



Complete Comfort

February 06, 2023

National Stock Exchange of India Ltd. Listing Department Exchange Plaza, Bandra Kurla Complex, Bandra (East), <u>Mumbai – 400 051</u> Company Symbol : ICIL	BSE Limited Department of Corporate Services Floor 25, Phiroze Jeejeebhoy Towers, Dalal Street, <u>Mumbai – 400 001</u> Scrip Code No. : 521016
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Subject: Investor Presentation Q3 & 9M FY23

Dear Sir/Madam,

Please find enclosed herewith a copy of Investor Presentation on financial results for Q3 & 9M FY23 Results.

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

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



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INDO COUNT INDUSTRIES LTD.

**Q3 & 9M FY23
INVESTOR PRESENTATION**

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This presentation contains certain forward-looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The Company does not undertake to make any announcement in case any of these forward-looking statements become materially incorrect in future or update any forward-looking statements made from time to time by or on behalf of the Company.



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

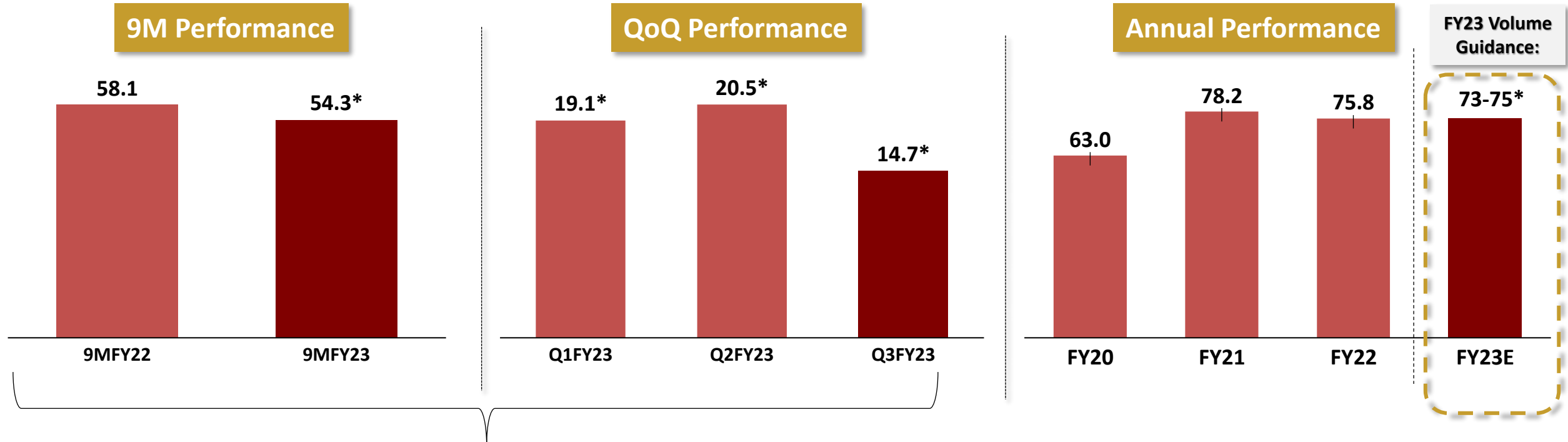
“The quarter gone by has been challenging for us and the industry. Rising inflation in our key markets and the steep hike in the interest rates by the central banks, as a counter measure, impacted consumers' discretionary spends and in turn our exports. As sentiments improve, we expect better demand trends to emerge and become conducive for our business.

With FTAs, various Government initiatives for the textile sector and reduction in raw material and freight rates, we are optimistic on the long-term growth of the Indian Textile Industry. As a leading exporter, we have invested in capacity additions, and are market ready for the upcoming opportunities in the sector.”

SALES VOLUME PERFORMANCE



in million meters



- CY2022 ended on a muted note amidst uncertain economic backdrop and cautious consumer spending in international markets
- High inflation rates impacted US consumers' outlook towards discretionary shopping which led to a sublime Holiday season. Consequently, our Q3FY23 volumes were impacted
- Amongst discretionary basket, wallet share saw a bias towards entertainment, travel and F&B

* Includes Bhilad Unit volumes

CONSOLIDATED FINANCIAL HIGHLIGHTS

Volumes 

Total Income 

EBITDA & Margins 

PAT & Margins 

9MFY23*

54.3
Mn Mtrs

Rs. 2,233 Crs

Rs. 339 Crs

Margin 15.2%

Rs. 182 Crs

Margin 8.2%

Q3FY23*

14.7
Mn Mtrs

Rs. 662 Crs

Rs. 78 Crs

Margin 11.8%

Rs. 38 Crs

Margin 5.7%

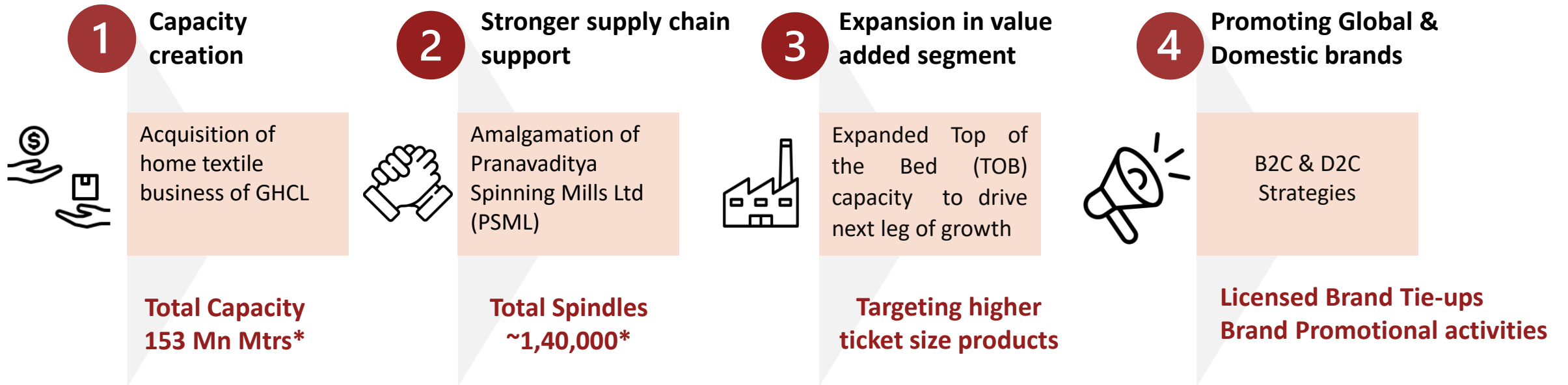
* Includes Bhilad Unit

LONG TERM STORY REMAINS INTACT

- FTAs to create demand for Indian Home textile industry
- Various government initiatives to support Indian textile sector
- Stabilising cotton prices, reduction in freight cost will provide support

We are market ready for the upcoming opportunity in the textile industry

ICIL has taken various initiatives and created strong positioning in the HT space to cater to upcoming demand



