



18th August, 2020

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

Subject: Investor Presentation Q1 FY21

Please find enclosed herewith a copy of Investor Presentation with respect to Unaudited Financial Results of the Company for the quarter ended 30th June, 2020.

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

Head Office: 301, Arcadia, 3rd Floor, Nariman Point, Mumbai - 400 021, Maharashtra, India; **T:** 022 4341 9500, **F:** 022 2282 3098

Marketing Office: Dosti Imperia, 2nd floor, Manpada, Ghodbunder Road, Thane (w) - 400 607, Maharashtra, India; **T:** 022 4151 1800, **F:** 022 2172 0121

Home Textile Division: T3, Kagal - Hatkanangale Five Star, MIDC Ind. Area, Kolhapur - 416216, Maharashtra, India; **T:** 0231 662 7900, **F:** 0231 662 7979

Spinning Division: D1, MIDC, Gokul Shirgaon, Kolhapur - 416234, Maharashtra, India; **T:** 0231 268 7400, **F:** 0231 267 2161

Regd. Office: Office No. 1, Plot No. 266, Village Alte, Kumbhoj Road, Taluka Hatkanangale, Dist. Kolhapur - 416 109, Maharashtra, India; **T:** 0230 2463100 / 2461929

CIN: L72200PN1988PLC068972, **E:** info@indocount.com, **W:** www.indocount.com



Complete Comfort



Indo Count Industries Limited

Investor Presentation

Q1FY21



SAFE HARBOUR

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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.



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



Q1FY21 Performance Highlights



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

“Our Performance demonstrates our ability in navigating challenges on the back of a resilient business model built on the principles of prudent financial management, product innovation, customer centricity approach and focus on sustainability.

Although the Covid-19 situation is still evolving and the World is making its way through turbulent times, your company continues to focus on growth, profitability, optimising overheads and strengthening the business.”

INDO COUNT'S COVID-19 RESPONSE



Employee Safety

- ✓ Encouraging employees to adopt to general principles of social distancing, health and safety of self and society at large
- ✓ Launched interactive sessions for the wellbeing of employees



Liquidity Management

- ✓ Financial prudence
- ✓ Credit Insurance monitored closely
- ✓ Each Cost Line item reviewed and actioned to optimize cost & resource utilization



Engagement with stakeholders

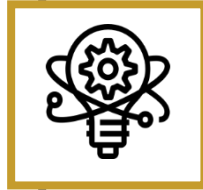
- ✓ Continuous engagement with internal and external stakeholders through online meetings
- ✓ Facilitated Work From Home (WFH) to all employees except blue collar and field force teams



Customer Management

- ✓ Enhancing client relationships through regular interactions
- ✓ Closely monitoring impact

INDO COUNT – 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



AVAILAILITY

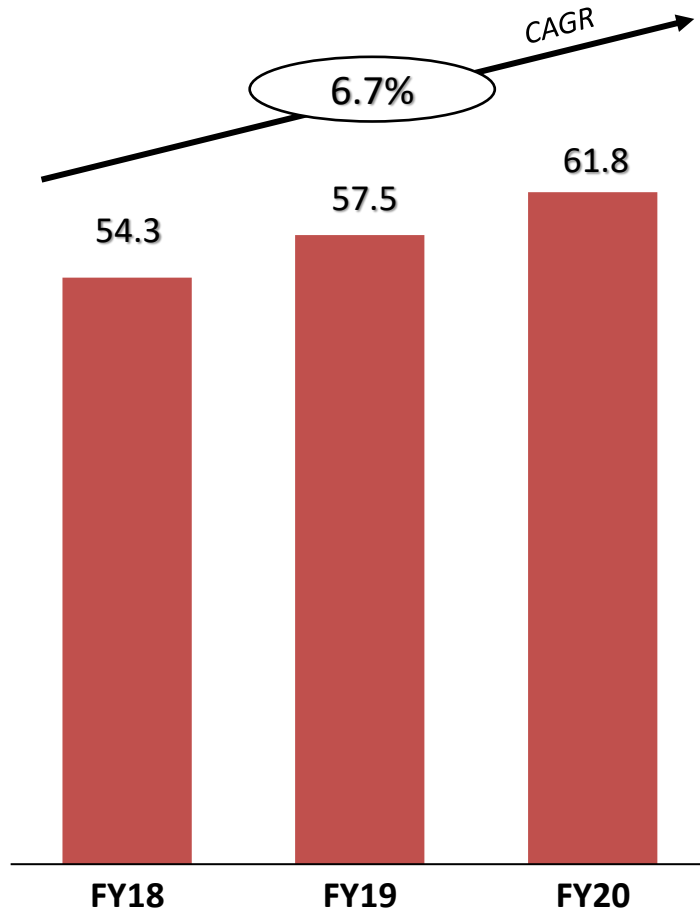
Focus on e-commerce and Omni channel business



