



Indo Count
COMPLETE COMFORT

Investor Presentation
FY 2017



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Vision

“To be one of the Leading players in the Global Home Textile industry on the strengths of Technology, Experience and Innovation”



Chairman's Message

"This year was a year of heightened activity for our organization. We have set the ball rolling by gaining acceptability in the three new segments; Fashion, Utility and Institutional bedding across geographies.

We have also successfully transcended into the premium segment with the launch of our lifestyle brands. Our optimism about the brands has been shared by all our customers as well.

We witnessed a few headwinds this year but I am proud to share that the performance is indicative of the inherent fundamental strengths of our business which resulted in successful navigation through the challenging environment in our path of growth.

Our strategic positioning of products and promotion will help us in sustaining and achieving the Company's desirable objectives and goals."



Mr Anil Kumar Jain
Executive Chairman - Indo Count Industries

FY17: A Year of Heightened Activity

**Expansive Display of 32 Beds
in our new 9,200 sq ft
New York Showroom**

**Improved Acceptance of our
Brands internationally**

**Launched our Domestic
Brand 'Boutique Living'**

**Certified with Egyptian Gold
Seal Certificate**

**Increased our Capacity from
68mn mtrs to 90 mn mtrs**

**Introduced 'State of Art' Cut-
and-Sew automated unit**

**Declared Total Dividend of
40% for FY16-17**

**Credit rating Upgrades from
ICRA and CARE for (AA-)
Long term and (A1+) Short
term facilities**

**Sub-division of equity shares
(FV from Rs. 10 to Rs. 2)**

Awards and Recognition



Mr. Anil Kumar Jain (Executive Chairman) at the award ceremony



Mr. Anil Kumar Jain (Executive Chairman) and Mr. Mohit Jain (MD) with the award

Mr. Anil Kumar Jain, Executive Chairman, was honoured with “Business Today Best CEO (Textiles & Apparel)” Award for the year 2016 in December 2016.



Indo Count Industries Limited was awarded SILVER TROPHY from TEXPROCIL for the “Second Highest Exports of Cotton Madeups (Bed Linen/Bed Sheets/Quilts) 2015-2016”. Indo Count won this award for the 2nd consecutive year.

The award was presented by Smt Smriti Irani (Hon. Minister of Textiles – India) to Mr. Anil Kumar Jain (Executive Chairman), Mr. Mohit Jain (Managing Director) and Mr. K.R Lalpuria (Executive Director).



Mr. Mohit Jain, Managing Director, was honored with “India’s Most Trusted CEO’s 2017” award by World Consulting & Research Corporation (WCRC), Asia's leading Brand Rating, Ranking & Media Company. The award was presented by Mr Bhaskar Pramanik, Chairman Microsoft and Honourable Minister Shri Babul Supriyo, MOS for Heavy Industries and Public Enterprises.

Financial Performance

Consolidated Key Financial Indicators

REVENUE (RS.CRS)

2,258

FY17

2,111

FY16

EBITDA (RS.CRS)

428

FY17

465

FY16

EBIT (RS.CRS)

395

FY17

434

FY16

PAT (RS.CRS)

232

FY17

251

FY16

CASH PAT (RS.CRS.)

323

FY17

312

FY16

NET DEBT/EQUITY (X)

0.34

FY17

0.58

FY16

Consolidated Profit & Loss Statement

Particular (Rs. Crs)	FY17	FY16	Change %
Total Revenue	2,257.8	2,110.6	7.0%
Expenses			
Material Consumed	1,156.3	1,045.5	
Employee Benefits	124.2	105.9	
Power & Fuel Cost	73.7	70.8	
Other Expenses	475.3	424.0	
EBITDA	428.4	464.5	-7.8%
<i>EBITDA Margin %</i>	<i>19.0%</i>	<i>22.0%</i>	
Depreciation	33.1	30.1	
EBIT	395.3	434.4	-9.0%
<i>EBIT Margin %</i>	<i>17.5%</i>	<i>20.6%</i>	
Finance Charges	42.1	55.1	
Profit before Tax	353.2	379.3	-6.9%
<i>PBT Margin %</i>	<i>15.6%</i>	<i>18.0%</i>	
Tax Expense	121.1	128.0	
Profit after Tax	232.0	251.3	-7.7%
<i>PAT Margin %</i>	<i>10.3%</i>	<i>11.9%</i>	
Other Comprehensive Income	2.22	(10.00)	
Total Comprehensive Income	234.2	241.3	-2.9%
Cash Profit	322.6	311.6	3.5%

Financial performance has been impacted due to following reasons:-

- Employee expenses have increased on-account of upfront investments made to support incremental growth in USA, Europe and other geographies keeping in mind new categories of Business. The employee additions are in various departments in Indian and International operations
- Volatility in Raw Material prices particularly in Q4 FY17 adversely affected margins and profitability
- One-time charge on-account of devaluation of Inventory at our International subsidiary

The Board of Directors declared a Final Dividend of 20% i.e. Re. 0.40 per Equity Share of Face Value of Rs. 2/- each for Financial year 2016-17, in addition to an interim dividend of Re. 0.40 per equity share of Rs. 2/- each declared and paid during the Financial Year 2016-17. The total dividend payout for 2016-17 is 40% (Re. 0.80 per equity share of Rs. 2/- each)

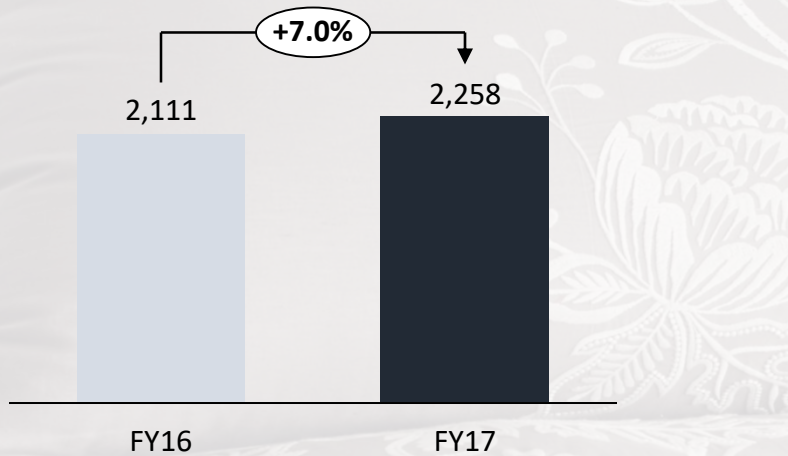
Consolidated Balance Sheet

Particulars (Rs. Crs.)	March'17	March'16
ASSETS		
Non-current assets	548.5	505.6
Property, Plant and Equipment	530.8	482.0
Capital work-in-progress	12.2	10.7
Other Intangible Assets	2.0	1.5
Financial Assets		
(i) Investments	0.0	0.0
(ii) Loans	1.5	1.4
(iii) Others	0.0	0.1
(iv) Deferred Expenditure	0.4	0.5
Other non-current assets	1.6	9.3
Current assets	975.4	886.2
Inventories	471.9	456.4
Financial Assets		
(i) Trade receivables	311.2	243.1
(ii) Cash and cash equivalents	11.5	22.5
(iii) Other bank balances other than cash and cash equivalents	7.1	7.0
(iv) Loans	0.7	0.4
(v) Others	61.8	19.1
Current Tax Assets	22.0	29.9
Other Current Assets	89.1	107.9
TOTAL	1,523.9	1,391.8