* To be achieved by Q4FY23

Q3 & 9MFY23 CONSOLIDATED PROFIT & LOSS STATEMENT

Particulars (Rs. Crs)	Q3FY23 [^]	Q3FY22	YoY%	9MFY23 [^]	9MFY22	YoY%
Total Income	662	787	-16%	2,233	2,242*	-0.4%
EBITDA	78	146	-47%	339	392	-14%
EBITDA Margin (%)	11.8%	18.6%	-677 bps	15.2%	17.5%	-232 bps
Depreciation	16	10		48	30	
Finance Cost	20	15		55	39	
PBT	41	121	-66%	235	323	-27%
Exceptional items	-	(21)		-	-	
PBT after exceptional	41	100	-59%	235	323	-27%
Tax	4	29		53	100	
PAT	38	71	-47%	182	273**	-33%
EPS (Rs.)	1.90	3.59		9.19	13.80	

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

**9MFY22 PAT includes RoSCTL benefits of Rs 49.99 Crores for the period of January 1, 2021 to March 31, 2021

The previous period figures are restated on account of Amalgamation of Pranavaditya Spinning Mills with Indo Count Industries Ltd.

[^]Includes Bhilad Unit

STATUS OF RS. 200 CRS CAPEX ANNOUNCED IN MARCH 2021

No.	Project description	Status	Amount Est.	Revised Est.	Amount spent
			Rs. Crores		31st Dec 2022
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 by Q4 FY23	100.00	118.00	98.29
3.	Commensurate addition in cut/sew facilities and additional Top of the Bed (TOB) capacity	Work in progress. Facilities will be operational by Q4 FY23	50.00	69.00	41.50
	Total		200.00	231.00	183.50

- The increase in investment amount is due to enhancement in ETP capacity and for complying with Maharashtra Govt.'s new norms of water recycling
- We expect the above capex to operationalize by Q4 FY23
- The above is being funded through mix of internal accruals of Rs. 121 Crs and debt of Rs. 110 Crs
- The Company had incurred capex of Rs. 183.50 Crs as of 31st December, 2022, of which Rs. 126.68 Crs was from internal accruals and Rs. 56.82 Crs was from debt.

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

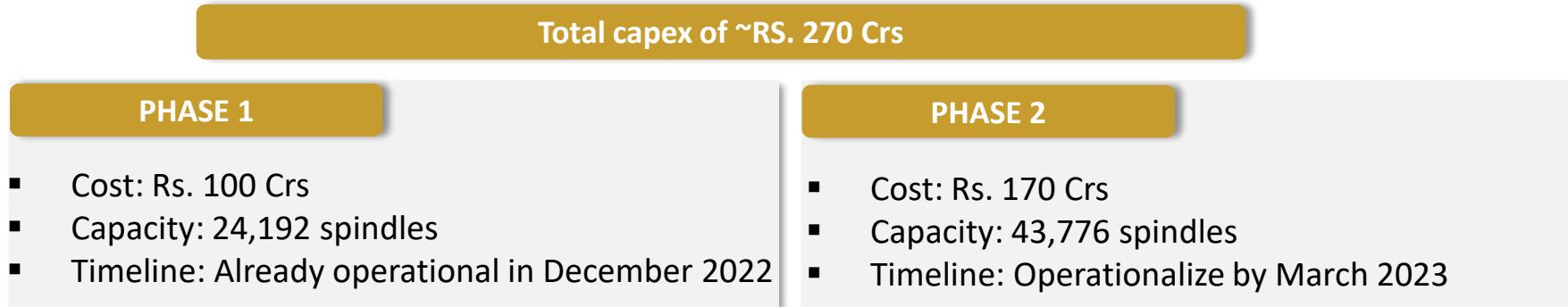


RATIONALE

- 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
			Rs. Crores	31 st Dec, 2022
1.	Phase I Modernization of spinning capacity with Compact spinning technology	Already Operational	100.00	94.40
2.	Phase II New spinning capacity with Compact spinning technology	Implementation in progress	170.00	63.00
	Total		270.00	157.40

- Phase I already operational. 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 had incurred capex of Rs. 157.40 Crs as of Dec. 31, 2022, of which ~ Rs. 80.40 Crs is from internal accruals and Rs. 77 Crs is from debt

OUR JOURNEY

4 Years CAGR

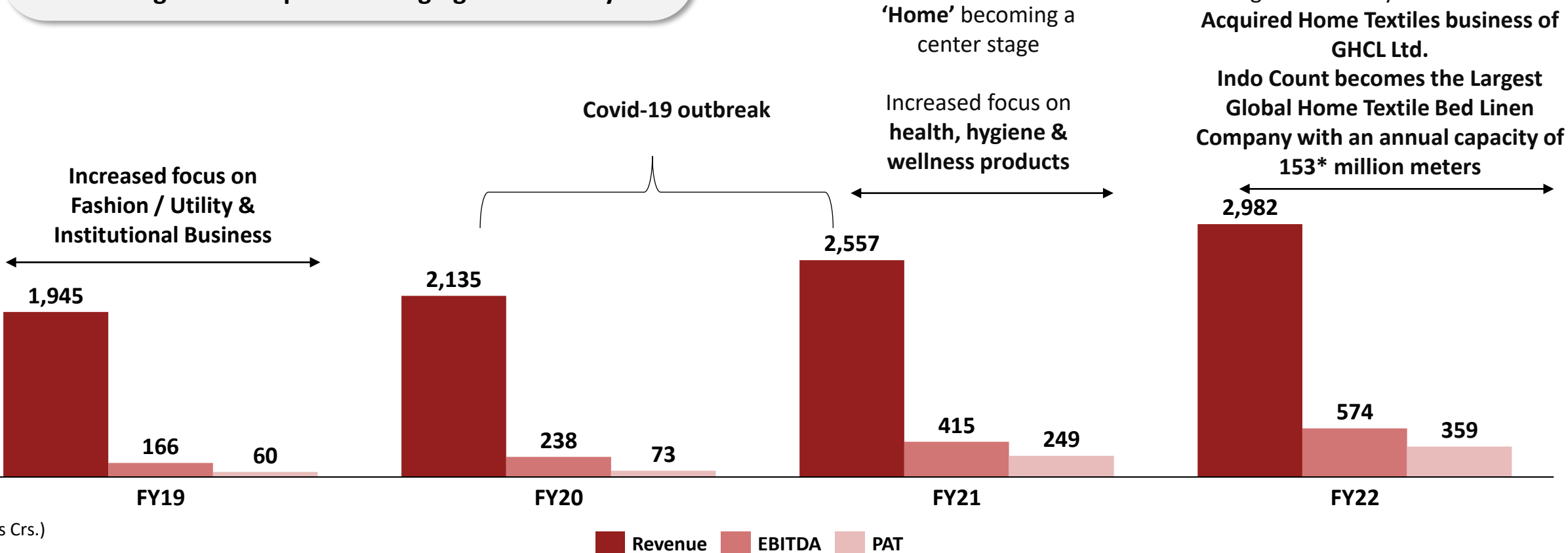
Revenue Growth of 15%
EBITDA growth of 51%
PAT growth of 82%
Avg. ROCE of 18.9%
Avg. ROE of 15.3%

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.

