INDO COUNT
Complete Comfort

Rewriting the Future

INDO COUNT INDUSTRIES LIMITED

Q4 & FY26 INVESTOR PRESENTATION
MAY 2026

SAFE HARBOUR

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

"India has been consolidating its position in the global textile market on the back of strong cotton production, upgraded textile technology and skilled labour pool, despite being uncompetitive due to tariffs in some geographies. The free trade agreements with Australia, New Zealand, Japan, EU and the UK and the on-going negotiation with USA is expected to create a favourable long-term environment for Indian textile exporters.

We continued our transformational journey of expanding product offerings, strengthening retailer partnerships, and widening our presence across the home textile segment. A key milestone during the year was the commencement of our greenfield manufacturing facility in the United States, our largest market, enhancing customer proximity, supply chain responsiveness, and improving our strategic presence in the utility bedding segment. Further strengthening our long-term brand strategy, we relaunched the Wamsutta brand and expanded our portfolio through signing the renowned Tommy Hilfiger for Utility Bedding, reinforcing our positioning in the premium home textile segment.

While the ongoing West Asia conflict is impacting the global economy, the potential impact will need to be closely monitored."

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

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

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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 35 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

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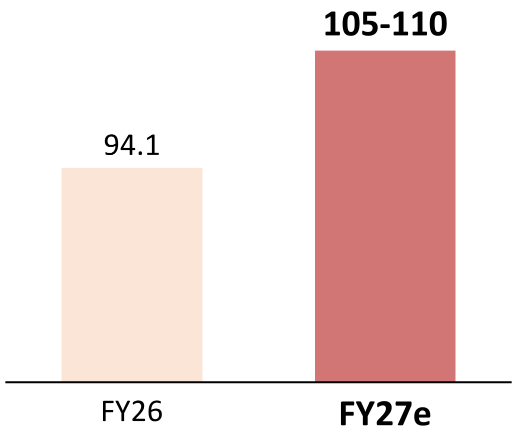
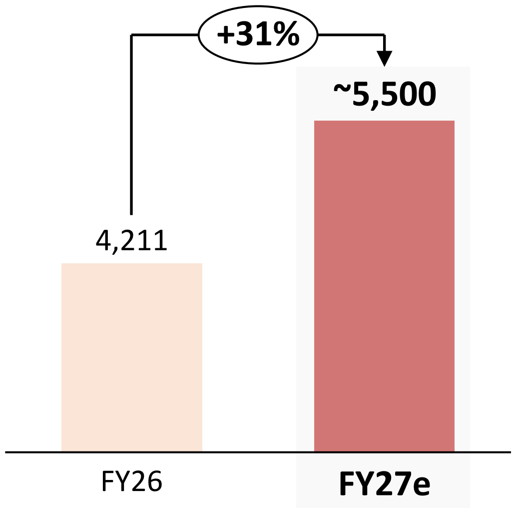
FY27: WAY FORWARD

ON THE PATH TO MAKE A RECORD BUSINESS IN FY27

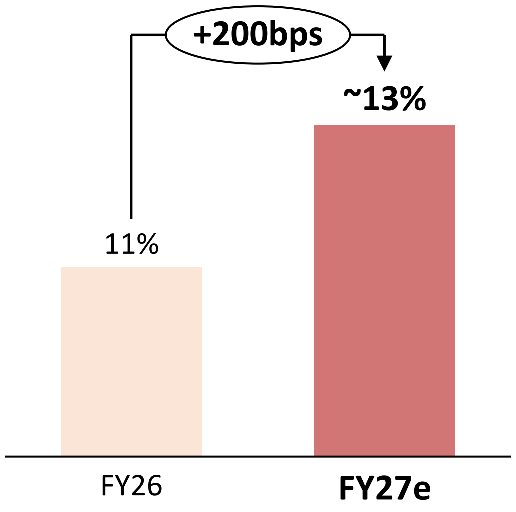
Volume (In Mn Mtrs)



Total Income (Rs. In Crs)



EBITDA Margin (%)



Core Business: Over 16% Growth
Reaching New Levels

~Rs. 4,000 Crs turnover

+

New Businesses:
On Track to
Double Next Year

~Rs. 1,500 Crs turnover

Targeting ~30%+ revenue growth in FY27 to reach ~₹5,500 Crs revenue with ~13% EBITDA margin

FY27: DISCLINPLINED 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

…GRADUAL RETURN TO NORMALIZED LEVEL OF MARGINS

…HIGHEST EVER SALES VOLUME IN CORE BUSINESS

…INCREMENTAL REVENUE ADDITION OF ~Rs. 1,300 Crs IN FY27 – A RECORD FOR INDO COUNT

Transforming Investments → Building Momentum → Accelerating Growth

…ON TRACK TO DOUBLE REVENUE BY 2028 OVER THE FY25 BASE

Q4 & FY26
PERFORMANCE HIGHLIGHTS

VICE CHAIRMAN'S MESSAGE

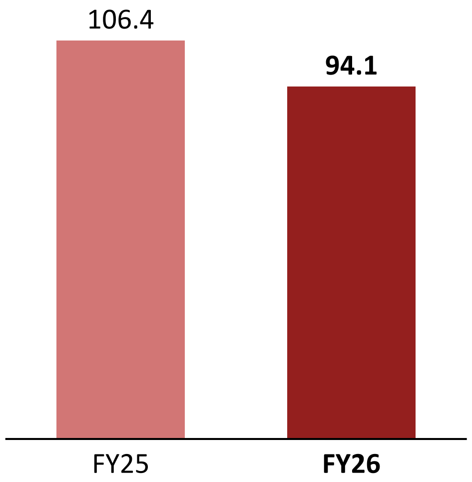
Commenting on the results Mr. Mohit Jain, Executive Vice Chairman said,

"Indo Count has strategically transformed itself from a traditional home textile exporter into a differentiated, value-added home solutions player with a growing brand presence in the US market. Over the past few years, we have aggressively scaled our Utility Bedding business and USA Brand business through a combination of organic expansion and strategic acquisitions, significantly expanding our addressable market and strengthening our presence across categories. Today, the new business has reached an annualized revenue run rate of more than USD 100 million and it continues to witness strong momentum. We are nearing the halfway mark of our USD 275 million revenue goal for this segment.

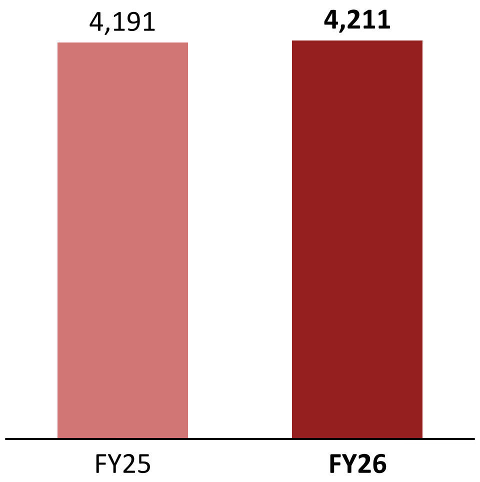
Over the last two years, we have front-loaded investments across capacity expansion, brand development and distribution, laying a strong foundation for the next phase of growth. As we move forward, our focus will shift toward sweating assets, improving operating leverage, strengthening cash flows and reducing debt, while remaining confident of delivering sustainable profitable growth."

FY26: CONSOLIDATED PERFORMANCE HIGHLIGHTS

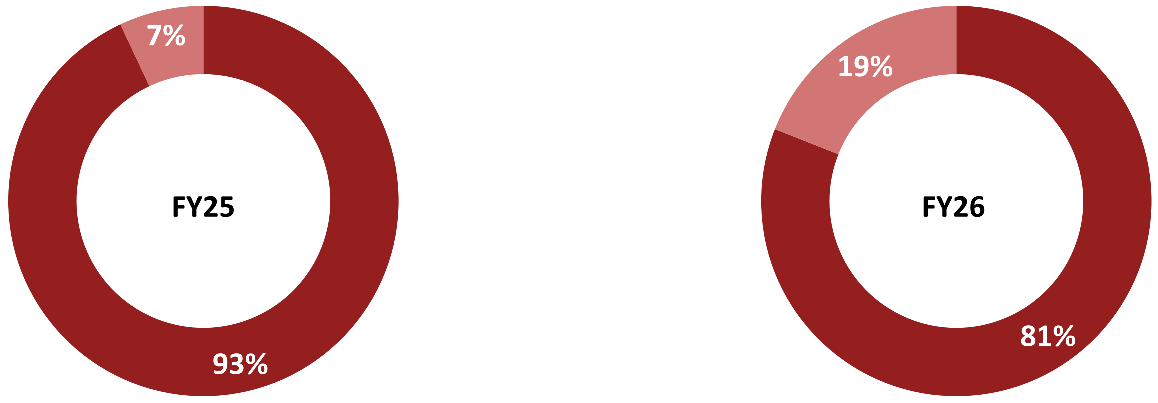
Volume (Mn. Mtrs)



Total Income (Rs. Crs)



Revenue Break-up (%)



Core Business New Businesses

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

Total Brand Business (incl. all 3 segments)
20%

Ecommerce Business (incl. domestic business)
12%

Non-U.S. Core Business Revenue
~30%

Share of Indian Home Textile Business
2.25%

Total Capex during the year
Rs. 145 Crs

Net Debt/Equity
0.32x

FY26: DELIVERED RESILIENT PERFORMANCE IN A CHALLENGING ENVIRONMENT

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Amidst Global Challenges…

- Through calibrated product mix and focused execution partially mitigated reciprocal US tariffs and geopolitical disruptions
- **H2 FY26 total income grew 6% over H1 FY26, reflecting improving momentum.**
- Core business witnessed a low-teens decline, highlighting resilience of the underlying business.