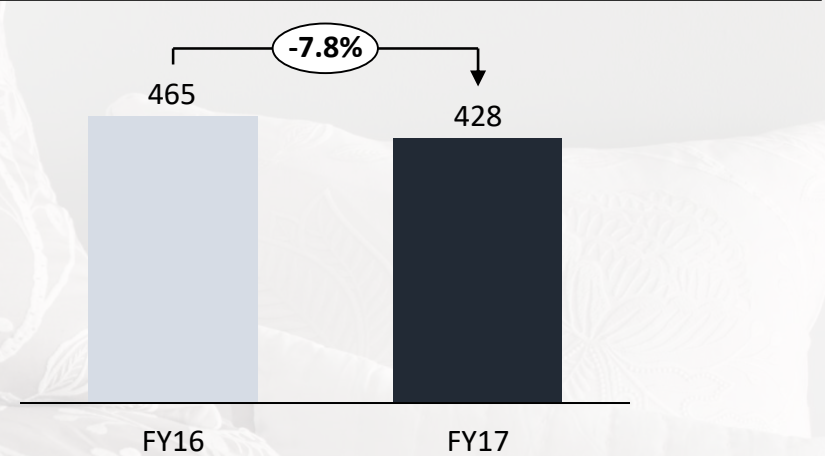
Particulars (Rs. Crs.)	March'17	March'16
EQUITY AND LIABILITIES		
EQUITY	854.4	638.7
Equity Share Capital	39.5	39.5
Other Equity	806.8	590.9
Non- Controlling Interest	8.1	8.3
Non-Current Liabilities	141.3	145.7
Financial Liabilities		
(i) Borrowings	21.4	57.5
Provisions	2.4	1.4
Deferred Tax Liabilities (Net)	117.5	86.8
Current liabilities	528.2	607.4
Financial Liabilities		
(i) Borrowings	282.1	334.0
(ii) Trade Payables	134.3	130.1
(iii) Other Financial Liabilities	76.9	98.3
Other Current Liabilities	33.2	41.1
Provisions	1.6	0.1
Current Tax Liabilities (Net)	0.0	3.9
TOTAL	1,523.9	1,391.8

Consolidated Financial Highlights: FY17

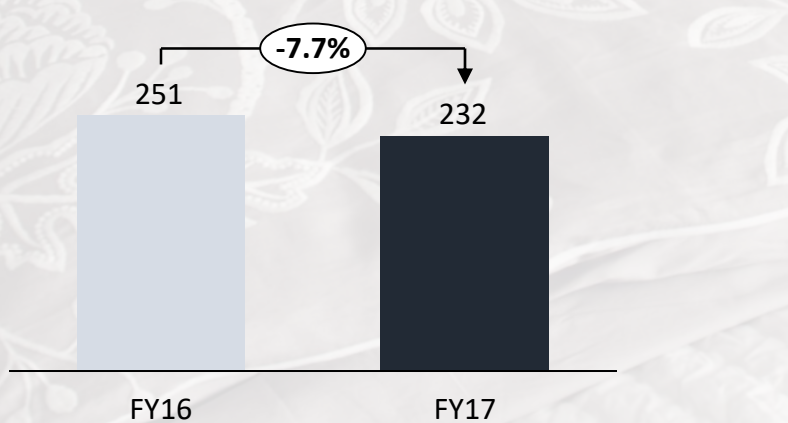
Revenue (Rs. In crs)



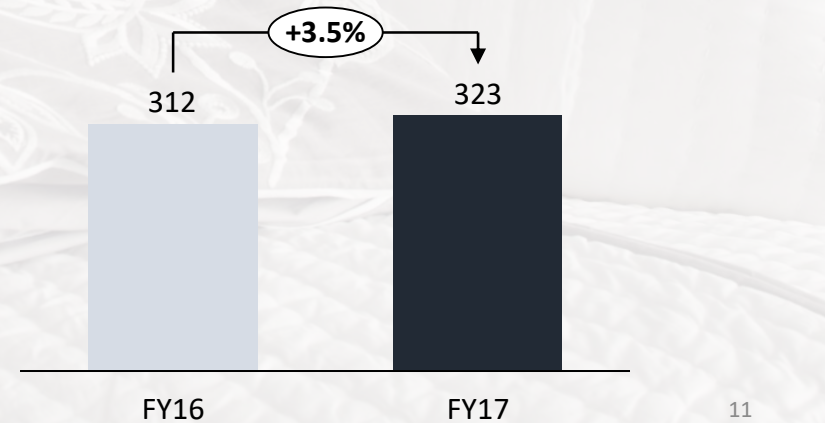
EBITDA (Rs. In crs)



PAT (Rs. In crs)

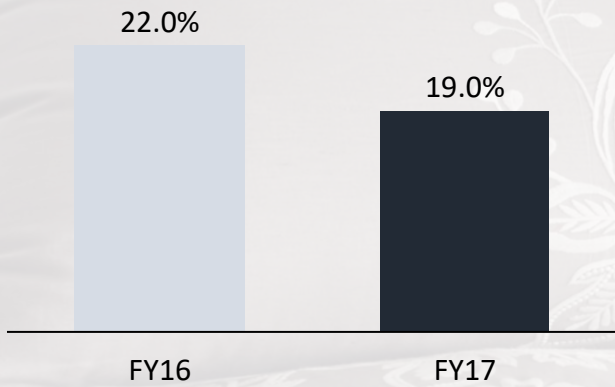


Cash PAT (Rs. In crs)

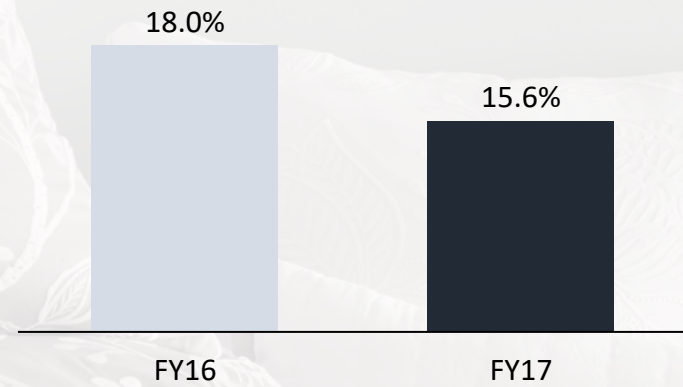


Consolidated Margin Profile: FY17

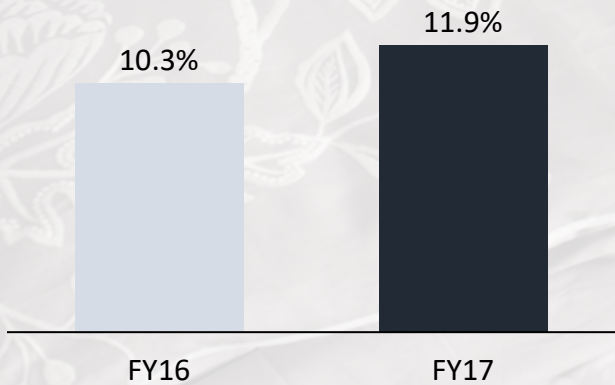
EBITDA (%)



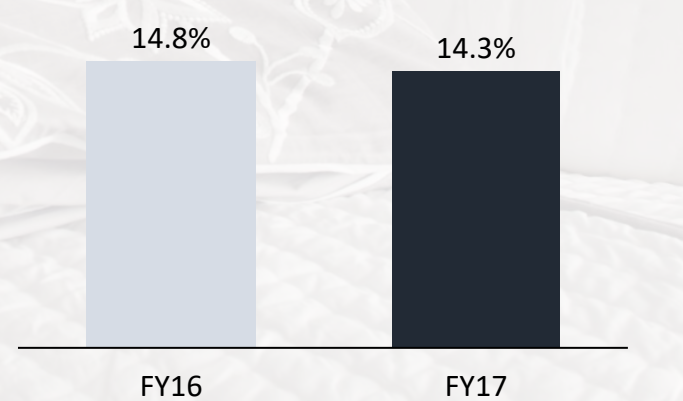
PBT (%)