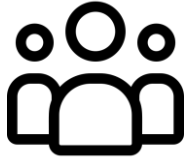
Indo Count becomes the Largest Global Home Textile Bed Linen Company with an annual capacity of 153* million meters



* To be achieved by Q4FY23

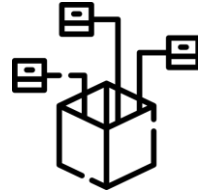
LEADERSHIP POSITION

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



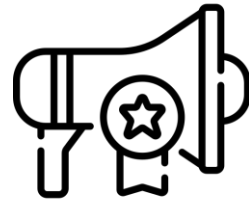
Trusted and Innovative supplier through quick adaption to market trends

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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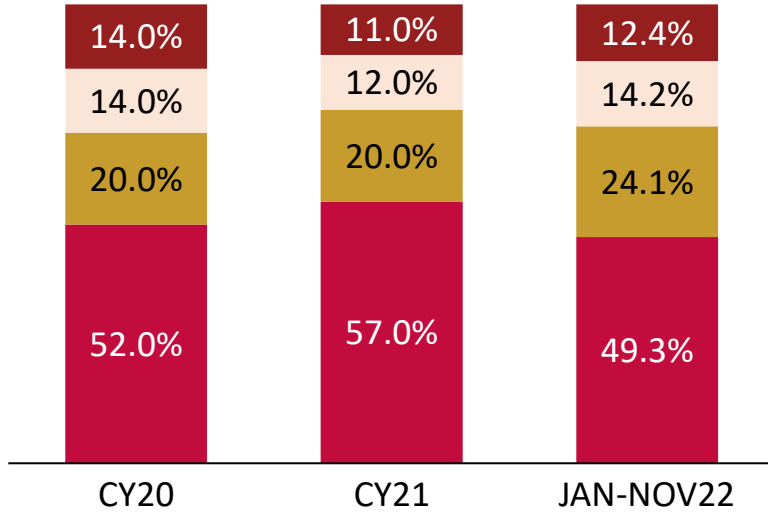


INDUSTRY OVERVIEW



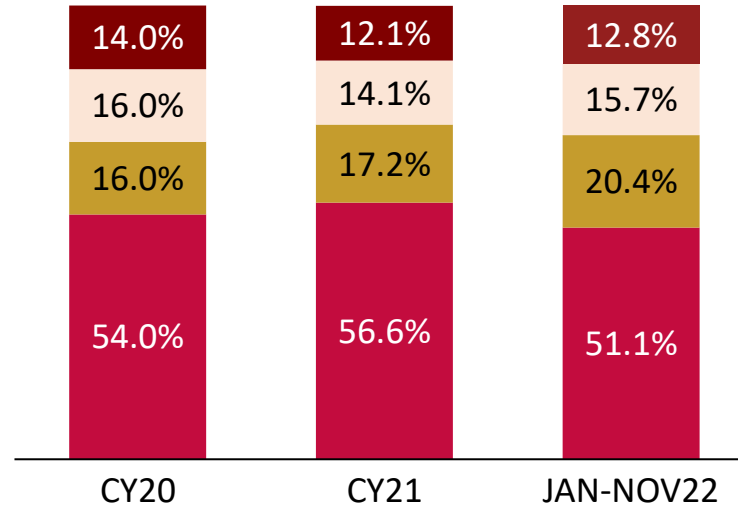
USA HOME TEXTILES MARKET DYNAMICS

US imports of Cotton Sheets

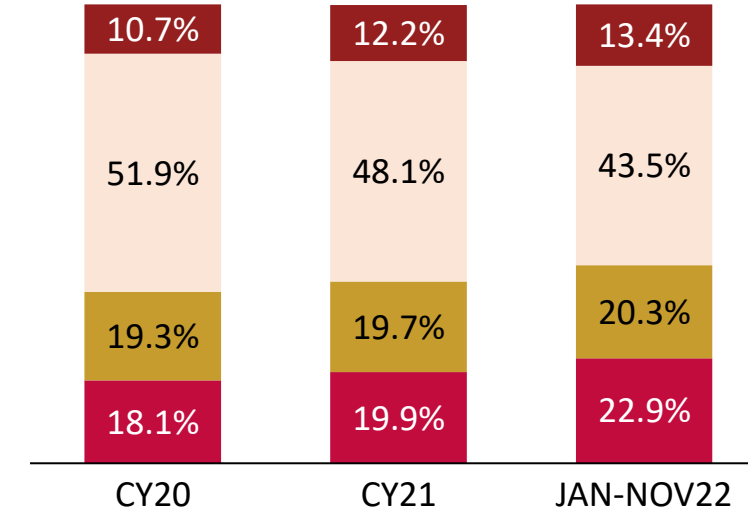


US imports of Cotton Pillow cases

■ ROW
 ■ China
 ■ Pakistan
 ■ India



US imports of Cotton Bedsread

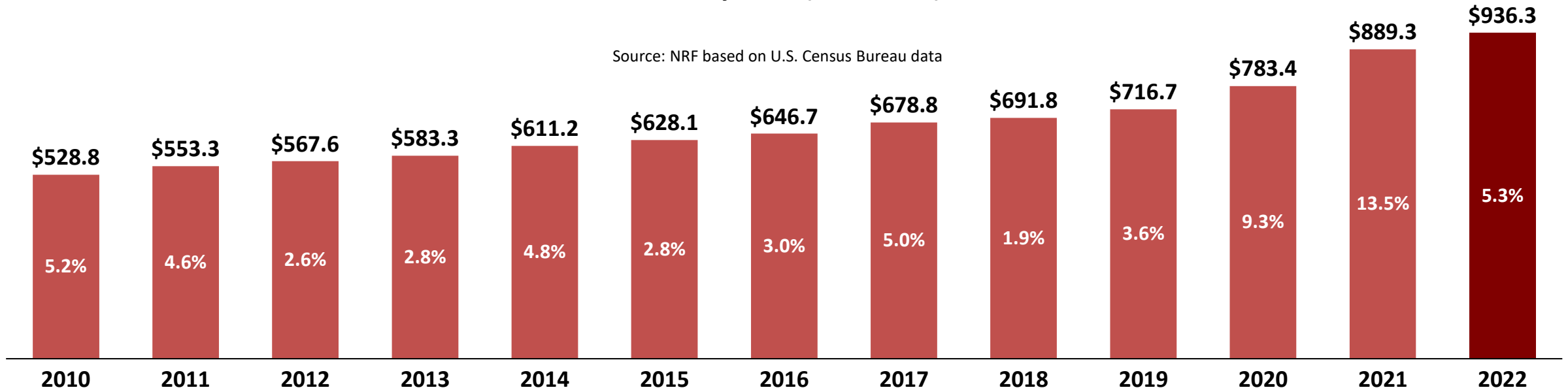


US HOLIDAY SALES



Holiday Sales (\$ in billion)

