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Ref No.: ICIL/46/2026-27 4th November, 2026

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

**Subject: Investor Presentation Q2 & H1 FY27**

Dear Sir/Madam,

Please find enclosed herewith a copy of Investor Presentation on financial results for Q2 & H1 FY27.

Kindly take the above on record.

Thanking you,

Yours faithfully,

For **Indo Count Industries Limited**

Satnam Singh Saini

Digitally signed by Satnam Singh Saini
Date: 2026.11.04 13:40:03 +05'30'

**Satnam Saini**
**Company Secretary & Sr. GM- Legal**

Encl.: A/a

INDO COUNT

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GROW. SUSTAIN. LEAD

*Indo Count Industries Limited – Q2 & H1 FY27 Investor Presentation – November 2026*

# SAFE HARBOUR

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# CHAIRMAN'S MESSAGE



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

*"The Company continued to scale new heights, delivering its highest-ever quarterly and half-yearly income of Rs. 1,699 crores and Rs. 2,923 crores respectively. The growth was driven by market share gains; increased wallet share and growing contribution from our branded portfolio. Both core and new businesses recorded robust growth despite inflationary market conditions, underscoring the resilience of our business model. Our focus on sweating existing assets, optimizing resource utilization and enhancing operational efficiencies translated into margin expansion.*

*We have achieved a substantial portion of our guidance across key performance parameters in the first half of FY27. With strong business momentum continuing for the second half of FY27, we expect to outperform our guidance.*

*Looking ahead, we remain focused on deepening customer partnerships, expanding our branded portfolio and strengthening our geographical presence to capitalise on emerging opportunities."*

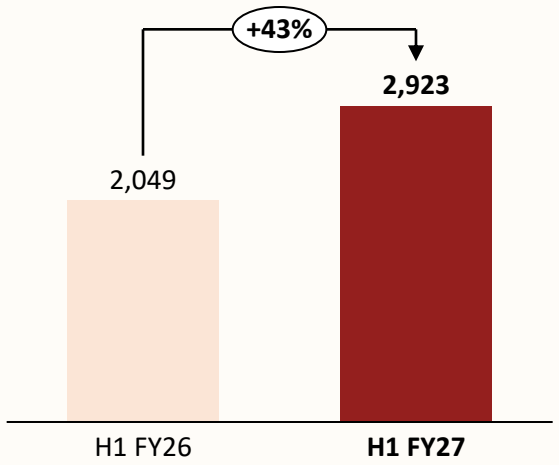
# Q2FY27: KEY ACHIEVEMENTS

| | |
|---|---|
| **Scaling New Heights** | Achieved **All-Time High Quarterly Total Income** of Rs. 1,699 crores; **Delivering 57%+ YoY Growth.** |
| **Strengthening Market Leadership** | **Gaining Market share & Increasing Wallet share** across both businesses. |
| **Robust EBITDA Growth** | **EBITDA nearly doubled YoY** to Rs. 259 crores, with margin expansion by **+380 bps.** |
| **Record-Low Net Debt** | **Lowest-Ever Net Debt** of Rs. 518 crores, with **Net Debt-to-Equity at 0.2x.** |
| **Superior Return Ratios** | **ROCE & ROE exceeds 21%+ & 15%+ respectively,** reflecting operational excellence. |
| **Scaling Wamsutta Brand Presence** | **Expanding Beyond D2C** to unlock deeper penetration across U.S. Retail Markets. |

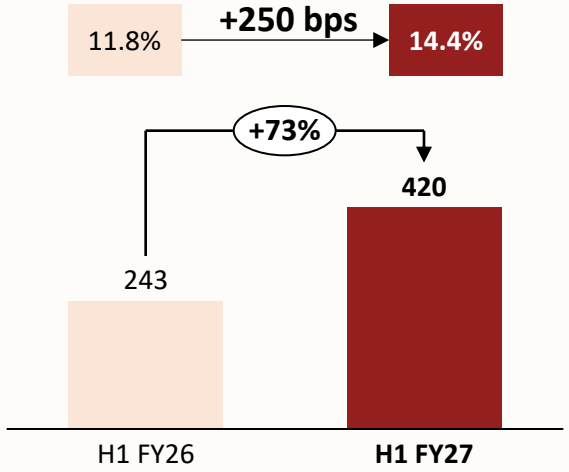
**Delivered record-breaking quarterly performance, surpassing all historical milestones**

# H1FY27: CONSOLIDATED PERFORMANCE HIGHLIGHTS

## Total Income (Rs. Crs)




## EBITDA (Rs. Crs)




## Revenue Break-up (%)




Core Business  New Businesses

- Core Business: (Bed Linen)
- New Businesses (Utility Bedding + USA Brand Business)

**Highest Half-Yearly Total Income of Rs. 2,923 crores; Delivering 43% YoY Growth.**

**Outpacing growth through Market share gain & deepening customer relationships across all businesses.**

**New Growth Engine, new businesses scaled to Rs. 500+ Crores quarterly, contributing ~30% to total revenue.**

**EBITDA nearly doubled, through improved asset utilization and operating efficiencies.**

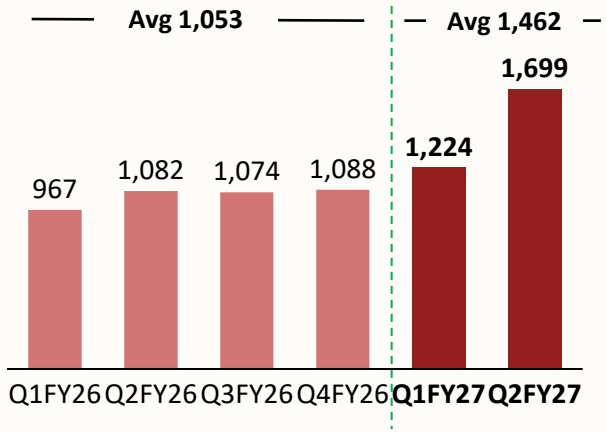
**Strong Operational Ramp-Up; 65%+ capacity utilization achieved across all three Utility Bedding Facilities.**

**Total Brand Business (incl. all 3 segments) ~25% enhancing Branded Portfolio Contribution with increased presence across markets.**

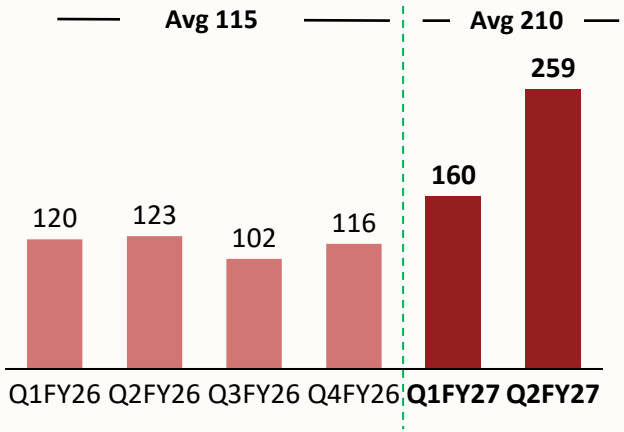
# H1 FY27 WITNESSED A STRATEGIC SHIFT TOWARDS HIGHER GROWTH AND BETTER PROFITABILITY…

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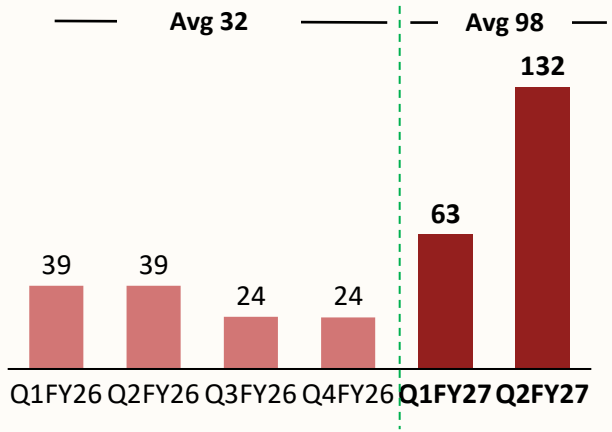
## Total Income (Rs. In Crs)



