



August 3, 2021

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

Subject: Investor Presentation Q1 FY 22

Please find enclosed herewith a copy of Investor Presentation on financial results for Q1 FY22.

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

Q1FY22 Investor Presentation

August 2021

*This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Indo Count Industries Ltd.** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.*

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

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 results of the first quarter of FY22 demonstrate our unique strategic vision and the resilience of our Company’s operating performance, coupled with intuitive management.

We are witnessing a demand momentum in our end markets. We continue to remain laser focused in increasing our share in the global and domestic market.

As a leading Indian home textile brand and one of the largest international end to end bed linen providers, we are dedicated to our principles of community living and sustainability”



- ✓ Government approves continuation of Rebate of State and Central taxes and Levies (**RoSCTL**) till **March 2024** on Export of Apparel/ Garments and Made-ups
- ✓ This would **boost export in global markets**; make Indian products globally competitive
- ✓ Gives much needed fillip to the envisioned goal of **“Aatmanirbhar Bharat”**
- ✓ Provide **a level playing field** to Indian Textile exporters
- ✓ This scheme is likely to **provide direct and indirect employment** to lakhs of people

“The extension of the scheme for almost three years provides stability and predictability, which augurs very well for the long-term contracts thereby ensuring additional investment in the segment creating new employment opportunities in the sector”

- Federation of Indian Export Organizations (FIEO)

FACTORS THAT CONTRIBUTED TO RETAIL GROWTH



Adoption of omni-channel distribution

Multiple sales avenues and accelerated shift towards digital commerce



Consolidation of Big box retailers

Retailer consolidation due to their higher financial capabilities and their presence in selling essential products



Home - A center stage

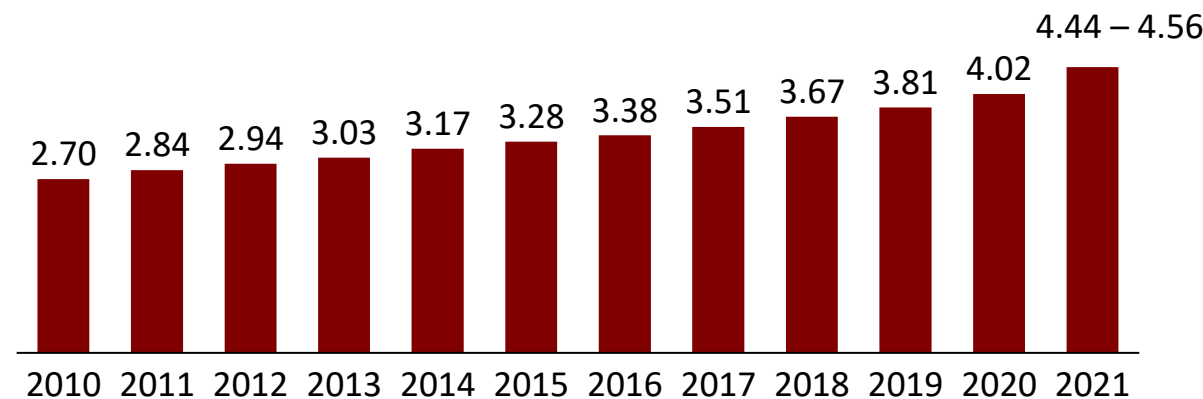
Increased consumer spending due to work from home and social distancing measures



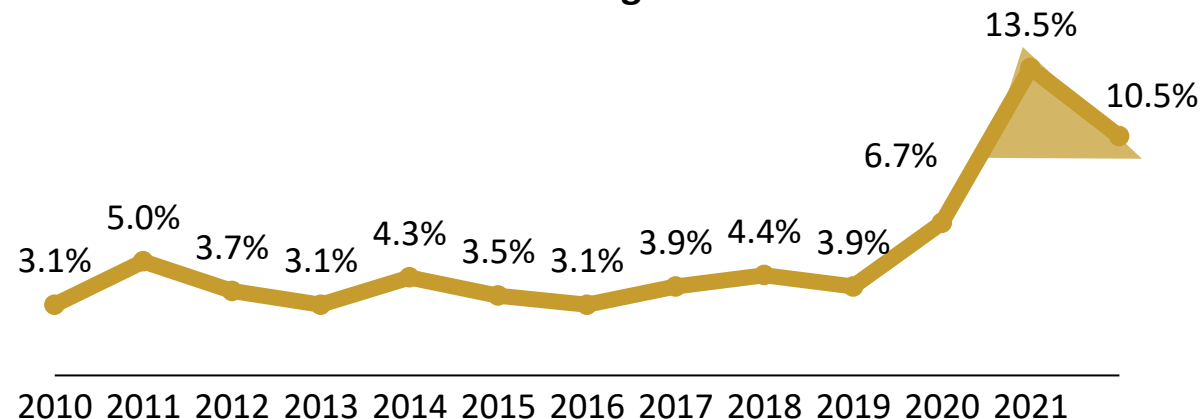
Increasing importance of Health, Hygiene & Wellness Products

Shift in demand towards value added categories of health, hygiene and wellness due to additional demand

Historical Retail Sales (\$ in trillions)