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



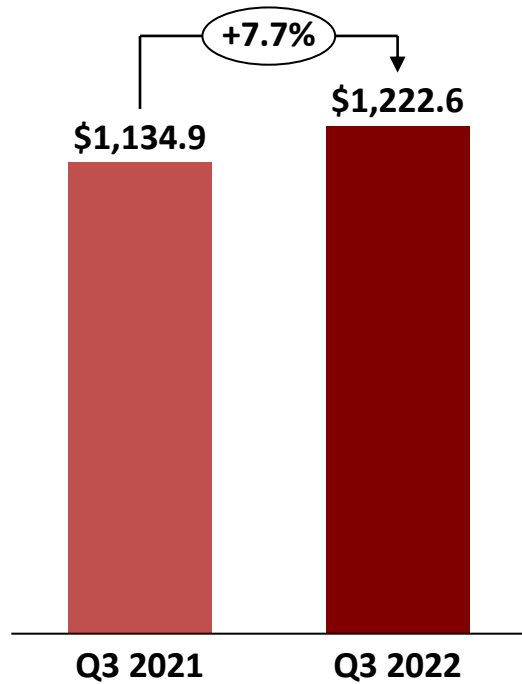
2022 shopping season reflected **Cautious consumer spending, continued growth of digital channels**

The 2022 holiday shopping season was shaped by inflation and digital spending, showcased by cautious spending behaviors like spreading out expenses and shopping around for discounts as consumers watched their buying power shrinking

Source: Deloitte report

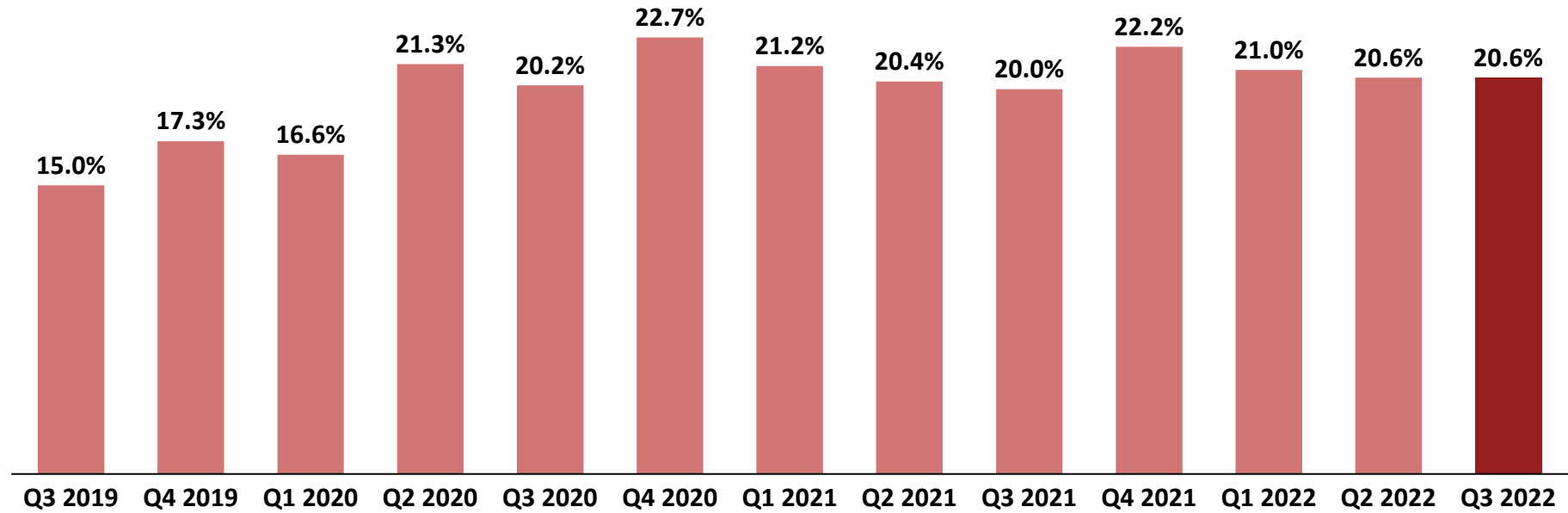
RETAIL ECOMMERCE SALES IN US

Total Retail sales



Online penetration of US retail sales remains elevated

Ecommerce's share of total retail sales by quarter (Q3FY19 - Q3FY22)



Source: Digital Commerce 360

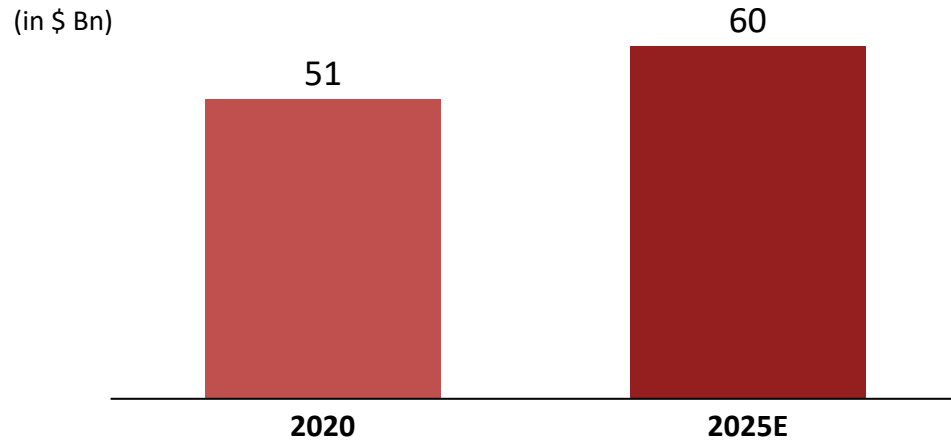
US Retail Ecommerce landscape: Q3 2022

(US\$ Billions)