…Business Stability Remained Intact

- **No loss of any customer or any order.**
- Working capital requirements remained stable
- Reduction in net debt during the year
- Strong customer engagement and operational stability reinforce confidence in the business model.

…Completed Investments to be Ready for Growth…

- **Majority of growth investments have been completed, creating opportunities for significant operating leverage potential ahead.**
- Successfully commissioned the North Carolina facility, more than doubling the annual manufacturing capacity to 31 mn pillows, this facility is ramping up.
- Existing 2 USA manufacturing facilities for utility bedding are operating at ~65% utilization.

…With added focus on Revenue diversification

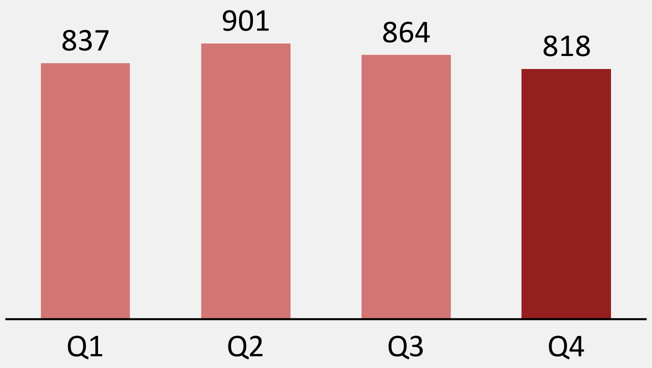
- **New businesses scaled from USD 33 million in FY25 to a revenue of USD 90 million in FY26.**
- Expanded product portfolio with curtain, towel, bath rugs, blankets and utility bedding over and above sheets and fashion bedding further diversifying revenue streams.
- Brand business witnessed strong traction, supported by the relaunch of Wamsutta in the USA market.

Final Dividend of Rs.1.5 per equity share for face value Rs. 2 each (75%), subject to shareholders approval

MACRO CHALLENGES DURING FY26 IMPACTED BUSINESS AND PROFITABILITY…

Core Business: Market Leadership remained intact

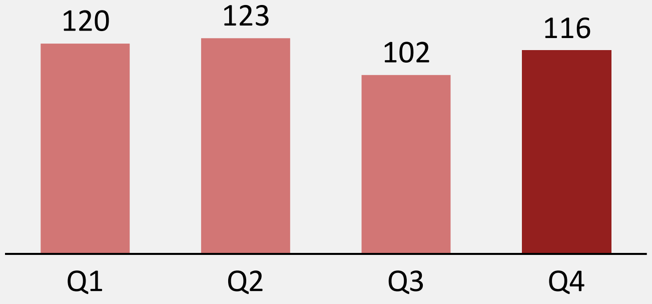
Core Business Revenue: Rs. 3,419 Crs in FY26



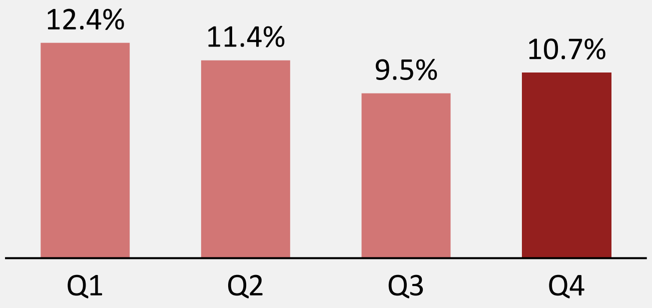
- Business remained subdued and highly volatile during the year amid the evolving implications of the U.S. tariff situation, with tariff levels moving from 10% to 25% to 50% and subsequently to 10%
- Part of the tariff and Russian oil penalty impact was shared on case-to-case basis to protect customer relationship and market share
- Change in the product mix also impacted overall realisations compared to last year

Consolidated Operating Profit: Temporary Impact

Consolidated EBITDA: Rs. 461 Crs in FY26



Consolidated EBITDA Margin 11% for FY26



- Selective sharing of tariff impact with customers on a case-to-case basis to support long-term relationships
- Initial incubation costs related to the new business initiatives
- Under-absorption of fixed costs owing to softness in the core business amid the U.S. tariff situation
- The impact of the above factors was partially offset through improved cost efficiency and operational optimization measures

…NEW BUSINESS AND STRATEGIC EXECUTION MINIMIZED IMPACT

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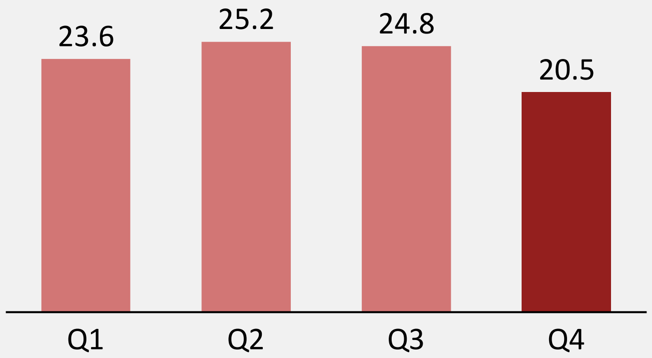
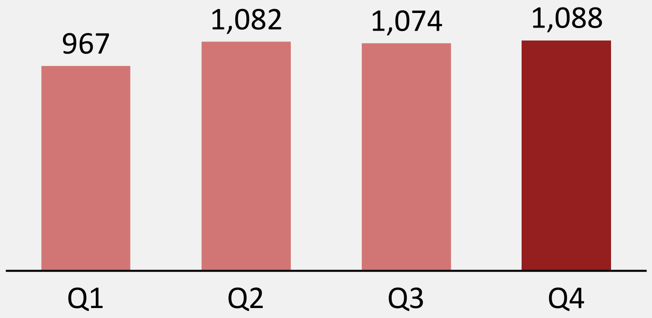
"Protecting Volumes and Market share"

Volume: 94.1 Mn Meters in FY26

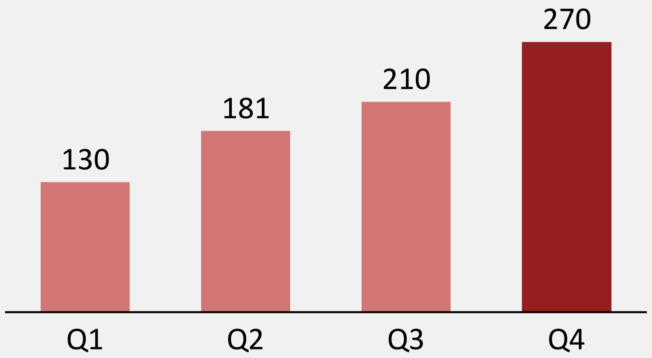


Consolidated Revenue: Rs. 4,211 Crs in FY26



"Scaling Utility Bedding + USA Brands"

New Businesses Revenue: Rs. 792 Crs in FY26



Commencement of 1st Greenfield manufacturing facility in the United States for Utility Bedding, taking the total number of Utility Bedding manufacturing facilities in the USA to three.