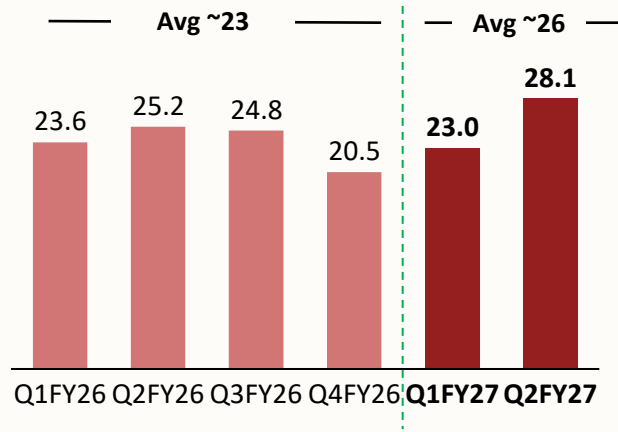

## EBITDA (Rs. In Crs)



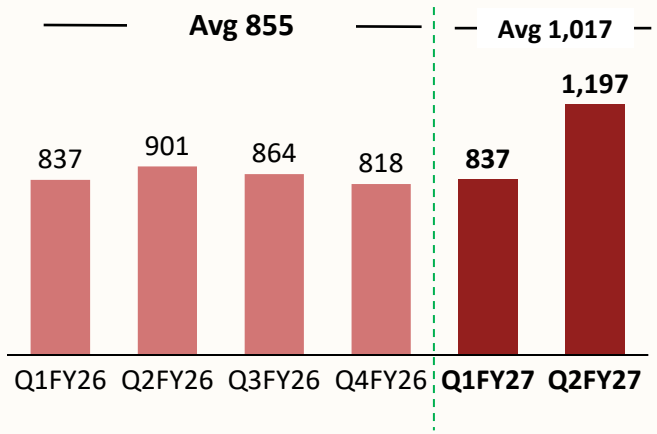

## PAT (Rs. In Crs)



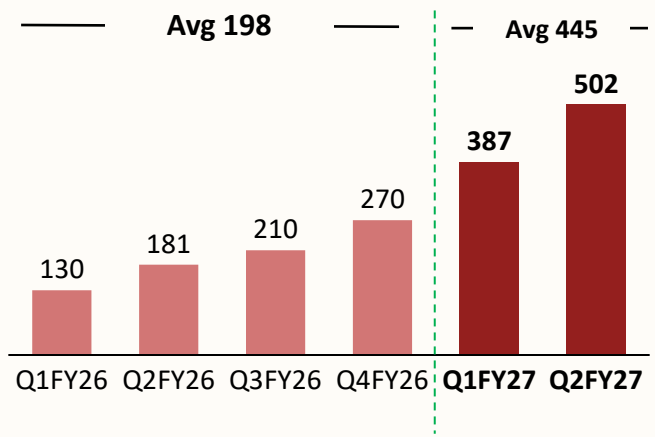

## Volume (In Mn Mtrs)




## Core Business (Rs. In Crs)



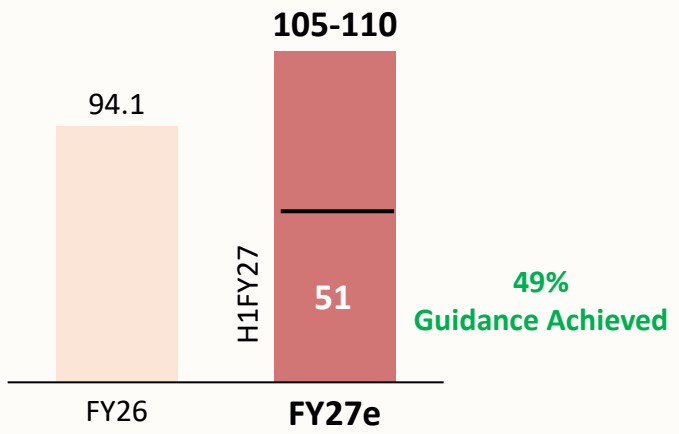

## New Business (Rs. In Crs)




**… momentum expected to sustain in H2 FY27**

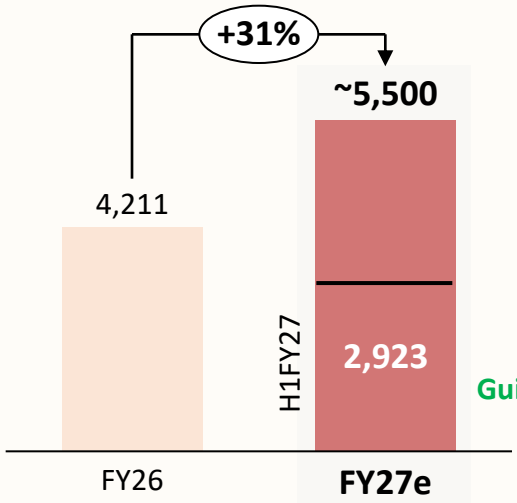
# FY27 GUIDANCE: ON TRACK...

## Volume (Mn Mtrs)



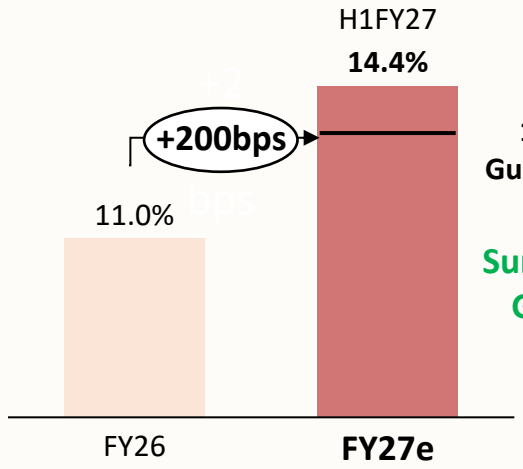

49%
Guidance Achieved

## Total Income (Rs. Crs)




52%
Guidance Achieved

## EBITDA Margin (%)




13%
Guidance

Surpassed FY27 Guidance in H1FY27

### Core Business

**H1FY27**

**Rs. 2,033 Crs**

~50% Guidance Achieved

**Guidance v/s FY26**

**Over 16% Growth Reaching New Levels**

~Rs. 4,000 Crs turnover

### New Businesses

**Guidance v/s FY26**

**On Track to Double This Year**

~Rs. 1,500 Crs turnover

**H1FY27**

**Rs. 890 Crs**

~60% Guidance Achieved

**... to exceed FY27 Total Income and EBITDA margin Guidance**

# DISCIPLINED EXECUTION WILL LEAD TO…

HIGHEST EVER CONSOLIDATED REVENUE WITH IMPROVING PROFITABILITY

…IMPROVING EARNINGS QUALITY WITH HIGHER CONTRIBUTION OF UTILITY BEDDING AND BRANDED SEGMENTS

…BETTER THROUGHPUT IN NEW UNITS IN USA AND WAMSUTTA

… GAINING MARKET SHARE ACROSS ALL BUSINESSES

… INCREASING WALLET SHARE AMONG EXISTING CUSTOMERS

…INCREMENTAL REVENUE ADDITION IN FY27 – A RECORD FOR INDO COUNT

**GROW:** Transforming Investments → **SUSTAIN:** Building Momentum → **LEAD:** Accelerating Growth

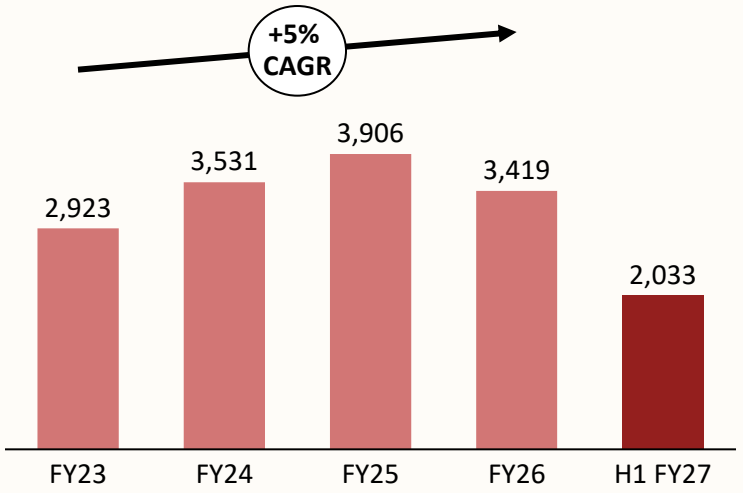
**…TO DOUBLE REVENUE IN 2028 OVER THE FY25 BASE**



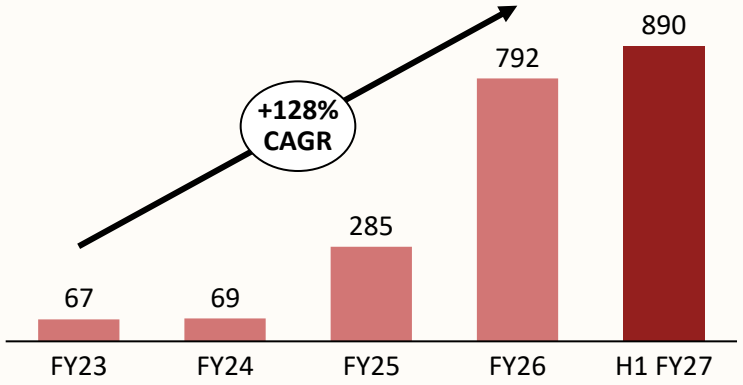

# Q2 & H1 FY27
# PERFORMANCE HIGHLIGHTS

# BUSINESS VERTICALS: PERFORMANCE HIGHLIGHTS

## Core Business (Rs. Crs)




## New Businesses (Rs. Crs)




| % Contribution to Revenue | FY23 | FY24 | FY25 | FY26 | H1 FY27 |
|---|---|---|---|---|---|
| Core Business | 98% | 98% | 93% | **81%** | **70%** |
| New Businesses | 2% | 2% | 7% | **19%** | **30%** |
| **Total Revenue** | **100%** | **100%** | **100%** | **100%** | **100%** |