PAT (%)

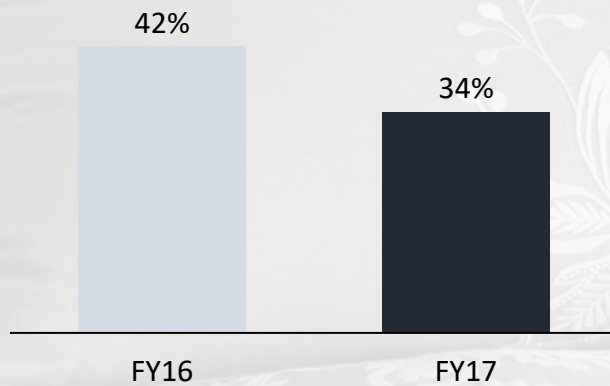


Cash PAT (%)

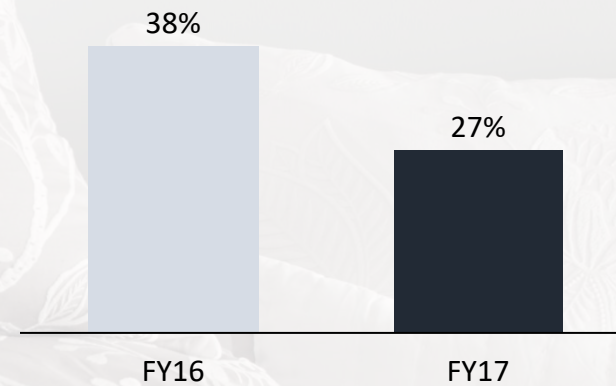


Consolidated Ratio Analysis: FY17

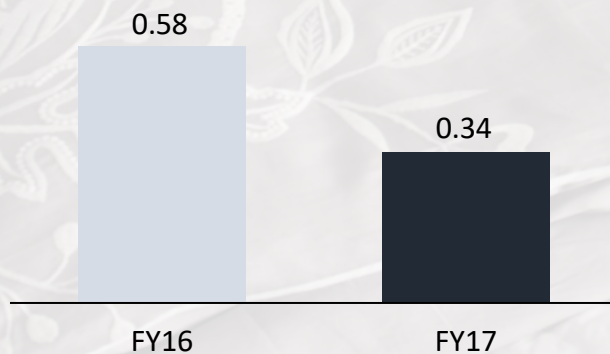
ROCE (%)



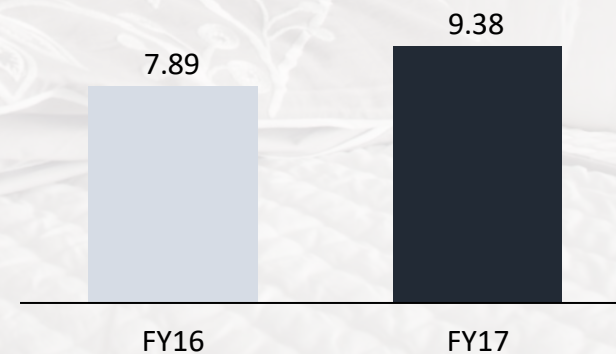
ROE (%)



Net Debt/Equity (x)



Interest Coverage (x)





Business Highlights

Business Highlights: Two-Pronged Strategy

Increased Product Offerings

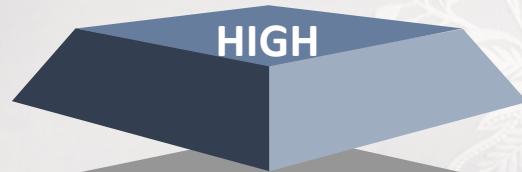
- Well established Global Home Textiles Manufacturer
- “One Stop Shop for Bedding”
- Expanded product offerings from ‘Sheet Set’ to Fashion, Utility & Institutional Bedding

Geographic Expansion

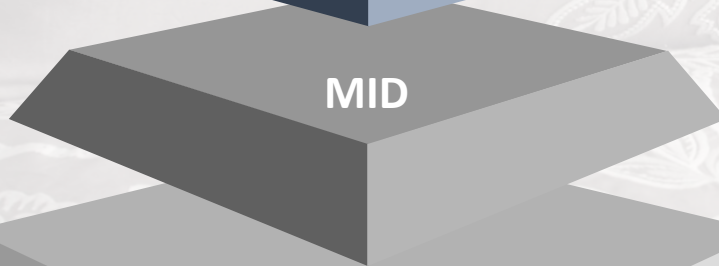
- Currently exporting to 54 countries
- Efforts on continuous basis to expand the Global footprint by entering newer geographies
- ‘Make in India & Sell in India’ ventured into the growing Indian Home Textiles space through our domestic offering



Products: Moving Up the Value Chain



'Moved up the Value Chain' with our foray into Premium Bed Home Textiles Segment with introduction of our B2B Fashion Bedding Brands



Well Established Cotton Bed Linen Provider in the 'Mid to High' Segments



Foray into Indian Home Textiles Market



- Indo Count's Home Textiles division has been completely export driven
- With Indo Count Retail Venture we have launched our domestic home textile brand "Boutique Living" in India in October 2016
- **Vision:** to build an Aspirational Home Textile Brand in the Indian market
- **Objective:** to bring premium quality products to Indian consumers
- **Boutique Living:** is a B2B Brand and is sold through Multi Brand Outlets (MBOs), Large Format Stores (LFS) and E-Commerce in India
- Presently Boutique Living is sold across 57 cities and 234 stores in India
- www.boutiquelivingindia.com – Online Promotion has commenced

Proactive Manufacturing Capacity Investments

Phase 1

Board Approved Capex of
Rs. 175 crs

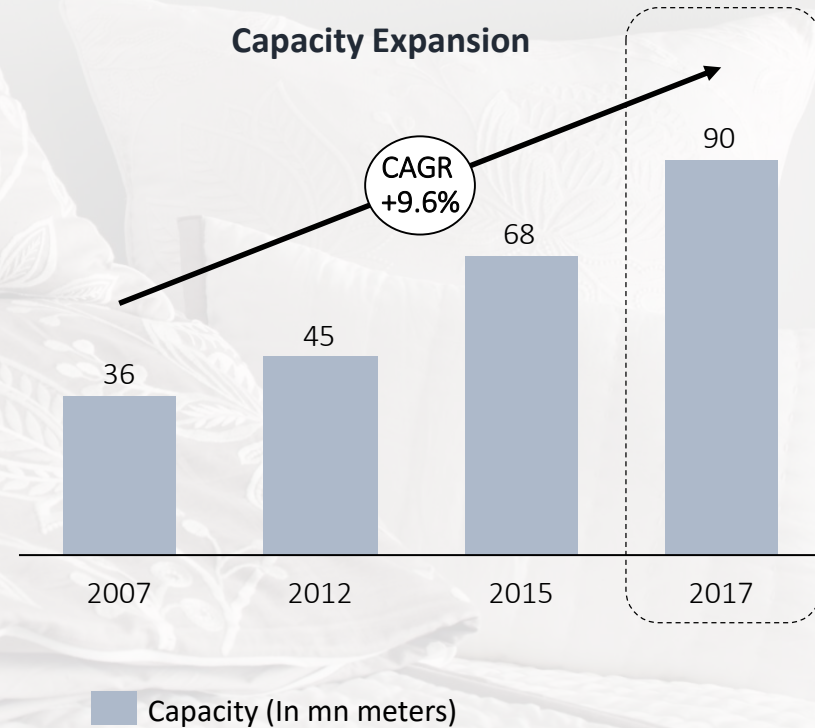
- Set up a state –of-the-art RO and water effluent treatment plant
- Automation of cut-and-sew and state-of-the-art warehousing
- Increased capacity from 68 mn meters/annum to 90 mn meters/annum

