



Complete Comfort

January 21, 2021

<p>The National Stock Exchange of India Ltd. Listing Department Exchange Plaza, Bandra Kurla Complex, Bandra (East), <u>Mumbai – 400 051</u></p> <p>Company Symbol : ICIL</p>	<p>BSE Limited Department of Corporate Services Floor 25, Phiroze Jeejeebhoy Towers, Dalal Street, <u>Mumbai – 400 001</u></p> <p>Scrip Code No. : 521016</p>
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Subject: Investor Presentation Q3 & 9M FY 2021

Please find enclosed herewith a copy of Investor Presentation on financial results for Q3 & 9M FY 2021.

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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Indo Count Industries Limited

Investor Presentation
January 2021



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SAFE HARBOUR

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Q3 & 9MFY21

Performance Highlights



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

“We are on track with renewed momentum of staying relevant to our customers with the right product & services.

Our technology competence, talented team, complete portfolio solutions along with our long-term commitment makes a difference to our customers and gives us the confidence in these challenging times to move ahead.”



RECORD HOLIDAY SALES

- *Cyber Monday* spending rose 15.1% YoY at \$10.8 billion, setting a record for the largest U.S. online shopping day ever
- Consumers spent a record \$9 billion on retail websites on **Black Friday**, a growth of 21% YoY
- American consumers' online spending hit a record high of \$5.1 billion on **Thanksgiving Day** with a YoY growth of 21.5%

- Adobe Analytics

“Retail sales during 2020’s November-December holiday season grew 8.3% over the same period in 2019 to \$789.4 billion. The 8.3% holiday season increase was more than double the 3.5% average holiday increase over the previous five years, including 2019’s 4% gain”

- National Retail Federation

“Consumers shopped earlier than ever before. Across our expanded 75-day holiday shopping season, sales were up 3.0%, a testament to the holiday season and strength of retailers and consumers alike.

Home improvement was up 14.1%, with e-commerce sales up 79.7%.”

- Mastercard SpendingPulse

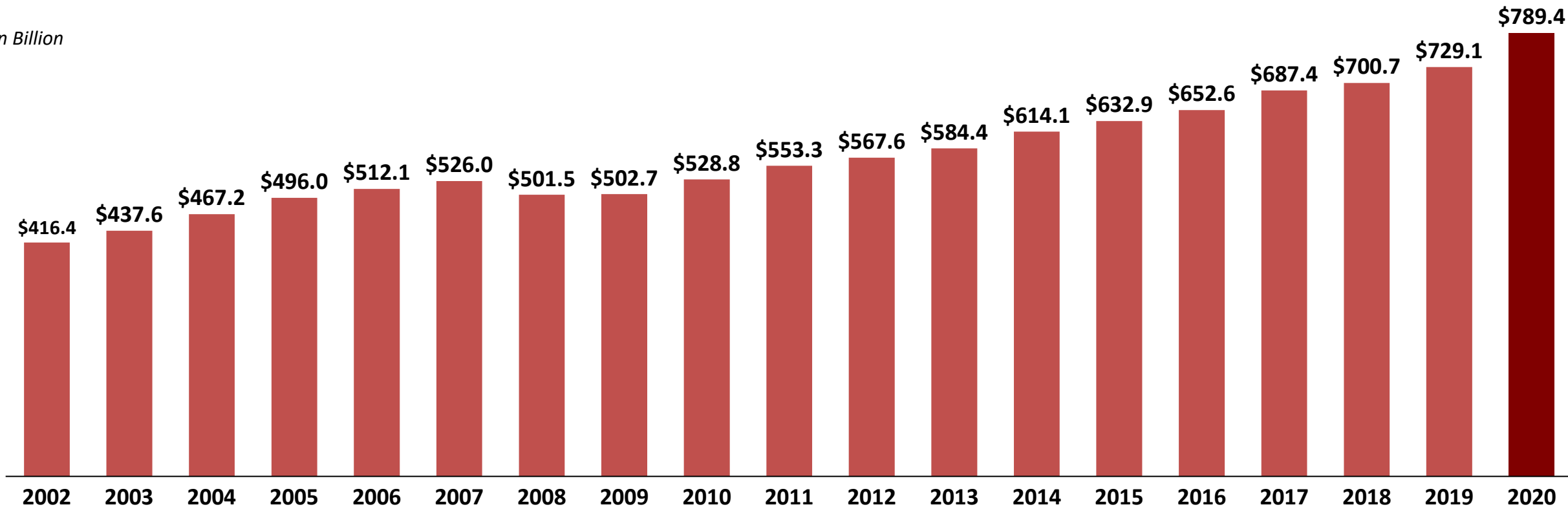


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HISTORICAL HOLIDAY SALES IN US

Despite unprecedented challenges, consumers and retailers demonstrated incredible resilience this holiday season

in Billion

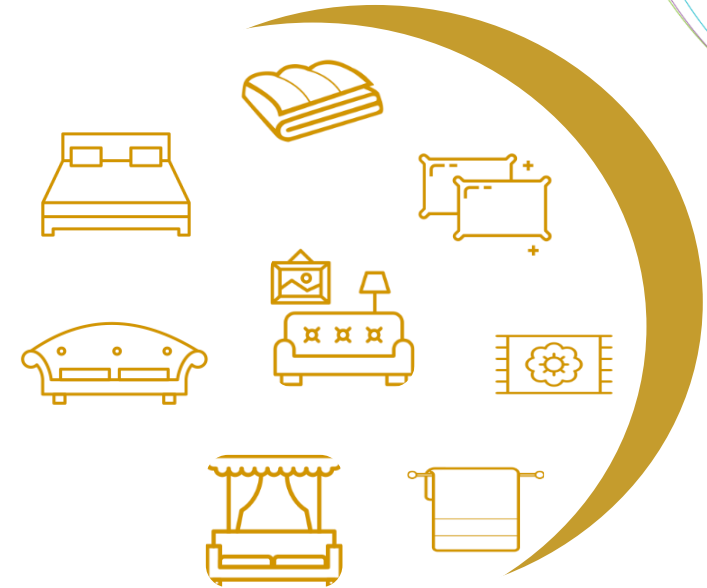
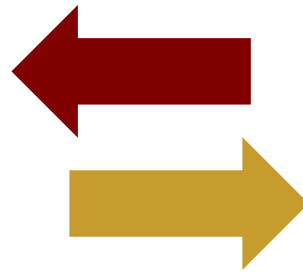


Source. NRF calculations based on U.S. Census Bureau data

ADDITIONAL DEMAND CREATION

“HOME - A Safe Haven”

Quality of Life



Growing interest in ‘HOMES’ due to WFH culture



Declining Interest Rates leading to Consumer Spending



Demand pick-up in suburbs or smaller cities of US



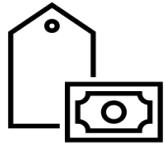
Buoyant property market

The pandemic has created convergence between
“HOME” and “Quality of Life”
 The spaces we live in, and what we demand of them,
 stand to remain altered forever. This has created an
 additional demand for Home Textile products

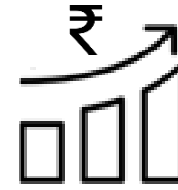
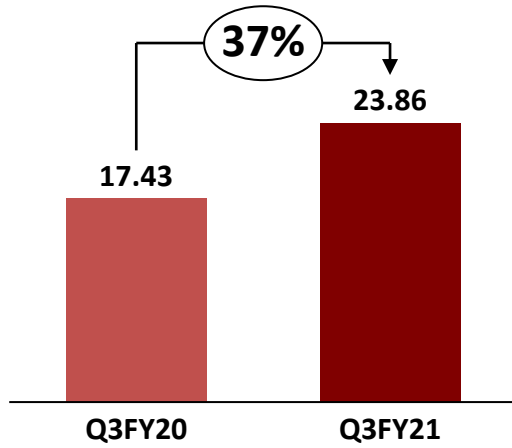
“This year our HOMES have become even more important in our daily lives”

-Tim Cook, CEO Apple at launch event on 13th Oct 2020

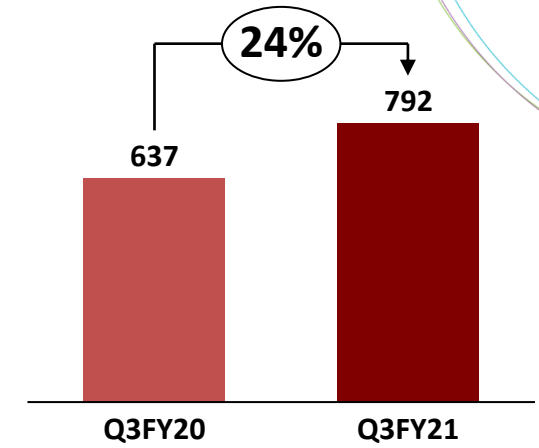
Q3FY21: GROWING VOLUMES, REVENUES & PROFITABILITY