**Core Business: Bed Linen**

- Sheets
- Fashion Bedding
- Institutional Bedding

**New Businesses:**

- Utility Bedding
- USA Brand Business

**Total Branded Business**:

- Core Business Brand
- Utility Bedding Brand
- USA Brand Business

# Q2 & H1 FY27 CONSOLIDATED PROFIT & LOSS STATEMENT

| Particulars (Rs. Crs.) | Q2 FY27 | Q2 FY26 | YoY% | Q1 FY27 | QoQ |
|---|---|---|---|---|---|
| **Total Income** | **1,699** | **1,082** | ***57%*** | **1,224** | ***39%*** |
| **EBITDA** | **259** | **123** | ***111%*** | **160** | ***62%*** |
| ***EBITDA Margin (%)*** | ***15.3%*** | ***11.4%*** | ***+380 bps*** | ***13.1%*** | ***+200 bps*** |
| Depreciation | 46 | 39 | | 45 | |
| Finance Cost | 37 | 32 | | 32 | |
| **PBT** | **176** | **52** | ***239%*** | **84** | ***111%*** |
| Tax | 44 | 13 | | 20 | |
| **PAT** | **132** | **39** | ***238%*** | **63** | ***109%*** |
| EPS (Rs.) | **6.66** | **1.97** | | **3.19** | |

| Particulars (Rs. Crs.) | H1 FY27 | H1 FY26 | YoY% |
|---|---|---|---|
| **Total Income** | **2,923** | **2,049** | ***43%*** |
| **EBITDA** | **420** | **243** | ***73%*** |
| ***EBITDA Margin (%)*** | ***14.4%*** | ***11.8%*** | ***+250 bps*** |
| **PAT** | **195** | **78** | ***150%*** |
| **EPS (Rs.)** | **9.85** | **3.94** | |

**Comments:**

**QoQ:**

- Revenue growth aided by market share gains; increased wallet share from customers and product mix.
- Accelerating traction in branded products.
- Better asset utilization (Domestic and International operations), driving EBITDA growth and margin expansion.
- Strong operational execution and efficiencies, translating into improved overall profitability.

**YoY:**

- Revenue growth across all businesses driven by market share gains and deeper customer relationships.
- Higher resource utilization and enhanced operational efficiencies leading to margin expansion.
- Improved operating performance translating into stronger earnings growth.

# CONSOLIDATED BALANCE SHEET

| ASSETS (Rs. Crs.) | Sep'26 | Mar'26 |
|---|---|---|
| **Non-Current Assets** | | |
| Property, Plant & equipment | 1,464 | 1,500 |
| Capital Work in progress | 12 | 4 |
| Right of Use | 252 | 262 |
| Other Intangible Assets | 190 | 198 |
| Intangible Assets under development | 0 | 1 |
| Goodwill | 125 | 124 |
| **Financial Assets** | | |
| Other Financial assets | 13 | 12 |
| Other Non-Current Assets | 11 | 0 |
| Deferred Tax Assets (Net) | 4 | 1 |
| Non-current Tax Assets(Net) | - | - |
| **Total Non-Current Assets** | **2,072** | **2,102** |
| **Current Assets** | | |
| Inventories | 1,425 | 1,251 |
| Financial Assets | | |
| i)Investments | 203 | 190 |
| ii)Trade Receivables | 555 | 513 |
| iii)Cash and Cash Equivalents | 316 | 114 |
| iv)Bank Balances | 11 | 10 |
| v)Other Financial Assets | 148 | 54 |
| Current Tax Assets | 10 | 49 |
| Other Current Assets | 248 | 209 |
| **Total Current Assets** | **2,916** | **2,390** |
| **Total Assets** | **4,988** | **4,492** |

| EQUITY AND LIABILITIES (Rs. Crs.) | Sep'26 | Mar'26 |
|---|---|---|
| **Equity** | | |
| Equity Share Capital | 40 | 40 |
| Other Equity | 2,510 | 2,316 |
| **Total Equity** | **2,549** | **2,355** |
| **Non Current Liabilities** | | |
| Financial Liabilities | | |
| i) Borrowings | 285 | 340 |
| ii) Lease liabilities | 215 | 222 |
| iii)Other Financial Liabilities | 43 | 41 |
| Provisions | 25 | 23 |
| Deferred Tax Liabilities | 96 | 80 |
| Other Non-Current liabilities | 35 | 36 |
| **Total Non-Current Liabilities** | **699** | **741** |
| **Current Liabilities** | | |
| i)Borrowings | 764 | 734 |
| ii) Lease liabilities | 50 | 47 |
| iii)Trade Payables | 626 | 372 |
| iv) Other financial liabilities | 211 | 208 |
| Other Current Liabilities | 66 | 25 |
| Provisions | 3 | 4 |
| Current Tax Liabilities | 19 | 6 |
| **Total Current Liabilities** | **1,739** | **1,396** |
| **Total Equity and Liabilities** | **4,988** | **4,492** |

**Annualized ROE**

**15.3%**

**Annualized ROCE**

**21.4%**

**Net Debt (Rs. Crs)**

**Rs. 518 Crs**

**Net Debt-to-Equity (x)**

**0.2x**

# CONSOLIDATED CASH FLOW

| Particulars (Rs. Crs.) | Sep'26 | Sep'25 |
|---|---|---|
| **Profit before Tax & Exceptional Items** | **260** | **103** |
| **Adjustment for Depreciation & other items** | 142 | 122 |
| **Operating profit before working capital changes** | **402** | **225** |
| **Changes in working capital** | -11 | 139 |
| **Cash generated from operations** | 390 | 364 |
| Direct taxes paid (net of refund) | -8 | -3 |
| **Net Cash from Operating Activities** | **382** | **361** |
| **Net Cash from Investing Activities** | **-44** | **-97** |
| **Net Cash from Financing Activities** | **-135** | **-308** |
| Net Change in cash and cash equivalents | 202 | -44 |
| Cash and cash equivalents at the beginning of the year | 114 | 106 |
| **Cash and cash equivalents at the end of the year** | **316** | **62** |

# CAPEX OUTLAY

**FY27e**

| Sr. No. | Particulars (Rs. Crs) | H1FY27 | *FY27e |
|---|---|---|---|
| 1 | Effluent Treatment Plant (ETP) at Bhilad Unit | - | 95 |
| 2 | Maintenance and Other Capex | 28 | 70 |
| 3 | Spinning (Brownfield capacity expansion of 24,000 spindles + Modernization) | 12 | 85 |
| **TOTAL** | | **40** | **250** |

*will be funded through mix of Internal Accruals and Debt

*To be completed in next 12 to 18 months




# REWRITING THE FUTURE:
# INDO COUNT 2.0

# INDO COUNT 2.0: SNAPSHOT

## Business Verticals

**Single to Multiple businesses:**
**Moving from traditional to value-added segments**

| | |
|---|---|
| • Core Business (Bed Linen) | • Core Business (Bed Linen)<br>• New Businesses (Utility Bedding + USA Brand Business) |

## Product Portfolio

**Single to Multi-product offerings:**
**A complete Home Textile player**

| | |
|---|---|
| • Bed sheet/Pillow cases<br>• Duvet covers | • Bed sheet/Pillow cases<br>• Duvet covers<br>• Quilts/Comforters/Blankets<br>• Pillows/ Mattress pad/ Down alt comforters, Mattress protectors<br>• Other products like bath, windows, rugs etc. |

## Manufacturing Facilities

**Single to Multi-location:**
**Establishing manufacturing operations in the USA**

| | |
|---|---|
| • Kolhapur, Maharashtra | • Kolhapur, Maharashtra<br>• Bhilad, Gujarat<br>• Ohio, USA<br>• Arizona, USA<br>• North Carolina, USA |

## Market Size

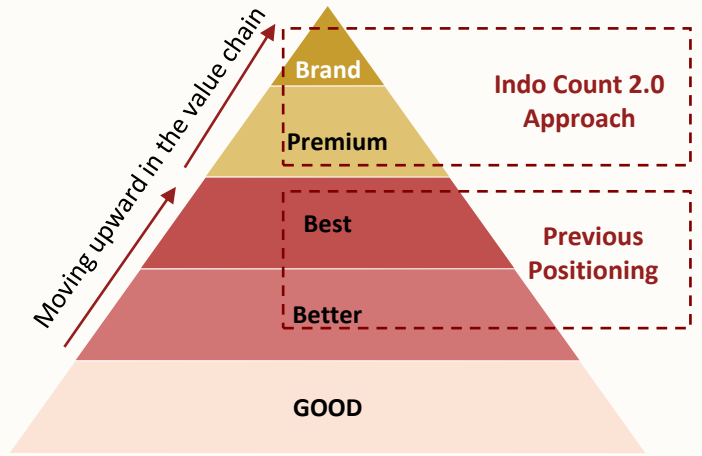
**Increased Total Addressable Market**
**Moving up value-chain**

| | |
|---|---|
| • Sheet Set: **$4 Bn USA Market Size** | • Diversification into other value-added segments, increasing addressable market size: **$15 Bn USA Market Size** |

## Market Presence

**White Labelling to Branded Business:**
**Multichannel to Omnichannel**

| | |
|---|---|
| • Majority contribution from white labelling | • White Labelling<br>• Private Label<br>• Licensed Brands<br>• Owned Brands |