Board Approved Capex of
Rs. 300 crs

Phase 2

- To invest in additional weaving capacity (with specialized looms)
- To add value added equipments for the delivery of fashion and utility bedding
- To modernise existing spinning facilities

Capacity Expansion



Phase I: RO and Water ETP

RO Plant : Re-use of Processed water and Post-treatment water portability



- Effluent Plant capacity – 5MLD
- Zero Liquid discharge plant
- Recycling & Reusing the water - Minimizing the use of natural resources and conserving ground water levels
- Commitment towards Environment Protection including compliance of Pollution control board norms

Phase I: Automation of Cut-and-Sew Operations





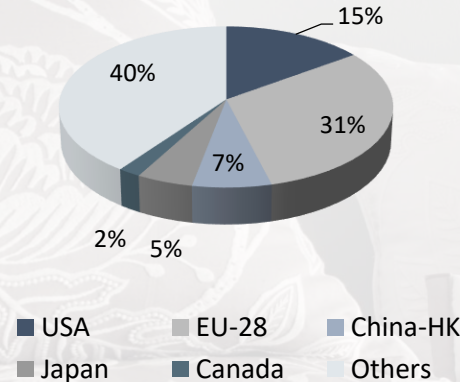
Industry Perspective

Global T&C Trade: A Perspective

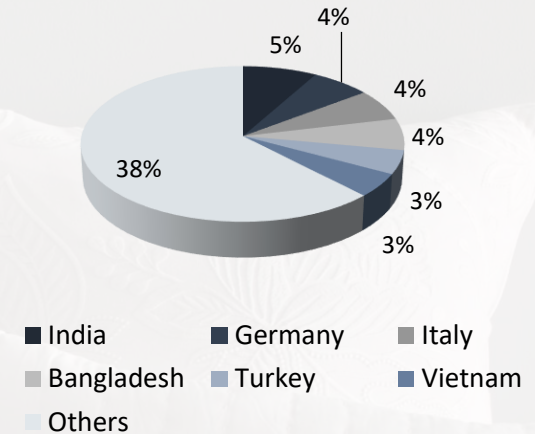
Global T&C trade (USD Bn)
growing at 4.3% CAGR



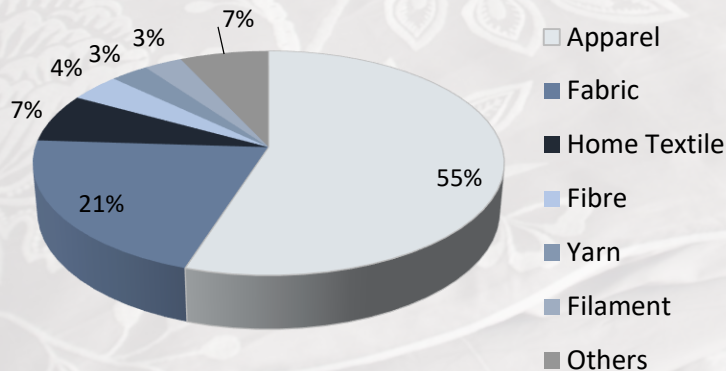
T&C: Major Importing Markets



T&C: Major Exporting Countries



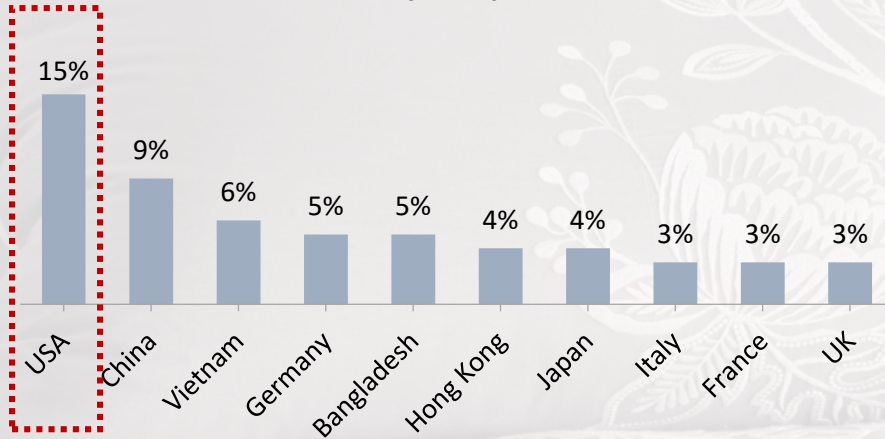
Global T&C Trade: Segment-wise



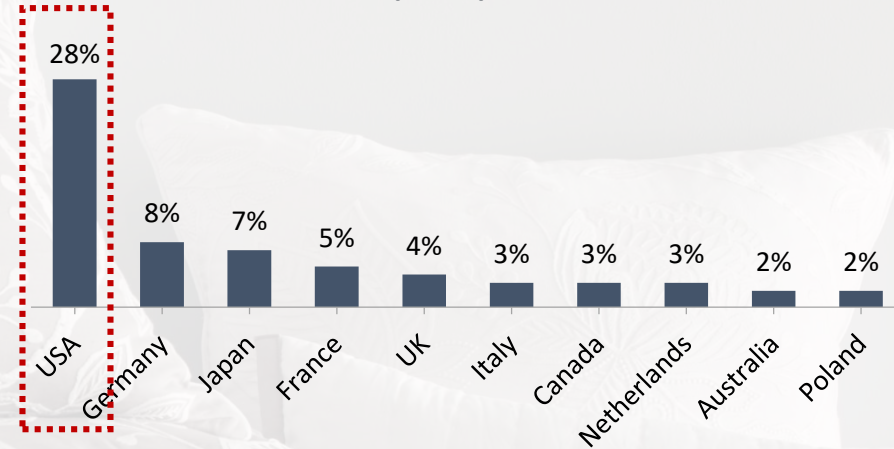
- Last two decades have witnessed consolidation of Suppliers.
- While 11 countries had a share of 3% or more in 1995, this has reduced to 7 countries in 2015.
- Home Textiles contributes 7% to Global T&C Trade and has been growing at 6% CAGR over the decade.