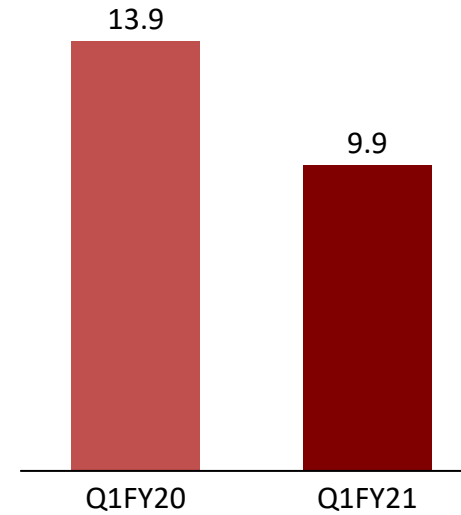
SUSTAINABILITY

Growth through adopting sustainable business practices

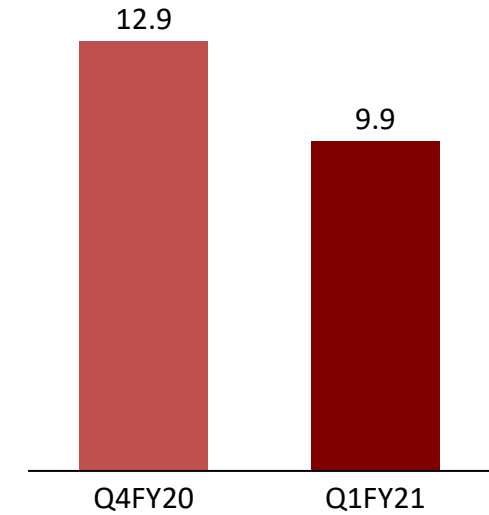
in million meters



YoY Performance



QoQ Performance



- ✓ Sales were lost due to nationwide lockdown due to Covid-19
- ✓ With the gradual easing of lockdown and opening up of factories in end April'20, we were able to process the order backlog
- ✓ Witnessed MoM traction in demand from customers

With increasing Month on Month traction we remain optimistic on growth for rest of the year

Q1FY21 CONSOLIDATED FINANCIAL PERFORMANCE

Particulars (Rs. Crs)	Q1FY21	Q1FY20	Q4FY20	QOQ%	FY20	FY19
Total Income	336	518	425	-21%	2,135	1,945
Cost of Material	165	263	203		1,139	1,031
Employee Expenses	33	34	38		148	144
Other Expenses	99	150	148		609	603
Total Expenses	297	447	390		1,897	1,778
EBITDA	39	71	35	10%	238	166
EBITDA Margin (%)	11.6%	13.8%	8.3%	325 bps	11.1%	8.5%
Depreciation	11	10	11		43	35
EBIT	28	61	24	16%	194	131
EBIT Margin (%)	8.4%	11.8%	5.7%	265 bps	9.1%	6.7%
Finance Cost	5	9	8		39	36
PBT before Exceptional items	23	52	16		155	95
Exceptional Items	-	-	-		98 [^]	-
PBT	23	52	16		57	95
Tax	5	17	8		(16)	36
PAT	18	35	8	115%	73	60
EPS	0.91	1.76	0.40		3.74	3.05

Due to the pandemic situation, Q1FY21 is not comparable with the corresponding quarter of last year as there was temporary shutdown of operations during the period

[^] Exceptional Item includes Rs. 94.27 Crores provided against refund of excess export benefits of earlier years by way of MEIS as per the Adjudication Order issued by office of The Commissioner of Customs.