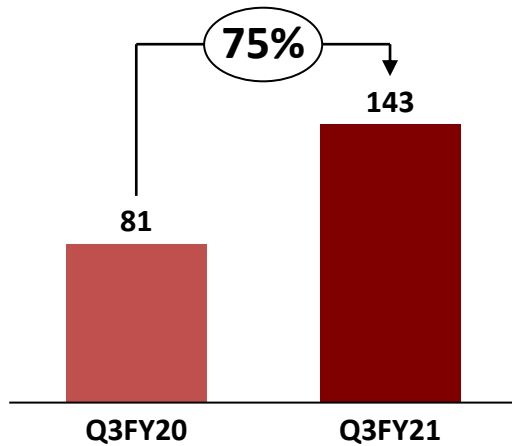
Volume
23.86 Mn
Meters



Revenue
Rs. 792 Crs

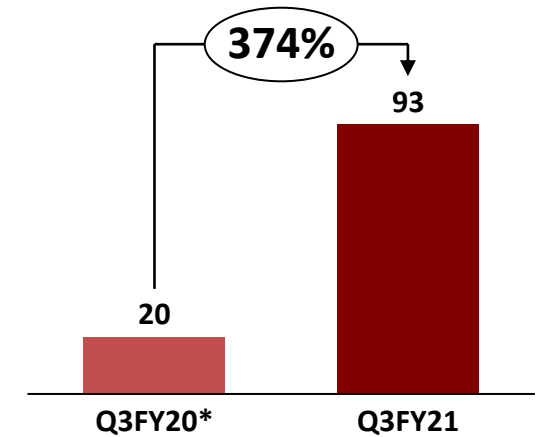


EBITDA
Rs. 143 Crs



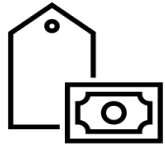
PAT
Rs. 93 Crs

EPS
Rs. 4.71

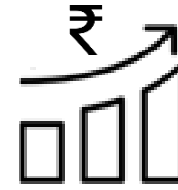
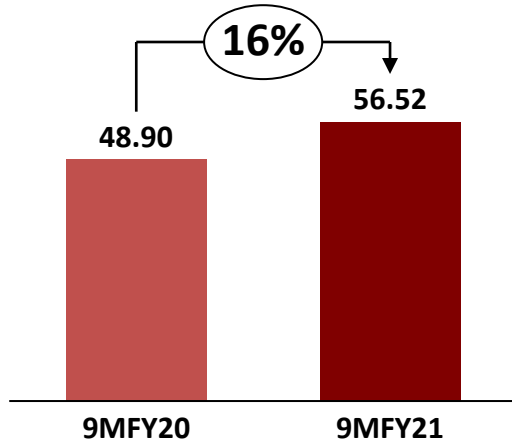


*Q3FY20 PAT is after exceptional items

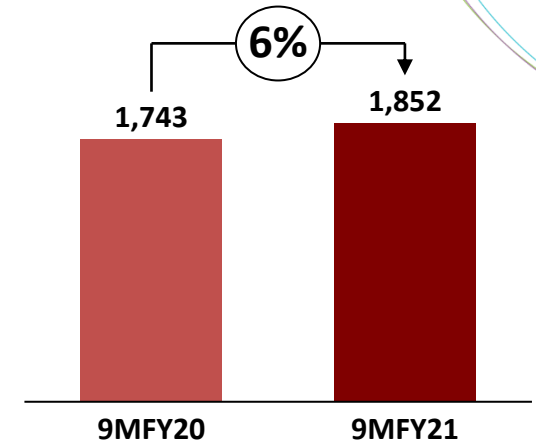
9MFY21: GROWING VOLUMES, REVENUES & PROFITABILITY