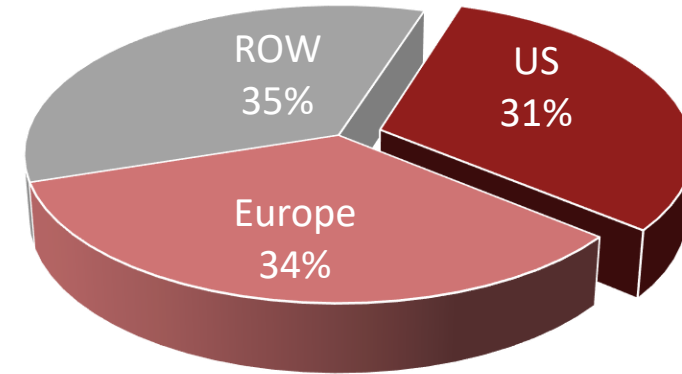
HOME TEXTILE MARKET SCENARIO

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



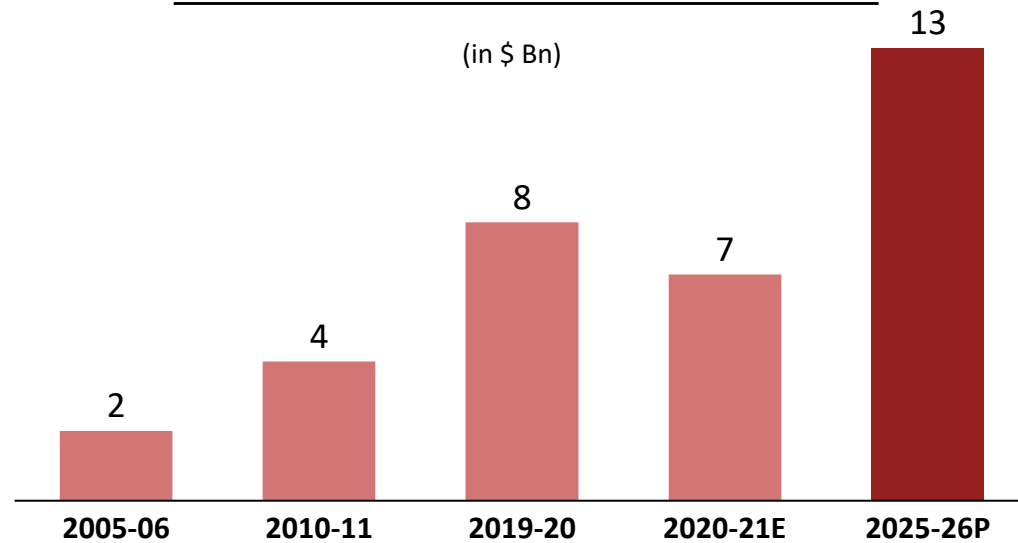
Source - Industry, various reports

Major exports markets for home textiles



Source - Global Cotton Outlook

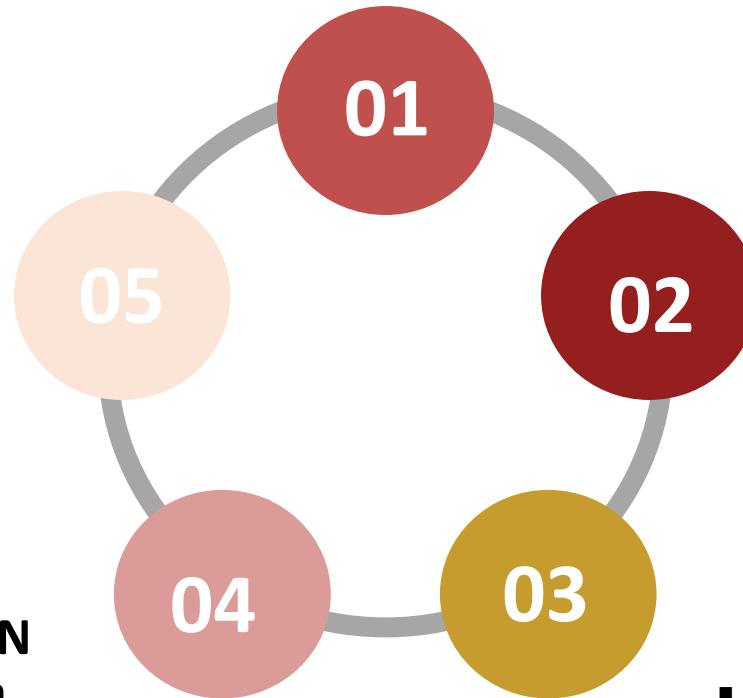
Domestic Home Textile Market Scenario



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

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

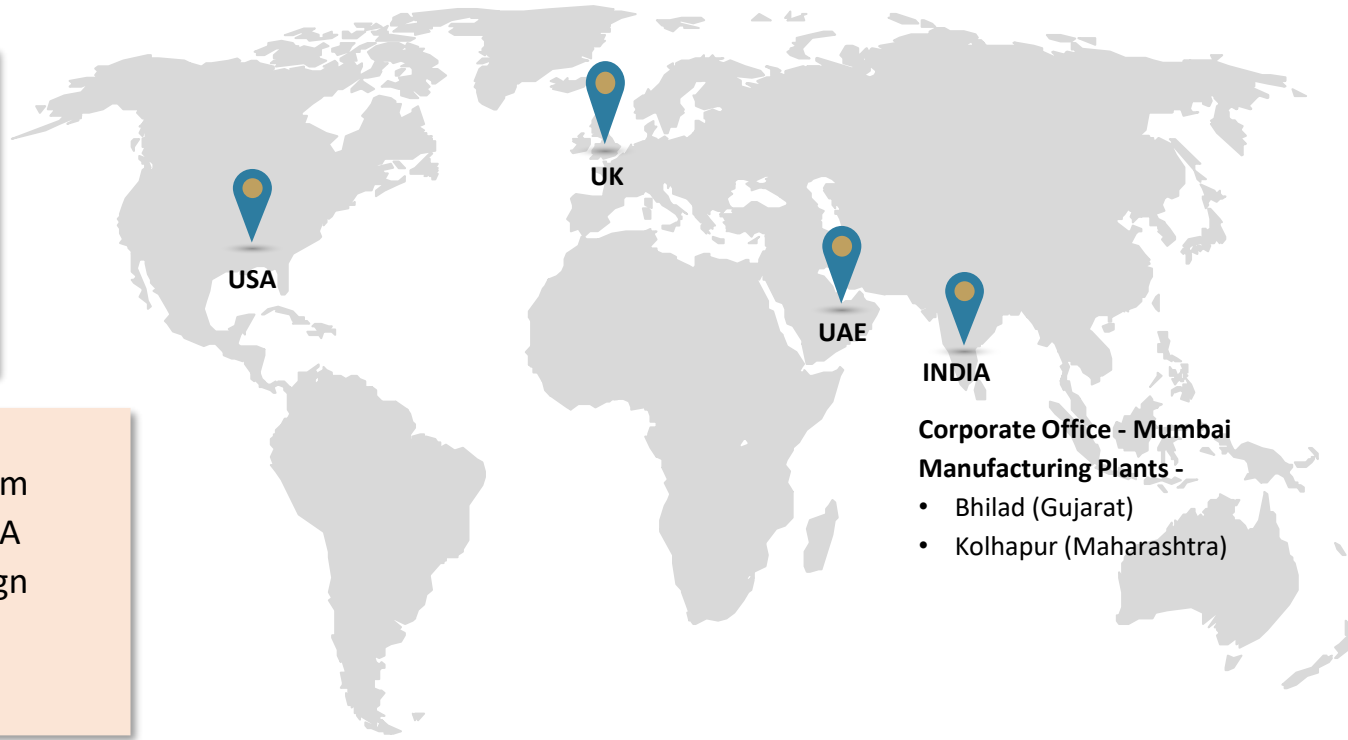
Long Term – ICRA AA- (Outlook Stable)
Short Term – ICRA A1+