CONSOLIDATED BALANCE SHEET

ASSETS (Rs.Crs)	Mar'20	Mar'19	Mar'18
Non-Current Assets			
Property, Plant & equipment	572	572	541
Capital Work in progress	6	16	24
Other Intangible Assets	3	3	3
Financial Assets			
i) Loans	4	2	1
Other Non-Current Assets	6	8	3
Total Non-Current Assets	591	600	572
Current Assets			
Inventories	524	531	591
Financial Assets			
i) Investments	-	46	-
ii) Trade Receivables	242	255	287
iii) Cash and Cash Equivalents	139	23	16
iv) Bank Balances	11	10	10
v) Other Financial Assets	4	19	60
Current Tax Assets	23	16	9
Other Current Assets	161	124	155
Total Current Assets	1,105	1,024	1,128
Total Assets	1,696	1,625	1,699

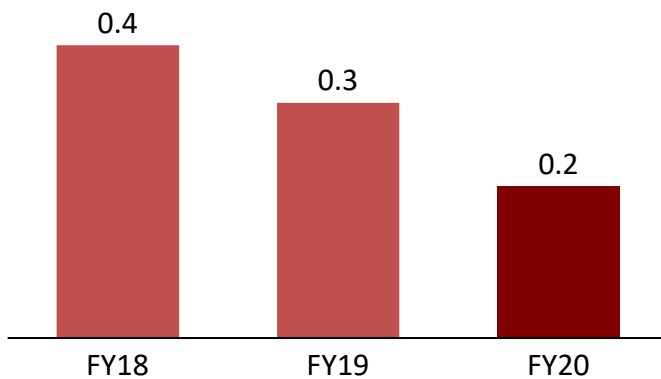
EQUITY AND LIABILITIES (Rs.Crs)	Mar'20	Mar'19	Mar'18
Equity			
Equity Share Capital	39	39	39
Other Equity	947	935	917
Total Equity	986	975	956
Non-Controlling Interest	7	7	7
Non-Current Liabilities			
Financial Liabilities			
i) Borrowings	36	57	49
ii) Other financial liabilities	6	-	-
Provisions	6	6	4
Deferred Tax Liabilities	57	109	120
Other Non-Current liabilities	8	8	-
Total Non-Current Liabilities	114	180	173
Current Liabilities			
i) Borrowings	293	257	322
ii) Trade Payables	129	144	192
iii) Other financial liabilities	92	36	23
Other Current Liabilities	75	26	26
Total Current Liabilities	589	463	563
Total Equity and Liabilities	1,696	1,625	1,699



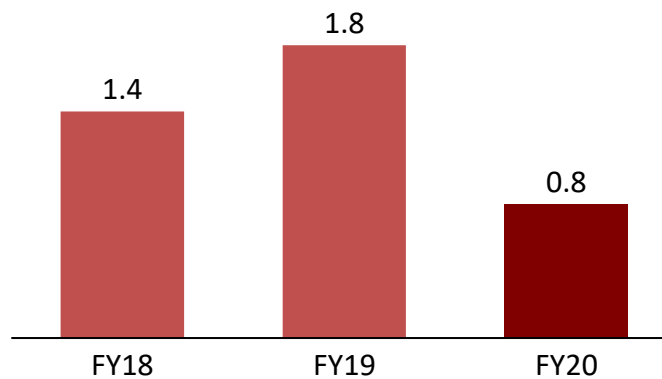
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FINANCIAL RATIO TREND