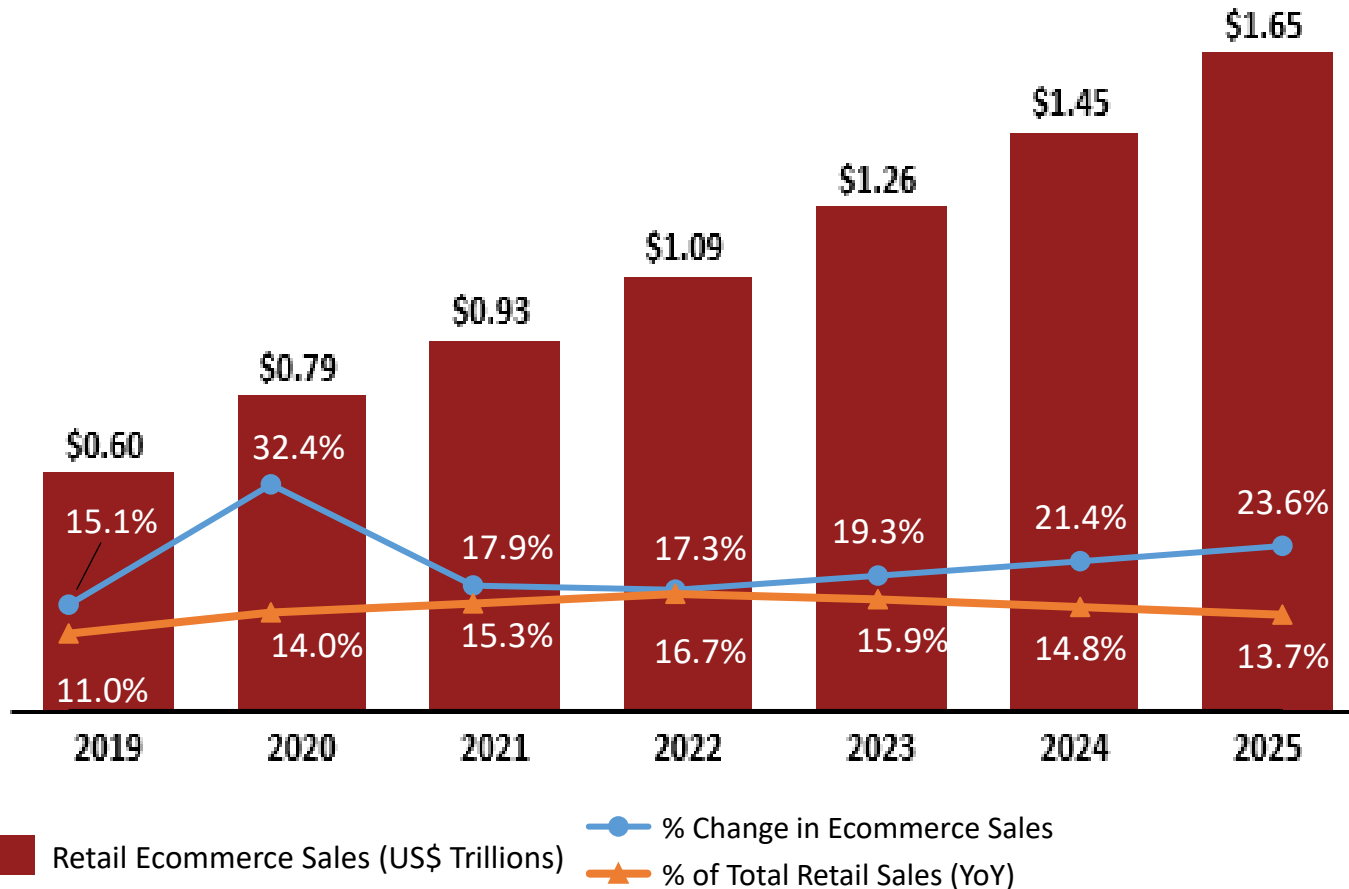


Historical Change in Retail Sales



NRF predicts that the retail sales will grow between 10.5% and 13.5% to to an estimated total of \$4.44 trillion to \$4.56 trillion in 2021, as the economy rebounds from the pandemic and customers spend money they have socked away

Retail Ecommerce Sales in US, 2019 – 2025

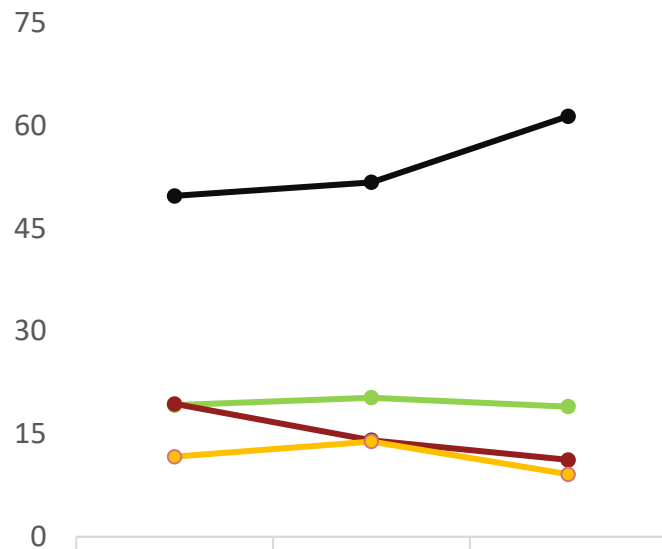


Online shopping has emerged as the most demanding and popular online activity worldwide.

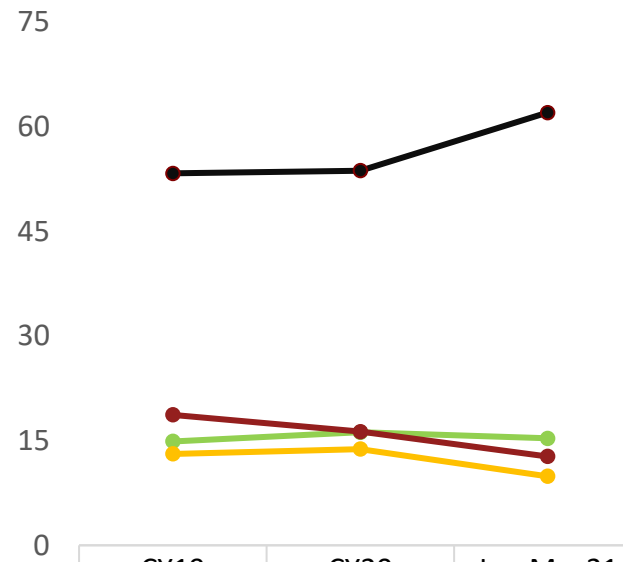
The pandemic brought the “structural shift” in the shopping behaviour of the customers and strict Covid-19 protocols have played a major role in pushing the e-commerce and retail sector up to a greater extent not only in metros and megacities but also in tier-II and tier-III regions and beyond.