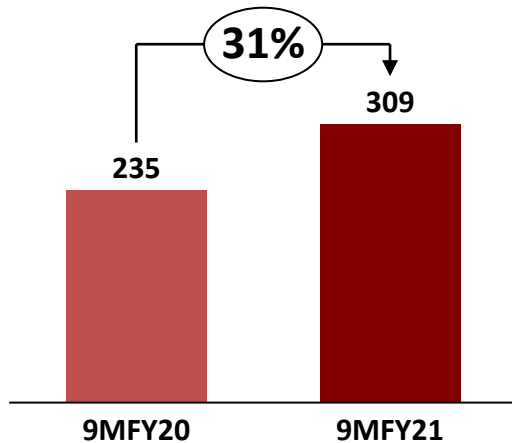
Volume
56.52 Mn
Meters



Revenue
Rs. 1,852 Crs

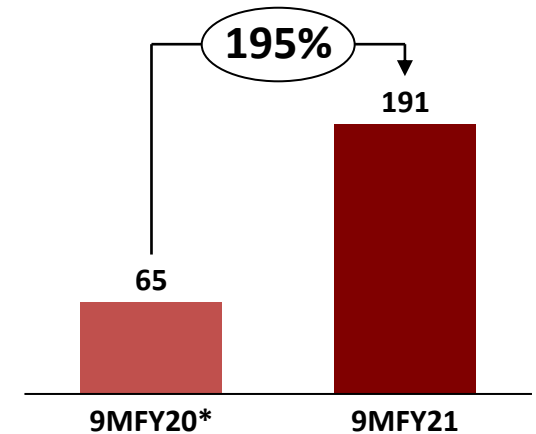


EBITDA
Rs. 309 Crs



PAT
Rs. 191 Crs

EPS
Rs. 9.76

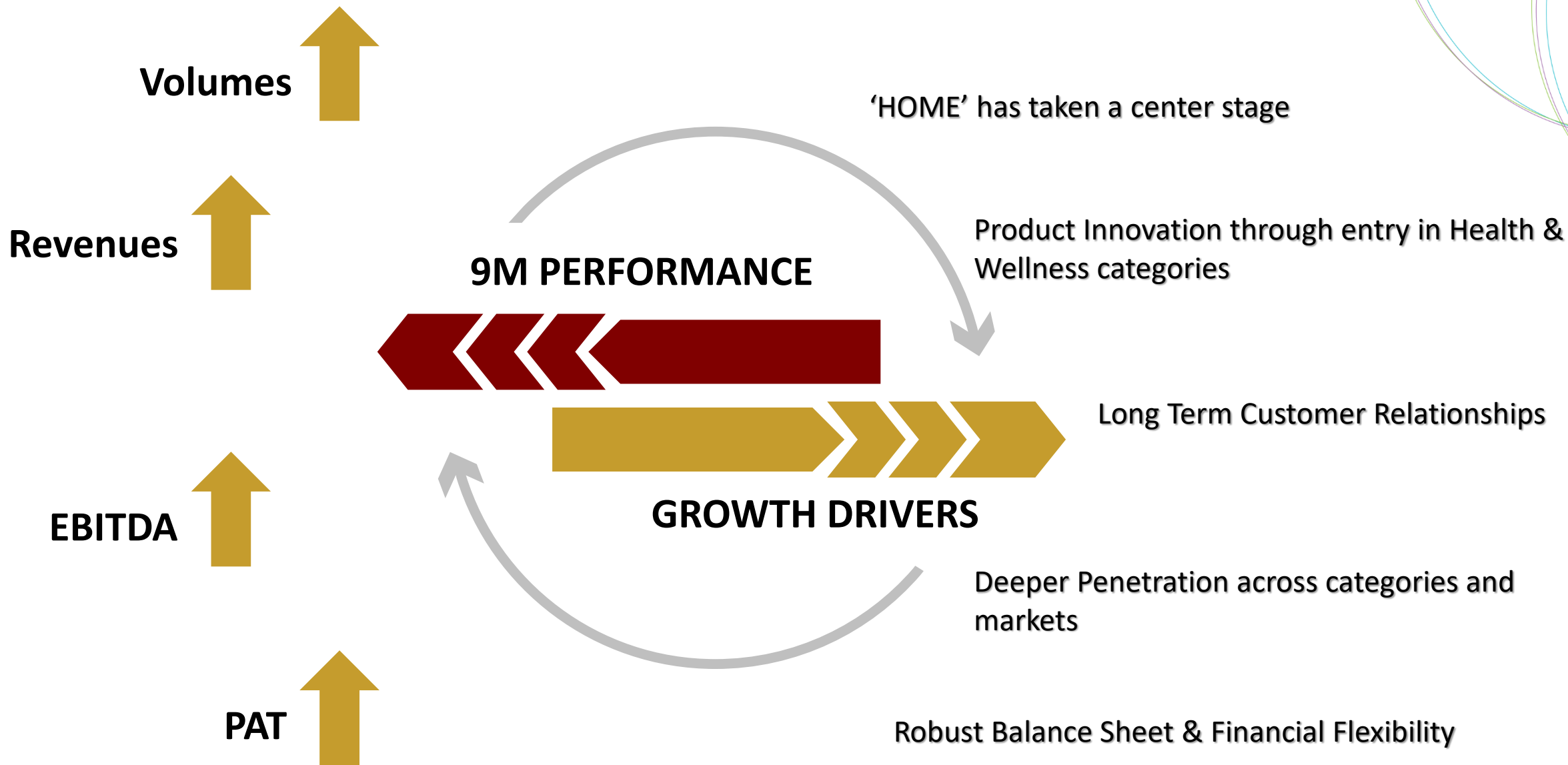


*9MFY20 PAT is after exceptional items



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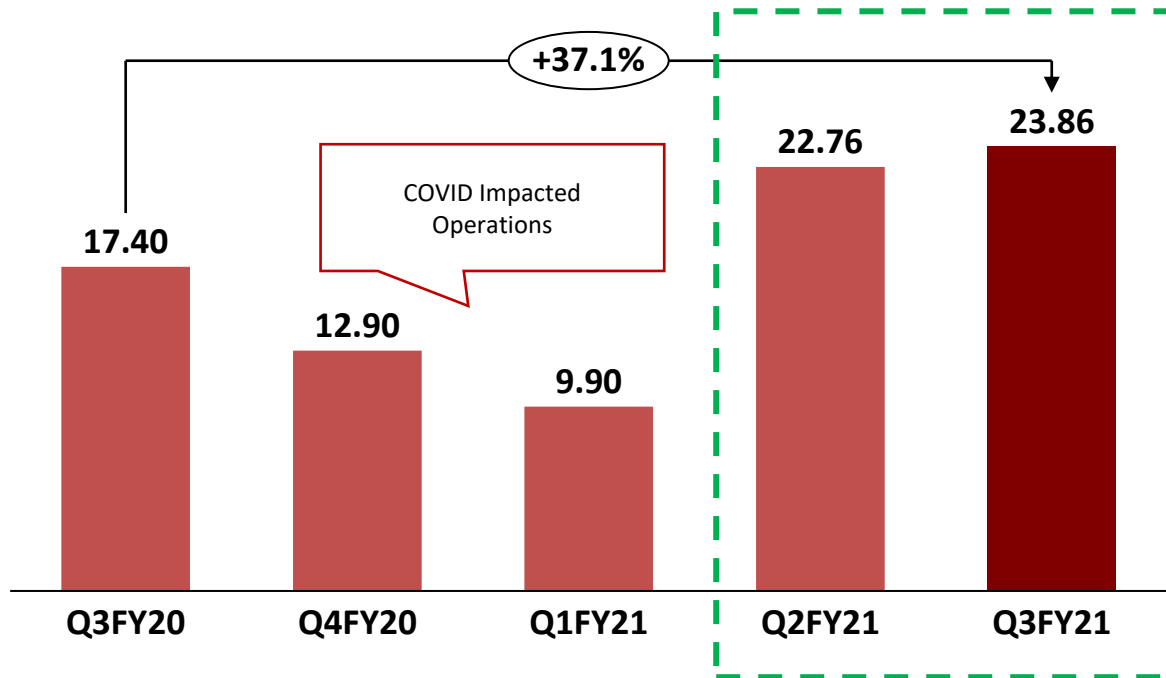
RESILIENT INDO COUNT TO SEIZE GROWTH OPPORTUNITIES



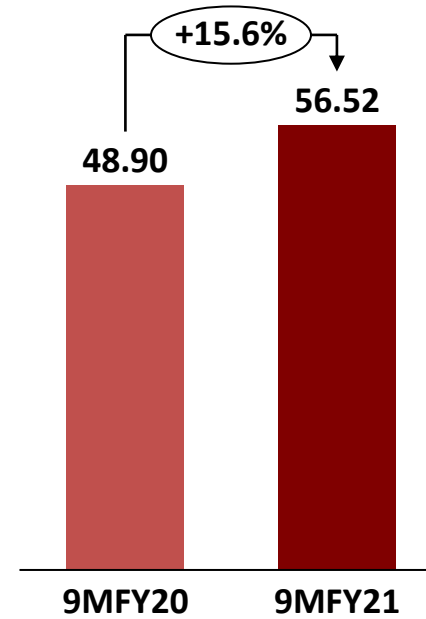
SALES VOLUME PERFORMANCE

in million meters

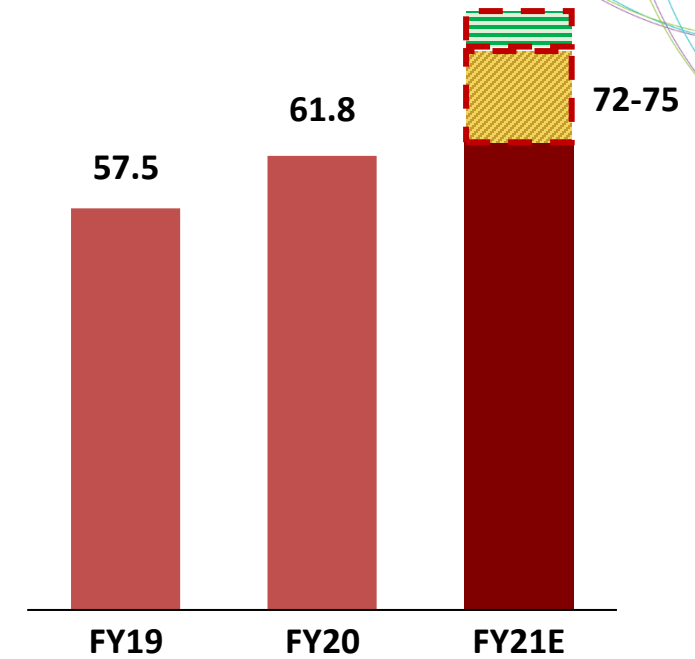
Quarterly Performance



9M Performance



FY21 Volume Guidance

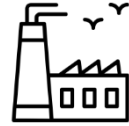


Sequentially achieving over 20 Mn Meters/quarter

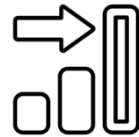
Volume for FY21 will cross 75 Mn Meters



The Board has directed the management team to explore various opportunities to enhance capacities and markets



Current Annual Capacity is 90 Mn Meters



FY21 volumes to cross 75 Mn Meters



Sequentially, new normal quarterly run-rate of over 20 Mn Meters

Q3 & 9MFY21 CONSOLIDATED FINANCIAL PERFORMANCE

Particulars (Rs. Crs)	Q3FY21	Q3FY20	YOY%	Q2FY21	QOQ%	9MFY21	9MFY20	YOY%	FY20
Revenue from Operations	783	637		714		1,829	1,712		2,080
Other operating Income	9	0		10		24	30		55
Total Income	792	637	24%	724	9%	1,852	1,743	6%	2,135
Cost of Material	398	353		365		928	937		1,139
Employee Expenses	38	38		36		107	110		148
Other Expenses	213	164		197		509	461		609
Total Expenses	649	555		597		1,544	1,507		1,897
EBITDA	143	81	75%	127	13%	309	235	31%	238
EBITDA Margin (%)	18.0%	12.8%	524 bps	17.5%	51 bps	16.7%	13.5%	316 bps	11.1%
Depreciation	11	11		11		33	32		43
EBIT	132	70	87%	116	14%	276	203	36%	194
EBIT Margin (%)	16.7%	11.1%	559 bps	16.0%	66 bps	14.9%	11.6%	326 bps	9.1%
Finance Cost	7	11		5		17	31		39
Exceptional Items	(0)	(37)		(4)		(4)	(131)		(98)
PBT	125	23		107		255	41		57
Tax	32	3		27		64	(24)		(16)
PAT	93	20	374%	81	15%	191	65	195%	73
EPS	4.71	1.02		4.15		9.76	3.33		3.74