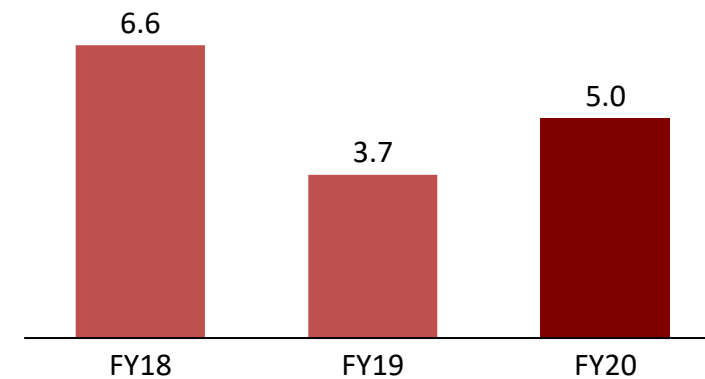
NET DEBT/EQUITY



NET DEBT/EBITDA



EBIT/INTEREST

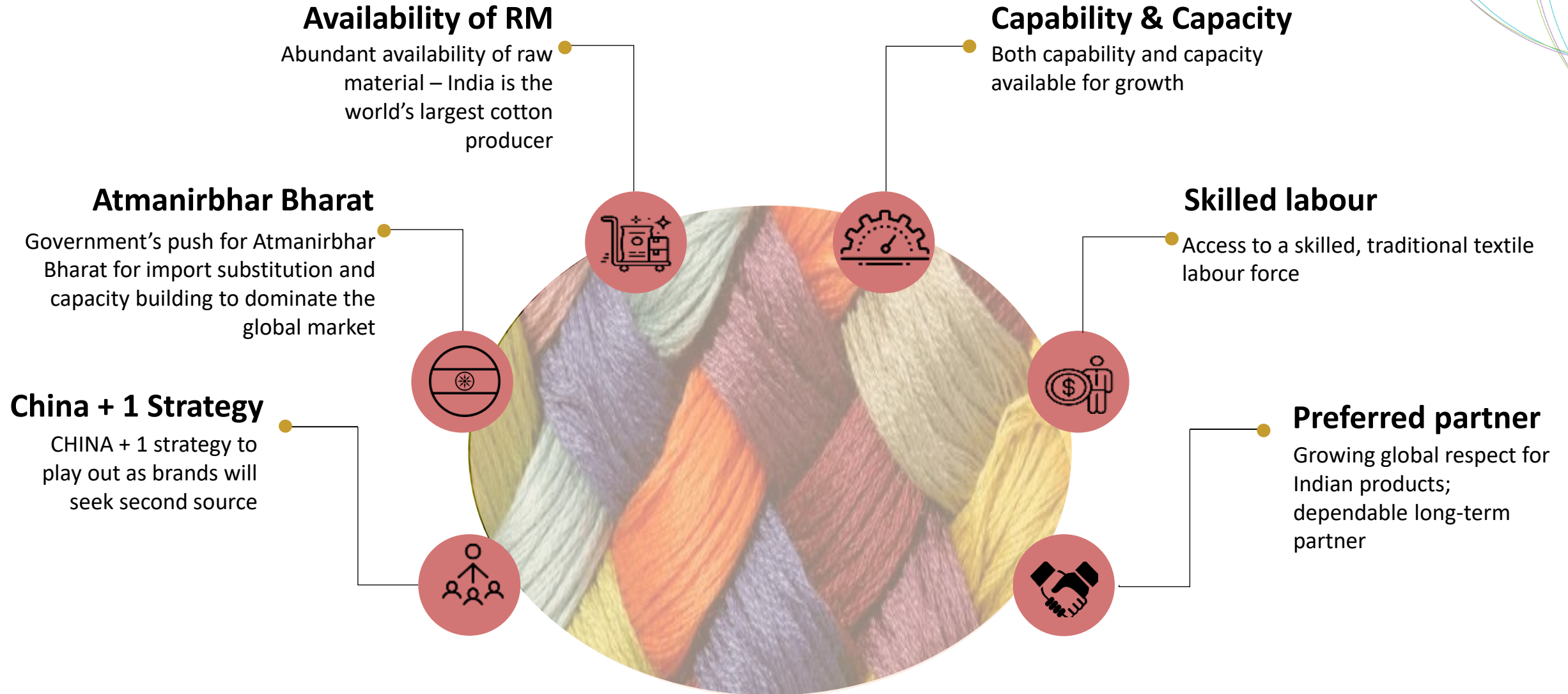




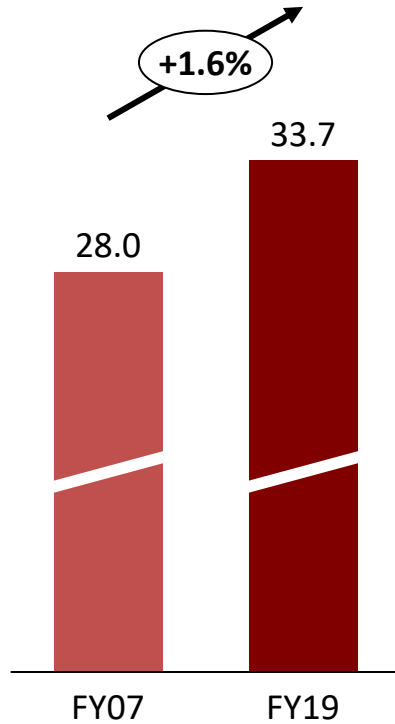
ADVANTAGE INDIA



INDIA'S EDGE IN THE GLOBAL HOME TEXTILE MARKET



(in million bales)



Production of Cotton



India is world’s largest producer of cotton. Production of cotton in India grew from 28.0 