Cotton Textiles: USA a Major Importer

Major Global Importers: Cotton Textiles (2016)

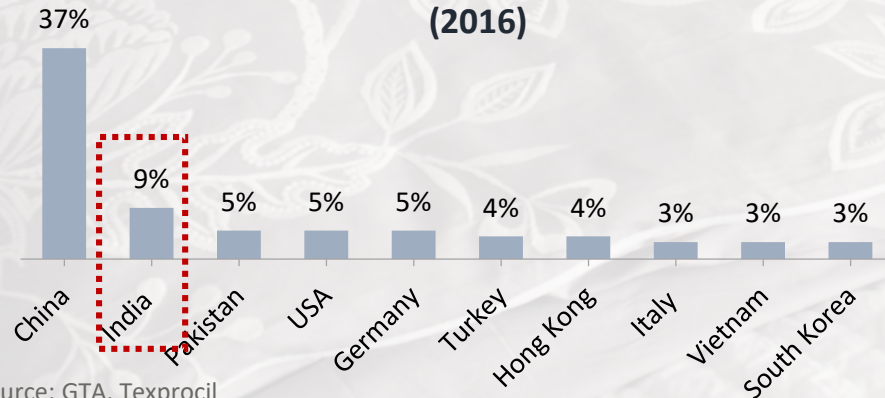


Major Global Importers: Cotton Textiles (2016)

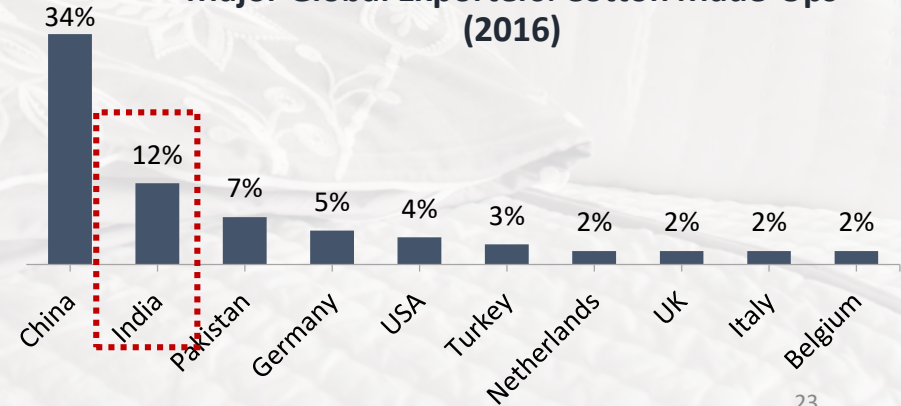


USA is the largest 'Single Country' market for T&C, Cotton Textiles and Cotton Madeups

Major Global Exporters: Cotton Textiles (2016)

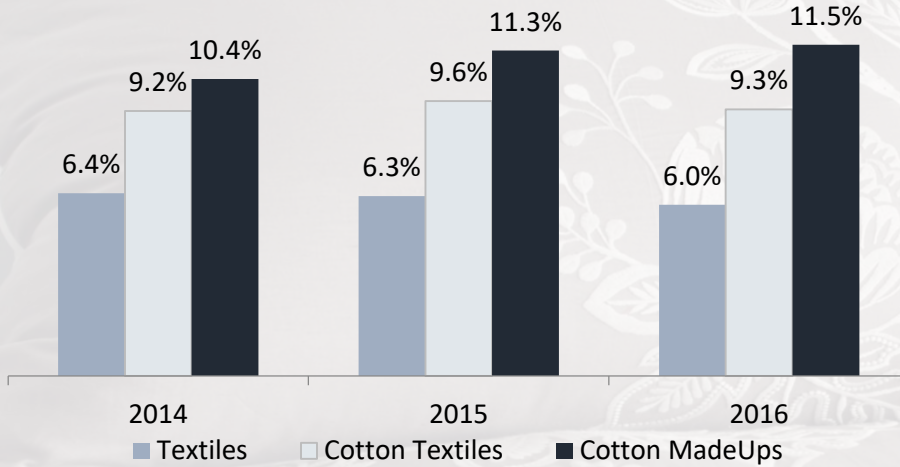


Major Global Exporters: Cotton Made-Ups (2016)

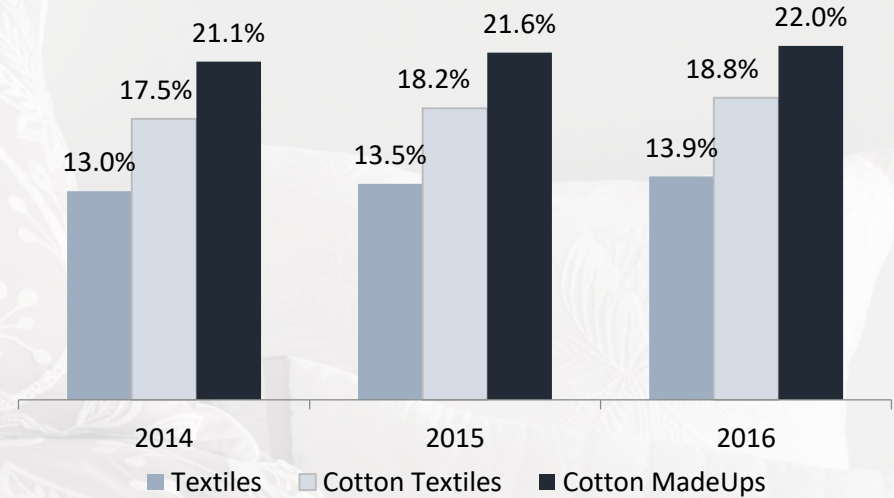


India Gaining Global Market Share

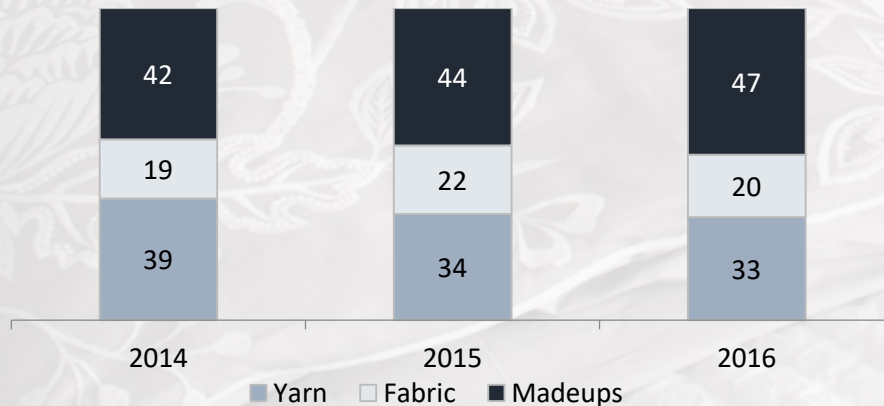
India market share in Global Trade



India market share in USA – largest 'Single Market'



Share of Madeups in Indian Cotton Textile Exports



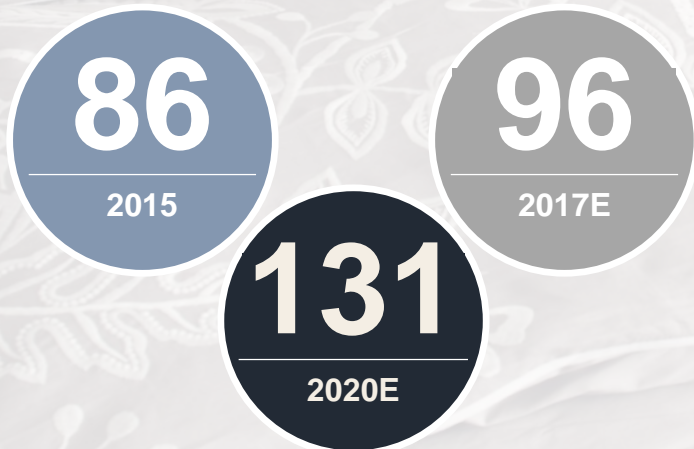
- India's share in the largest 'Single Country' market – USA has been growing consistently
- USA is the major partner with 46.6% share in India's Cotton Madeups Exports for 10MFY17
- In the 'Cotton Sheet Set' segment in USA, India well established with 49% market share

Industry Discussion

Industry growth of ~4% expected to sustain through 2021*

- Bed linen nearly 35% of the total home textiles industry (by volume)
- Growing market for higher value home linen
- Widening home linen product mix

Global home textiles market at Retail end
(figures in USD billion)



(*Source: Global and Indian Textile Apparel Trade-Technopak Analysis)