INDIA GAINING MARKET SHARE IN USA HOME TEXTILES MARKET

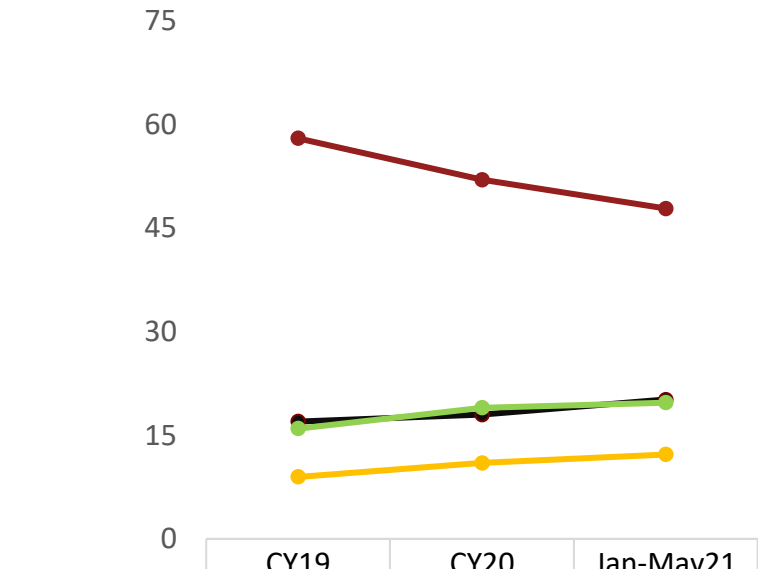
US imports of Cotton Sheets



US imports of Cotton Pillow cases

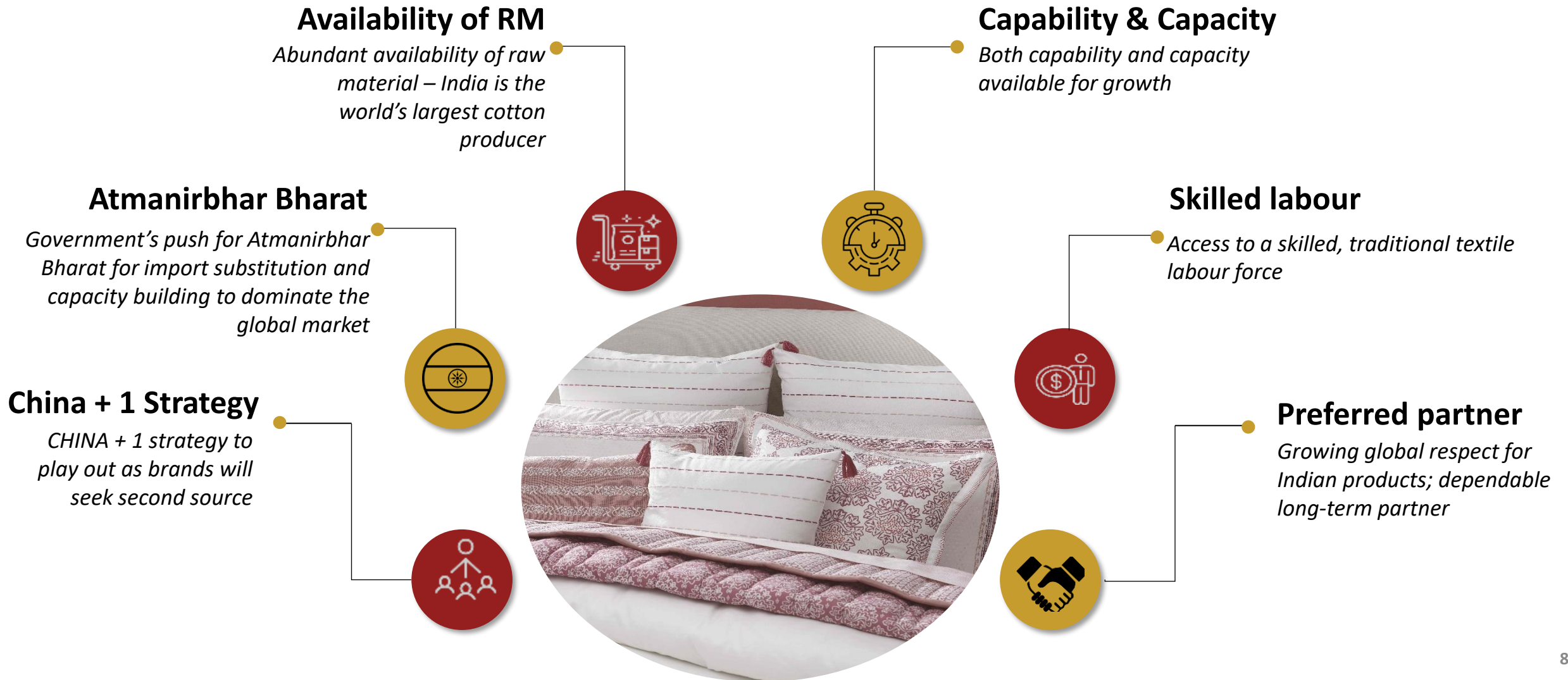


US imports of Cotton Bedspread

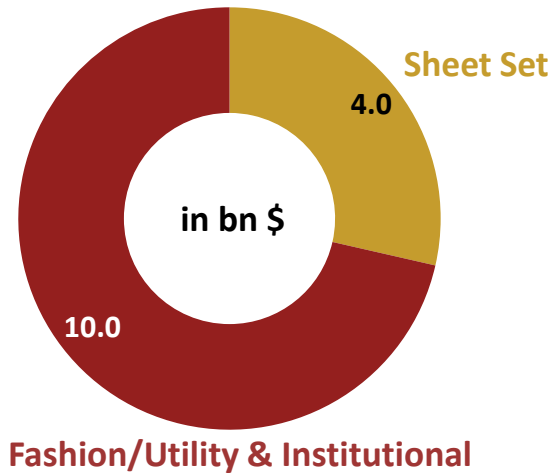


Figures in %

China+1 strategy has led to increase in India's market share



FASHION, UTILITY AND INSTITUTIONAL SEGMENT – 3x OPPORTUNITY SIZE FOR INDIAN SUPPLIERS



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

RETAIL CONSOLIDATION IN DEVELOPED MARKETS

Structural Shift

Big box retailers performing well due to strong balance sheet and increased capacities