million bales in FY07 to 33.7 million bales in FY19P, at a CAGR of 1.6%



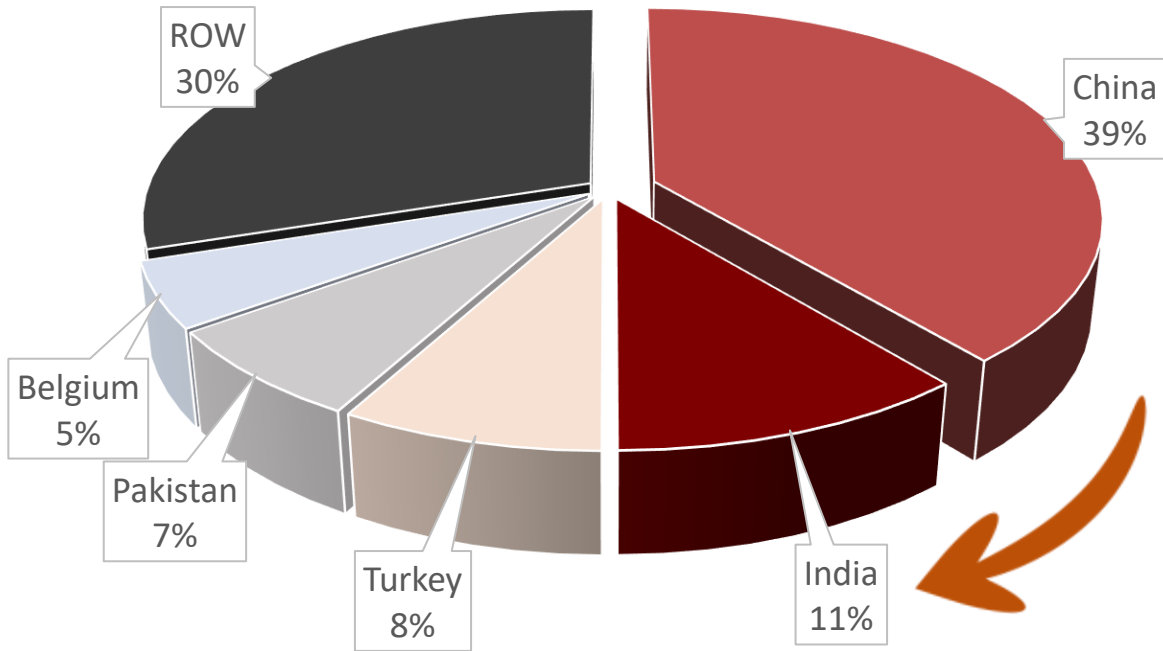
The abundant supply of Cotton at competitive prices is a boon to the Indian Textile players



Many brands are shifting to organic and other sustainable cotton fibre in which India has an edge. Thus, India being a largest cotton producing country is poised to benefit