CONSOLIDATED BALANCE SHEET

Particulars (in Rs Crs)	Sep'20	Mar'20
ASSETS		
Non-current assets		
Property, Plant and Equipment	537	554
Capital work-in-Progress	7	6
Right-of-Use Assets	16	18
Other Intangible Assets	3	3
Financial Assets		
(i) Loans	4	4
(ii) Others	0	0
Other Non-Current Assets	5	6
Sub-total - Non current assets	571	591
Current assets		
Inventories	476	524
Financial Assets		
(i) Investments	80	0
(ii) Trade Receivables	330	242
(iii) Cash and Cash Equivalents	141	139
(iv) Bank Balances	7	11
(v) Loans	1	0
(vi) Others	21	4
Current Tax Assets (Net)	10	23
Other Current Assets	101	161
Sub-total - Current assets	1,168	1,105
TOTAL - ASSETS	1,739	1,696

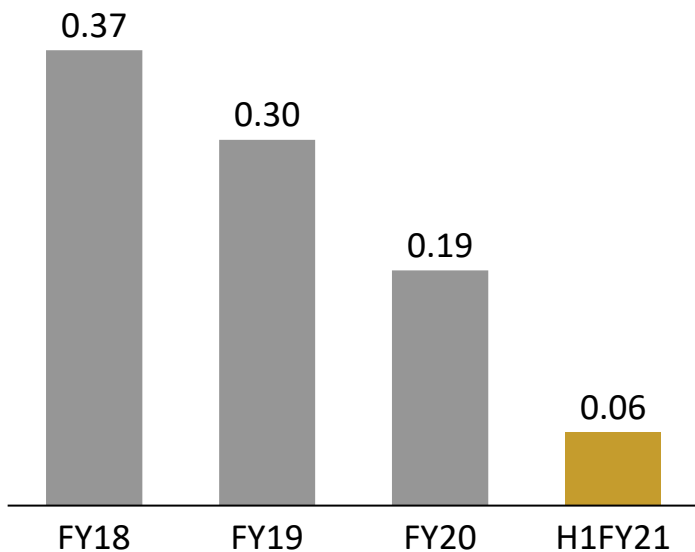
Particulars (in Rs. Crs)	Sep'20	Mar'20
EQUITY AND LIABILITIES		
Equity Share Capital	39	39
Other Equity	1,082	947
Equity attributable to owners	1,121	986
Non-controlling interests	6	7
Sub-total - Equity	1,127	993
LIABILITIES		
Non-Current Liabilities		
Financial Liabilities		
(i) Borrowings	29	36
(ii) Other Financial Liabilities	4	6
Provisions	5	6
Deferred Tax Liabilities (Net)	72	57
Other Non-Current Liabilities	8	8
Sub-total - Non-Current Liabilities	119	114
Current Liabilities		
Financial Liabilities		
(i) Borrowings	261	293
(ii) Trade Payables due to:	162	129
(iii) Other Financial Liabilities	29	92
Other Current Liabilities	41	75
Current Tax Liabilities (Net)	0	0
Sub-total - Current Liabilities	493	589
TOTAL EQUITY AND LIABILITIES	1,739	1,696



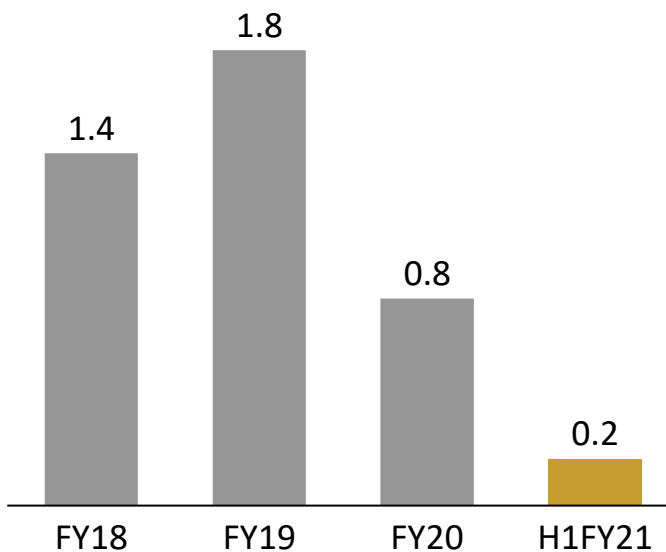
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FINANCIAL RATIO TREND