Indian Textiles industry

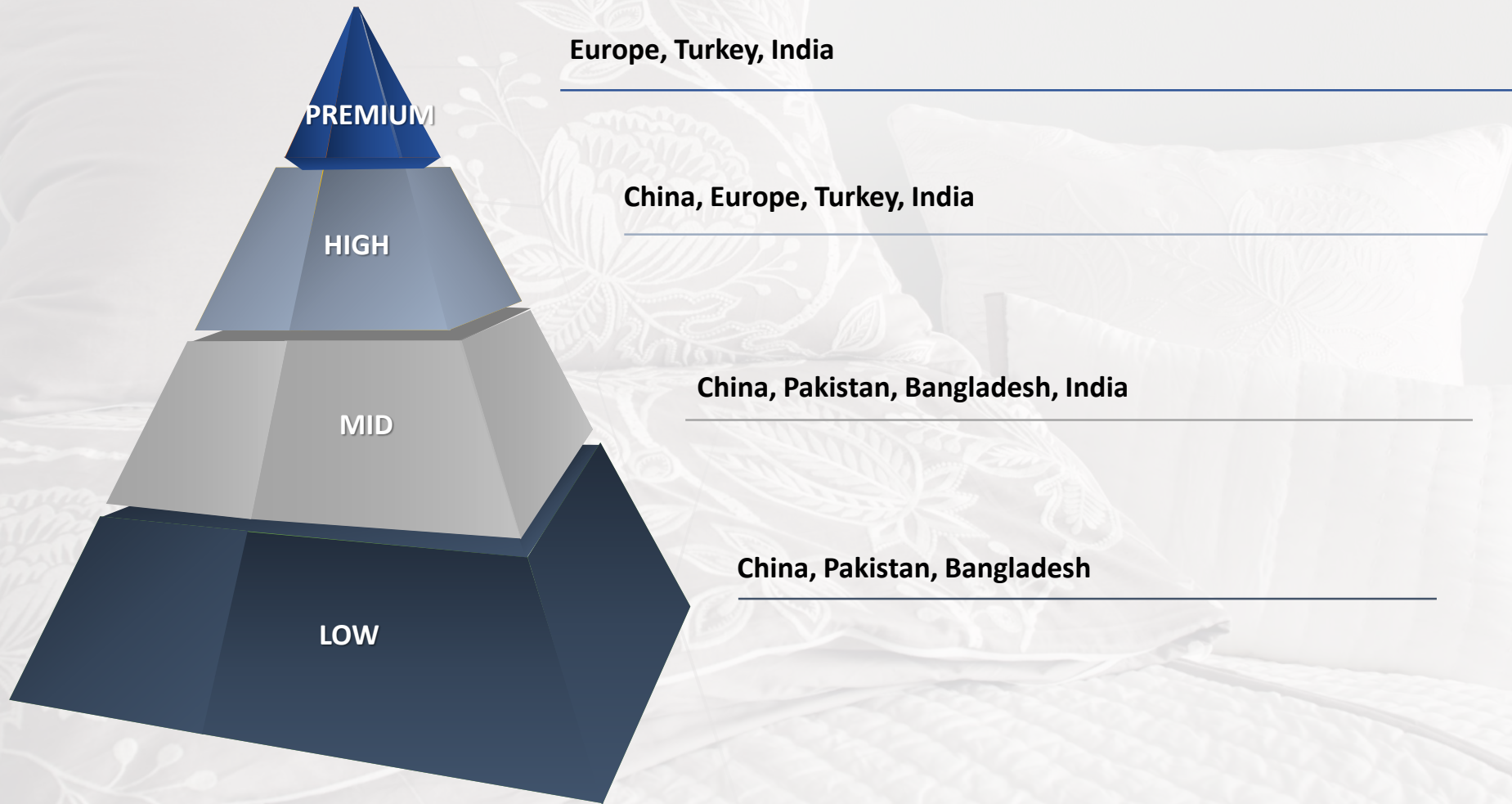
- Indian textiles industry contributes ~14% of Index of Industrial Production (IIP) and for around 4% of GDP
- Textiles contribute around 13% of India's export earnings
- Indian textiles market around US\$108 billion

India's Home Textiles Industry

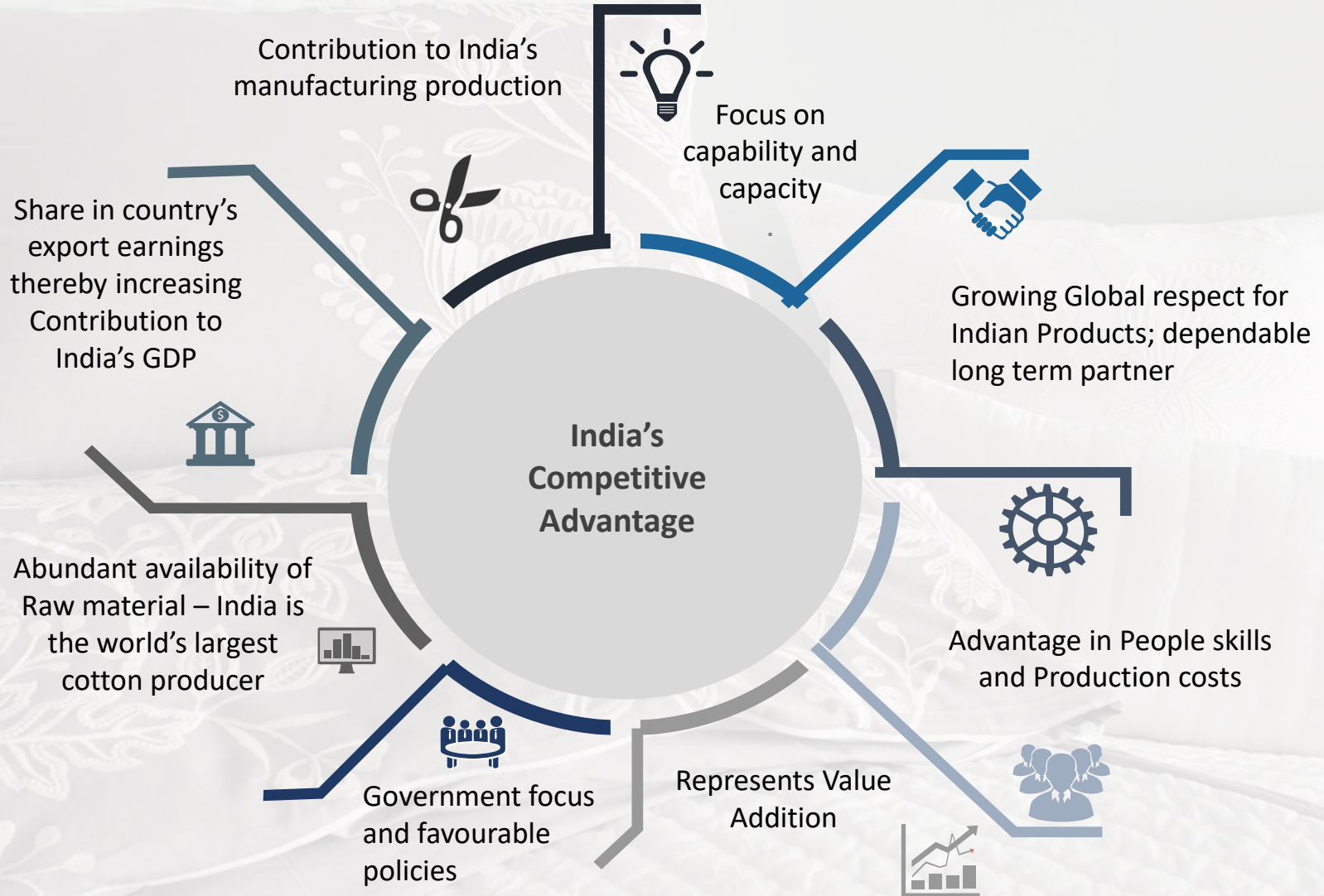
- Expected to expand at a CAGR of 8.3% to USD 8.2 billion in 2021 from USD 4.7 billion in 2014
- Future growth drivers globally: rising household income and growth of end use sectors like housing, hospitality, healthcare etc.