Marks a significant strategic milestone in strengthening the Company's global manufacturing footprint with capacity of

31 Mn pillows p.a. and **1.5 Mn quilts p.a.**

WAMSUTTA. EST. 1846

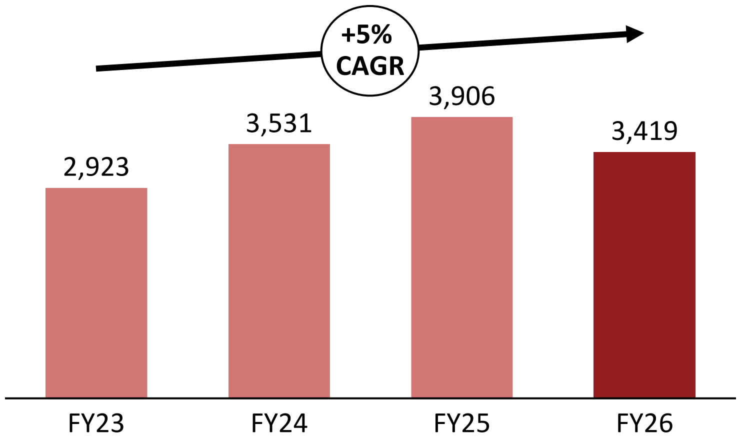
Re-launched **Wamsutta** in the USA market, with digital-first strategy (D2C)

TOMMY HILFIGER

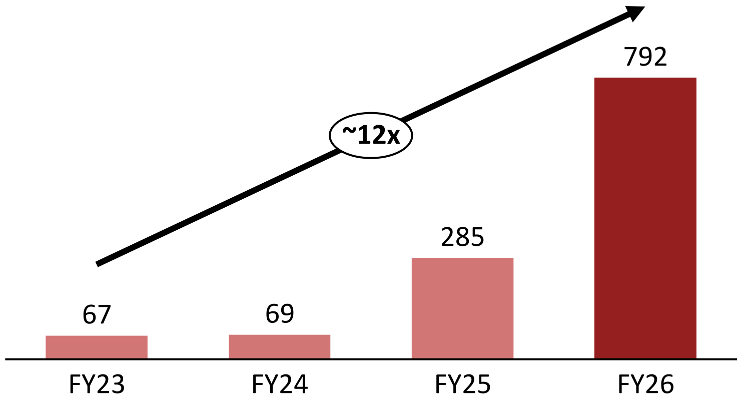
Signed licensed brand
"Tommy Hilfiger"
for utility bedding products
Taking the total count of licensed brand portfolio to 6 brands

BUSINESS VERTICALS: PERFORMANCE HIGHLIGHTS

Core Business (Rs. Crs)



New Businesses (Rs. Crs)



% Contribution to Revenue	FY23	FY24	FY25	FY26
Bed Linen	98%	98%	93%	**81%**
New Businesses	2%	2%	7%	**19%**
Total Revenue	**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

Q4 & FY26 CONSOLIDATED PROFIT & LOSS STATEMENT

Particulars (Rs. Crs.)	Q4 FY26	Q4 FY25*	YoY%	Q3 FY26	QoQ
Total Income	**1,088**	**1,029**	**5.8%**	**1,074**	**1.3%**
EBITDA	**116**	**96**	**21.5%**	**102**	**13.6%**
EBITDA Margin (%)	***10.7%***	***9.3%***		***9.5%***	
Depreciation	43	34		39	
Finance Cost	44	36		30	
PBT	**30**	**26**	***18.1%***	**33**	***-10.0%***
Tax	6	4		9	
PAT	**24**	**21**	***15.0%***	**24**	***-0.9%***
EPS (Rs.)	**1.22**	**1.06**		**1.23**	

Particulars (Rs. Crs.)	FY26	FY25*	YoY%
Total Income	**4,211**	**4,191**	**0.5%**
EBITDA	**461**	**577**	**-20.0%**
EBITDA Margin (%)	***11.0%***	***13.8%***	
PAT	**127**	**250**	***-49.3%***
EPS (Rs.)	**6.40**	**12.62**	

**previous period numbers are restated*

Comments:

QoQ:

- Volumes were impacted during the quarter due to elevated US tariffs.
- Realizations increased on the back of multiple factors, such as better product mix and favorable exchange rate.
- Continued momentum in New businesses helped offset weakness in the core business, resulting in broadly stable revenue performance.
- EBITDA and margins witnessed recovery driven by higher contribution from New businesses (Both Utility Bedding and USA Brand business) due to absorption of incubation costs and favourable exchange rate.
- However, the flow-through to PAT remained relatively lower on account of higher interest and depreciation expenses due to commencement of new US manufacturing facilities.

YoY:

- Performance is not comparable, as the last year same period was not impacted by the U.S. tariff.
- The down-trading situation witnessed in the same period last year has now normalized. Despite volumes declining, revenue grew by 6%, supported by doubling of revenue from New businesses and improved realizations in the Core business.
- EBITDA saw a decent recovery driven by a better product mix, improved fixed-cost absorption and favourable exchange rate.

CONSOLIDATED BALANCE SHEET

ASSETS (Rs. Crs.)	Mar'26	Mar'25*
Non-Current Assets		
Property, Plant & equipment	1,500	1,380
Capital Work in progress	4	28
Right of Use	262	242
Other Intangible Assets	198	161
Intangible Assets under development	1	22
Goodwill	124	112
Financial Assets		
Other Financial assets	12	12
Other Non-Current Assets	0.1	34
Deferred Tax Assets (Net)	1	-
Non-current Tax Assets(Net)	-	45
Total Non-Current Assets	**2,102**	**2,036**
Current Assets		
Inventories	1,251	1,158
Financial Assets		
i)Investments	190	139
ii)Trade Receivables	513	592
iii)Cash and Cash Equivalents	114	106
iv)Bank Balances	10	11
vi)Other Financial Assets	54	37
Current Tax Assets	49	2
Other Current Assets	209	172
Total Current Assets	**2,390**	**2,219**
Total Assets	**4,492**	**4,255**

EQUITY AND LIABILITIES (Rs. Crs.)	Mar'26	Mar'25*
Equity		
Equity Share Capital	40	40
Other Equity	2,316	2,242
Total Equity	**2,355**	**2,282**
Non Current Liabilities		
Financial Liabilities		
i) Borrowings	340	270
ii) Lease liabilities	222	207
iii)Other Financial Liabilities	41	35
Provisions	23	16
Deferred Tax Liabilities	80	100
Other Non-Current liabilities	36	33
Total Non-Current Liabilities	**741**	**660**
Current Liabilities		
i)Borrowings	734	947
ii) Lease liabilities	47	24
iii)Trade Payables	372	231
iv) Other financial liabilities	208	83
Other Current Liabilities	25	23
Provisions	4	5
Current Tax Liabilities	6	1
Total Current Liabilities	**1,396**	**1,313**
Total Equity and Liabilities	**4,492**	**4,255**

**March 25 numbers are restated*

CONSOLIDATED CASH FLOW

Particulars (Rs. Crs.)	Mar'26	Mar'25*
Profit before Tax & Exceptional Items	**166**	**338**
Adjustment for Depreciation & other items	292	215
Operating profit before working capital changes	**458**	**553**
Changes in working capital	162	-58
Cash generated from operations	620	495
Direct taxes paid (net of refund)	-47	-101
Net Cash from Operating Activities	**573**	**394**
Net Cash from Investing Activities	**-217**	**-485**
Net Cash from Financing Activities	**-349**	**105**
Net Change in cash and cash equivalents	7	14
Cash and cash equivalents at the beginning of the year	106	93
Cash and cash equivalents at the end of the year	**114**	**106**

**March 25 numbers are restated*

CAPEX OUTLAY

FY27e

Sr. No.	Particulars (Rs. Crs)	FY26 Budgeted	FY26 Actual	*FY27e
1	Effluent Treatment Plant (ETP) at Bhilad Unit	50	-	95
2	Maintenance and Other Capex	65	46	70
3	Greenfield Project – Utility Bedding in North Carolina	99	99	-
4	Spinning (Brownfield capacity expansion of 24,000 spindles + Modernization)	-	-	85
	TOTAL	**214**	**145**	**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) • New Businesses (Utility Bedding + USA Brand Business)

Product Portfolio

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

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

Manufacturing Facilities

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

• Kolhapur, Maharashtra	• Kolhapur, Maharashtra • Bhilad, Gujarat • Ohio, USA • Arizona, USA • North Carolina, USA

Market Size

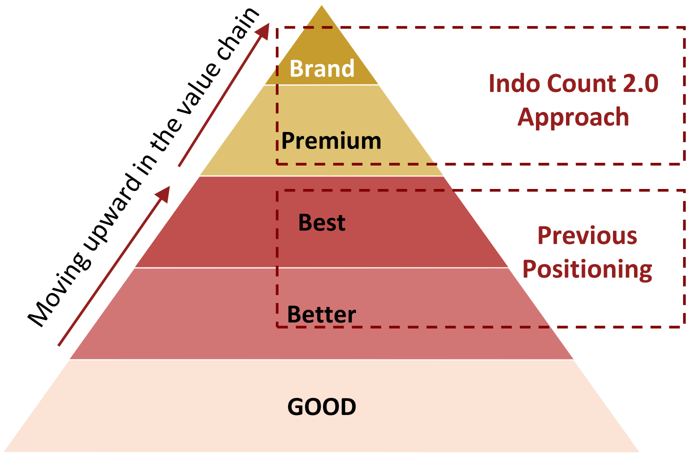
Increased Total Addressable Market
Moving up value-chain

• 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 • Private Label • Licensed Brands • 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

CORE BUSINESS: BED LINEN

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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