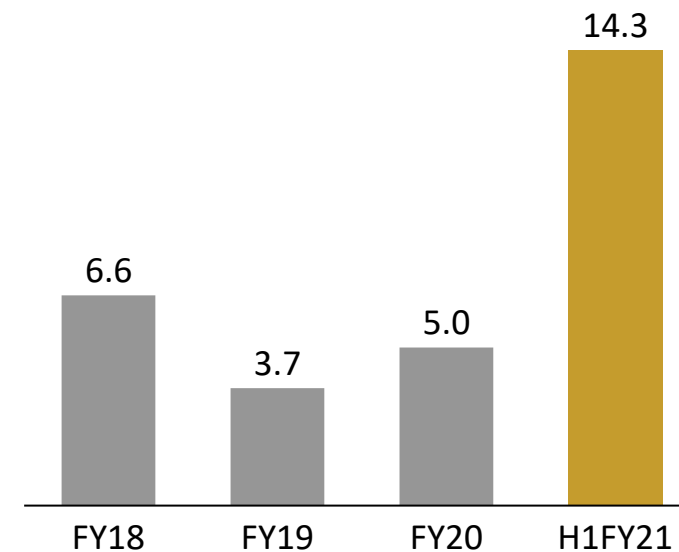
NET DEBT/EQUITY



NET DEBT/EBITDA*



EBIT/INTEREST*

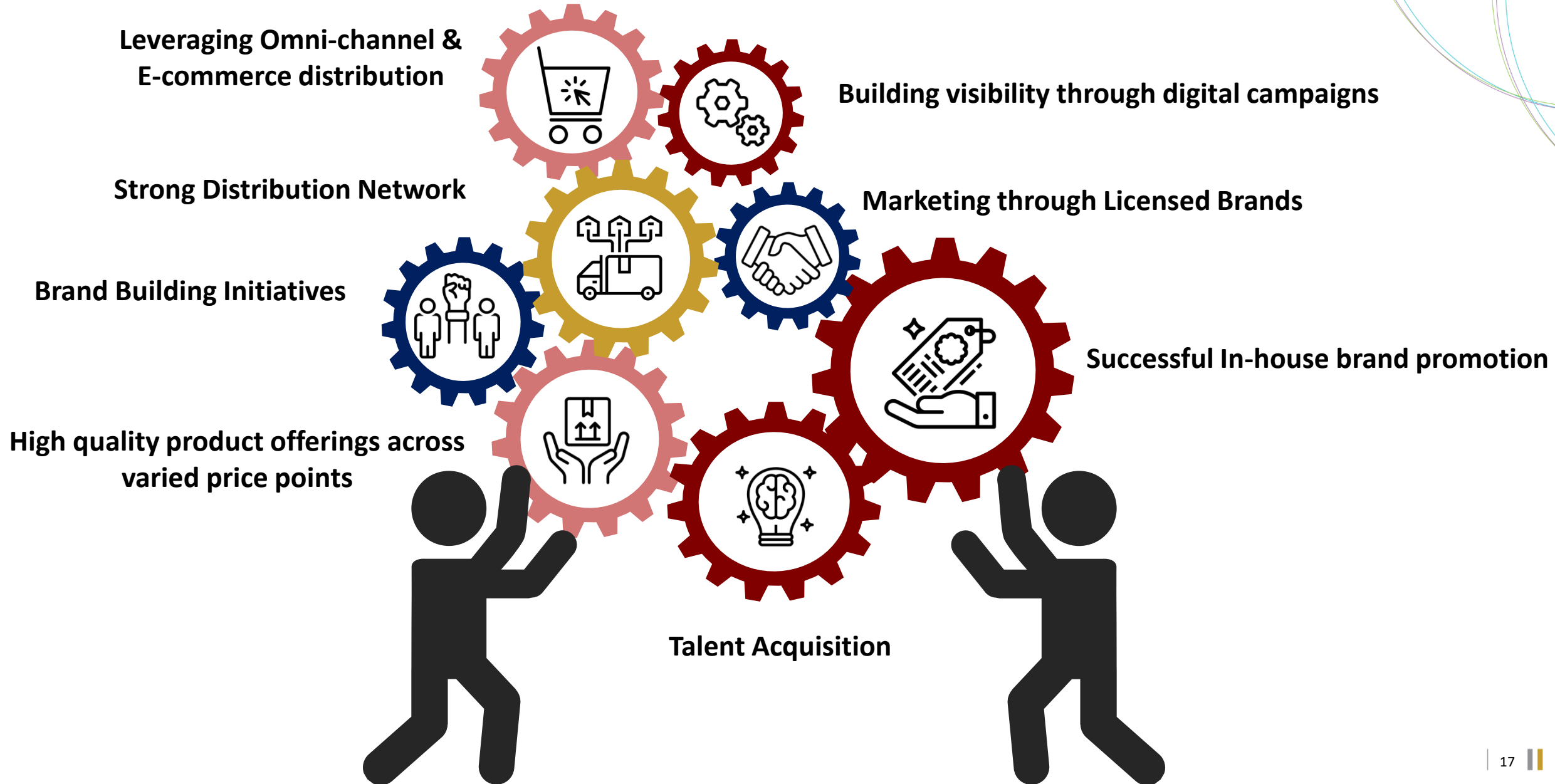


*Annualized basis



GROWING FOCUS ON B2C SEGMENT

GROWING OUR BRANDS THROUGH B2C & D2C....



GROWING OUR BRANDS THROUGH B2C & D2C....

Focus Brand Promotion in US, Europe, Middle-East and India



BOUTIQUE
LIVING



Layers®



WHOLISTIC



PURITY
HOME



KIDS
CORNER®



HOTEL
Signature Sateen®



BOUTIQUE
LIVING
Luxury



SLEEP·RX



— THE —
COTTON
EXCHANGE
MANCHESTER



Pure
earth

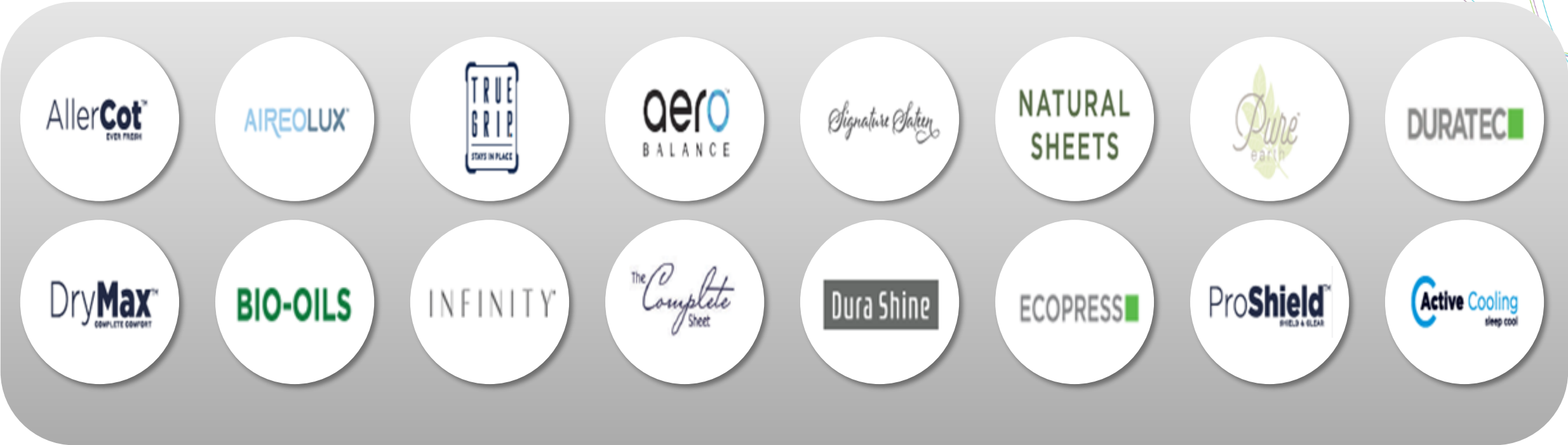


color sense®



Complete Comfort

PATENTS, INNOVATION & TECHNOLOGY

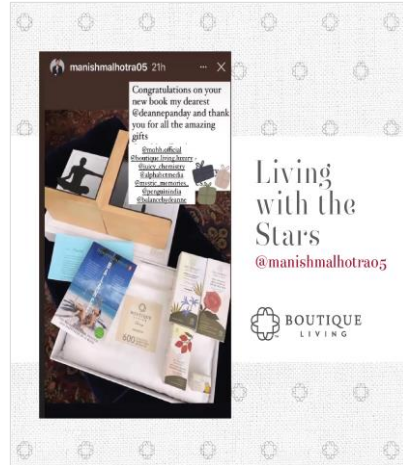
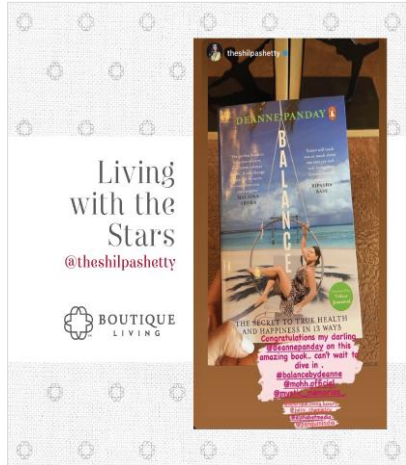


Licensed Brands



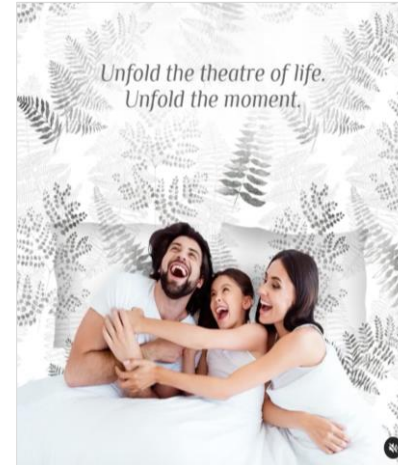
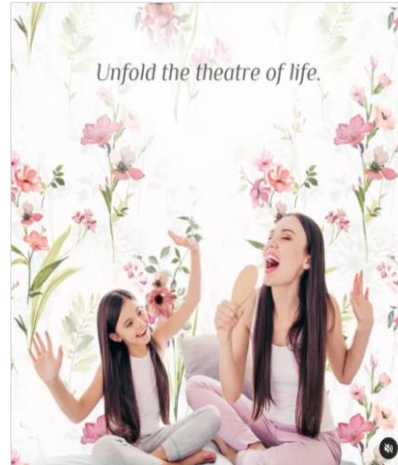


‘Boutique Living’ – An Aspirational Brand



Living with the stars

Not just influencers but A list celebrities like Soha Ali Khan, Madhuri Dixit, Dia Mirza, Taapsee Pannu, Vidya Balan and 20+ others



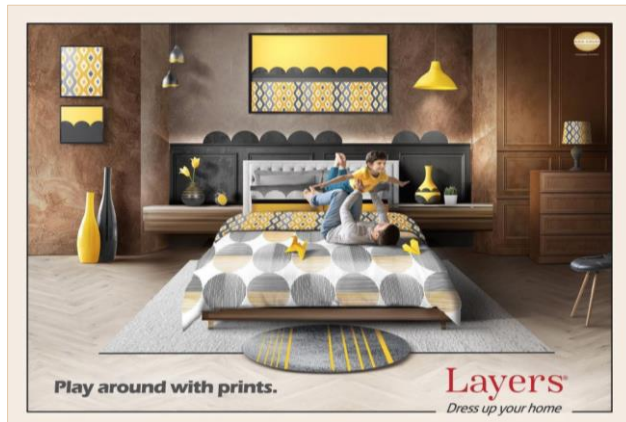
#UnfoldTheMoment

Bringing to life the core brand proposition



#GivingwithLiving initiative in partnership with Myntra for donations to migrant workers through **Bosconet**