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

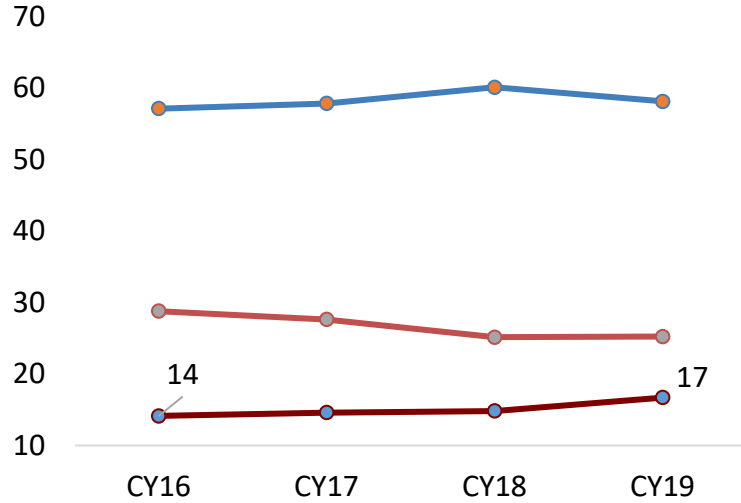
India being a second largest home textile exporter along with largest producer of Cotton in the world is expected to benefit from this structural shift



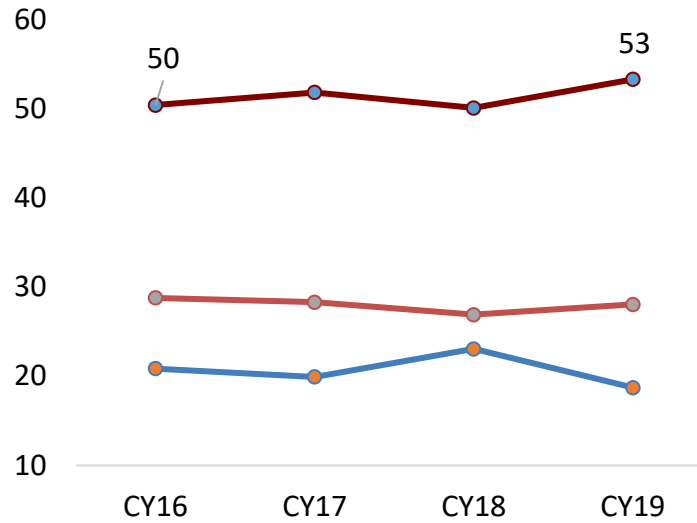
INDIA IS GAINING MARKET SHARE IN US IMPORTS

(in % Market Share)

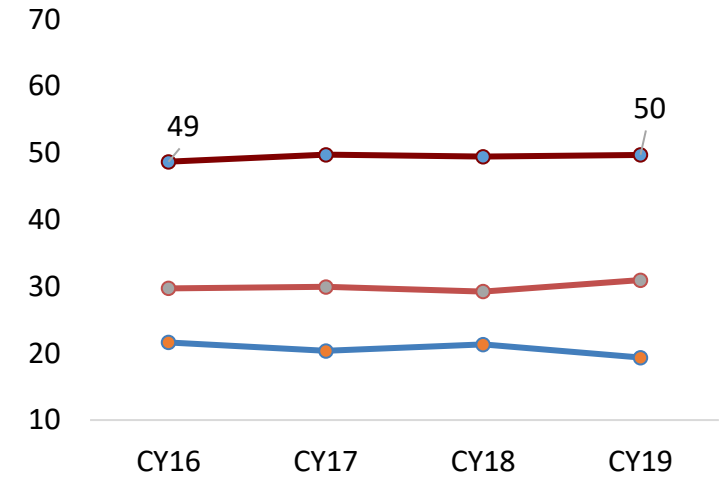
Cotton Bedspreads



Cotton Pillowcases



Cotton Sheets



India China RoW

Over a long-term period, with integrated approach and abundant availability of Raw Materials, India is poised to increase its market share