**Category expansion and product diversification are expected to drive stronger growth**

**Focus on high-value products to strengthen brand positioning in larger market, thus driving sustainable growth**

# REWRITING THE FUTURE

## Core Business: Bed Linen

- Integrated plant capacity: **153 mn meters**
  - Kolhapur, Maharashtra – **108 mn meters**
  - Bhilad, Gujarat – **45 mn meters**
- Full in-house capability: Product Design, Spinning, Weaving, Processing & Cut-n-Sew
- Product range includes **sheet sets, fashion bedding and institutional bedding**
- Domestic brands Boutique Living & Layers driving growth through omnichannel expansion, influencer marketing, and nationwide reach is part of core business
- Includes both **B2B** (white labeling) and ICIL's **owned/licensed/private labels**
- Multi-channel presence: including **eCommerce**

## New Business: Utility Bedding

- Entered pillow & quilt **manufacturing in the USA** (via acquisition & greenfield)
- Greenfield facility **started commercial production in January 2026**
- Multiple location facilities in USA:
  - Groveport, Ohio
  - Phoenix, Arizona
  - Kernersville, North Carolina
- Licensed brand **Beautyrest & Tommy Hilfiger** to accelerate growth
- Multi-channel model – **includes B2B and branded business**

TOMMY HILFIGER  Beautyrest

## New Business: USA Brand Business

- Includes strong USA household brands:
  - Wamsutta, Fieldcrest, Waverly, Gaiam
- Extending our core offerings into new categories to become a **complete Soft Home Textile solutions provider**
- **Expanding Wamsutta Brand Beyond D2C** to unlock deeper penetration across U.S. Retail Markets.

WAMSUTTA EST. 1846  FIELDCREST EST 1893

WAVERLY  GAIAM

**Aspiring 2× Revenue by 2028**, with **Brands & Utility Bedding Segments Contributing ~$275Mn**

# CORE BUSINESS: BED LINEN

## USA BED LINEN CATEGORIES MARKET SIZE*

| Bed Sheets | Fashion Bedding | Institutional Bedding | Utility Bedding |
|---|---|---|---|
| 4 Bn $ | 5.5 Bn $ | 1.5 Bn $ | 4 Bn $ |

**Continued focus on our core bedsheet business**

**Largest bed linen manufacturer in the world**



### Product Offerings

**Flat Sheet** | **Fitted Sheet** | **Pillow Cases & Blankets** | **Comforters & Duvet Covers** | **Institutional Bedding**

***and many more....***

### Manufacturing Capabilities

Kolhapur, Maharashtra
**108 mn meters**

+

Bhilad, Gujarat
**45 mn meters**

Total Capacity
**~153 mn meters**

**Leading the Global Home Textiles Market with Comfort & Innovation**

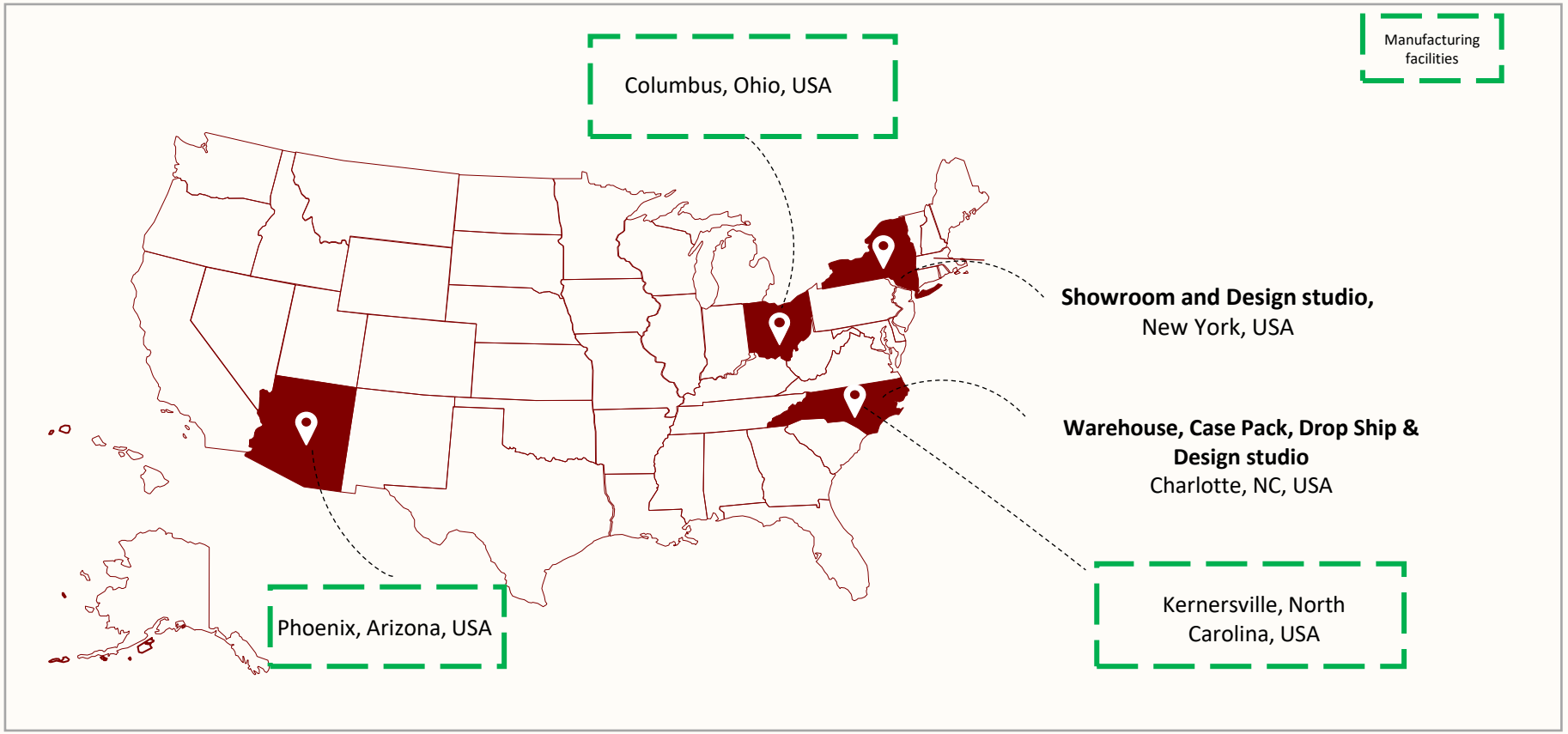


*Source: ***HTT Research***

# NEW BUSINESS: UTILITY BEDDING

**USA BED LINEN CATEGORIES MARKET SIZE***

| Bed Sheets | Fashion Bedding | Institutional Bedding | **Utility Bedding** |
|---|---|---|---|
| **4 Bn $** | **5.5 Bn $** | **1.5 Bn $** | **4 Bn $** |




**Key Brands**

**All the three manufacturing facilities in the USA will contribute to the utility bedding business, to reach an aggregate revenue of approximately $175 Mn by 2028**



*Source: **HTT Research***

The Maps provided are for pictorial representation only.

Maps not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness

# WAMSUTTA – AN AMERICAN ICON RETURNS



WAMSUTTA.
EST. 1846

## Wamsutta: A Strategic Brand Revival Anchored in Legacy and Modernity

### Portfolio Premiumisation

Transitioning into the premium tier catalyses elevated price points, improved brand perception, and optimised product mix, contributing to higher blended margins

### Channel Diversification

D2C B2C

Expanding distribution from traditional B2B into B2C and D2C frameworks enables better pricing and engagement

### Category Expansion

Beyond bed linens, our broader offering of towels, rugs, pillows, blankets, window treatments creates cross-selling opportunities and deepens the wallet share of the customer

## The Original American Bedding and Bath Brand

## Trusted for over 180 Years

# NEW BUSINESS: USA BRAND BUSINESS

| | Owned Brand | License Brand Tie - Ups | | |
|---|---|---|---|---|
| | WAMSUTTA EST. 1846 | FIELDCREST EST 1893 | WAVERLY | GAIAM |
| **Overview & Products** | ✓ **A well-established USA national brand**<br>✓ **Legacy** of more **than 180 years**<br>✓ Offering curtain, towel, bath rugs, blankets and utility bedding over and above sheets and fashion bedding | ✓ **Fieldcrest (est. 1893) combines elegance and durability for luxury living**<br>✓ Merging style and functionality for lasting quality in bed and bath<br>✓ Targeting younger consumers seeking everyday luxury and reliable textiles | ✓ **Established in 1923, Waverly leads in American home decor**<br>✓ Unique bedding and bath products with customizable options<br>✓ Targeting design-savvy women aged 25-44 | ✓ **First national wellness and yoga brand in North America**<br>✓ **Over 25 years** of promoting health and mindfulness<br>✓ Offers bedding and bath solution for improved relaxation and sleep quality |
| **Rationale** | ✓ Indo Count has laddered up into the branded segment, elevating its status and expanding its presence across USA retail markets | ✓ **The new licensing agreement**s encompass a **wide range of product categories**, including sheets, fashion and utility bedding, bath among others<br>✓ These additions significantly strengthens Indo Count's brand portfolio, enhancing its ability to cater to **diverse consumer segments in the USA and Canada** | | ✓ **To leverage Gaiam's established reputation in wellness** and **unite Indo Count's expertise to expand** into the home segment with premium bedding<br>✓ Utilize Gaiam's retail and digital network to reach a broad audience |