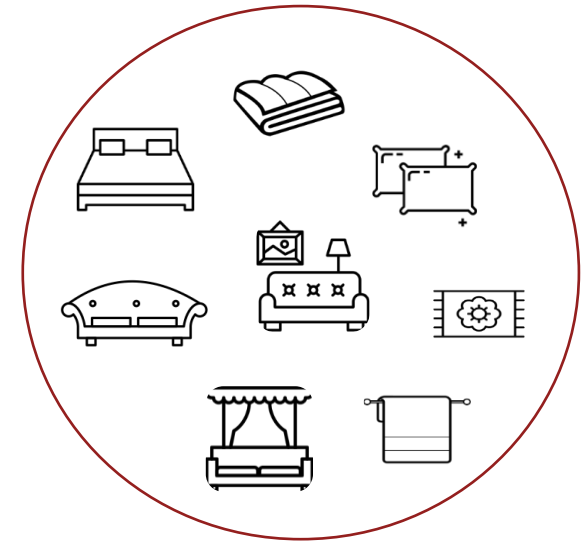
Organized Manufacturers

Organized manufacturers to benefit on the back of increased capabilities

Increased Efficiency

Consolidation to lead to Increased efficiency and productivity in manufacturing

HOME HAS BECOME A CENTER STAGE



'Home' has become the centre stage of our life and life style

This has created additional demand for Home Textile products



Q1FY22

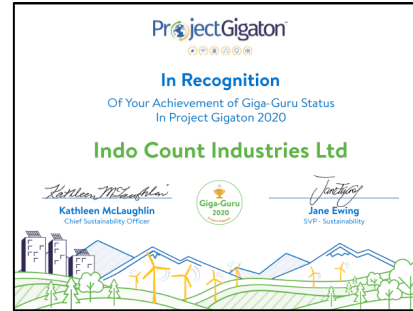
PERFORMANCE HIGHLIGHTS

ACHIEVEMENTS



TEXPROCIL

Winner of 2 Gold trophies for the second consecutive year



Recognized as **'TOP PERFORMER'** Supplier at Walmart's Global Sourcing Sustainability Summit



'Boutique Living' felicitated by The economic times as **'ET ICONIC BRAND OF 2021'**



'Layers' recognized as **'THE FEMINA POWER BRAND OF THE YEAR 2021'**



Mr. Mohit Jain honoured with **The Economic Times Business Leader: Youth Icon Textiles Award 2021**



Indo Count is an official member of the U.S Cotton Trust Protocol

The partnership will support Indo Counts long term vision to be the cornerstone for home textiles across the globe



JASPER CONRAN

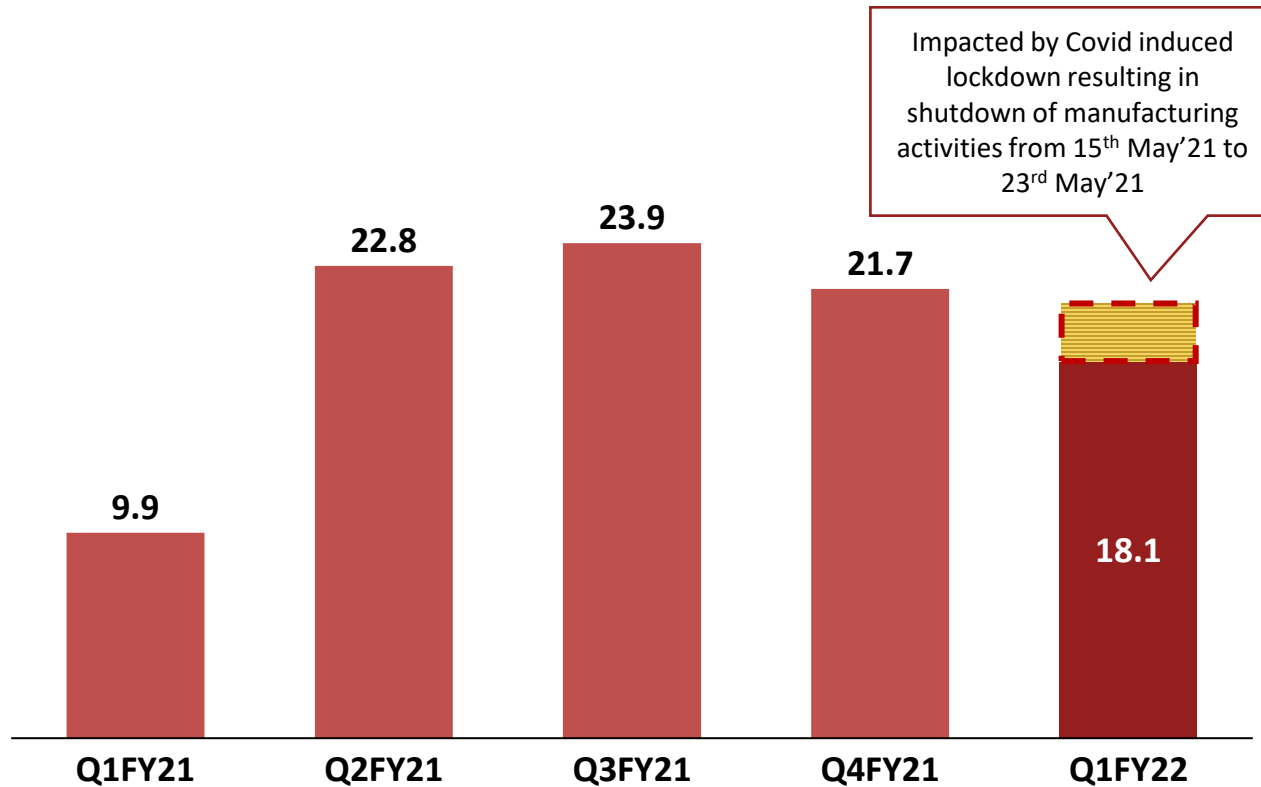
LONDON

- Announced new partnership with a licensed brand, Jasper Conran O.B.E. for an exclusive bed and bath collection, launching in Spring 2022
- The range will be sold and marketed internationally under the Jasper Conran London brand, exclusively through Indo Count Industries
- This partnership with Jasper will create a high quality bed and bath brand incorporating natural fibres in superior thread counts and fabric constructions, using the most advanced technologies
- Attention to detail and the integrity of the product will be central to the values of the brand