CARE Ratings

Long Term – CARE AA- (Outlook: Stable)
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

Corporate Office - Mumbai

Manufacturing Plants -

- Bhilad (Gujarat)
- Kolhapur (Maharashtra)



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**



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OVERVIEW OF B2C & D2C SEGMENT



PROMOTIONS AND CAMPAIGNS DURING THE QUARTER - LAYERS & BOUTIQUE LIVING

DIGITAL CAMPAIGNS

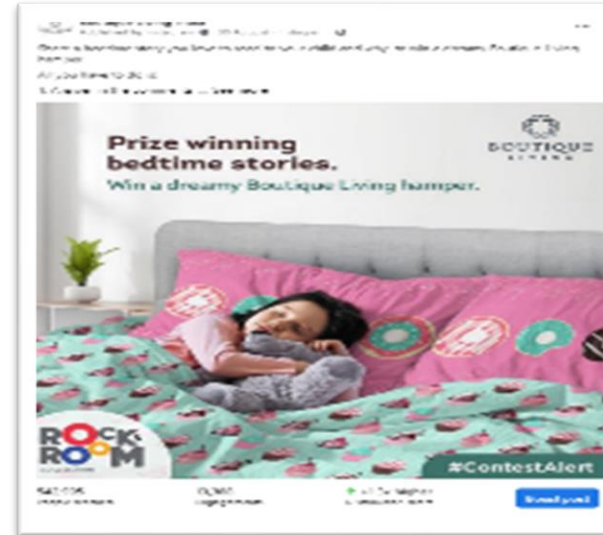
CHILDREN'S DAY CONTEST



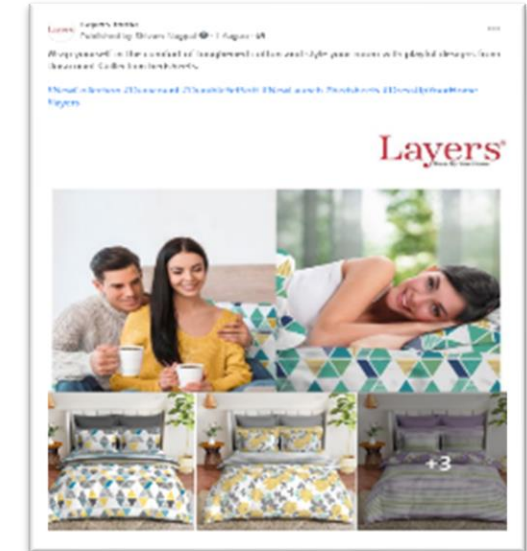
WINTER COLLECTION CAMPAIGN



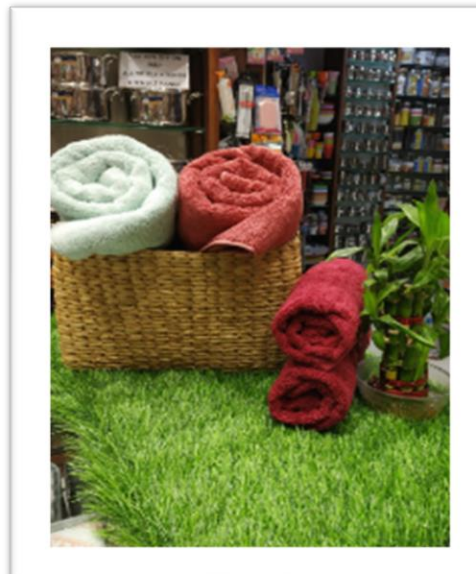
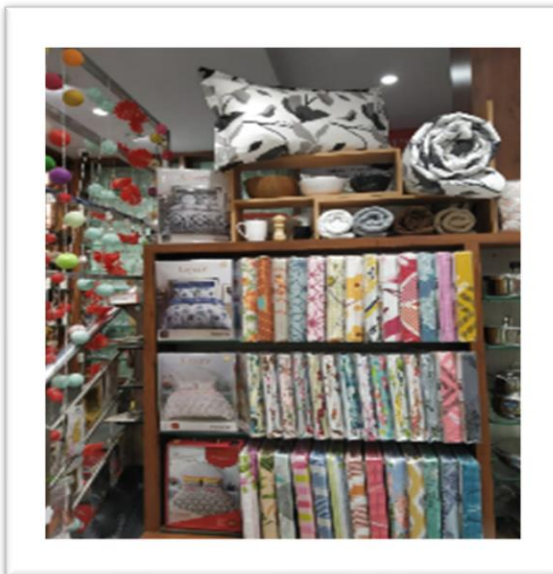
ROCK & ROOM CAMPAIGN