**Strong traction across all our brands**

**From products to powering brands**

**Brand-led Diversification: Expanding reach, Enriching brand value**

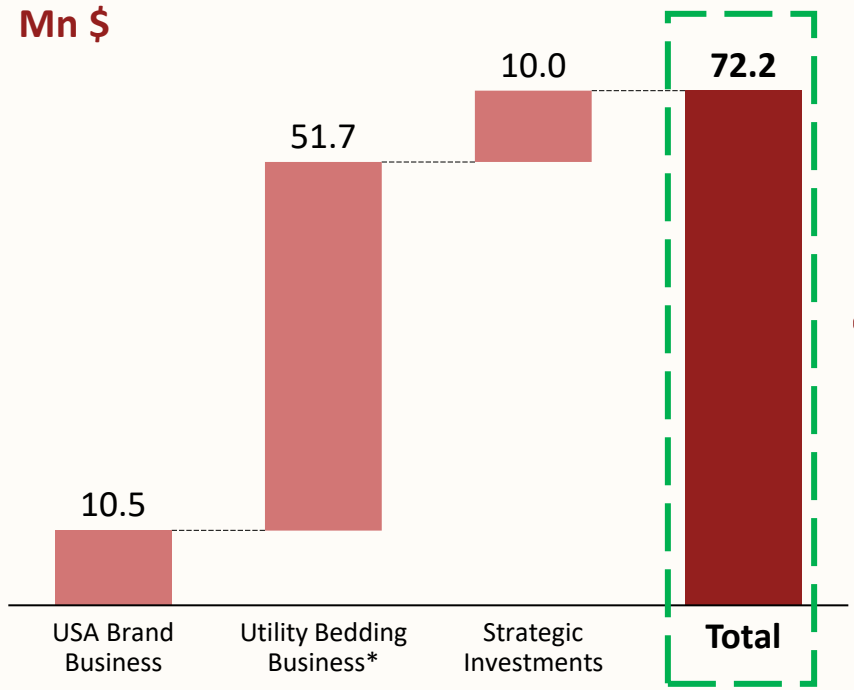
**From core product to a complete Soft Home Textile player – Bigger basket, higher brand impact**

**USA Brand Business will drive significant top-line growth, with a $100Mn revenue target by 2028**

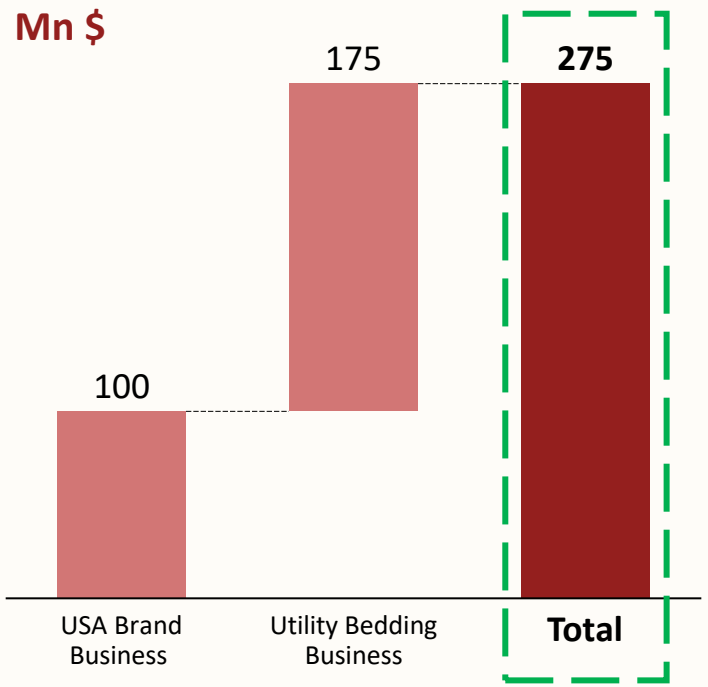
# REAFFIRM OUR LONG-TERM GUIDANCE: SCALING CORE BUSINESS + NEW BRANDS AND UTILITY BEDDING SEGMENT

INDO COUNT
Complete Comfort

## Investments in Utility Bedding and Brands (New Business)

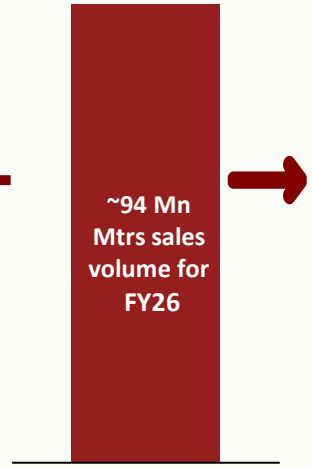



## Peak Revenue Potential




## Core Business

**Total Capacity**
153 Mn Mtrs




**Aspire to achieve 2x Revenue by 2028**

Targeted investments in talent and key hiring + Organic growth in Core business + Fostering innovation and expansion into newer segments like utility bedding and USA brands + Strategic focus on long-term value creation

**Includes payment on 100% basis for Fluvitex acquisition*



# 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
- Business process reengineering through IT initiatives
- Training and development of human resource

## Domestic Business

**B2C & D2C brands**

BOUTIQUE LIVING

Layers® Dress Up Your Home

## ESG Focused

- Biodiversity
- Business Ethics
- Solar / Wind energy
- Employee Welfare
- Supply Chain Sustainability
- Reducing GHG

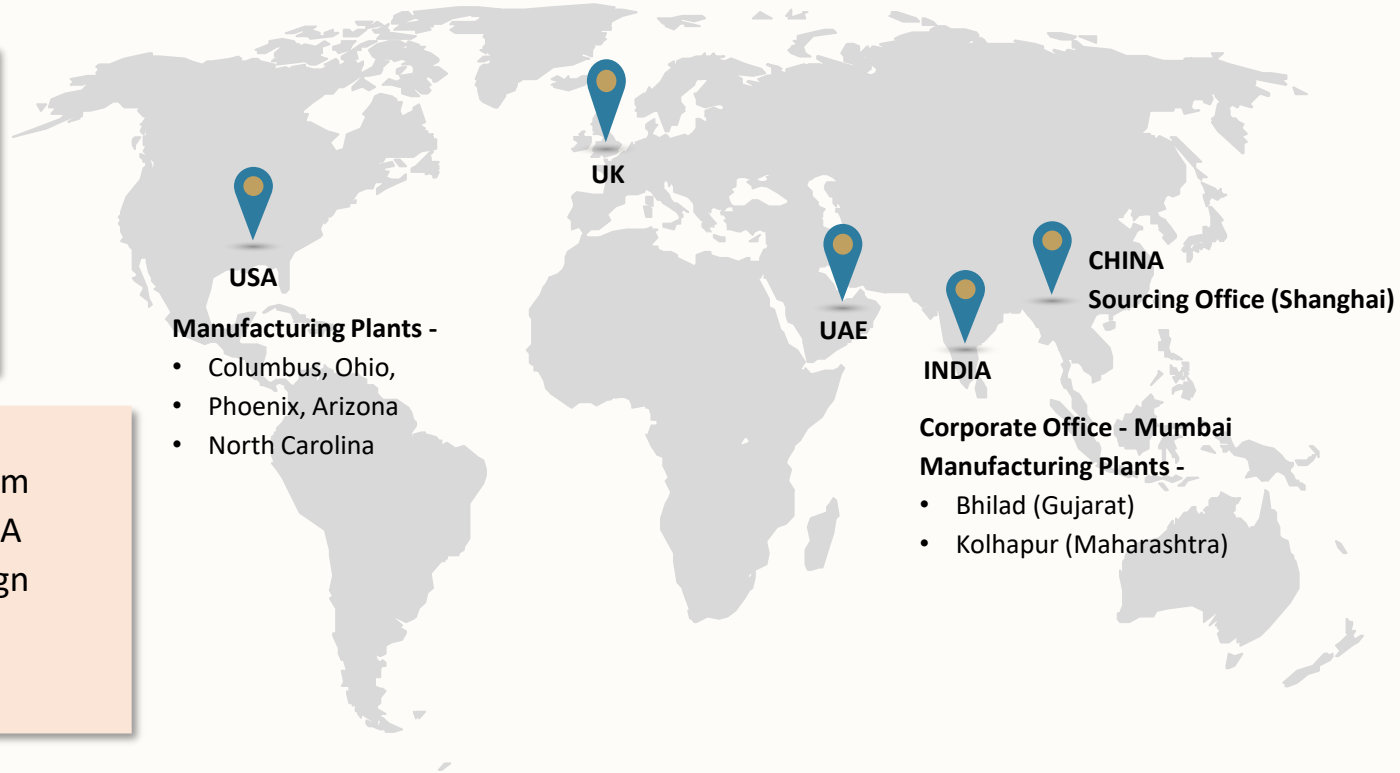
## Credit Rating

| | |
|---|---|
| **ICRA Ratings** | Long Term – ICRA AA- (Outlook: Stable)<br>Short Term – ICRA A1+ |
| **CARE Ratings** | Long Term – CARE AA- (Outlook: Stable)<br>Short Term – CARE A1+ |