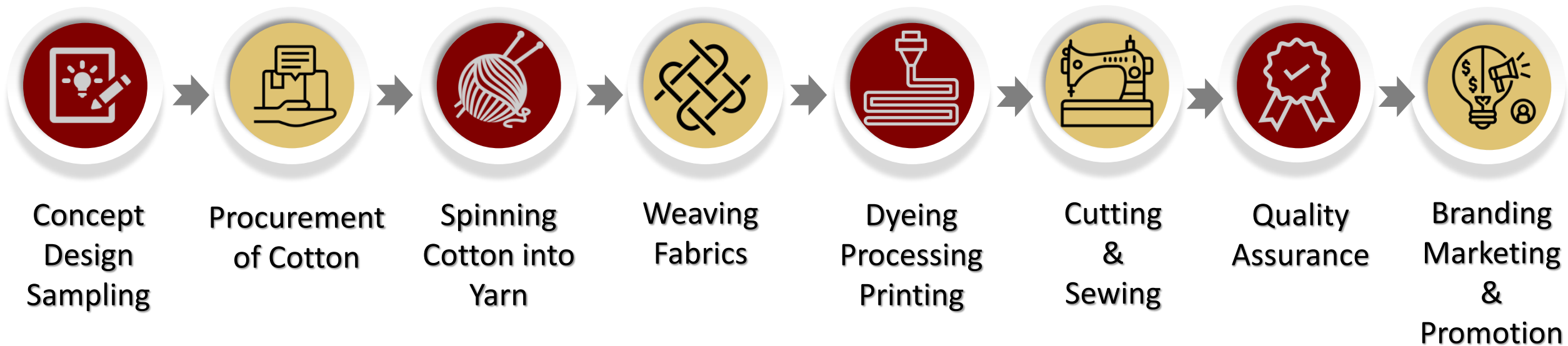


INDO COUNT AT A GLANCE



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INTEGRATED BEDDING SOLUTION PROVIDER





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PRODUCTS & PRESENCE

Product Portfolio

BED SHEETS

Flat sheet
Fitted sheet
Pillow cases

UTILITY BEDDING

Mattress pads
Protectors
Pillows
Down Alt
Comforters

FASHION BEDDING

Comforters
Duvets
Shams
Quilts
Coverlets
Decorative pillows

INSTITUTIONAL BEDDING

Basic white sheets
Shams & Pillows
Bed skirts
Duvet covers



Global Presence



INDIA

Headquartered in Mumbai
Manufacturing facilities in Kolhapur,
Maharashtra
Showrooms and design studios