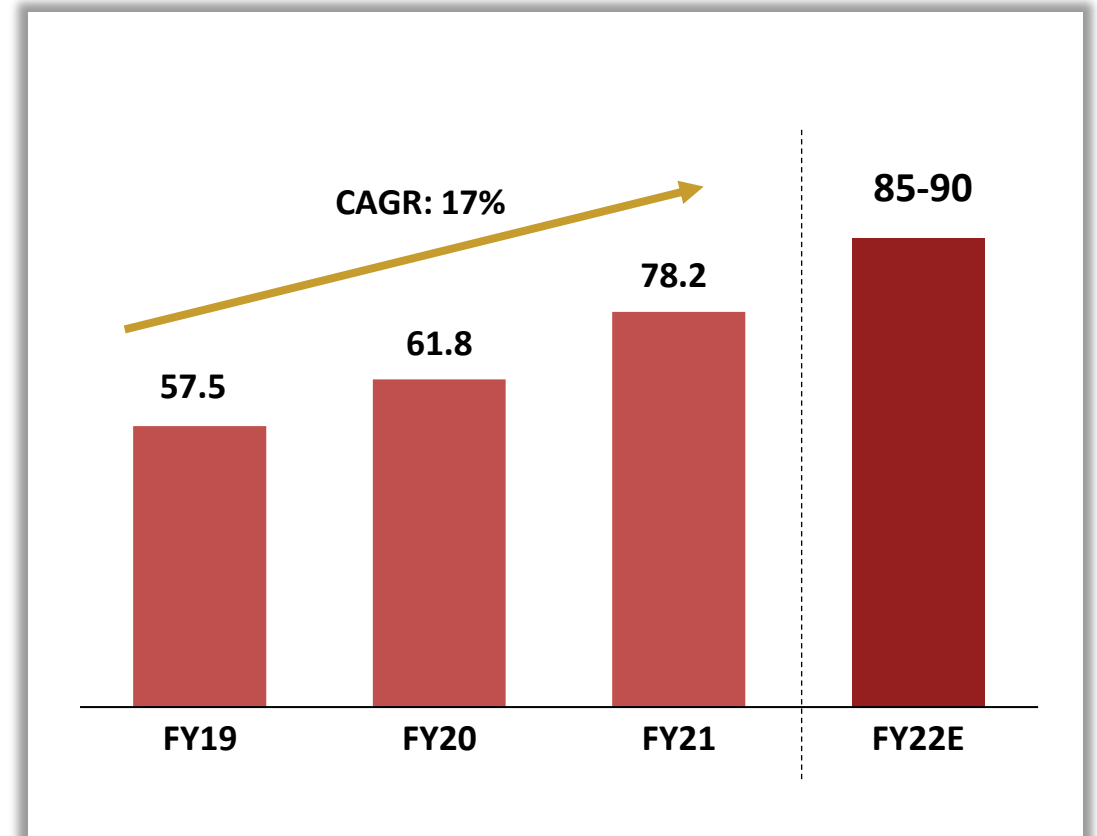
SALES VOLUME PERFORMANCE

in million metres

Quarterly Performance



Annual Performance



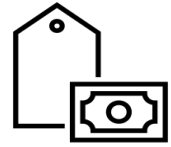
← Covid lockdown impacted operations

→ Resilience in volumes

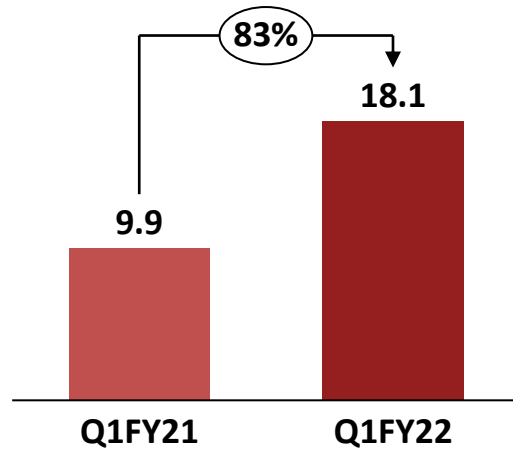


On track to achieve FY22 Volume Guidance of 85-90 Mn metres

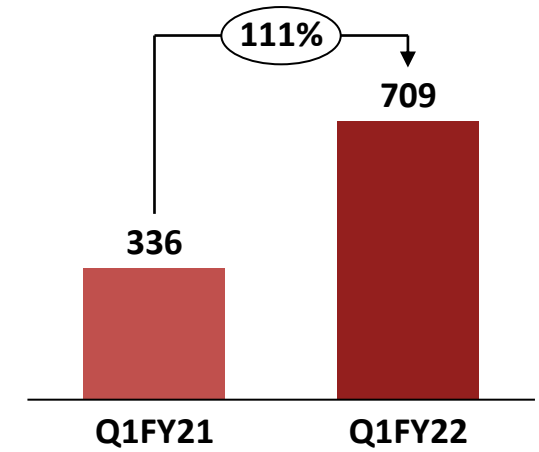
CONSOLIDATED Q1 FY22: GROWING VOLUMES, REVENUES & PROFITABILITY



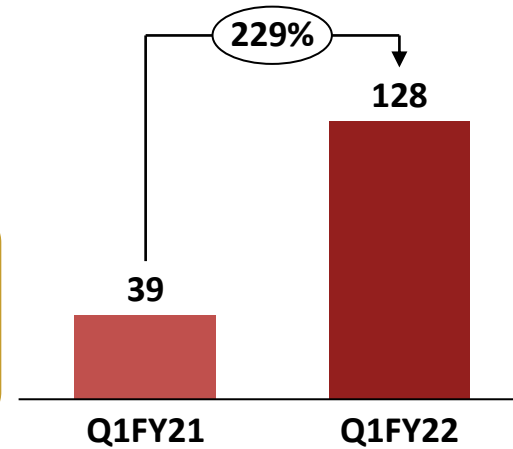
Volume
18.1 Mn metres



**Normalized
Total Income**
Rs. 709 Crs

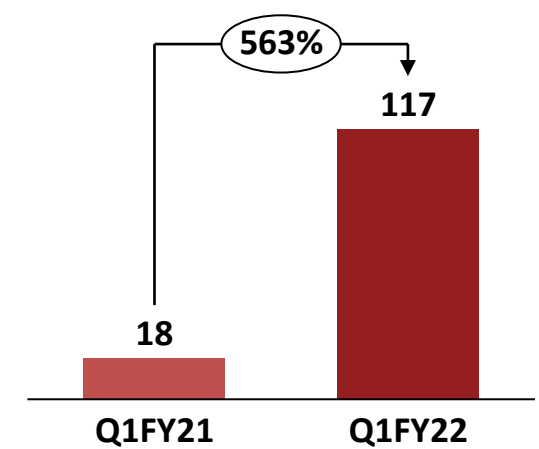


**Normalized
EBITDA**
Rs. 128 Crs



PAT
Rs. 117 Crs

EPS
Rs. 5.95



Normalized figures excludes RoSCTL benefits of Rs 49.99 Crores for the period of January 1, 2021 to March 31, 2021
PAT includes RoSCTL benefits of Rs 49.99 Crores for the period of January 1, 2021 to March 31, 2021
Figures are rounded off wherever required

