall health and well-being
- ❖ ICIL brought back the #SleepWithComfort in our audience's lives with an immersive and educational yet fun campaign

## EVENT – ‘Kareng Poore, Sapne Adhoore’

*On the 19<sup>th</sup> of January 2023, Indo Count brought smiles to many aspiring kids by making their dreams come true*



- ❖ Indo Count's Boutique Living brand, in association with the Veer Senani Foundation, organized an event that saw 27 bright and talented kids who have lost their parent in the line of duty, with each of them receiving an educational scholarship of Rs. 25,000
- ❖ This was a part of CSR initiative at the PinkVilla awards 2022, where for every celebrity that participates in the activity, the brand decided to sponsor the education of one child

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

## Digital Campaigns

### Holi

Dress up your home in colours of joy!  
**Happy Holi**

125,054 People reached  
4,468 Engagements  
Boost post

### World sleep day

Happiness is sleep

264,011 People reached  
33,919 Engagements  
Boost post

### Women's Day

Jayant Mehta, Artist

323,671 People reached  
41,777 Engagements  
Boost post

**Moumita Deb**  
Business Manager & Sr. Make-up Artist

“My Layers bedsheets complete the look, just as I wanted.”

My Layers Story

## Print Coverage

52 | PRINTING MAGAZINE | MARCH-APRIL 2023

**[D2C DIVE]**

### From factory to the end consumer Indo Count Industries D2C journey with Boutique Living

Brands across categories are vying to make inroads in the D2C space – be it retail, FMCG or pharmaceuticals. The opportunity to connect with the customer firsthand is driving age-old manufacturers too to opt for the D2C route. **Rajiv Merchant, president - domestic retail - Boutique Living, Indo Count Industries Ltd.** takes us through how his company is making inroads to reach directly to its end consumer with its brand Boutique Living.

By Zainab S. Kazi

ISE Based Indo Count Industries Ltd., one of the leading end-to-end bedding solution providers from India, today has a presence in over 40 markets. The establishment of Boutique Living in 2018 was a calculated move by Indo Count Industries Ltd. to capitalise on the expanding market for upscale home textiles and bring a significant online presence. The brand also caters to some of the leading hotels and offers its bulk-to-leading corporates and institutions in India-wide.

Challenges faced while entering the D2C space and overcoming the same

When Boutique Living first entered the direct-to-consumer (D2C) market, we had to overcome a number of obstacles. Major amongst them were –

- Building brand recognition was a huge priority for Boutique Living because it was a new brand in a very

Rajiv Merchant, president - domestic retail, Boutique Living

**[D2C DIVE]**

cut-throat industry. To get around this, the business concentrated on developing a distinctive brand identity and telling its narrative through effective marketing campaigns.

→ Making the online experience seamless and establishing user-friendly operations which are essential for customer service. The company invested heavily in establishing a comprehensive e-commerce platform that offered easy navigation, safe payment methods, and speedy deliveries.

→ Building customer trust was crucial for the company's success. To overcome this, offering the business provided customers with a generous return policy, high-quality products, and honest pricing.

**Tech deployment done by the brand to reach out to the customers**

The deployment of technology by brands to reach out to customers has become increasingly important in today's digital age. Boutique Living has design studios present in New York, Manchester & Mumbai to use the best of international technology to fuel their success. We have a product development team to identify emerging trends in the market. This allowed us to develop new products and marketing strategies that align with these trends.

→ The usage of technology can also affect consumer trust in a brand. Customers are more inclined to trust a brand with their personal and financial information if the equipment it uses is dependable and safe.

and stay ahead of their competitors. The brand is using technology to gain a deeper understanding of its customer preferences and buying habits. Overall, the deployment of technology by Boutique Living has revolutionized the way we operate and interact with our customers. By leveraging these tools and insights, the brand has been able to better meet the needs of its customers and stay ahead of the competition.

The tools a brand uses to connect with its customers can have an impact on consumer behavior.