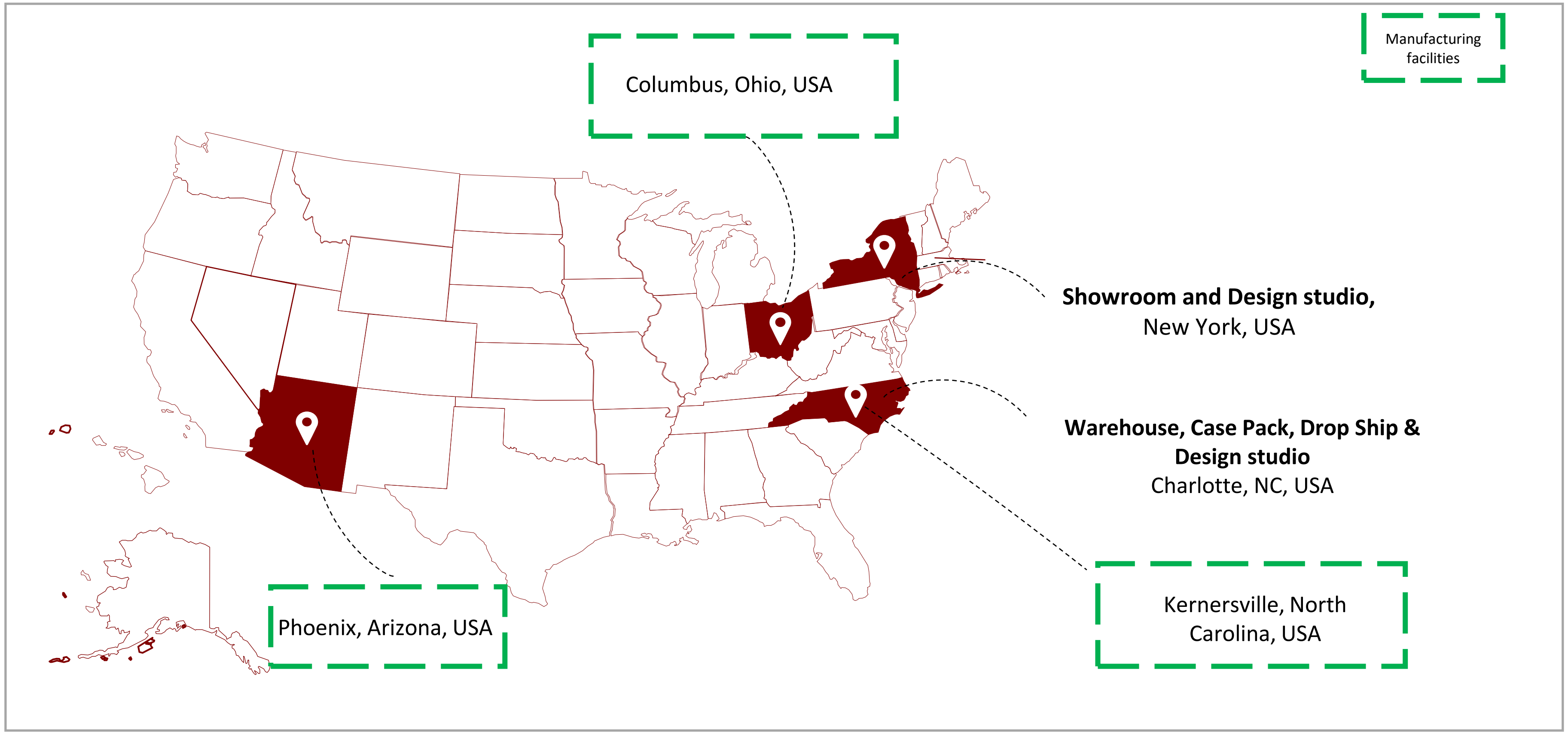
Leading the Global Home Textiles Market with Comfort & Innovation

*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

TOMMY HILFIGER

Beautyrest

SLEEP/RX

Pilozzz sleep mindfully

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

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Wamsutta: A Strategic Brand Revival Anchored in Legacy and Modernity

Portfolio Premiumisation	Channel Diversification	Category Expansion
Transitioning into the premium tier catalyses elevated price points, improved brand perception, and optimised product mix, contributing to higher blended margins	Expanding distribution from traditional B2B into B2C and D2C frameworks enables better pricing and engagement	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** ✓ **Legacy** of more **than 180 years** ✓ 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** ✓ Merging style and functionality for lasting quality in bed and bath ✓ Targeting younger consumers seeking everyday luxury and reliable textiles	✓ **Established in 1923, Waverly leads in American home decor** ✓ Unique bedding and bath products with customizable options ✓ Targeting design-savvy women aged 25-44	✓ **First national wellness and yoga brand in North America** ✓ **Over 25 years** of promoting health and mindfulness ✓ 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 agreements** encompass a **wide range of product categories**, including sheets, fashion and utility bedding, bath among others ✓ 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 ✓ 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

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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

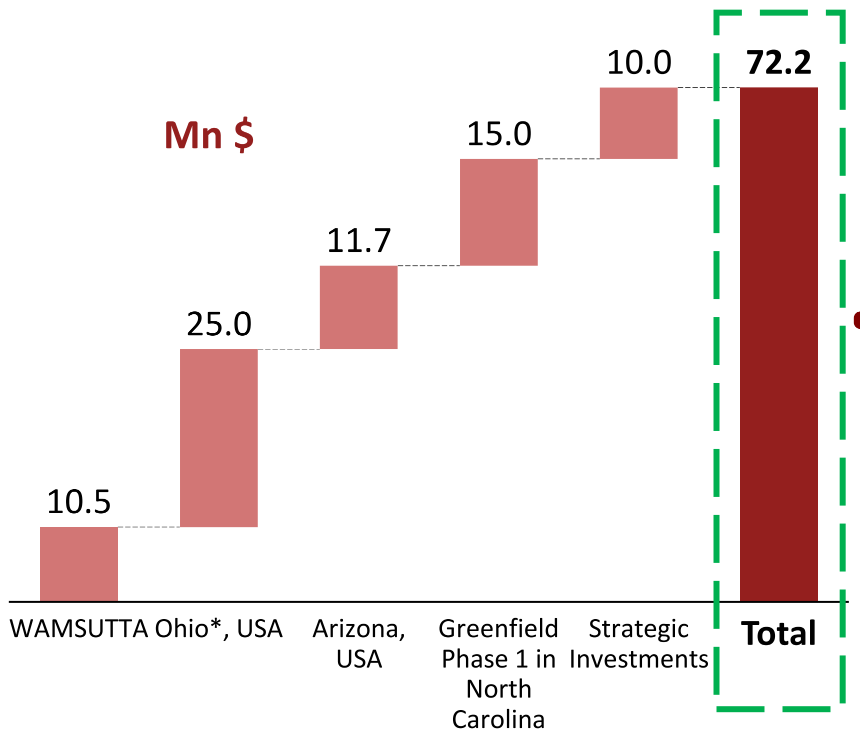
- Includes strong USA household brands:
  - Wamsutta, Fieldcrest, Waverly, Gaiam
- Extending our core offerings into new categories to become a **complete Soft Home Textile solutions provider**
- **Wamsutta launched as D2C in July 2025**, others available across multiple retail channels

WAMSUTTA EST. 1846 FIELDCREST EST 1893 WAVERLY GAIAM

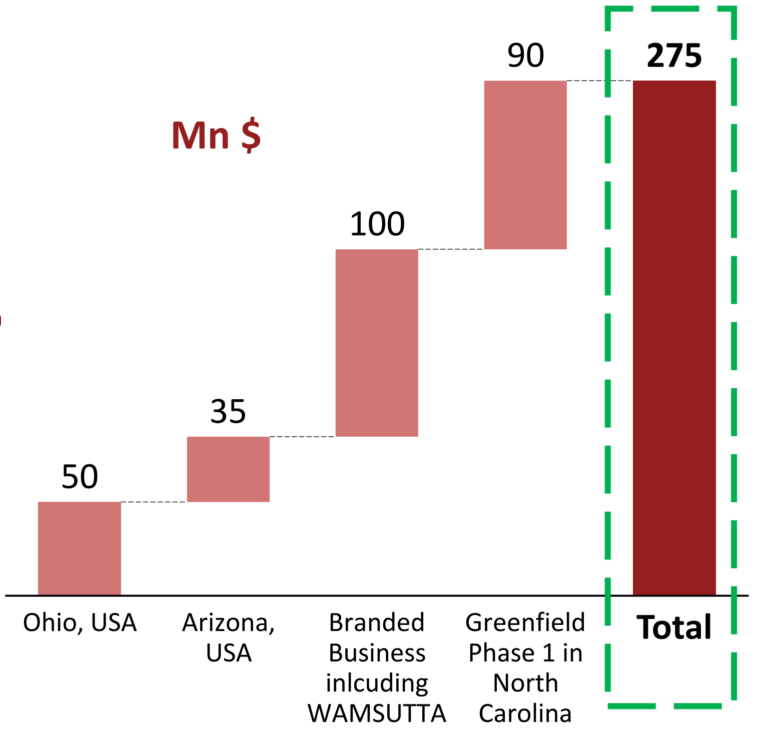
Aspiring to 2× Revenue by 2028, with **Brands & Utility Bedding Segments Contributing ~$275M**