Q1FY22 CONSOLIDATED FINANCIAL PERFORMANCE

Particulars (Rs. Crs)	Q1FY22	Q1FY21	YOY%	FY21
Total Income	759	336	126%	2,557
EBITDA	178	39	357%	415
EBITDA Margin (%)	23.4%	11.6%	1,184 bps	16.2%
Depreciation	10	11		43
Finance Cost	12	5		28
PBT	156	23	583%	340*
Tax	39	5		91
PAT	117	18	563%	249
EPS	5.95	0.91		12.70

Particulars (Rs. Crs)	Q1FY22	Q1FY21	YOY%	FY21
Normalized Total Income	709	336	111%	2,557
Normalized EBITDA	128	39	229%	415
Normalized EBITDA %	18.0%	11.6%	644 bps	16.2%

Normalized figures excludes RoSCTL benefits of Rs 49.99 Crores for the period of January 1, 2021 to March 31, 2021

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

* After exceptional item of Rs 3.65 Cr

Figures are rounded off wherever required

CONSOLIDATED BALANCE SHEET

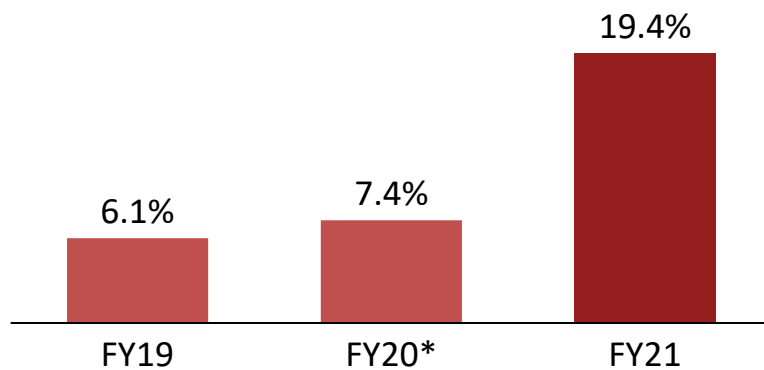
ASSETS (Rs.Crs)	31-Mar-21	31-Mar-20
Non-Current Assets		
Property, Plant & equipment	540	554
Capital Work in progress	8	6
Right of Use	18	18
Other Intangible Assets	3	3
Financial Assets		
i) Loans	4	4
Other Non-Current Assets	8	6
Total Non-Current Assets	581	591
Current Assets		
Inventories	718	524
Financial Assets		
i) Investments	167	0
ii) Trade Receivables	516*	242
iii) Cash and Cash Equivalents	120	139
iv) Bank Balances	7	11
v) Loans	1	0
vi) Other Financial Assets	51	4
Current Tax Assets	9	23
Other Current Assets	126	161
Total Current Assets	1,715	1,105
Total Assets	2,296	1,696

EQUITY AND LIABILITIES (Rs.Crs)	31-Mar-21	31-Mar-20
Equity		
Equity Share Capital	39	39
Other Equity	1,245	947
Non-Controlling Interest	6	7
Total Equity	1,290	993
Non-Current Liabilities		
Financial Liabilities		
i) Borrowings	19	36
ii) Other financial liabilities	2	6
Provisions	3	6
Deffered Tax Liabilities	80	57
Other Non-Current liabilities	8	8
Total Non-Current Liabilities	111	114
Current Liabilities		
i) Borrowings	537	293
ii) Trade Payables	235	129
iii) Other financial liabilities	29	92
Other Current Liabilities	94	75
Total Current Liabilities	895	589
Total Equity and Liabilities	2,296	1,696

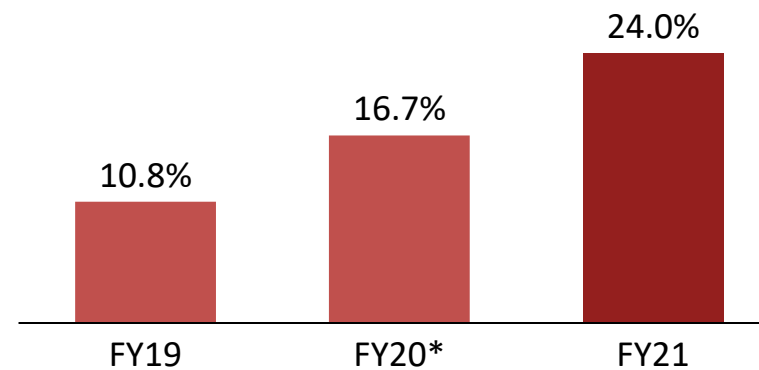
*Extension of delivery schedules on account of logistical challenges in February and March led to increase in debtors