DURACOUNT - STATIC



VISUAL MERCHANDISING



LICENSED BRAND TIE-UPS

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

- ✓ 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



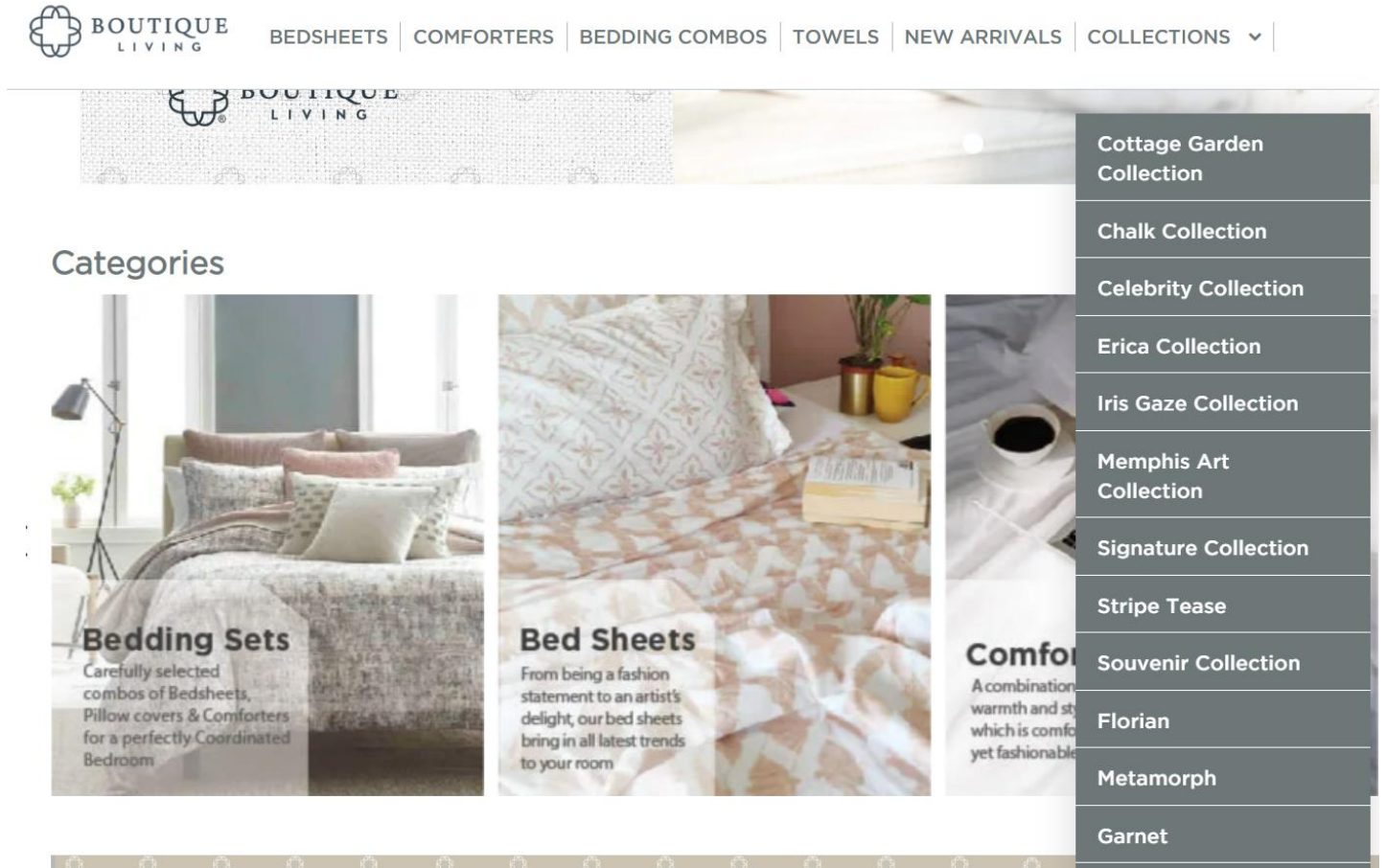
ENHANCING DOMESTIC PRESENCE THROUGH DIGITAL MARKETPLACE

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



OUR BRAND PORTFOLIO



EXISTING PORTFOLIO



ADDITION OF NEW BRANDS



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

8% of Revenue

Domestic Business

FY22

2% of Revenue

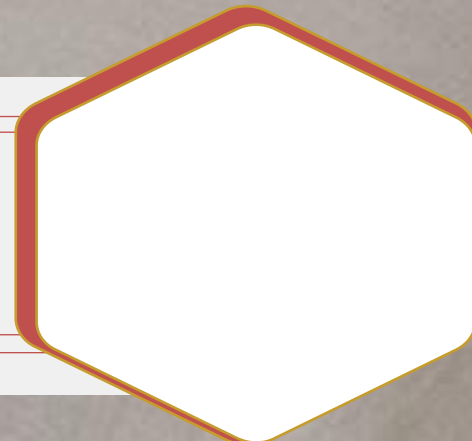
FY23E

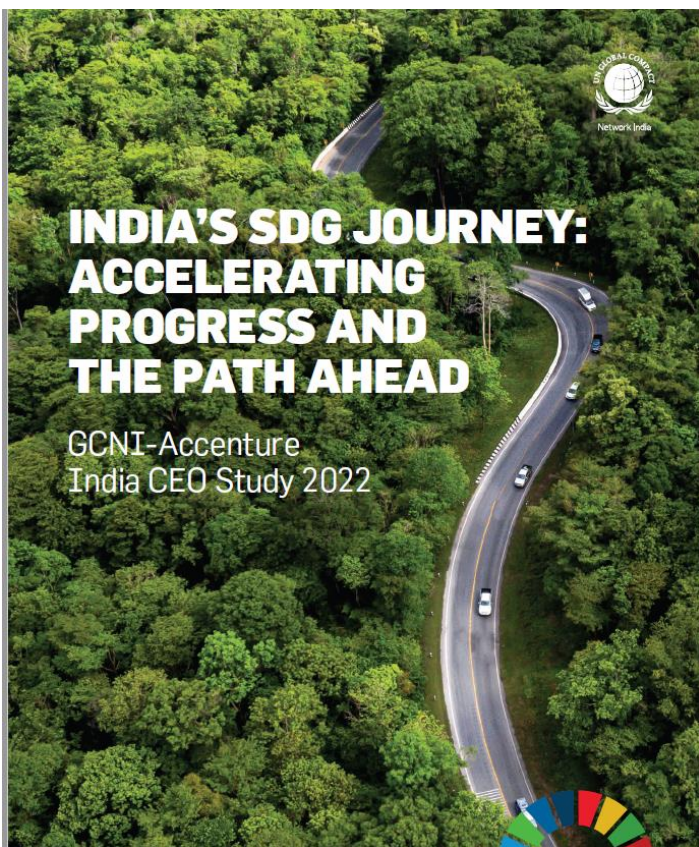
3% + of Revenue



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SUSTAINABILITY IS IN OUR DNA





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

INDO COUNT IS A MEMBER AT UNITED NATIONS GLOBAL COMPACT



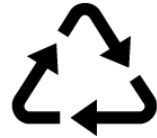
Indo Count is a member at **United Nations Global Compact** and the Company is committed to integrating UNGC's Principles into the organizational culture and ensuring building a greener sustainable future