# OUR GLOBAL FOOTPRINT

**10,000+ Employees (Direct/Indirect)**

- Showroom, Warehouse, E-com Drop Ship & Design studio in USA
- Showroom, Warehouse & Design studio, E-com Drop Ship in UK
- Showroom in UAE




## 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

Indo Count exports to more than **50+ Countries** across **5 Continents** and continues to widen its geographical footprint

Long-Term Relationship with Big box retailers

Global Customers Accreditations and Quality Certifications

**Global Reach**

*The Map is for provided pictorial representation only. Map is not to scale. All data, information, and map are provided 'as is' without warranty or any representation of accuracy, timeliness or completeness*

# OUR BRAND PORTFOLIO

## OWNED BRANDS

WAMSUTTA EST. 1846
DISTINCT DOM THE U.S.A.
FABFIT
FLIP
WEAVESTRY
beyond FLANNEL
ELEGANCE
Eventide
GRAND ESTATE HOTEL
MALABAR HILL HOME
whole comfort
Pure earth
SLEEP/RX
HOTEL Signature Sateen
Layers
BOUTIQUE LIVING
LINEN CLOSET
REKOOP NEXT LEVEL SUSTAINABILITY
WHOLISTIC Whole Health Sleep Better
KIDS CORNER
COLOR SENSE
HEIRLOOMS of INDIA
THE COTTON EXCHANGE
Purity HOME
reloop

## LICENSED BRANDS

JASPER CONRAN LONDON
FIELDCREST LUXURY EST 1893
Beautyrest
WAVERLY
GAIAM
TOMMY HILFIGER

BRAND

**Building Market Leadership through Brand Strategy with diverse Product Offerings**

# INDO COUNT : DOMESTIC MARKETING INITIATIVES

BOUTIQUE LIVING

Layers® Dress Up Your Home

## Elevating Brand Visibility:

- Represented Indo Count at the Gift Expo in New Delhi, extending brand visibility beyond core textile trade shows.
- Showcased Boutique Living and Layers as gifting-led home textile propositions for a new buyer segment.
- Engaged directly with retail and distribution buyers at the Indo Count booth, built around the “Complete Comfort” identity
- **Strengthened our premium brand, *Boutique Living*** across top retail destinations such as **Shoppers Stop** and **@home**

## Expanding Retail Footprint:

- **Achieved deeper market penetration and impactful brand placement** for both **Boutique Living** and **Layers** in key domestic markets, taking our retail presence more than 3,000 counters

## Digital Acceleration:

- **Amplified brand reach through dynamic digital marketing and social media campaigns**, driving engagement and sales on our **owned portals** boutiquelivingindia.com and layersindia.com

## Category Expansion:

- **Introduced new offerings in the Bath** and **Top of Bed (TOB)** segments, significantly increasing **retail wallet share** and now providing a **complete Bed & Bath Home Fashion solution** for Indian consumers