IMPROVING PERFORMANCE RATIOS

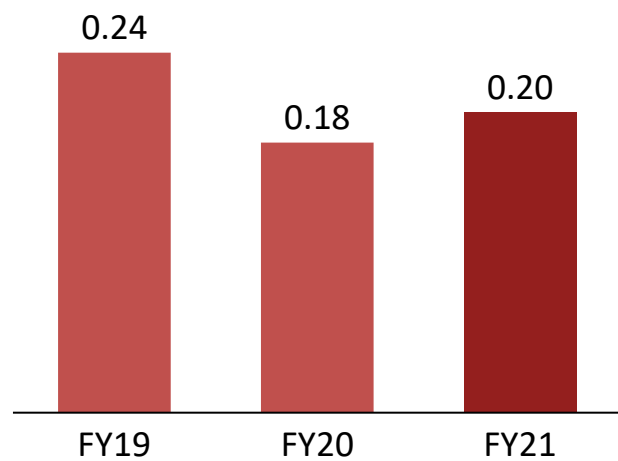
ROE



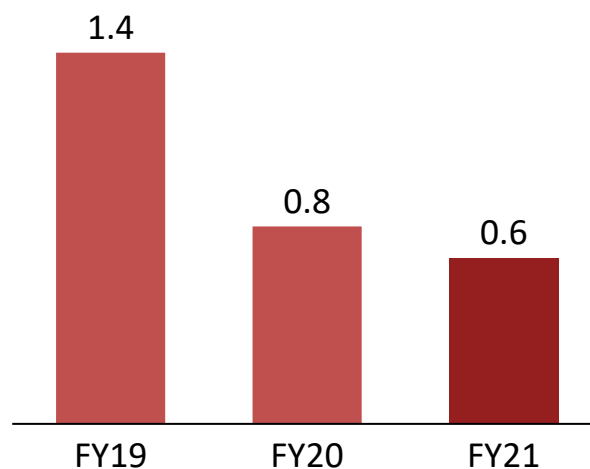
ROCE



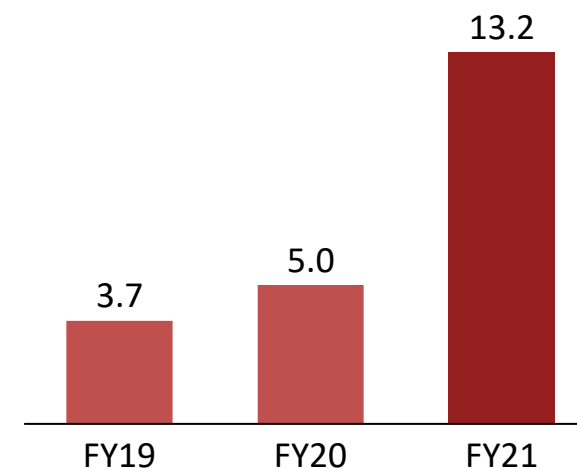
NET DEBT/EQUITY

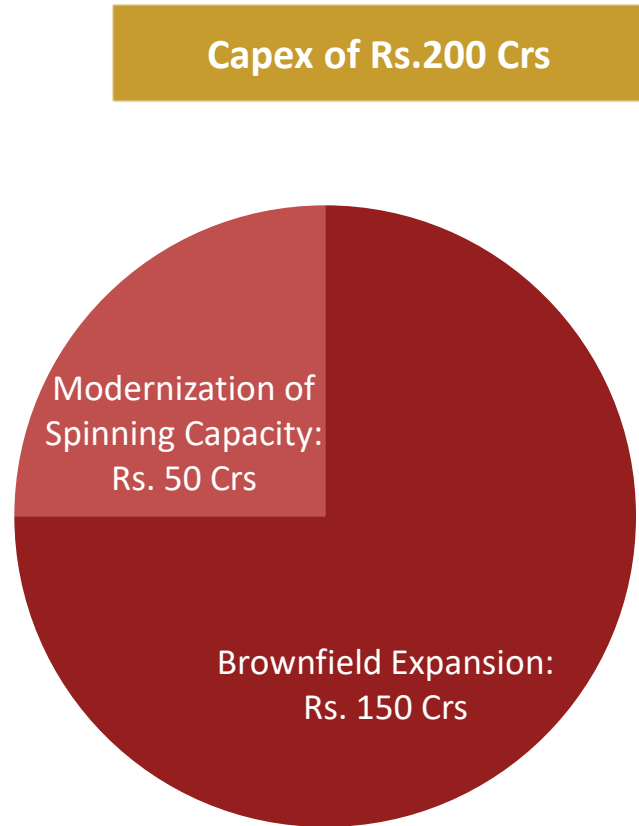


NET DEBT/EBITDA



EBIT/INTEREST





BROWNFIELD EXPANSION

- Expansion of its bed linen capacity by ~ 20% existing annual capacity of 90 Mn metres to 108 Mn metres by debottlenecking and balancing facilities
- Brownfield investment for adding commensurate cut & sew facilities and for enhancing the capacity for Top of the Bed (TOB) products. This will entail a capex of ~ Rs. 150 crores



MODERNIZATION OF SPINNING CAPACITY

- Modernization of spinning units with compact spinning technology
- This will entail a capex of ~ Rs. 50 crores. Post modernization, this capacity will also be used for captive consumption in the home textiles unit



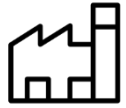
REVENUE VISIBILITY

- These investments are expected to increase the revenue by **~Rs. 600 crores over the next 2 years**, post commissioning.
- The total capex will be ~ Rs. 200 crores and will be **funded by a mix of internal accruals and debt** and is expected to be operational in H2FY22

Capacity utilization ramp-up to drive FCF generation and improved return ratios

A photograph of a sofa with various patterned cushions and a white circular overlay containing the text 'COMPANY SNAPSHOT'. The sofa features a mix of textures and patterns, including a floral print, a textured fabric, and a dark blue cushion with a white chain-link pattern. The white circular overlay is positioned on the left side of the image, partially overlapping the sofa's cushions.

COMPANY SNAPSHOT



Largest manufacturer and exporter of bed sheets, bed linen, quilts from India while being the top bed sheet supplier to the US



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

Launch of B2C & D2C brands



ESG Focused



Biodiversity



Business Ethics



Installing Solar panels



Employee Welfare



Supply Chain Sustainability



Reducing GHG

Credit Rating

CARE Ratings

Long Term – CARE A+
Short Term – CARE A1

ICRA Ratings

Long Term – ICRA A+
Short Term – ICRA A1+



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



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



Head Office, Factories, Merchandising & Design Studio & Product Development Lab



Showroom, Warehouse Design Studio



Showroom, Warehouse Design Studio



Showroom

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**



***FORAY IN B2C & D2C
SEGMENT***

CAMPAIGNS IN INDIAN MARKET



MARKETING STRATEGIES

- Influencer marketing via local influencers
- Initiated Personal based marketing and created ad campaigns for impressions and link clicks
- Amazon, FB and IG linked Campaigns created

TIE-UP WITH ONLINE PLATFORM

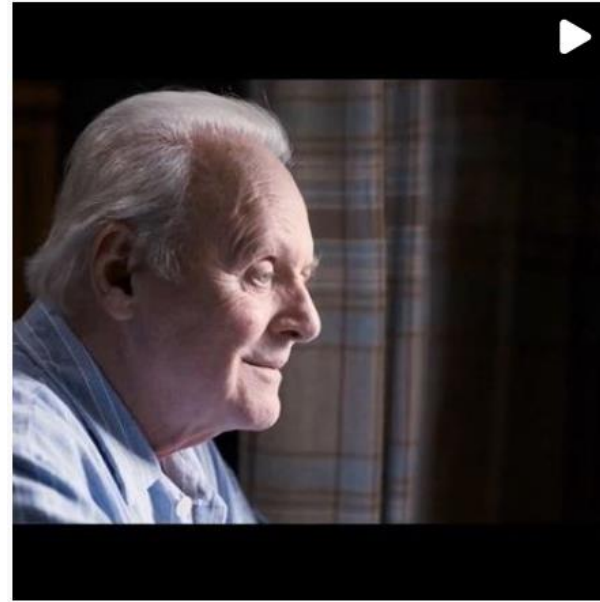
- Initiated Marketing Advertisements with Myntra, Flipkart, Home-centre, Shoppers Stop and Amazon