USA

Showroom and design studio in New York
Warehouse for distribution at Charlotte



UK

Showroom, design studio and warehouse in
Manchester



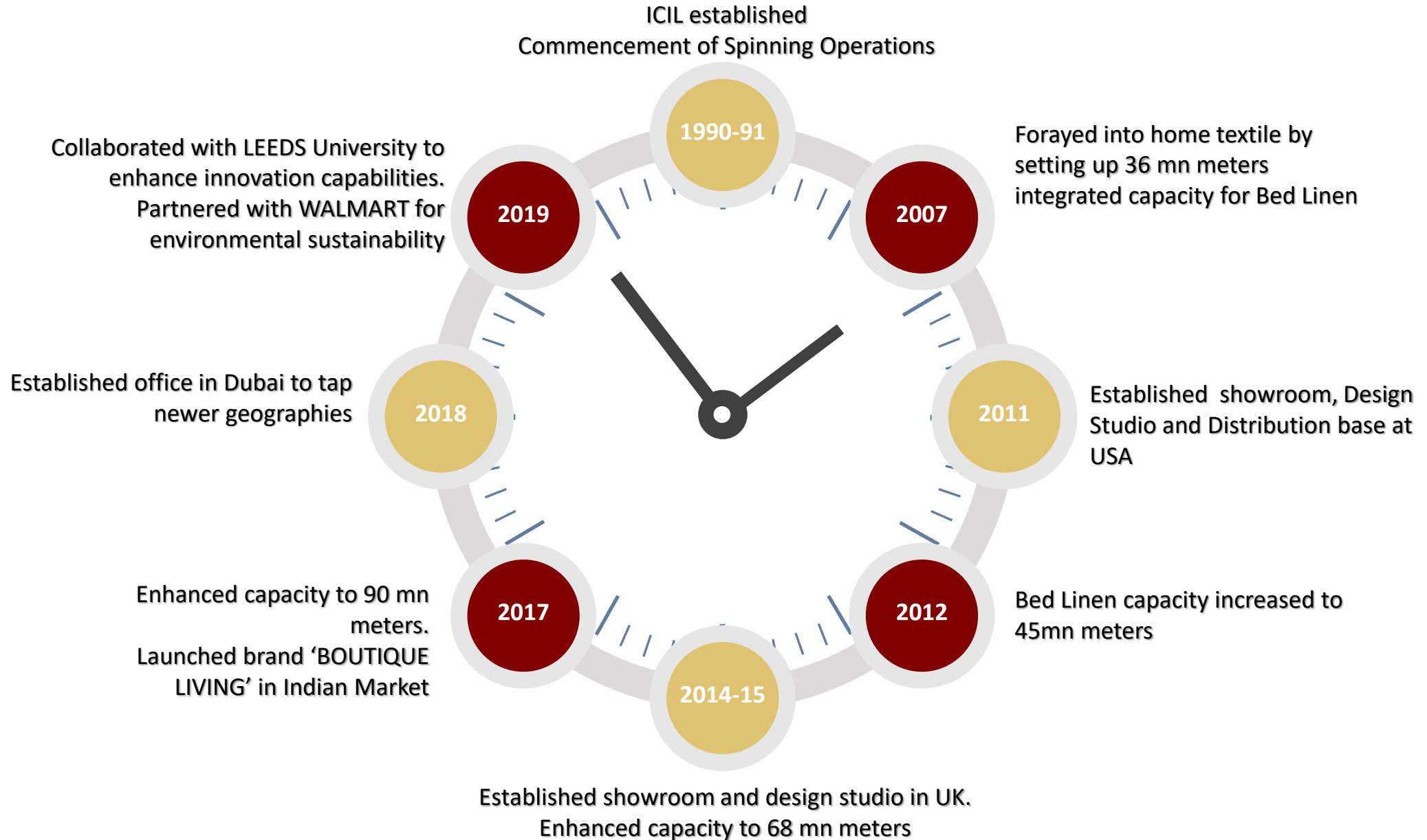
UAE

Established office and showroom in Dubai

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



OUR JOURNEY



BRANDS & INNOVATION

In-House Brands



Licensed Brands



Innovation & Technology





BOUTIQUE LIVING – OUR DOMESTIC OFFERING



BOUTIQUE
LIVING

‘Boutique Living’ is an aspirational brand launched for Indian consumer to offer them refined quality of bed linen. With R&D capabilities, technical know-how and in-house production, we offer superior products. Our wide range of products promises a sound sleeping experience led by superior quality, design and advance technology.

We provide premium bedding through various offline platforms in multi-brand outlets (MBOs) and select large format stores (LFS) and online e-commerce platforms.

AVAILABLE OVER 500 STORES ACROSS INDIA

For more information – [Click Here](#)

www.boutiquelivingindia.com

Bed Sheets & Duvets

Quilts & Comforters

Dohars & Fitted Sheets

Bed in a Bag

Pillows & Towels



SUSTAINABILITY IS OUR DNA

SUSTAINABILITY INITIATIVES



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.

PARTNERING WITH WALMART : PROJECT GIGATON



We partnered with Walmart in Project GIGATON with the prime objective of ensuring environmental sustainability by way of reducing green house gas emissions emitting from the manufacturing operations. We set goals for reducing emissions across six pillars – energy, waste, packaging, agriculture, forests and product.

This would translate into achieving credits from Walmart based on the progress we make. We have been successfully awarded as “Giga Guru” consistently from the past two years.

Indo Count commitment towards Walmart Project Gigaton : Sustainability Goals		
Sustainability Parameter	Unit	Per Annum - Target
Power	KWH	“1.5 million Units” Power Consumption Reduction
Fuel	MT	Carbon Footprints – Reducing CO2 emission equivalent to 10,000 MT’s by Optimizing Efficiencies
Water	Ltrs	“50 million Liters” of Fresh Water Intake reduction



AWARDS & ACCOLADES



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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

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



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

WOMEN EMPOWERMENT

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





CONTACT US

Company :



Indo Count Industries Limited
CIN: L72200PN1988PLC068972

Mr. K.R. Lalpuria, *Executive Director & C.E.O*
kklalpuria@indocount.com

Mr. K. Muralidharan, *Chief Financial Officer (CFO)*
k.muralidharan@indocount.com

www.indocount.com

Investor Relations Advisors :

SGA Strategic Growth Advisors

Strategic Growth Advisors Pvt. Ltd.
CIN: U74140MH2010PTC204285

Mr. Shogun Jain | Ms. Ami Parekh
+91 77383 77756 | +91 80824 66052
shogun.jain@sgapl.net | ami.parekh@sgapl.net

www.sgapl.net