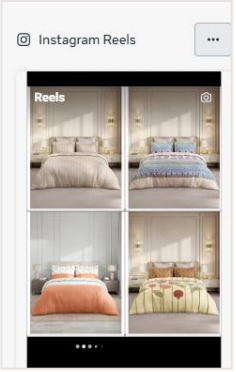


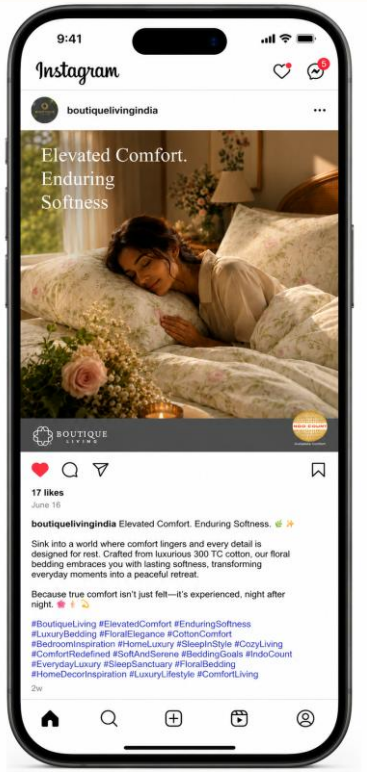


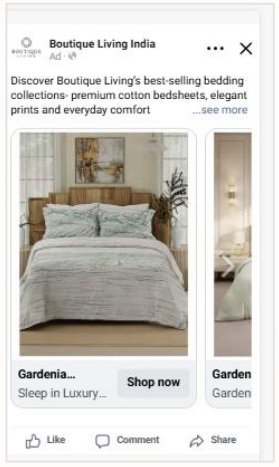




# INDO COUNT : DOMESTIC MARKETING INITIATIVES



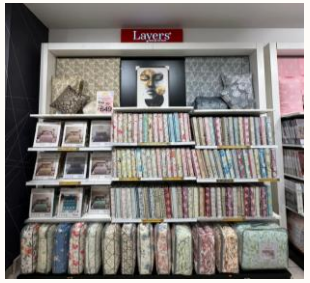







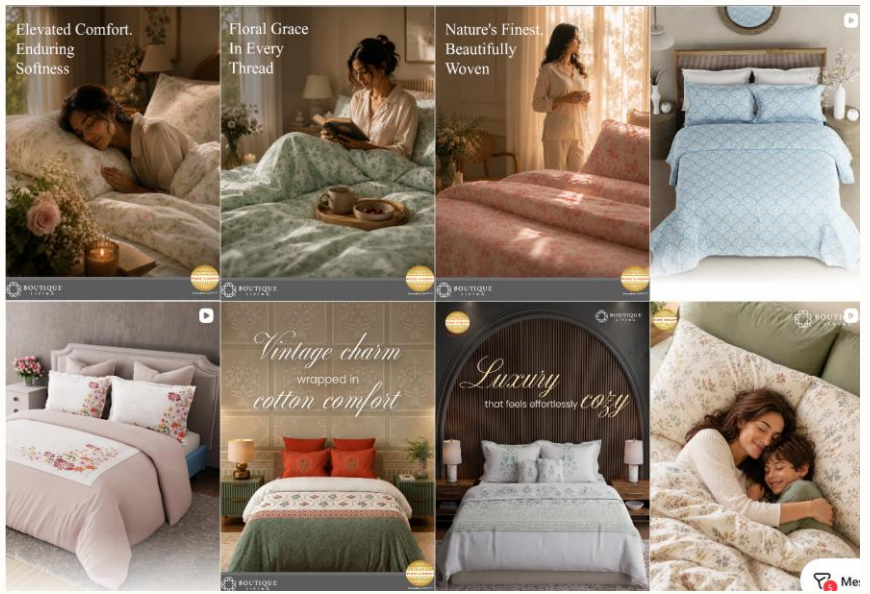












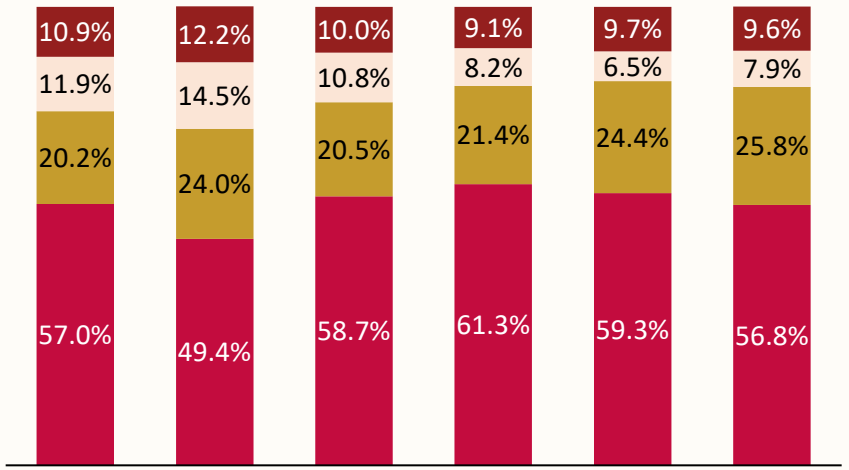




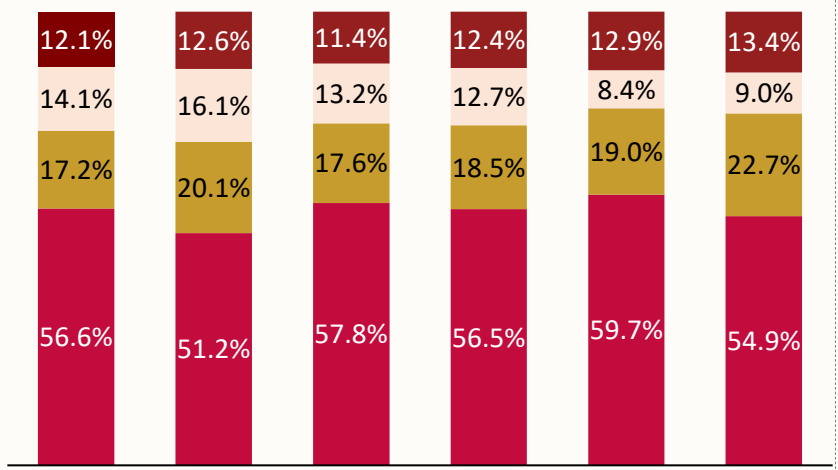
# INDUSTRY OVERVIEW

# USA HOME TEXTILES MARKET DYNAMICS

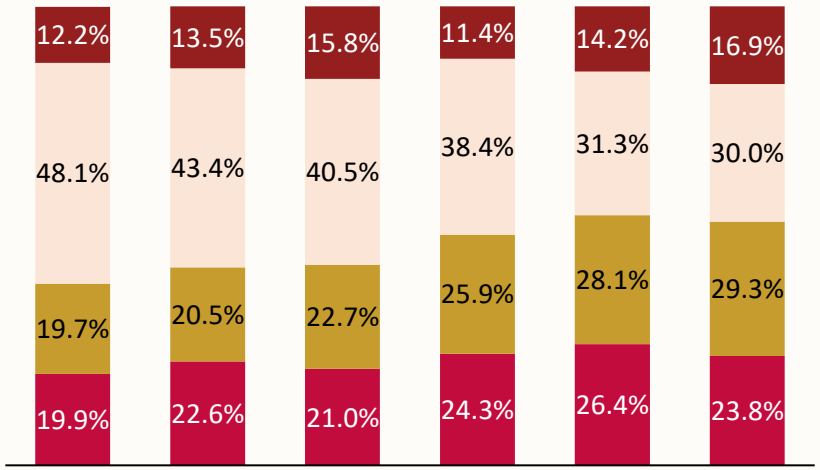
## USA imports of Cotton Sheets




## USA imports of Cotton Pillowcases




## USA imports of Cotton Bedspread & Quilts





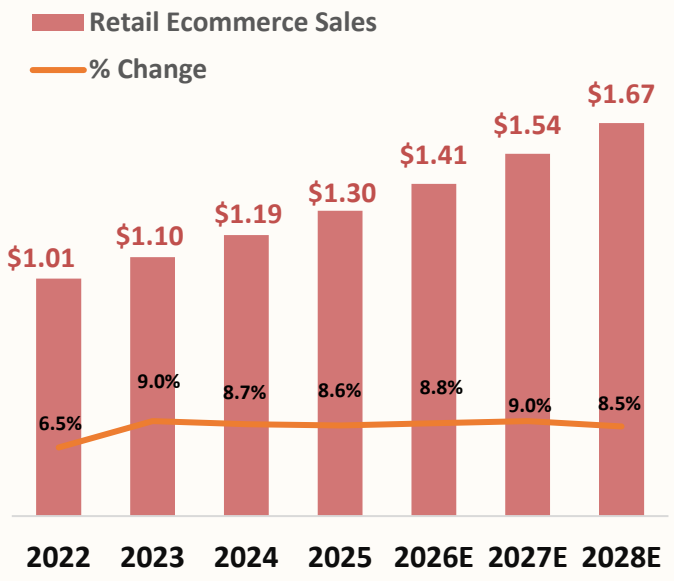




**Source** – Otexa (June 2026)

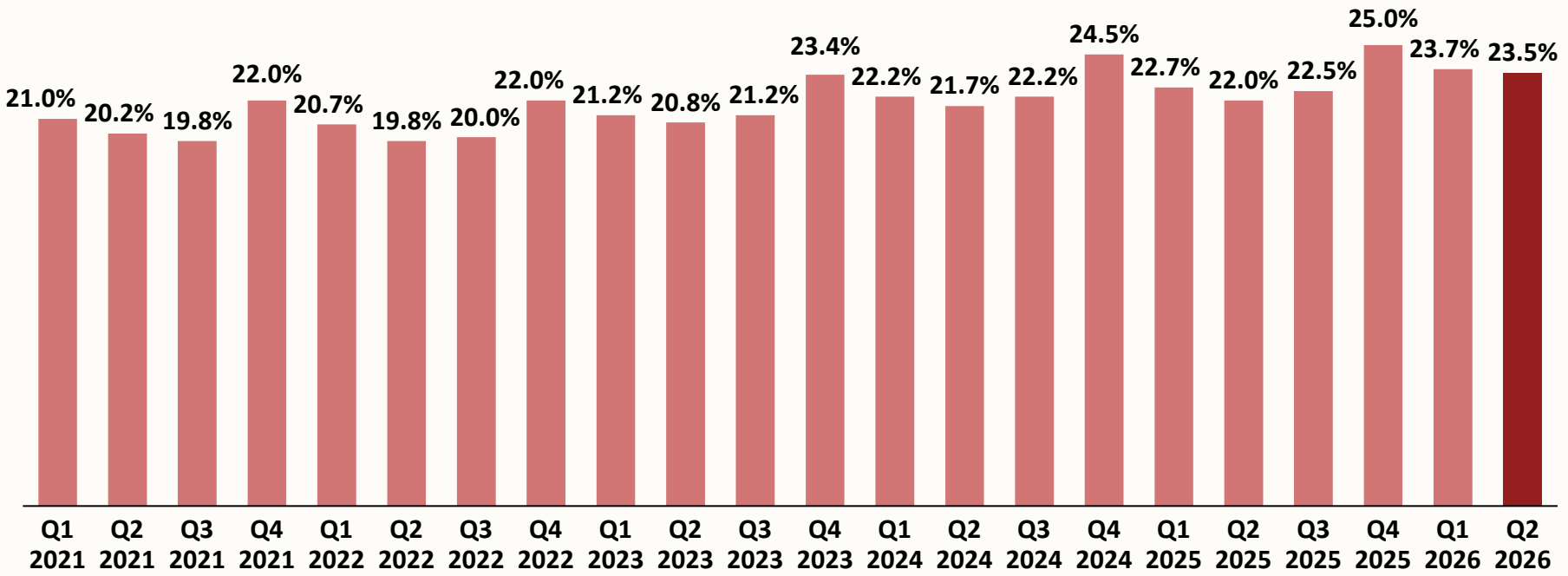
# RETAIL ECOMMERCE SALES IN US

## US Retail Ecommerce Sales: 2022 – 2028E (USA $ Trillions)




## USA E-commerce sales penetration

Ecommerce's share of total retail sales by quarter (Q1 2021 – Q2 2026)




- Ecommerce represented **23.5%** of total retail sales in Q2 2026.
- **Q1 and Q2 in 2026 were also the first times that U.S. ecommerce sales exceeded $300 billion outside of Q4.**
- Since 2023, ecommerce sales in each Q4 have surpassed $315 billion.
- Furthermore, in **Q2 2026, U.S. ecommerce accounted for more than half (51.2%) of total retail sales growth.** That was the highest share of retail growth since Q1 2024 (52.6%).



**Source** – Digital Commerce 360




# SUSTAINABILITY IS IN OUR DNA

# INDO COUNT ELEVATES S&P Global ESG SCORE, STRENGTHENING ESG COMMITMENT

**S&P Global ESG Score Objective and Methodology**

The S&P Global ESG Scores are globally recognized benchmark assessing corporate sustainability performance across environmental, social, and governance dimensions.

The assessment follows a transparent, rules-based methodology under the S&P Global Corporate Sustainability Assessment (CSA), combining company-disclosed data, public domain information, and modelling approaches to ensure a comprehensive evaluation of ESG maturity.

These scores serve as essential benchmark for investors integrating ESG into decision-making, while encouraging companies to continuously enhance sustainability practices.

Sustainable1

S&P Global

**S&P Global ESG Score**

**78**/100

- Achieved S&P Global ESG Score of 78 out of 100 for the year 2025, showcasing our commitment to the ESG Initiatives as against the global industry average of 31 within the Textiles, Apparel & Luxury Goods sector.
- ESG Score rose sharply from 45 to 78 over the last two years.
- Indo Count now ranks in the top 3 percentile globally within Textile, Apparel & Luxury Goods industry in ESG performance reflecting a best-in-class ESG standing.
- ICIL's 2025 ESG performance demonstrates strong, well-rounded progress, driven by exceptional improvements in high-impact areas such as Supply Chain excellence, Product Stewardship, Safety leadership, Customer Engagement, and Human Capital development. This is further reinforced by sustained positive momentum in Governance and Climate Strategy.