A design board created for the Metamorph Collection

Other strategic Tie-ups

- Initiated new Retail Branding commitments for LFS and MBO
- Integration with B2B Lead generation agencies for new business opportunities



Partner of The Father movie in association with PVR Pictures. This gave us a platform to launch our latest **Amethyst Collection**

CAMPAIGNS

A design board created for the Habitat Collection for World Earth Day



A design board created for the Heirlooms of India



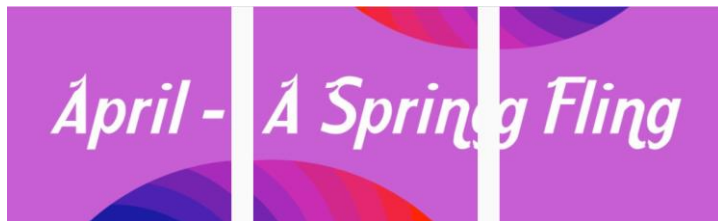
Mothers Day film



Fathers Day film



Siblings Day



GROWING OUR BRAND PORTFOLIO

Diversified Brand Portfolio

Health & Hygiene Brand	Performance Brand	Organic Cotton Brand	Color based range	Kids focused Brand
Value Driven Mass Brand	Mid-market aspirational Brand	Luxury Brand	Sustainability Brand	Cotton centric Brand

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

FY21

4% of Revenue

FY23E

8% of Revenue

Domestic Business

FY21

1% of Revenue

FY23E

3% of Revenue

A photograph of a bedroom. In the foreground, a bed is covered with a white quilted duvet and a white sheet. A white pillow is visible on the bed. To the right, a dark wooden nightstand holds a lamp with a beige shade, a glass of water on a white coaster, and a stack of books. The background is a plain, light-colored wall.

***SUSTAINABILITY
IS IN OUR DNA***



Project GAGAN: A sustainable cotton initiative

The programme aims at improving awareness among the farmers to cultivate sustainable forms of cotton.

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.



We are a Sustainable Textile Production (STeP) certified company with all of our products authorised to use the 'Made in Green' labelling.

OEKO-TEX® Made in Green is a traceable product label for all forms of textiles.



A Made in Green product ID verifies that the item has been thoroughly inspected for hazardous substances. This is achieved by certification according to STANDARD 100 by OEKO-TEX®



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.



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



Indo Count is determined to protect the planet and people by contributing to climate change reduction by adopting of more renewable energy resources.

Indo Count collaborating with “The Science Based Targets initiative” (SBTi). SBTi is a collaboration between CDP, World Resources Institute (WRI), the World Wide Fund for Nature (WWF), and the United Nations Global Compact.

SBTi offers various resources and guidance to companies worldwide to reduce carbon footprints and ensure a greener tomorrow.

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 PureEarth 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.



Environmental

- Installed renewable energy
- Recycling and reuse of water through modernized ETP plant
- Conservation of water resources
- Reduction in the use of plastic
- 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



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
- **3,50,000+** patients have been benefitted
- Renovated Female Maternity & Gynac ward along with Cardiac department for a government hospital in Kolhapur
- Renovation of District AIDS prevention and control unit



WOMEN EMPOWERMENT

- Trained women through our skilled development centre
- We partnered with the Government's Samarth Scheme – a scheme for capacity building in the textiles sector (SCBTS). It is aimed at providing training and employment to potential youth in the textile space.



WATER & SANITATION

- Installed pure drinking water facilities in various schools and public places
- Collaborated with village gram panchayats to establish various sanitation programmes



The image shows a close-up of a bed with various decorative pillows and a quilted runner. The runner has a repeating floral pattern in shades of red and white. One pillow is white with horizontal red dashed lines and a red tassel. Another pillow features a large, detailed floral pattern in red on a white background. A circular white overlay in the lower-left corner contains the text 'AWARDS & RECOGNITIONS' in a dark red, serif font.

***AWARDS
&
RECOGNITIONS***



Indo Count Industries Ltd. wins for a second consecutive year, two golds at Texprocil Export Awards 2019-20



Gold Trophy for the Highest export performance in Cotton Made Ups-Bed Linen/Bed Sheets/Quilts



Gold Trophy for the Special Achievement Award in Cotton Made-ups



- ✓ Recognized as **'Top Performer'** suppliers at Walmart's Global Sourcing Sustainability Summit
- ✓ In Walmart 'Project Gigaton', Indo Count has contributed towards reducing GHG emissions through various initiatives such as installation of solar plant, and reduction in fresh water consumption via water recycling plant
- ✓ As an organization Indo count also supports Walmart's commitments on sustainable fibers, recyclable/sustainable packaging, and implementation of HIGG index

‘BOUTIQUE LIVING’ FELICITATED BY THE ECONOMIC TIMES AS ‘ET ICONIC BRAND OF 2021’



‘LAYERS’ RECOGNIZED AS ‘THE FEMINA POWER BRAND OF THE YEAR 2021’



Mr. Mohit Jain honoured with **The Economic Times Business Leader: Youth Icon Textiles Award 2021**



The 2021 edition of the Awards aimed to bring to the forefront noteworthy business leaders who are spearheading our economy by inspiring accelerated and sustainable growth in their respective fields, post the unprecedented COVID Crisis.

Mr. Mohit Jain has been actively steering growth at Indo Count, with his exemplary vision and vast experience in the textile domain.

“At Indo Count, our key focus has always been to weave an unforgettable legacy of corporate excellence and exceptional service. We continue to transform the world of textiles, one thread at a time.”

-Mr. Mohit Jain, Executive Vice Chairman of Indo Count Industries Ltd



- **Honoured with the Navabharat Group 'Healthcare CSR of the Year' Award**
- **The recognition was conferred to Indo Count by the Governor of Maharashtra, for our work towards Corporate Social Responsibility**
- **Commenting on the illustrious achievement, Mr. Mohit Jain, Executive Vice-Chairman of Indo Count Industries Ltd. stated, At Indo Count, we believe that the community is a key constituent of the nation's growth. We have always strived to be resolute in standing by the community enabling them to become resilient in facing challenges and overcoming them. We will continue our endeavors with further relevant initiatives to address the needs of the society."**

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
shogun.jain@sgapl.net | +91 77383 77756

Ms. Ami Parekh
ami.parekh@sgapl.net | +91 80824 66052

www.sgapl.net