Layers® 'Layers' – A Value Driven Brand



#DressUpYourHome

Launching the brand by identifying the core brand proposition



#GharSeNewYear

Keeping in mind the current market dynamic





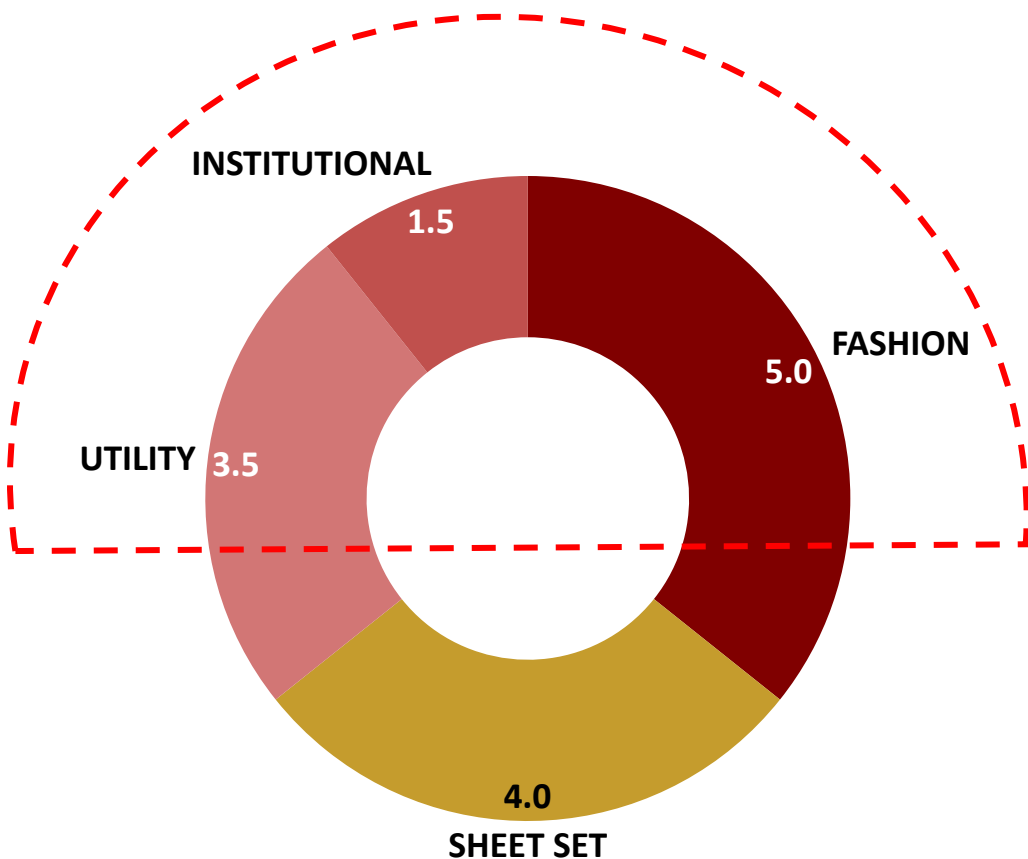
ADVANTAGE INDIA



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INDIAN HOME TEXTILES INDUSTRY IS EYEING A LARGE 3x OPPORTUNITY

Home Textile Size of US market at Retail – \$28bn of which Bed linen is \$14bn i.e. 50% (Bed Linen shown graph below)

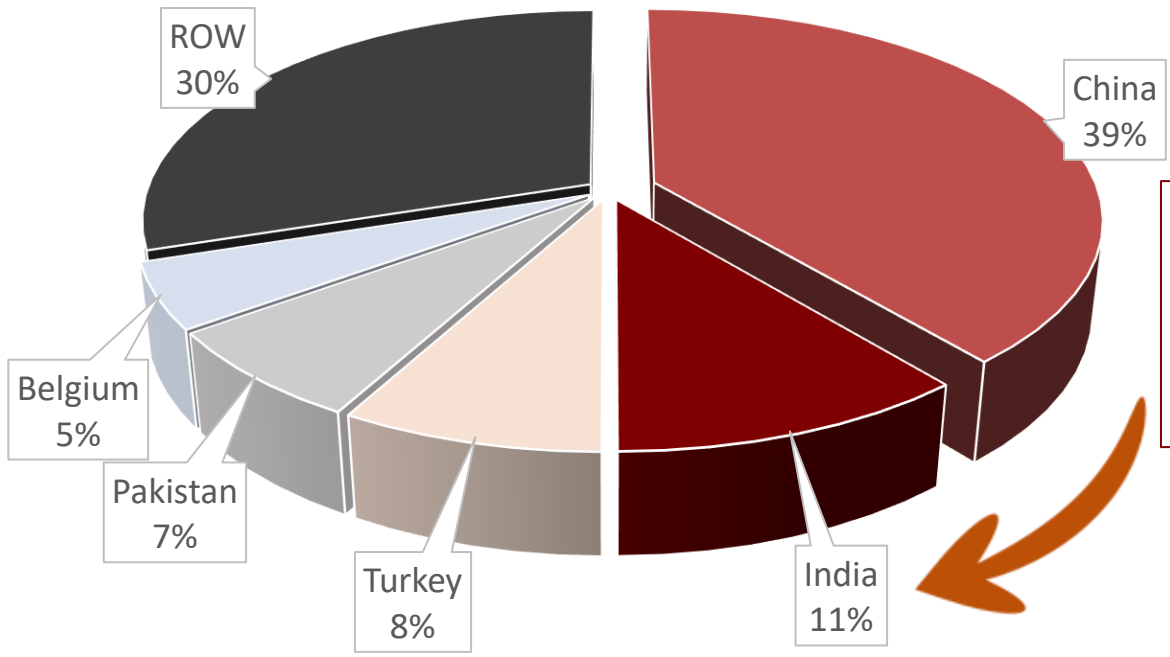


FASHION, UTILITY AND INSTITUTIONAL SEGMENT IS A LARGE 3x OPPORTUNITY SIZE FOR INDIAN SUPPLIERS

- ✓ Target market of almost \$10 bn can be addressed and capitalized
- ✓ Currently, China is a dominant player in this category and India is still at a nascent stage
- ✓ China + 1 strategy will help shift these product categories to India
- ✓ Indian Home Textile Industry stands to gain on this potential shift of these product categories

Currently, India holds 50% market share in Sheet Set

Top 5 Home Textiles Exporting Nations



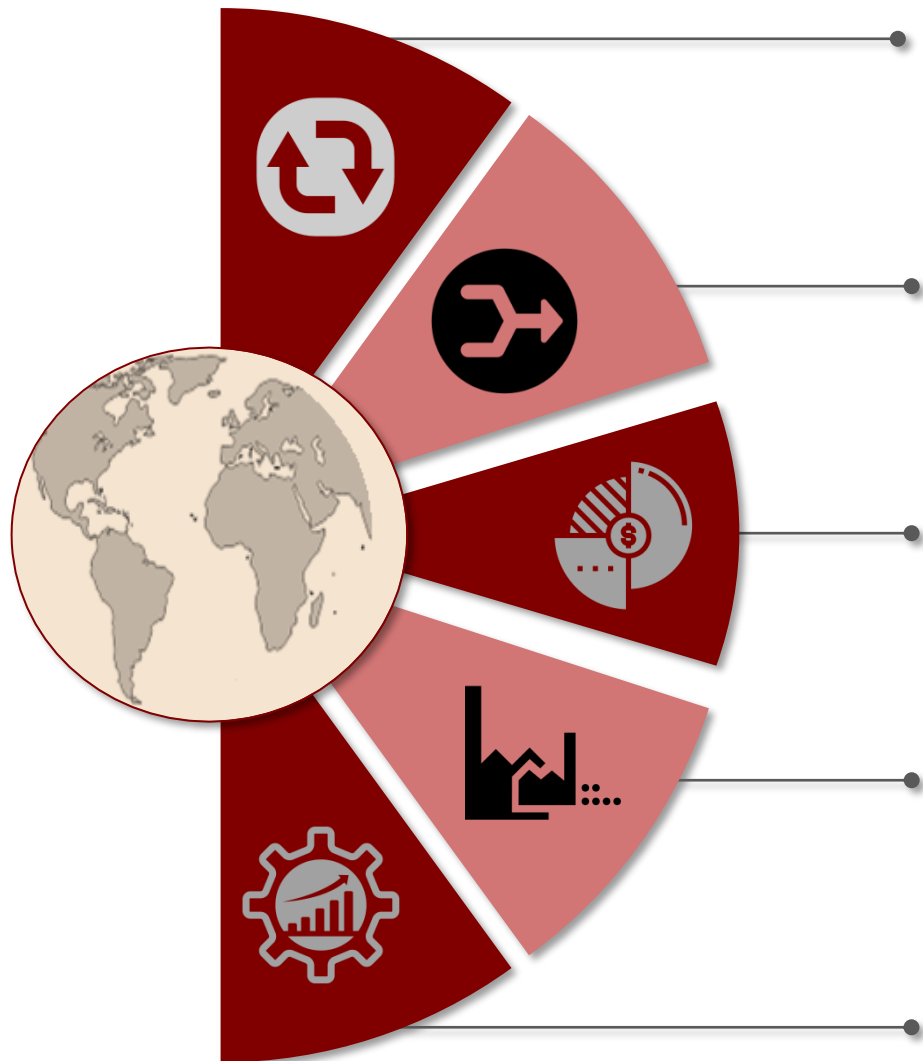
China has 39% share in home textile exports with US\$ 19 bn followed by India at 11% with US\$ 5 bn