REAFFIRM OUR GUIDANCE: SCALING CORE BUSINESS + NEW BRANDS AND UTILITY BEDDING SEGMENT

Investment in recent acquisitions and Brands

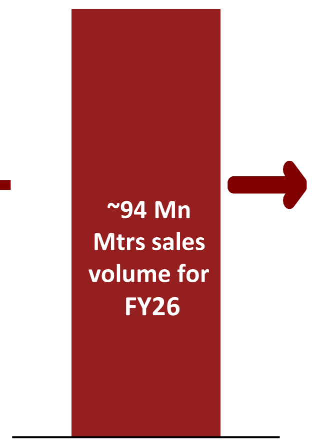


Peak revenue potential



Core Business

Total Capacity
153 Mn Mtrs



Aspire to achieve 2x Revenue by 2028

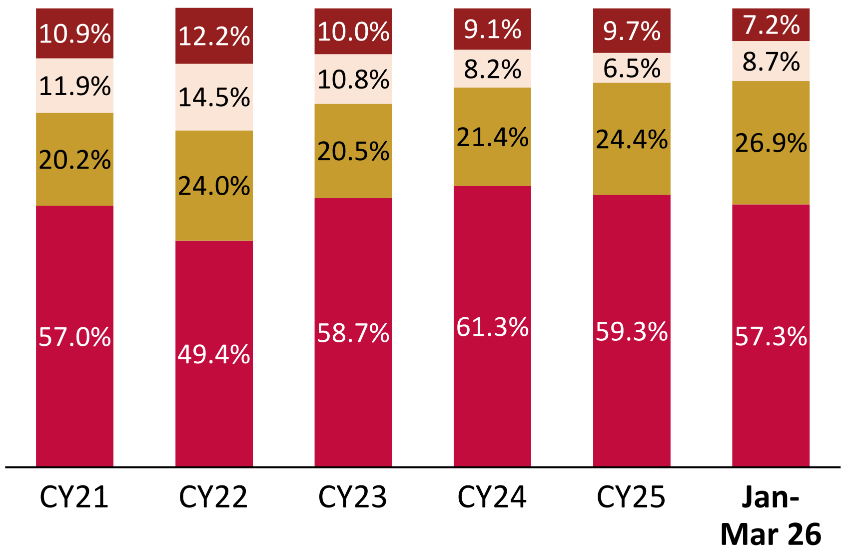
Targeted investments in talent and key hiring + Organic growth in Core business + Fostering innovation and expansion into newer segments like utility bedding and USA brands + Strategic focus on long-term value creation

*Includes payment on 100% basis

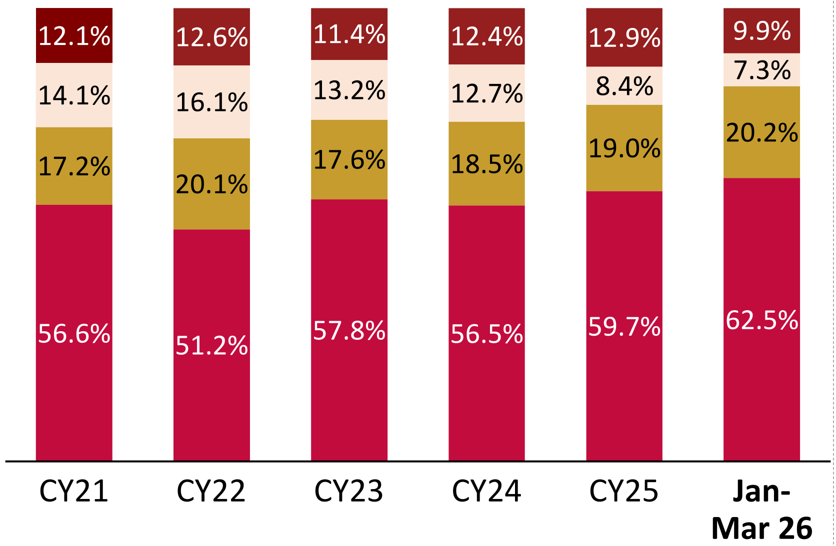
INDUSTRY OVERVIEW

USA HOME TEXTILES MARKET DYNAMICS

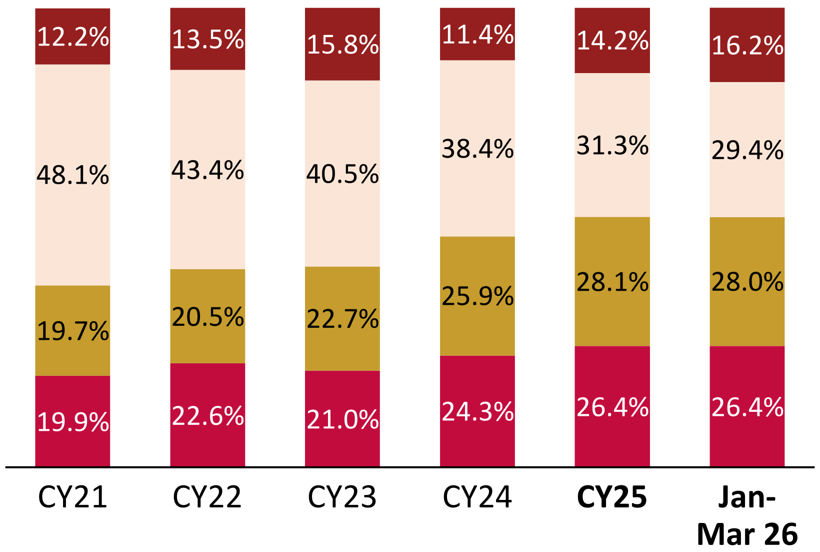
USA imports of Cotton Sheets



USA imports of Cotton Pillowcases



USA imports of Cotton Bedspread & Quilts



India
China
Pakistan
ROW

Source – Otexa (March 2026)

RETAIL ECOMMERCE SALES IN US

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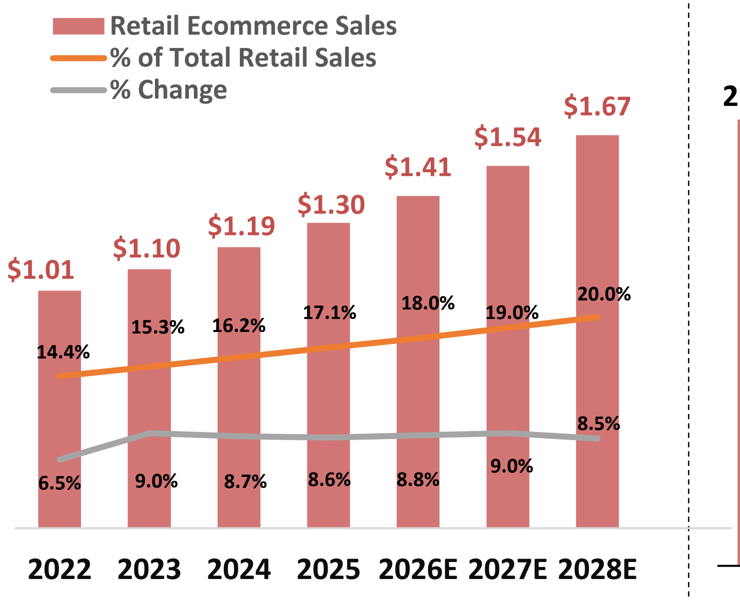
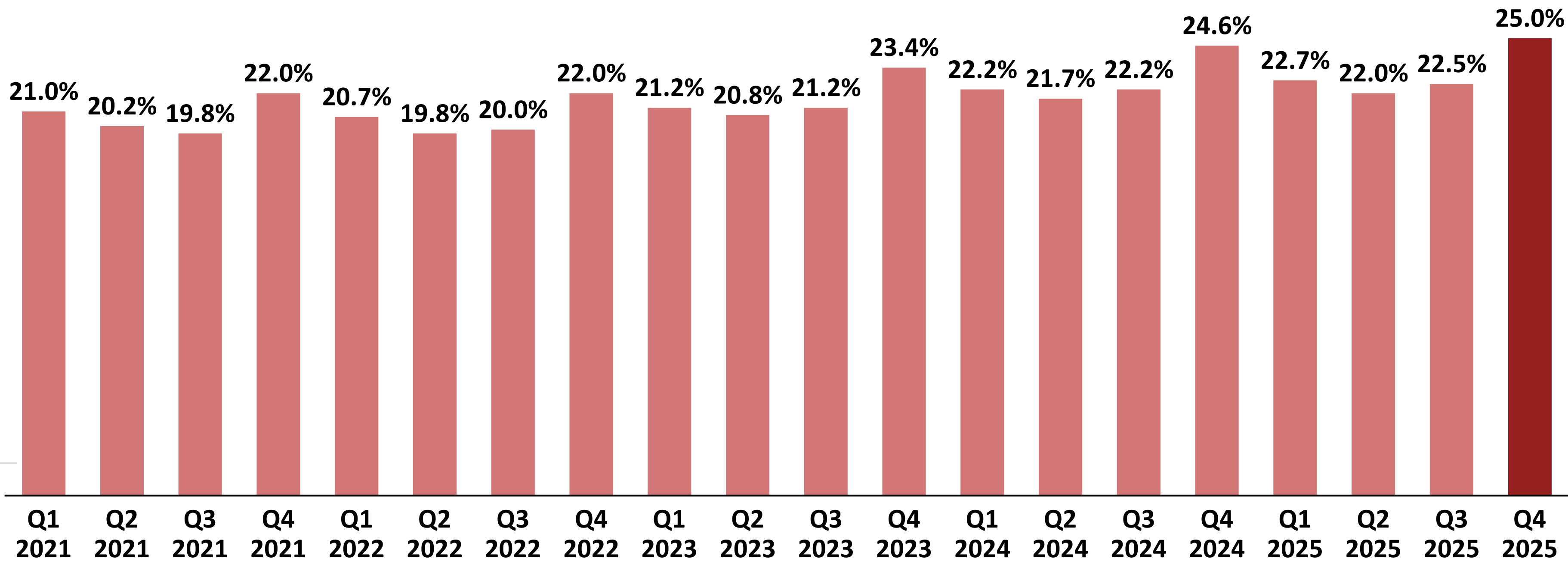
US Retail Ecommerce Sales: 2022 – 2028E
(USA $ Trillions)