Source: IBEF

Cotton Home Textiles: Major Exporters



India in a Position to Capitalise





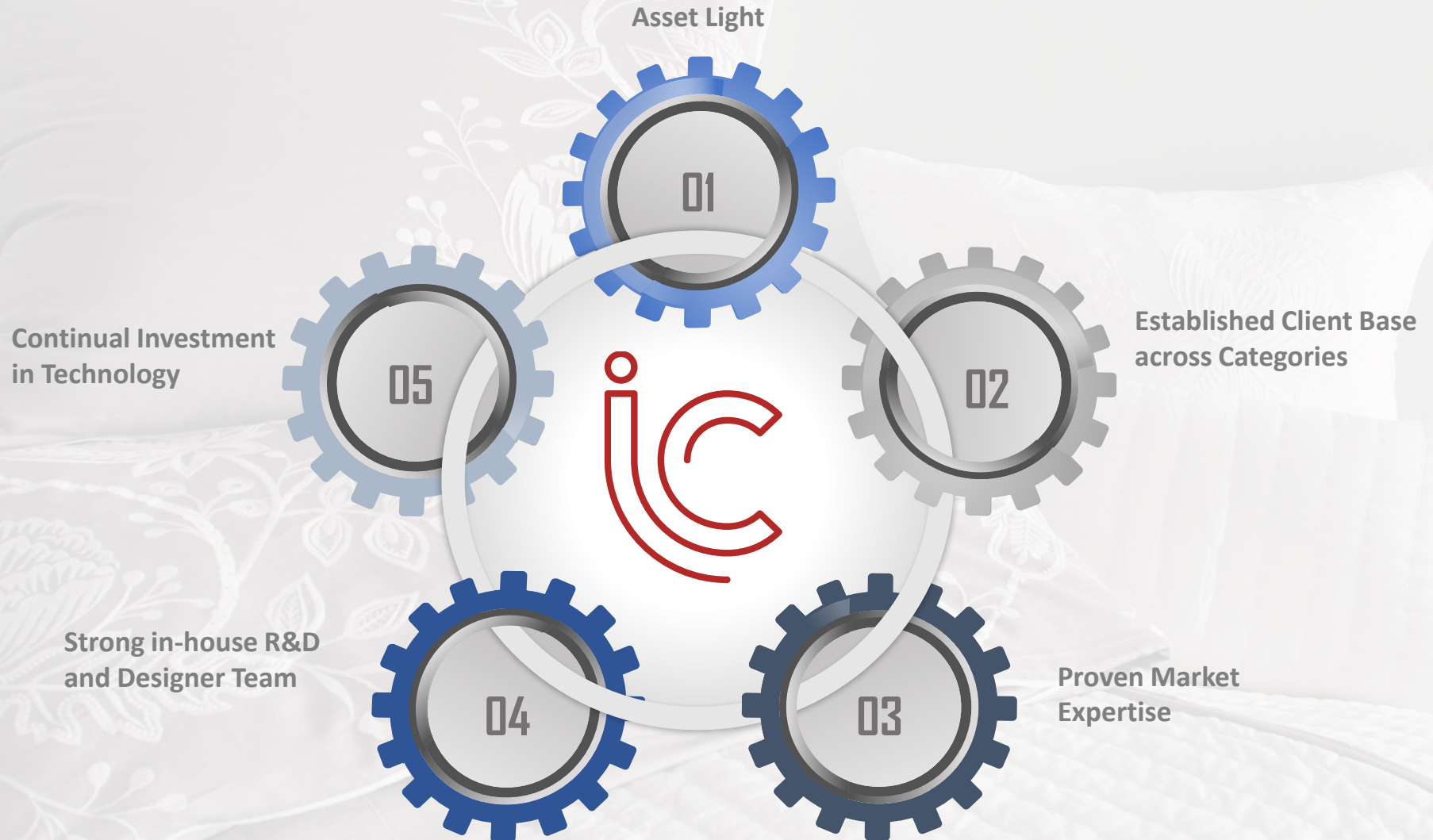
The Indo Count Approach

Indo Count poised to gain Market share



- 01** Wide range of product offerings across categories
- 02** We understand the Customer's needs
- 03** Our brands are a reflection of our design sensibilities
- 04** Differentiation through Innovation
- 05** Working towards Customer growth

Advantage Indo Count



Management Team

Mr. Anil Kumar Jain (Promoter) – Executive Chairman

- ✓ An Entrepreneur, with more than 38 years of experience in host of businesses.
- ✓ Envisioned Indo Count's foray into the Home Textile Business and has since been the guiding force behind the company's success.
- ✓ Distinguished in the industry for his outstanding ability of turning around businesses
- ✓ Known for his strong personnel management and leadership skills

Mr. Mohit Jain – Managing Director

- ✓ Management graduate from Babson College, USA with over 19 years of experience in the company
- ✓ Introduced global entrepreneurship and management practices thereby building quality organisational culture
- ✓ Spearheading Indo Count's aspiration to become one of the key global home textiles players

Mr. Kamal Mitra – Director (Works)

- ✓ Associated with the company for over 12 years with more than 36 years of experience in the Textile Industry
- ✓ Responsible for the manufacturing operations of the Spinning facilities

Mr. K.R. Lalpuria – Executive Director

- ✓ Chartered Accountant with more than 34 years of experience in the Textile industry
- ✓ Associated with the company from past 7 years
- ✓ Widely recognised in the Indian Home Textiles Industry for his Global Connect within the Textile space

Mr. Dilip Ghorawat – CFO

- ✓ Chartered Accountant with more than 26 years of experience in the Industry
- ✓ Responsible for Financial Strategy, Raising of Resources, Mergers & Acquisitions, etc.