India with growth rate of 4%, has increased its world share from 9% to 11% in the past 5 years. China has remained almost stagnant with a CAGR of 0.7%

On the back of the Covid-19 situation, many brands are expected to reduce dependence on a single geography

India being a second largest home textile exporter along with largest producer of Cotton in the world is expected to benefit from this structural shift

EXPECTED RETAIL CONSOLIDATION IN DEVELOPED MARKETS



Structural Shift

Expect the Market to move to few large players due to strong balance sheet and increased capacities

Consolidation

Increased market share gain could be higher for larger players

Reduced fragmentation

Reduced fragmentation in end markets would lead to increase in share for organized suppliers

Organized Manufacturers

Organized manufacturers to benefit on the back of increased capabilities

Increased Efficiency

Consolidation to lead to Increased efficiency and productivity in manufacturing

INDIA'S EDGE IN THE GLOBAL HOME TEXTILE MARKET

Availability of RM

Abundant availability of raw material – India is the world's largest cotton producer



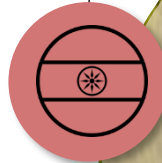
Capability & Capacity

Both capability and capacity available for growth



Atmanirbhar Bharat

Government's push for Atmanirbhar Bharat for import substitution and capacity building to dominate the global market



Skilled labour

Access to a skilled, traditional textile labour force



China + 1 Strategy

CHINA + 1 strategy to play out as brands will seek second source



Preferred partner

Growing global respect for Indian products; dependable long-term partner





INDO COUNT AT A GLANCE



OVERVIEW

Established in early 1990s and head-quartered in Mumbai, India, Indo Count Industries Limited is one of the leading Home Textile manufacturers with an extensive product range. The product portfolio spans across sheet sets, fashion bedding, utility bedding and institutional bedding. The manufacturing skills extend across the entire value chain.

We export to over 54 countries across 5 continents. Over the years, we have constantly progressed to maximize our unique value proposition whilst building a widespread network of customers, sound financials and strong corporate governance controls.



VISION

To be one of the leading players in the global home textiles industry on the strengths of technology, experience and Innovation



MISSION

We are committed to provide all our customers superior product quality, timely services and value for money through our technological and organizational strengths



PRINCIPLES

- **Complete Comfort to customers**
- **Focus on customer satisfaction**
- **Foster stability and sustainability**



PRODUCTS & PRESENCE



Indo Count exports to more than 54 countries across 5 continents and going forward to widen its geographical footprint



PRODUCTS

BED SHEETS	UTILITY BEDDING	FASHION BEDDING	INSTITUTIONAL BEDDING
Flat sheet	Mattress pads	Comforters & Duvets	Basic white sheets
Fitted sheet	Protectors	Shams & Decorative Pillows	Shams & Pillows
Pillowcases	Pillows	Quilts	Bed skirts
	Down Alt Comforters	Coverlets	Duvet covers

SERVICES (WORLD OVER)

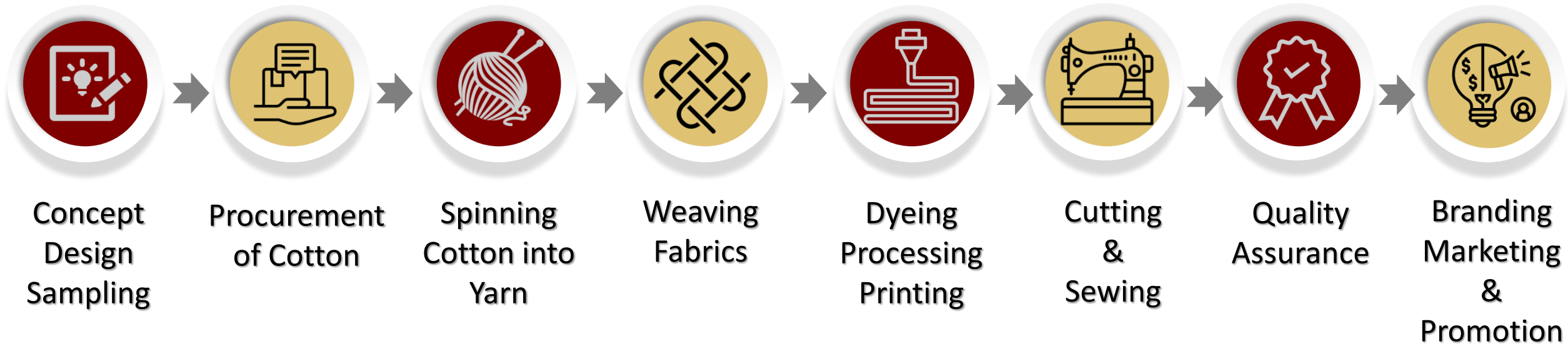
Product Development	EDI-based replenishment services	Market Research
Total Supply Chain Solutions	Inventory Planning	Consumer Insights
Modern warehousing services	E-Commerce fulfillment	

INDIA	USA	UK	UAE
Head Office, Factories, Merchandising & Design Studio & Product Development Lab	Showroom, Warehouse Design Studio	Showroom, Warehouse Design Studio	Showroom



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INTEGRATED BEDDING SOLUTION PROVIDER





OUR JOURNEY

Recognized by Walmart Corporation as "Giga Guru" amongst Global Top 20 suppliers

Launched "Layers" a value driven mass brand

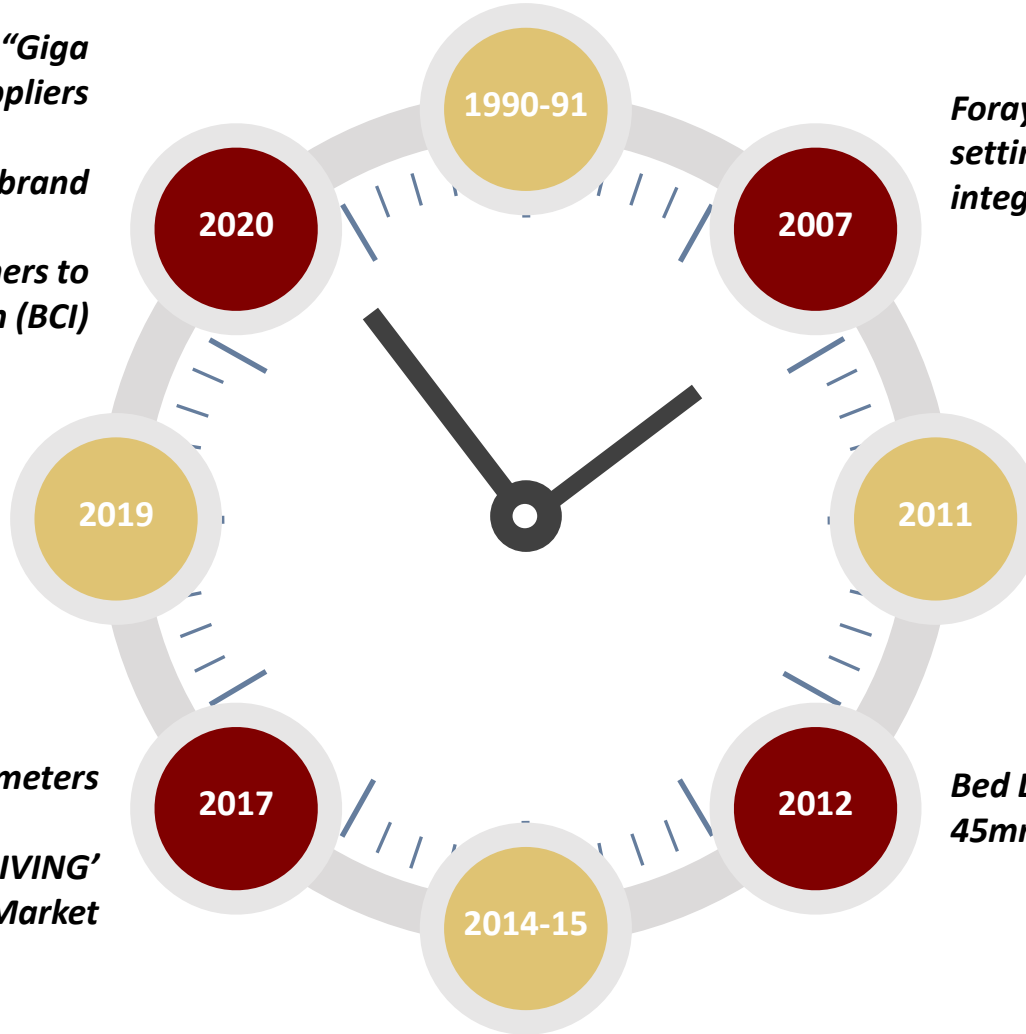
Launched 'GAGAN' to help farmers to cultivate sustainable cotton (BCI)