Here are a few ways that the use of technology might affect how people behave:

- **PERSONALIZATION:** Customers may find it easier to access a brand's goods or services when technology is used. For example, the usage of mobile apps

## WHEN WHERE

### Comfort zone

Boutique Living, a premium bed linen brand brought to you by the house of Indo Count, offer superior products ranging from 300TC to 1000TC, that include bed sheets in bold designs and solid colours, comforters, draw sheets, coverlets and a range of fitted sheets.

**WHERE:** <http://www.boutiquelivingindia.com/>

CITY NEWS THE LOCAL FESTIVAL FOOD & DRINKS LOCAL VYAPAAR LOCALPRENEUR

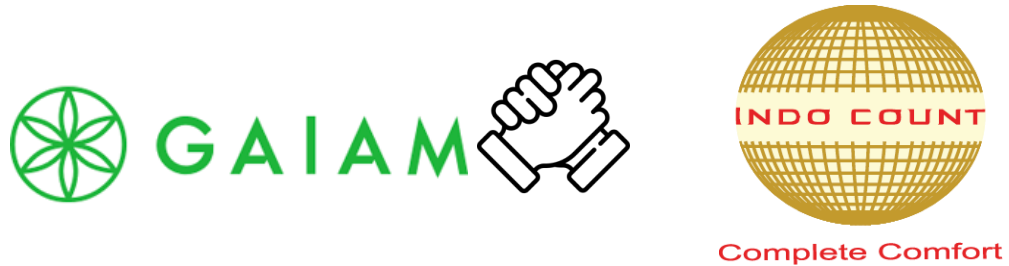
LIFESTYLE LOCAL BAZAAR LOCAL KALAKAAR THINGS TO DO CELEBRITY INSPIRED

World Sleep Day: 11 sleep essentials that might help you sleep with ease!