USA E-commerce sales penetration

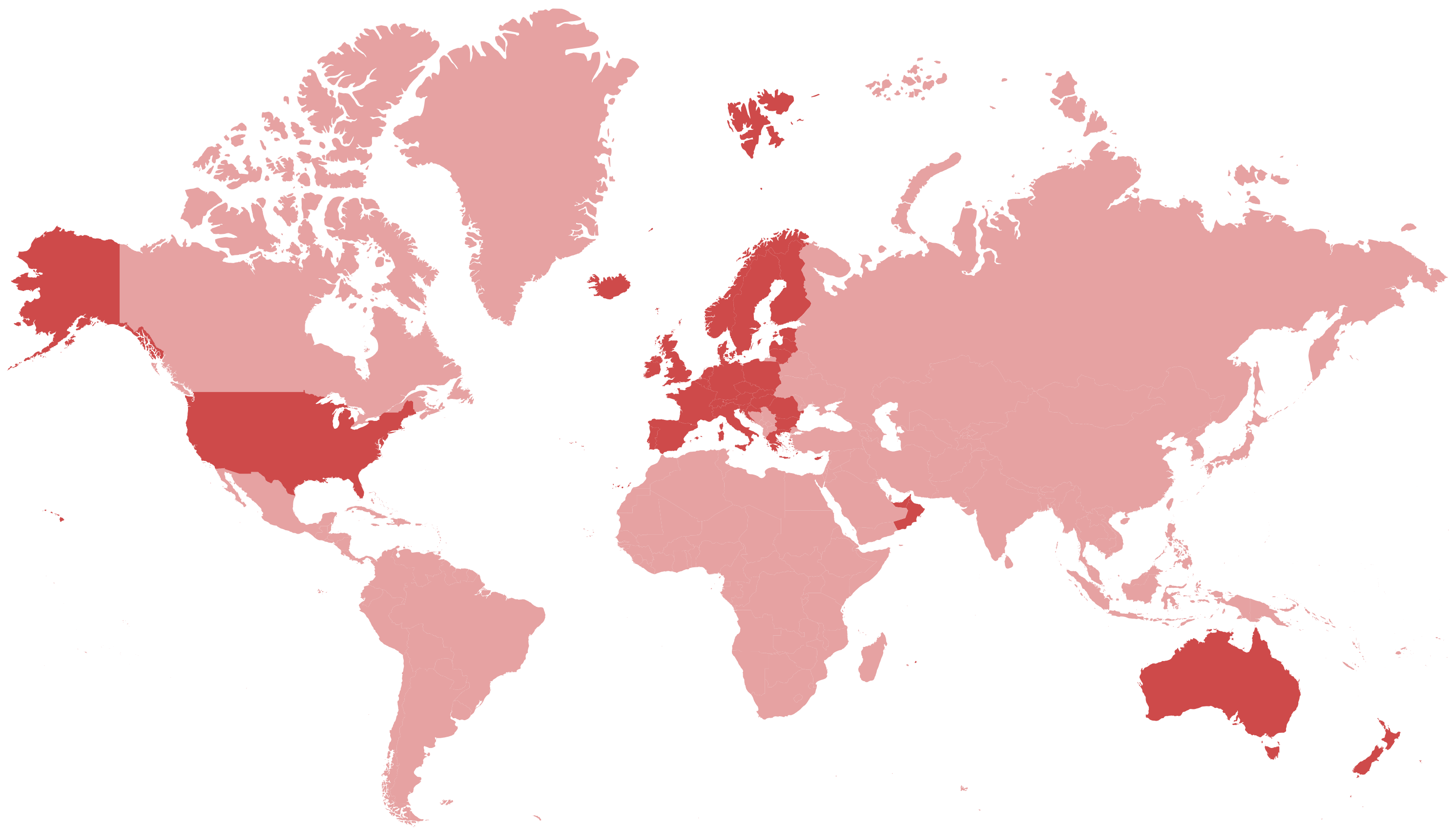
Ecommerce's share of total retail sales by quarter (Q1 2021 – Q4 2025)



- Ecommerce represented **25.0%** of total retail sales in Q4 2025
- **25.0%** is the highest ecommerce penetration in a quarter since the Commerce Department began tracking online sales in 1999
- These trends highlight the **growing importance** of mobile optimization for ecommerce success

Source – Digital Commerce 360

INDIA'S TRADE DEALS TO BENEFIT THE INDIAN TEXTILE INDUSTRY



ICIL's presence in 50+ Countries across 5 Continents

Trade Deals Unlocking the Next Phase of Global Growth

USA (BTA) 2026e	EU (FTA) 2026e
UK (CETA) 2025e	Australia (ECTA) 2022
NZ (FTA) 2025	UAE (CEPA) 2022
Oman (CEPA) 2025	EFTA (TEPA) 2024-25

e - Expected

INDO COUNT

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COMPANY OVERVIEW

ABOUT US

Complete Comfort

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

PROVIDING COMPLETE BEDLINEN SOLUTION

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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

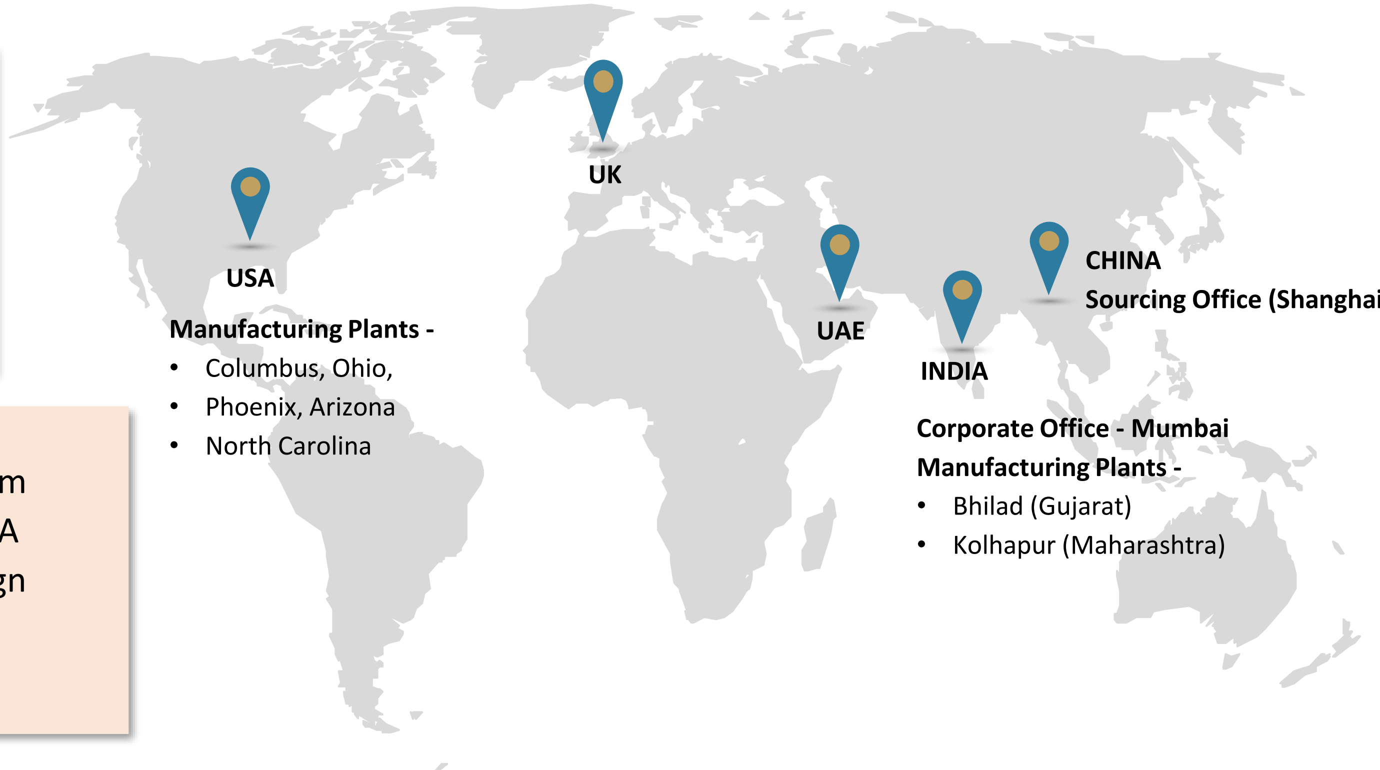
Basic white sheets
Shams & Pillows
Bed Skirts, Duvet covers