Our Achievements

Global Player

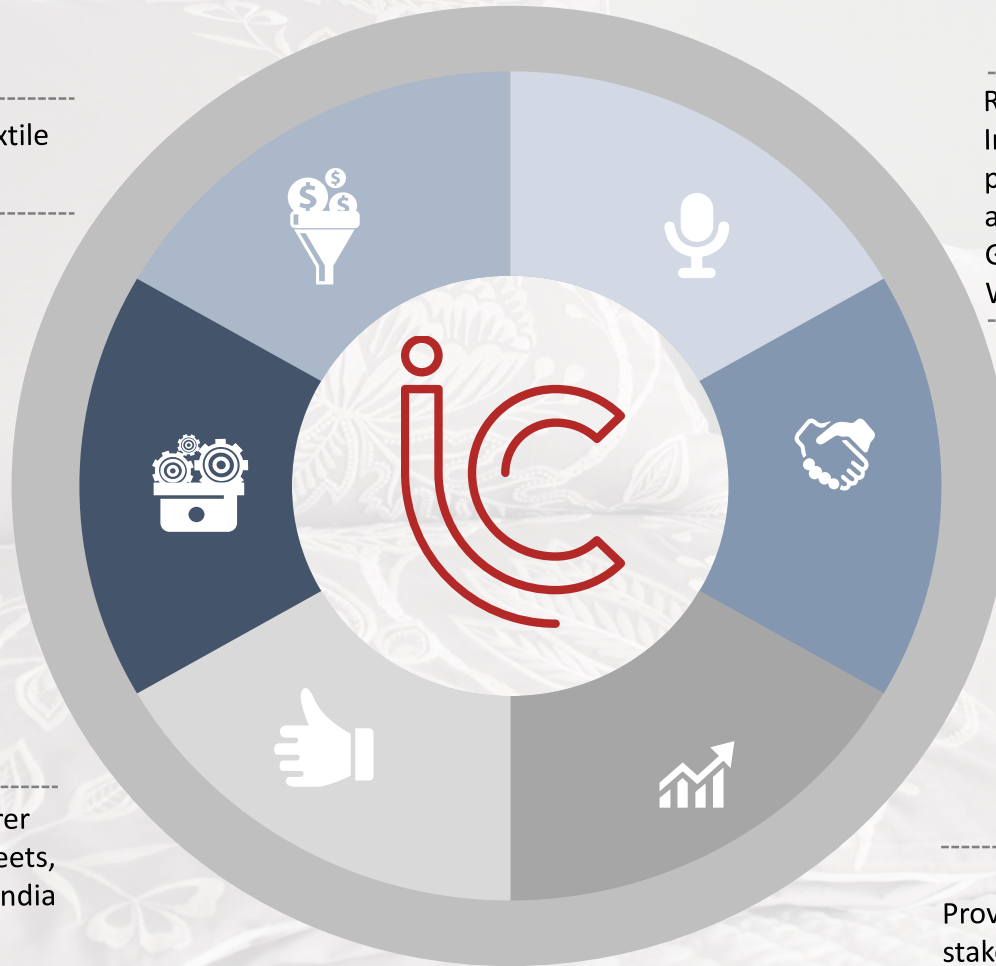
11th Largest Home Textile Supplier into USA

Preferred Supplier

3rd Largest Supplier of Bed sheets into USA

Leadership

2nd Largest manufacturer and exporter of Bed Sheets, Bed Linen, Quilts from India – TEXPROCIL



Recognition

Ranked **235 in profit** among India's top 500 companies by profit – Dun & Bradstreet (D&B) and rated 'India's Fastest Growing Companies' by Business World (Apr'17)

Strong Credit Profile

Credit Rating of "AA-" for Long-term bank facilities and "A1+" for Short-term bank facilities by ICRA and CARE

Performance

Proven track record with increasing stakeholder value

Our Product Offerings

01



Bed Sheet Set

Flat sheet, fitted sheet and pillow cases

02



Fashion Bedding

Comforters, bed in bag, quilts and coverlets, decorative pillows, etc.

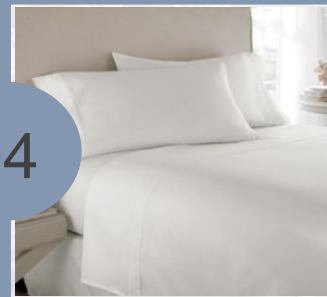
03



Utility Bedding

Basic white bedding, mattress pads, protectors, white filled comforters filled with poly fill fibre

04



Institutional Linen

Flat sheets, pillow cases, duvet covers and shams; caters to hotels, hospitals and others

Innovation: Our DNA

color sense

The *Complete*™
Sheet

DermaLux
Therapeutic Sheet

Dura Shine

MICRO TOUCH

INFINITY™
Cotton

EcoLITE

The light-weight Cotton Sheet

smartcel™
sensitive

The secret of natural freshness

THERMAL  **BALANCE™**

Touch Sense
SHEETS

PREMIUM BLEND
SHEET

TRUE
GRIP
STAYS IN PLACE

Own Lifestyle Brands



Licensed Lifestyle Brands



HARLEQUIN



Brand in India



Sold across 57 cities and 234 stores in India

Global Presence



India

- Headquarters in Mumbai
- Manufacturing facilities in Kolhapur, Maharashtra
- Showroom and design studio



U.S.A.

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



U.K.

- Showroom, design studio and warehouse in Manchester



AUSTRALIA

- Showroom, design studio and warehouse in Melbourne

Exporting to 54 countries and counting...

'Focussed Market' Approach



** Actual photographs of the 9,200sqft New York Showroom with 32 beds on display*

Technology advancement for Customized Offerings

Building Brand Portfolio

Enhanced Product Mix with High Value Products

Increasing Target Market

Global Presence & 'Customer First' Approach

Domestic Brand Development

... strengthening Brand Positioning



'Every Smile Counts'...

At Indo Count ‘Every Smile Counts’

WATER & SANITATION

The Indo Count Foundation partners with local town and village Gram Panchayat to develop sanitation programs that address the unique needs of each community



04

WOMEN EMPOWERMENT

We promote empowerment of women by supporting employable skill development training programs and taking a proactive position on hiring women across all levels



03

EDUCATION

Supporting education through e-learning and providing basic amenities in the rural villages contributes to building a stronger community and a brighter future for everyone



02

HEALTHCARE

Working with Government Health Care Centres to make a difference. A unique mobile hospital program that seeks to address problems of mobility, accessibility and availability of primary health care with a special focus on children and women



Our Future Agenda

- **Efficient Utilization of All Resources**
- **Increase Global Market Share in Bedding**
- **Promote Domestic Brand Pan India**
- **Judicious Capital Allocation**

About Us

Indo Count Industries Ltd (ICIL) (part of S&P BSE 500), is one of India's largest Home Textile manufacturer. Under the leadership of Mr Anil Kumar Jain who has been awarded as one of the India's Best Top 100 CEO's 2016, the Company has focused on some of the world's finest fashion, institutional and utility bedding & sheets and has built significant presence across the globe. Over the years, the Company has successfully carved out a niche for itself and has become a total bedding resource. The company has increased its capacity from 68 million meters to 90 million meters.

The Company's product comprises the following:-

Bed Sheets: Flat sheet, fitted sheet and pillow cases

Fashion Bedding: Comforters, bed in bag, quilts and coverlets, decorative pillows, etc.

Utility Bedding: mattress pads, protectors, comforters filled with poly fibre

Institutional Linen: Basic white bedding, duvet covers and shams; caters to hotels, hospitals and others

The Company has launched the following innovated products:-

Infinity Cotton: Blend of a few finest cotton varieties in the world resulting in superior yarn

Thermal Balance: Balances temperature between body and bed to deliver superior sleep characteristics

ICIL has introduced three lifestyle brands "Boutique Living", "Revival" and "The Pure Collection" in 2016 in US Market. Further 3 new brands viz Sanderson, Harlequin and Scion, licensed through Walker Greenbank PLC UK, having strong presence in UK & Australia were introduced in North America. It also forayed into the Indian market with the launch of its domestic B2B brand "Boutique Living" in October 2016.

ICIL is second largest manufacturer and exporter of bed linen from India; amongst the top three bed sheet suppliers in USA and eleventh largest global home textiles supplier to USA. ICIL has a strong global clientele and exports to more than 54 countries. Major revenues are derived from USA, the Company's largest market; its other prominent markets comprise UK, Canada, Europe, MENA and Australia etc. The Company enjoys long-term relationships with large global marquee retailers.

ICIL has also been honoured in past with numerous prestigious awards from TEXPROCIL including Silver Trophy for second highest exports of Cotton Madeups in Category III for the year 2015-2016 & 2014-15, "Export Excellence Award" in the Top Exporter – Non MSME – Trading House Category by FIEO, Western Region.

CARE and ICRA have upgraded credit rating as "CARE AA- / ICRA AA-" for Company's Long Term Bank Facilities and "CARE A1+/ ICRA A1+" for short term bank facilities. ICRA has assigned outlook as stable.

Investors Contact

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