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

SIX Pillars of Sustainability



Carbon
Neutrality



Sustainable
RM sourcing



Zero Waste
to Landfill



Shared Value
Strategies

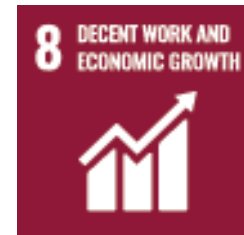


Impacting
Cotton Farmers



Tree
Plantation

NINE SDG Goals



OUR SCIENTIFIC APPROACH TO CLIMATE ACTION - JOINING SBTI

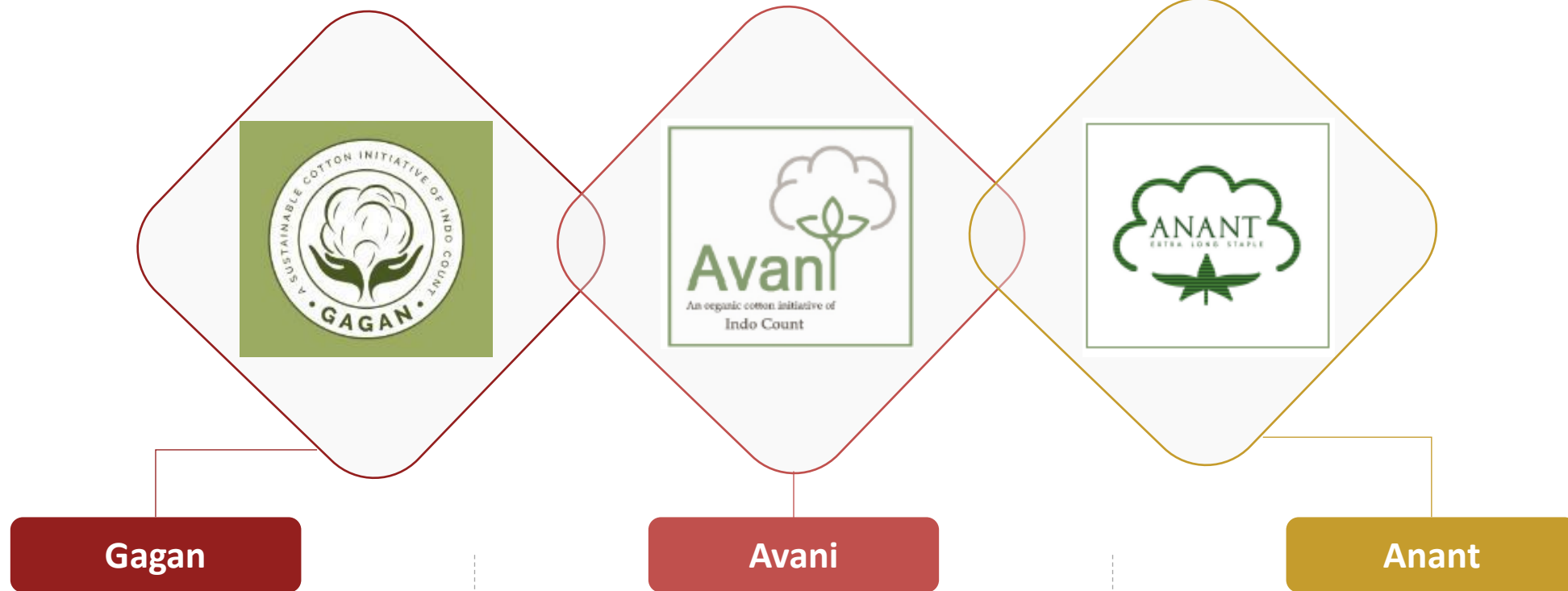


- Indo Count has adopted a **scientific approach** in its journey for **Climate action** by joining global campaign led by **SBTi (Science Based Target initiatives)**
- Aligned with Paris agreement, targets for GHG emission reduction have been taken till the year 2030 and these targets are in-line with 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

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.
- 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 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 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 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

CSR INITIATIVES

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/slum areas by providing preventive and curative healthcare programs, where we have treated **600,000+** patients till now



3

Disaster Management

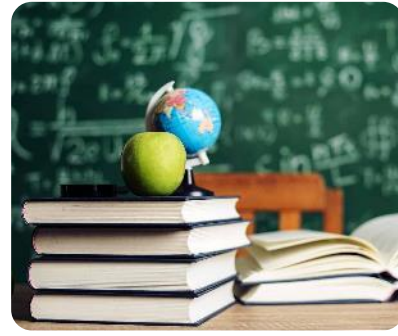
As a response to the COVID 19 pandemic, Indo Count partnered with the Government to organize vaccination camps in MIDC areas.



4

Education

We provide improved infrastructure; support **130+** schools, educate the specially-abled and facilitate them with E-learning tools for over **70,000+** students.



5

Agriculture And Livelihood

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



6

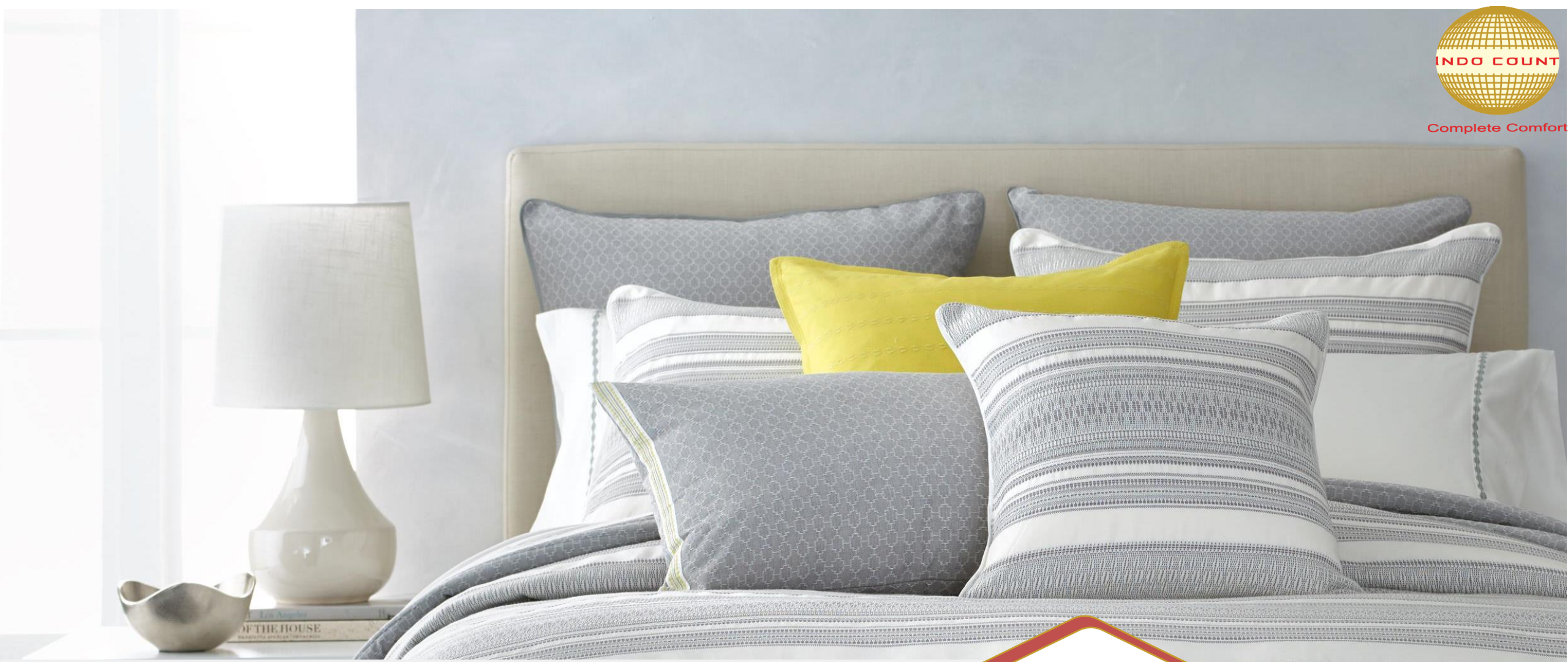
Women Empowerment

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





Complete Comfort



AWARDS & RECOGNITION



AWARDS & RECOGNITION



ECONOMIC TIMES BEST BRAND 2022 – BOUTIQUE LIVING

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**".

At the award ceremony, the Olympic Tennis player Leander Paes presented the ET Best Brand Award for Boutique Living to Mr. Kailash R. Lalpuria, the Executive Director & CEO, Indo Count Industries Ltd

The significance of this award is to find the brands that keep customers' happiness at their focus and carve a niche for themselves. They evaluate every brand according to a set of parameters and values set in place by ET, including brand value, years of existence, annual turnover, growth rate, brand recall value, in order to identify the brand that stands out from the rest.

The ET awards are renowned for recognising and celebrating the best brands built by Indian business houses over the years.



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

Company :



Indo Count Industries Limited
CIN: L72200PN1988PLC068972

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