The Product basket includes Bed sheets, Fashion Bedding, Utility Bedding & Institutional Bedding across Omnichannel

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

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OWNED BRANDS

- Wamsutta EST. 1846
- Distinct Dorm
- FabFit
- FL!P
- 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

Building Market Leadership through Brand Strategy with diverse Product Offerings

INDO COUNT : DOMESTIC MARKETING INITIATIVES

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BOUTIQUE LIVING

Layers® Dress Up Your Home

Elevating Brand Visibility:

- **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 to new heights

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

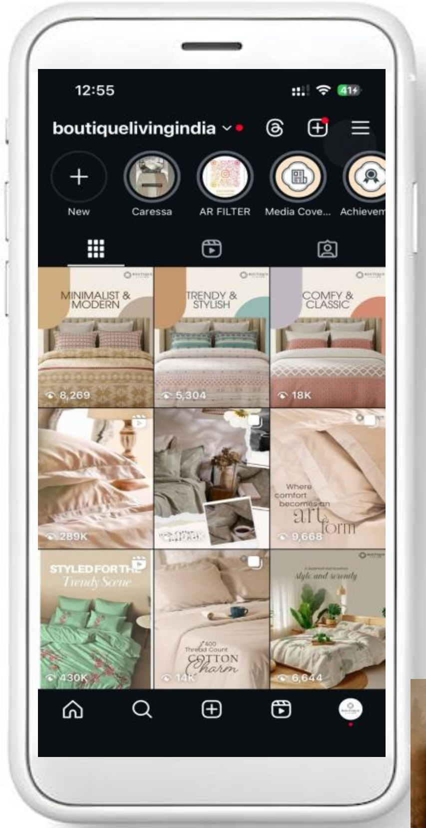
Category Expansion:

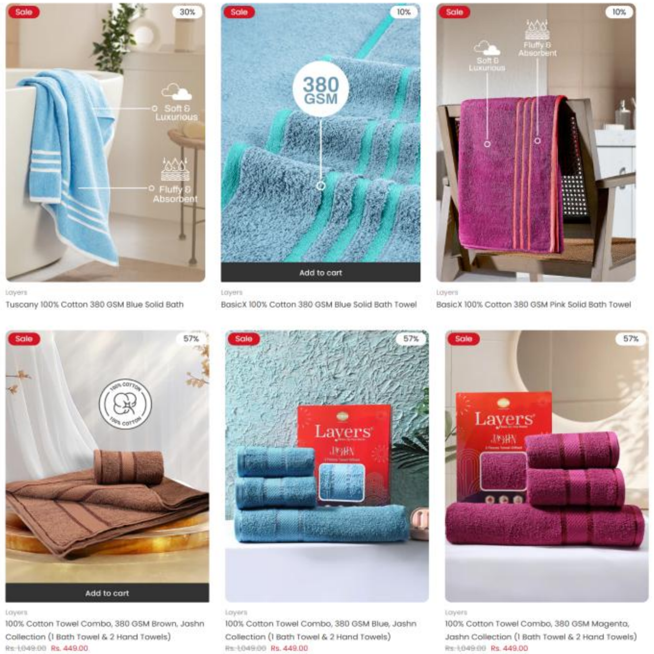
- **Introduced new offerings in the Bath** and **Top of Bed (TOB)** segments, significantly increasing **retail wallet share** and now providing a **complete Bed & Bath Home Fashion solution** for Indian consumers

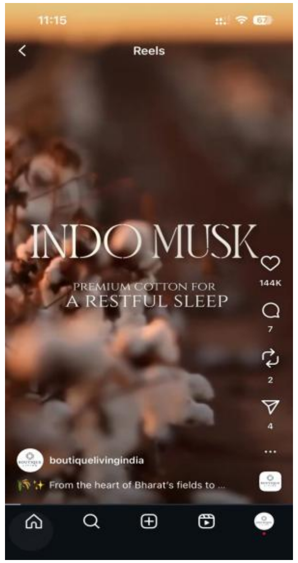
Social Media Engagement:

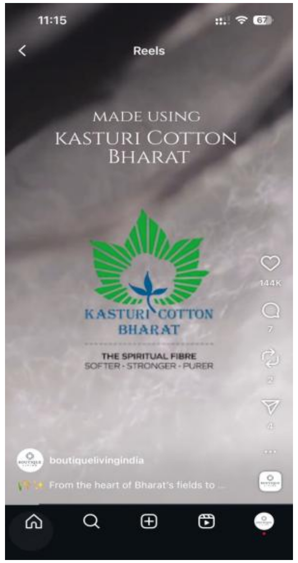
- **Rolled out trend-led, influencer-driven, and festive social media campaigns** to connect emotionally with consumers, strengthen brand storytelling, and boost engagement across **Instagram, Facebook, and LinkedIn** — reinforcing our digital-first brand approach

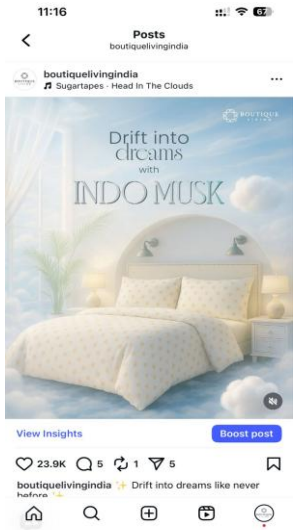
INDO COUNT : DOMESTIC MARKETING INITIATIVES











HDPS – STRATEGIC COLLABORATION AND INVESTMENT IN COTTON EXCELLENCE

Complete Comfort

Recognition

Appreciation by Agriculture Minister Shri. Shivraj Chauhan, praising HDPS as a transformative model for Indian cotton farming.

Community endorsement - 2025 Impact: Over **12,000 hectares** in Akola district under HDPS cultivation

University Acknowledgement - Dr. PDKV College acknowledged contribution towards development of the HDPS method

Performance Metrics	Conventional Method	HDPS
Plant Density (Plant/acre)	11,000	**~29,500**
Yield (kgs/hectare)	450	**1,250**

Centre of Excellence

- **Partnership**: Indo Count Foundation in collaboration with Government of Maharashtra and Dr. PDKV College of Agriculture, Nagpur
- **Purpose:** Advance sustainable, high-yield cotton farming through the establishment of a **Centre of Excellence;** Farmer empowerment and support
- **Outcome:** **HDPS** (High-Density Planting System) for Cotton Farming

Success Story

Dilip Thakre – Cotton farmer of Akola

Appreciating Centre of Excellence which helped him to set a bench mark by achieving remarkable **cotton yield of 1,250 kgs/hectare against country average of 450 kgs/hectare**

A pioneering farmer demonstrated HDPS viability with **29,400 plants per acre**, nearly **3x** the conventional count

AWARDS & ACCOLADES

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VASTRA RATNA
(GLOBAL ACHIEVER) AWARD BY TEXPROCIL – October 2024

Mr. Anil Kumar Jain, Executive Chairman, honoured with the Vastra Ratna Award (Global Achiever), in recognition of his contribution towards promoting excellence in the Indian Cotton Textiles sector

HOME EXCELLENCE AWARD by HFPA, New York - September 2024

Indo Count has been honoured with the Home Excellence Award for Supplier/Manufacturer, in recognition of its outstanding performance in expanding its business and for its ongoing investments in sustainability and corporate social responsibility

INDIA SOCIAL IMPACT AWARD - Dec 2025

Indo Count was awarded for Best Education Support Initiative of the Year (Corporate Foundation), recognizing the company's sustained commitment to advancing education through impactful CSR initiatives

GOLD TROPHY BY TEXPROCIL (The Cotton Textile Export Promotion Council) - May 2024

Indo Count has also been recognized by TEXPROCIL for the Highest Export Performance in Cotton Made Ups-Bed Linen/Bed Sheets/Quilts and for the Special Achievement in Made-Ups

CSR APPRECIATION AWARD BY THE CSR ONE DECADE CELEBRATION COUNCIL – July 2024

Indo Count has received the CSR Appreciation Award in recognition of its sustained commitment to corporate social responsibility, celebrated during the Indian CSR One Decade Celebration