by **Mohitree** - March 17, 2023

Share

## 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](http://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

# JASPER CONRAN COLLECTION



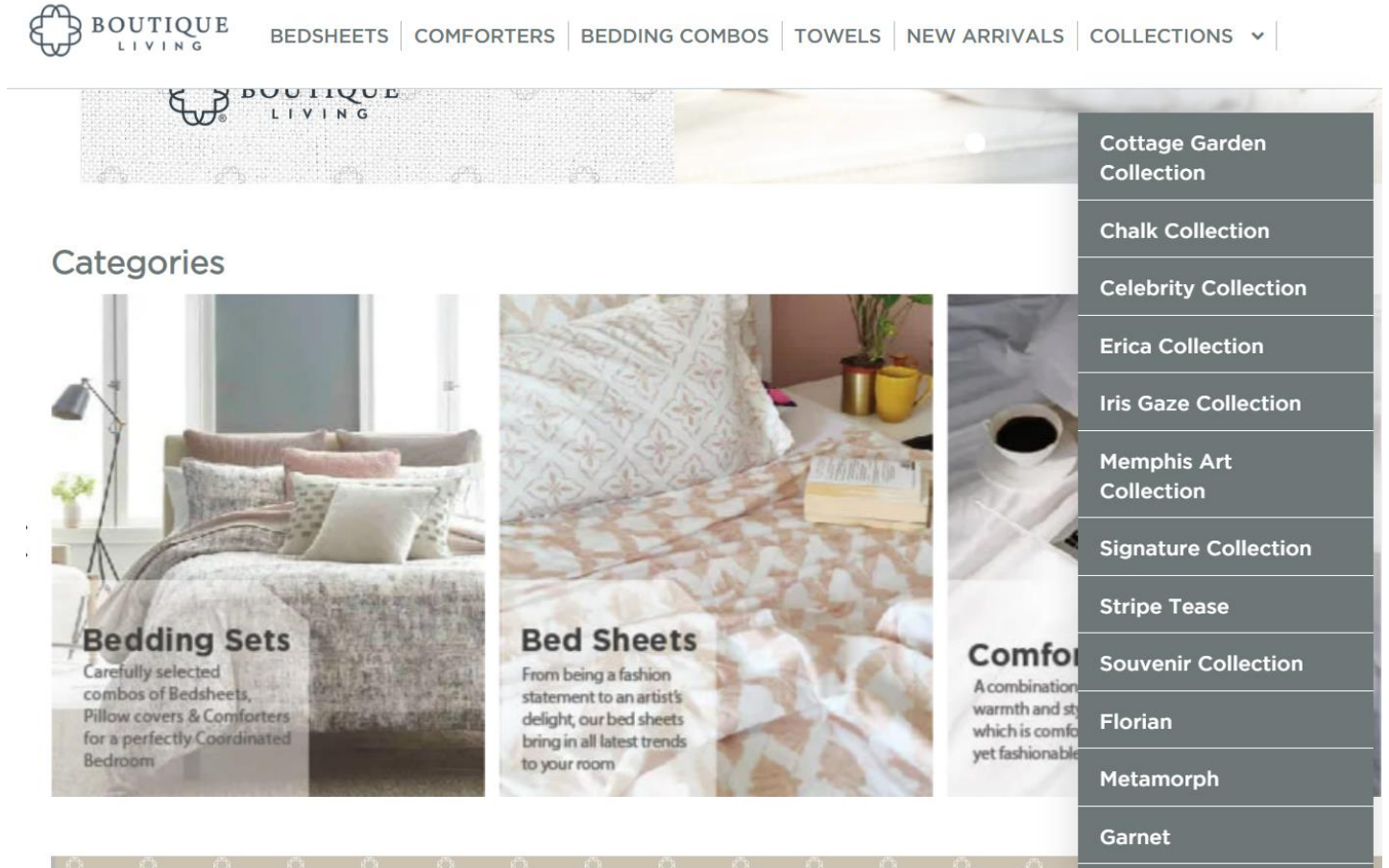


Through our own website and digital markets, we are expanding our omnichannel presence

*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)





Complete Comfort



**SUSTAINABILITY IS IN OUR DNA**

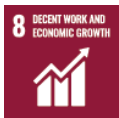
## Member at UNITED NATIONS GLOBAL COMPACT



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**

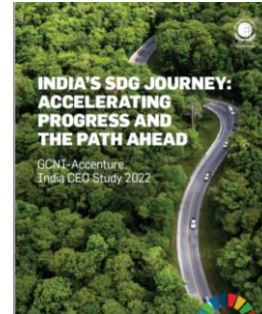
### NINE SDG Goals



## 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 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 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



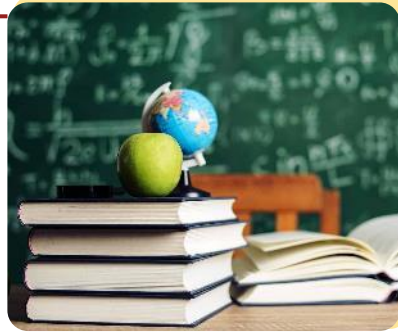
### Preferred/Sustainable Fibre Sourcing

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 **70,000+** students.



2

## Healthcare-2

We facilitate free health check-ups in **100** remote area villages/slum areas by providing preventive and curative healthcare programs, where we have treated **600,000+** patients till now



3

## Water and Sanitation

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



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**", "**AVANI**" and "**ANANT**" aim to impart better Agricultural Practices resulting in higher cotton yield 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: 13,000**  
**Area of Plot: 5 acres**





INDO COUNT

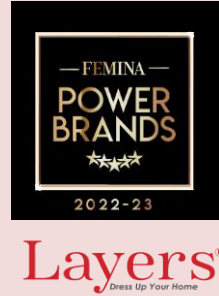
Complete Comfort

## AWARDS & RECOGNITION



## 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.



## 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**

**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**

**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**

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



**CII’s  
NATIONAL AWARD**

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



**EXPORT  
AWARD**

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## Company :

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**Indo Count Industries Limited**  
**CIN:** L72200PN1988PLC068972

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**Mr. K. Muralidharan**, *Chief Financial Officer (CFO)*  
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## Investor Relations Advisors :

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**SGA** Strategic Growth Advisors

**Strategic Growth Advisors Pvt. Ltd.**  
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