Partnered with WALMART for environmental sustainability

Enhanced capacity to 90 mn meters

Launched brand 'BOUTIQUE LIVING' in Indian Market

*ICIL established
Commencement of Spinning Operations*



Forayed into home textile by setting up 36 mn meters integrated capacity for Bed Linen

Established showroom, Design Studio and Distribution base at USA

Bed Linen capacity increased to 45mn meters

*Established showroom and design studio in UK
Enhanced capacity to 68 mn meters*



SUSTAINABILITY IS OUR DNA



Project GAGAN: A sustainable cotton initiative

The programme aims at improving awareness among the farmers to cultivate cotton in a more sustainable method. In step with this mindset, we launched an initiative called 'GAGAN' to help farmers to cultivate sustainable cotton through our Better Cotton Initiative (BCI).



HIGG INDEX

Associated with SAC (Sustainable Apparel Coalition) through HIGG index tool. Two of our facilities at Gokul and Kagal have been certified with the Sustainable Apparel Coalition.

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.



A MADE IN GREEN product ID proves that the product has been tested for harmful substances.



MADE IN GREEN

This is a latest sustainability benchmarking being demanded by majority of customers and we are proud to commit that a large number of our products manufactured come under Made in Green category.



ENVIRONMENTAL INITIATIVES

Conservation of Natural Resource by Water Recycling:
Installed Biological Effluent Treatment Plant with 3
Stage RO system



ENERGY SAVING

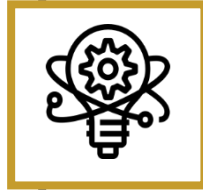
Solar Energy: Installed solar panels leading to savings
in power



UTILITIES SAVING INITIATIVES

Sludge Drier: Installed Sludge Drier, a unique initiative that resulted in reduction of sludge disposal from 500 tons/month to almost 50 tons/ month.

STABLE & SUSTAINABLE



RESEARCH & INNOVATION

Strong R&D and innovation capabilities to develop a value-added diversified product bouquet
Fulfilling the unique customer requirements to help evolve as the preferred partner of choice



FOCUS ON BRANDS

Unrelenting focus on quality, reliability, and excellence
Further leverage of brand position in the International & Domestic markets



AVAILABILITY

Focus on e-commerce and Omni channel business



SUSTAINABILITY

Growth through adopting sustainable business practices

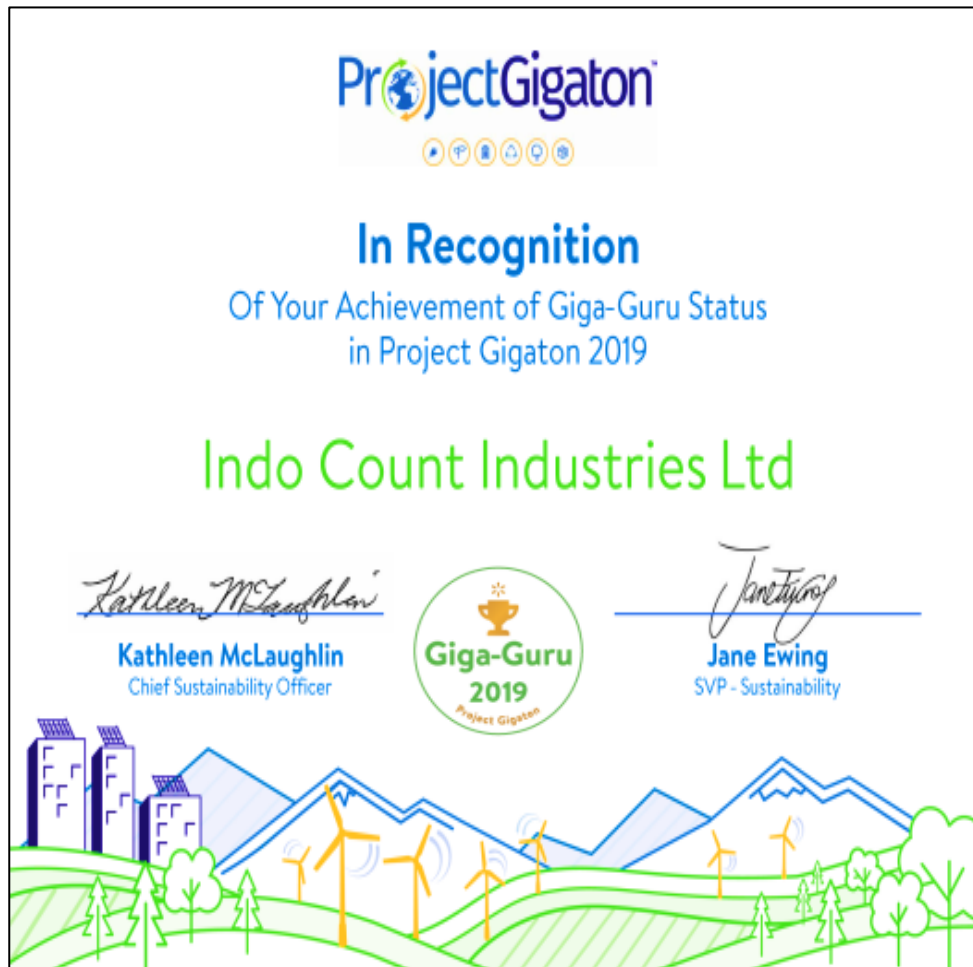


AWARDS & ACCOLADES



Complete Comfort

RECOGNIZED BY WALMART CORPORATION AS “GIGA GURU” AMONGST GLOBAL TOP 20 SUPPLIERS



- ✓ Indo Count has taken **SMART goals** for Green house gas emissions reduction in Gigaton project
- ✓ In Walmart’s Gigaton project, Indo Count has achieved a remarkable milestone and is recognized by Walmart Corporation as “**Giga Guru**” amongst **Global Top 20 suppliers**





Complete Comfort

RECOGNITIONS

Texprocil Awards for 2018-19



Gold

Winner of Gold Trophy

For the Highest export performance in Made Ups-Bed Linen/Bed Sheets/Quilts



Gold

Winner of Gold Trophy

For the Special Achievement Award in Made-ups



Silver

Winner of Gold Trophy

For the Second Highest exports performance in Yarn-Counts 50s and below



Recognitions from Customers



Awarded 'Best Collaboration in Design & Product development' by KOHL's, a large retailer in the US



Received 'Platinum Certification Status' for sheets and fashion bedding category by JC Penney, another large retailer in the US

Environmental Awards



Vasundhara Award



Jalbindu Award



CSR INITIATIVES



CSR - EVERY SMILE COUNTS



EDUCATION

- We developed and adopted multifaceted approach through E-learning to increase attendance and stimulate learning amongst students
- Besides E-learning, various other initiatives include distribution of school bags, Improving infrastructure in schools and providing educational support to the visually challenged students
- 50,000+ students of 100+ schools in and around Kolhapur have benefitted



WOMEN EMPOWERMENT

- Trained women through our skilled development centre
- Aimed at making women independent and upgrading their standard of living



HEALTHCARE

- Medical Vans reaching 100 rural villages around Kolhapur providing free medicines and check-ups
- 3,00,000 patients have been benefitted
- Renovated Female Maternity & Gynac ward along with Cardiac Department for a government hospital in Kolhapur



WATER & SANITATION

- Promoting sanitation by building/ maintaining toilet blocks
- Installed pure drinking water facilities in various schools and public places





CONTACT US

Company :



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