**High Commitment to ESG Initiatives, with Recognition from Global Rating Agency**

**Building on innovative textile solutions with renewable energy, circular economy, and responsible resource management, aligned with global ESG standards to lead as a trusted and forward-thinking industry pioneer**

# SUSTAINABLE RAW MATERIAL SOURCING INITIATIVES

## Gagan

- **Project Gagan** is dedicated to implementing sustainable alternatives to conventional agricultural practices. The initiative educates farmers on responsible cotton cultivation, emphasizing techniques that are efficient which enhances farm productivity and increase income, including the judicious use of water, pesticides, and fertilizers.
- **Better Cotton Initiative** : Responsible cultivation, judicious use of water, pesticides and fertilisers.
- **Reach:** 26,849 farmers across 1,15,082 acres.
- **Geography**: 5 districts in Maharashtra, including Chandrapur, Amravati,.Buldhana, Aurangabad & Parbhani

## Avani

- **Project Avani** is designed to strengthen sustainable social infrastructure and support systems for farming communities. The initiative is committed to biodiversity conservation, ensuring that agricultural practices contribute to an environmentally sustainable business model.
- **Organic Cotton:** biodiversity conservation, natural resource management, social infrastructure for farming communities.
- **Reach:** 2,000 farmers across 9,404 acres
- **Geography:** Yavatmal, Maharashtra

## Prithvi

- **Project Prithvi**, in partnership with Shree Ram Cotton Industries in Gujarat, is dedicated to advancing regenerative agriculture through sustainable cotton production. This initiative focuses on **procuring and cultivating regenerative cotton** directly from farmers, fostering eco-friendly practices.
- **Regenerative agriculture:** soil health, soil & water conservation, GHG emission reduction, partnership with local ginners.
- **Reach:** 1,619 farmers across 8,172 acres
- **Geography:** Botad & Amreli, Gujarat

## 2030 Targets

***Total No. of Farmers Supported***

**75,000+**

***Total Area Covered***

**2,90,000 Acres**

# SUSTAINABILITY INITIATIVES

ICIL remains steadfast in its commitment to safeguarding our planet by actively reducing its carbon footprint by adopting renewable energy sources.

- The Company has consistently demonstrated its dedication to climate action by maintaining strong performance on the Carbon Disclosure Project (CDP), one of the world's leading global disclosure platforms, securing a rating of 'B', surpassing the average rating of 'C' of companies across Asia
- ICIL ensures comprehensive evaluation of its sustainability efforts, enabling improvements that enhance the wellbeing of factory workers, local communities, and the environment, and achieving an impressive score of 92+ on the Higg Index vFEM (third-party verified Facility Environmental Module

**Dyes from Natural Waste Extract**




Initiative for an eco-friendly and sustainable Supply Chain

- To enhance the sustainability of its products, Indo Count incorporates plant-based dyes in organic cotton for its Pure Earth collection of bed linen. These dyes are derived from the non-edible by-products and residues obtained during the processing of almond shells, saw palmetto, cotton plants, beetroot and bitter oranges.
- By utilizing waste materials while preserving the edible portions for food consumption, this initiative promotes a more eco-friendly and responsible supply chain.

**Member of United Nations Global Compact**

Indo Count is an **active member** of the United Nations Global Compact (UNGC), the world's largest corporate sustainability initiative, launched in 2000 to encourage businesses worldwide to adopt sustainable and socially responsible policies.

As part of its long-term commitment to sustainability, the Company has **developed Business Plan 2030**, which outlines its **six key pillars of sustainability**, and has also strategically aligned its operational performance with **nine Sustainable Development Goals (SDGs)**

**NINE SDG Goals**




- Since the inception of Project Gigaton, Indo Count has actively contributed to reducing greenhouse gas emissions (GHG) through a range of sustainability initiatives, and for its unwavering commitment to environmental responsibility, the Company has been honoured with the prestigious title of "Giga Guru" for seven consecutive years.
- Through its dedicated efforts across various Gigaton Pillars, Indo Count has consistently achieved a reduction of approx. 30,000 metric tons of GHG in Gigaton.

Giga-Guru
Project Gigaton

Walmart

ProjectGigaton
working with suppliers to prevent
1 BILLION METRIC TONS OF
GREENHOUSE GASES BY 2030

**SBTi – Scientific Approach to Sustainability**

- Indo Count has embraced a science-driven approach in its commitment to climate action by joining the Global Science Based Targets initiative (SBTi)

SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

- Aligned with the Paris Agreement, the Company has set ambitious GHG emission reduction targets through 2030, ensuring they align with the well-below 2°C trajectory to mitigate climate change
- Indo Count will continue to achieve emission reductions by adopting sustainable practices across its supply chain and all manufacturing units in the Company

# CSR INITIATIVES

INDO COUNT
Complete Comfort

## Healthcare



- Operating Mobile Health Vans that have treated **100000+** patients across **96 villages** in Kolhapur
- Conducted health awareness and preventive healthcare programs for the community.
- Contributed the PM TB Mukta Bharat Abhiyan initiative in Kolhapur & Bhilad, 500+ patients identified, 182 villages covered, 2031 nutrition kit distributed & 39 patients being declared TB-free.

## Education



- Supporting **138+ schools with E-learning** facilities, benefiting **51,400+ students** in Kolhapur & Bhilad
- Under the Model School Initiative in Sangli and Bhilad, we introduced robotics and 3D printing to encourage hands-on learning and provided benches to Aadarsh Buniyadi School, Valvada.

## Water & Sanitation




- launched the Jal Samruddhi Campaign at Borlai-2 Pada, Bhilad Gram Panchayat, to improve access to safe drinking water through community participation.
- Maintaining RO water units across Kagal, Gokul Shirgaon and schools in Bhilad ensures clean drinking water for over 148000+ people.
- Toilet facilities for girl students in Kolhapur, benefiting over 1,000 students.

## Environment



- Maintaining and expanded green cover with **50000+ trees** in Kolhapur & Bhilad.
- Celebrated World Environment Day 2026 & planted **500+ tress** in Kolhapur & Bhilad.
- Miyawaki plantations in Bhilad and Kolhapur enhance biodiversity, reduce pollution and provide fruits for students' Mid-Day Meals.
- Enhanced biodiversity, attracting local fauna and boosting local flora
- Reduced pollution & urban heat, with ~500+ tons of carbon sequestered annually.

## Sports Development



- Under the Model School Initiative, sports facilities were provided at Adarsh Buniyadi School, Valvada, Bhilad, benefiting over 300 students.
- State-of-the-art sports and gymnasium facilities were made available to the citizens of Kolhapur, and these facilities are being actively utilized by athletes and local residents.

## Focus on Women & Children



- Launched SAKSHAM ANGANWADI PROGRAM in Kolhapur & Bhilad.
- Renovated 6 Anganwadi Centers in Kolhapur benefiting children (0–6 years), pregnant women, lactating mothers and adolescent girls.
- Distributed uniforms to 45 children in Anganwadi Centre.
- The activity complemented ICDS objectives by strengthening the learning environment for children aged 3–6 years

## Agriculture & Livelihood



- In GAGAN Project Conducted capacity-building training programmes for farmers through Scouts in Amravati and Chandrapur. Trained **26,382** farmers across 5 dist. In Maharashtra.
- In AVANI Project Conducted training programmes for farmers on organic farming practices, reaching over **2,500** farmers. Established and conducted 10 Farmers' Field Schools (FFS).

## Women Empowerment



- Trained 66 women in textile skills to promote financial independence.
- Started the 4th skill development batch with 15 women enrolled.
- Distributed certificates to 66 trained women.
- Formed a Women's Production Group to establish government-supported market linkages.



INDO COUNT
Complete Comfort

# AWARDS & RECOGNITION

# SUSTAINABILITY RECOGNITION: NATIONAL AWARD – CONFEDERATION OF INDIAN INDUSTRIES

## CII–Excellence in Water Management

Indo Count has been honoured with the prestigious National Award for Excellence in Water Management by the Confederation of Indian Industry (CII).

The award was presented at the CII National Water Awards 2026 ceremony held in New Delhi on 7th October 2026, recognising Indo Count's outstanding commitment to sustainable water stewardship, water conservation, wastewater recycling, and adoption of best-in-class water management practices across its operations.

This national recognition highlights the Company's continuous efforts to reduce water intensity, enhance resource efficiency, and contribute to responsible environmental management while driving sustainable industrial growth.



# SUSTAINABILITY RECOGNITION: 3 CITI AWARDS, INCLUDING 1 WINNER AND 2 RUNNERS-UP

## 1st RUNNER UP




**CITI–Birla Economic & Textile Research Foundation Award**

- Honoured for innovation-led integration of ESG principles across operations.
- Showcases the company's ability to embed sustainability through technology and process excellence.
- Reinforces its commitment to responsible and future-ready business practices.

## 1st WINNER




**CITI–BEE Energy Efficiency in Textile Sector Award**

- Industry-leading recognition for excellence in energy-efficient textile manufacturing.
- Highlights operational efficiency through sustainable manufacturing practices.
- Strengthens the company's environmental stewardship and long-term value creation.

## 2nd RUNNER UP




**CITI Textile Sustainability Award – IDH Climate Resilient & Inclusive Cotton Production**

- Acknowledged for advancing climate-resilient and responsible cotton sourcing initiatives.
- Demonstrates a strong focus on sustainable agriculture and resilient supply chains.
- Supports long-term environmental sustainability while strengthening sourcing practices.

# 25th MAY 2026 - TEXPROCIL EXPORT AWARD







**Awarded Gold Trophy by the Hon'ble Finance Minister, Smt. Nirmala Sitharaman at TEXPROCIL Export Awards**



**Won Gold Trophy** for the Highest Exports of Bed Sheets/Bed Linen in the Cotton Made-ups category for the year 2023-2024

Indo Count sets the **Gold Standard** for the **6th consecutive year,** showcasing consistent leadership in export performance

# CONTACT US

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