WINNER - EXCELLENCE IN ENVIRONMENTAL SUSTAINABILITY - July 2024

Indo Count won the Best Wastewater Initiative within its factory operations, and Best Environment-Friendly Initiative through impactful CSR efforts beyond its factory, at the Global CSR & ESG Awards

WINNER - 'CII 18TH NATIONAL AWARD FOR EXCELLENCE IN WATER MANAGEMENT 2024' IN THE 'WITHIN THE FENCE' CATEGORY BY CII WATER INSTITUTE – November 2024

Indo Count won the National Award in the 'Within the Fence' category, recognizing its commitment to sustainable water management and responsible resource use

MR. MOHIT JAIN, EXECUTIVE VICE CHAIRMAN, WINS FAMILY ENTREPRENEUR OF THE YEAR AWARD BY ENTREPRENEUR INDIA AWARDS - September 2024

Mr. Mohit Jain, Executive Vice Chairman, was honoured with FAMILY ENTREPRENEUR OF THE YEAR 2024 in recognition of his exceptional growth and success in building upon and continuing the legacy of the family business

SILVER FEATHER AWARD (6th Edition) - Dec 2025

Indo Count has been honoured with the Silver Feather Award (6th Edition) for Education & Skill Development Excellence, recognizing the company's structured CSR initiatives focused on education, vocational training, and skill enhancement

WINNER - BSL BEST SUSTAINABLE RETAIL PRACTICES

WINNER - EXCELLENCE IN WASTE REDUCTION AND CIRCULAR INNOVATION LEADERSHIP BY CITI TEXTILE SUSTAINABILITY AWARDS – February 2025

Indo Count won two prestigious honors at the CITI Textile Sustainability Awards: the BSL Best Sustainable Retail Practices and Excellence in Waste Reduction and Circular Innovation Leadership. These awards recognize our commitment to reducing environmental impact and promoting sustainability, circularity, and traceability in the textile sector

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SUSTAINABILITY IS IN OUR DNA

ESG INITIATIVES

Environmental

- Addition of a renewable energy source through solar project
- Recycling and reuse of water through modernized ETP plant
- Expansion of biogas capacity to generate more renewable power
- Reducing the use of plastic & recycling of plastic waste
- Promoting sustainable fibre products

Social

- Focus on CSR activities revolving around health, education, environment, water & sanitation, skill development & sports promotion
- Improving awareness among farmers for more sustainable methods of cotton cultivation

Governance

- Board of Directors with significant experience in the textile industry
- An optimum combination of Executive and Non-Executive directors, including an Independent woman director
- Strategic Risk Management Policies
- Comprehensive Occupational Health Policies
- Regular review and renewal of policies in response to changing compliance and regulatory requirements

The Way Forward

GHG Emission Targets

Reduction of Scope 1 & 2 GHG emissions in Operations by 33% by 2030

Reduction of Scope 3 GHG emissions in the Supply chain by ~15% by 2030

Water Conservation

Reduction of freshwater consumption from the current 50% to 25% by 2030

Installation of ZLD by 2030

Preferred/Sustainable Fibre Sourcing

Building sourcing capacity for 100% Preferred Fibre by 2030

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 90.6 on the Higg Index vFEM (third-party verified Facility Environmental Module

CDP DISCLOSURE INSIGHT ACTION

Higg Index

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.

Giga-Guru
Project Gigaton

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 five consecutive years.

Through its dedicated efforts across various Gigaton Pillars, Indo Count has successfully achieved a reduction of over 42,900 metric tons of GHG.

Walmart

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

Indo Count is an official member of the U.S. Cotton Trust Protocol, reinforcing its commitment to sustainable sourcing and responsible practices. This protocol provides manufacturers with essential assurances, enabling them to demonstrate their role as approved supply chain partners for brands and retailers prioritizing sustainably grown cotton.

THESIS
BY THE SUSTAINABILITY CONSORTIUM

Additionally, Indo Count actively engages with THESIS, a platform that utilizes science-based Key Performance Indicators to identify environmental and social hotspots across the entire global value chain. Through its dedicated sustainability initiatives, Indo Count has achieved an impressive 2nd rank in the THESIS survey

SUSTAINABILITY INITIATIVES

INDO COUNT
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Member of United Nations Global Compact

UN 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

- 3 GOOD HEALTH AND WELL-BEING
- 4 QUALITY EDUCATION
- 7 AFFORDABLE AND CLEAN ENERGY
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 6 CLEAN WATER AND SANITATION
- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 17 PARTNERSHIPS FOR THE GOALS

SBTi – Scientific Approach to Sustainability


SCIENCE BASED TARGETS

Approved science-based target

The Science Based Targets initiative has validated that the corporate greenhouse gas emissions reduction target(s) submitted by

Indo Count Industries Ltd.

have been deemed to be in conformance with the SBTi Criteria and Recommendations (version 4,2). The SBTi's Target Validation Team has classified your company's scope 1 and 2 target ambition and has determined that it is in line with a well-below 2°C trajectory.

The official target wording is:

Indo Count Industries Ltd. commits to reduce absolute scope 1 and 2 GHG emissions 33.0% by FY2030 from a FY2018 base year. Indo Count Industries Ltd. also commits to reduce absolute scope 3 GHG emissions 14.8% by FY2030 from a FY2018 base year.

Date of issue: June 2022

Certificate Number: INDO-IND-001-OFF

An initiative by CDP WWF

SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

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

SUSTAINABLE RAW MATERIAL SOURCING INITIATIVES

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Gagan

- Project Gagan aims to employ long-lasting alternatives to conventional agricultural practices with Better Cotton Initiative (BCI) cotton standards.
- Project is situated in 238 villages in five districts of Maharashtra covering 1,12,448 acres land of 26,382 farmers
- It is in collaboration with CITI CDRA since its inception in 2019.
- It focus to improve farm production and farmer income through judicious use of water, pesticides and fertilizers.

Avani

- Project Avani promotes sustainable social infrastructure and support systems for the Organic cotton farming.
- It is situated in fifty villages of Yavatmal district of Maharashtra covering 6,602 acres land of 1,967 farmers
- The project started in 2021 and Krishi Vikas became collaborative partner for 2025-26.
- It conserves biodiversity with use of natural resources to build a sustainable model.

Prithvi

- Project Prithvi promotes Regenerative cotton farming standards, which are the latest sustainable cotton standards.
- Project is situated in five villages of Botad and Amreli district of Gujarat covering 8,077 acres land of 1,619 farmers.
- It is in collaboration with ginner Shree Ram cotton industries in Gujarat since its inception in 2024.
- It takes care of environmental factors like soil and water conservation &, GHG emission

Total No. of Farmers Supported

30,000+

Total Area Covered

1,27,000+ Acres

CSR INITIATIVES

CSR INITIATIVES

Healthcare

- Operating Mobile Health Vans that have treated **1,00,000+** patients across **120 villages** in Kolhapur & Bhilad
- Provided Dialysis treatment infrastructure and machines to Govt. hospitals in Kolhapur district
- Actively supported the PM TB Mukta Bharat Abhiyan initiative in Bhilad, resulting in 526 out of 1000 patients being declared TB-free.

Education

- Supporting **138+ schools with E-learning** facilities, benefiting **51,200+ students** in Kolhapur & Bhilad
- Installed **Smart TVs with E-learning** software in 65 schools, benefiting **30,000+ students** in Kolhapur

Water & Sanitation

- Providing clean drinking water for communities, benefiting 1,00,000+ people yearly
- Delivered **3,20,000+ liters of safe drinking water** to local communities
- Constructed school toilets & public toilets in Kolhapur & Bhilad, benefiting **10,000+ students and local community residents**

Environment

- Planted 44,000+ trees to date and an additional 5,593 trees have been planted during FY 2025–26. This brings the **cumulative total to 49,593 trees**
- Enhanced biodiversity, attracting local fauna and boosting local flora
- Reduced pollution & urban heat, with **~500+ tons of carbon sequestered** annually

CSR INITIATIVES

Sports Development

- Built a **state-of-the-art Gymnasium** in the Divisional Sports Complex, Kolhapur
- Through this, sportspersons and locals have improved physical fitness and enhanced athletic performance
- Facilitated greater community engagement in **health and wellness activities**

Focus on Women & Children

- Renovated **5 Anganwadi Centers** in Bhilad benefiting children (0–6 years), pregnant women, lactating mothers and adolescent girls
- In associations with Government PHCs, organised MAMTA Day or Health and Nutrition Day, a monthly initiative focused on improving maternal and child health.
- Facilitated health check-ups, immunization & counselling sessions

Agriculture & Livelihood

- The GAGAN cotton project improved the livelihoods of **26,382 farmers** and boosted cotton production in **1,12,448 acres** in 5 districts in Maharashtra
- Brought about a reduction in the use of fertilizers and pesticides
- Facilitated an 35.5% increase in cotton yield in Chandrapur district

Women Empowerment

- Trained women for textile industry jobs, encouraging their financial independence
- Supported the **Indian Deaf Cricket Association** for promoting sports tournaments for deaf women cricketers

CONTACT US

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