

## Boutique Living A Promising Start by Indo Count

**B**outique Living, an aspirational brand with international flavour in terms of product quality and design is yet another ambitious entry by a leading exporter of bed linen, which promises to be a game changer in the bed linen business.

Launched by Indo Count Retail Ventures P. Ltd. (ICRVL) a subsidiary of Indo Count Industries Limited (ICIL) at HGH India 2016 in July last year, Boutique Living stands for refined colours and design with high quality in bed linen.

With over 25 years of international experience in providing end-to-end bedding solutions in the global bed linen markets Indo Count, with a fully integrated facility at Kolhapur and growing top and bottom lines, is well placed to bring international product concepts to the Indian market.

Indo Count Industries Limited, the parent company headquartered in Mumbai, is today a preferred partner for some of the best-known



Mohit Jain, Managing Director, ICIL

retail, hospitality and fashion -brands in the world. More specifically, it manufactures products for brands like Debenhams, Bed Bath & Beyond, Sam's Club, Laura Ashley, JC Penny, John Lewis,

Walmart, Target, Macy's to name a few. It is the second largest manufacturer and exporter of bed sheets, bed linen and quilts in India according to The Cotton Textiles Export Promotion Council (TEXPROCIL) and amongst the top three bed sheet exporters to USA.

What drew Indo Count to the Indian domestic market at this stage? "With growing exports, we thought it is right time to introduce our high quality



Boutique Living: Making luxury affordable for Indian consumers.

affordable products for Indian consumers. The vertically integrated manufacturing facilities make our products for domestic market affordable and we are all set to meet the growing domestic demand as well," Mr. Mohit Jain, Managing Director, ICIL said.

With a highly successful track record in global markets as a key supplier of bed linen to major retail, hospitality and fashion brands across the globe, it saw a major opportunity at home as Indian retail is getting more organized with presence of only a few brands in home category. The company decided to enter its home market with a long term plan.

"Looking at the gap for value-added innovative products with a strong brand promise in the India market, we decided to bring our brand 'BOUTIQUE LIVING' to the Indian consumers, which has already been successful USA. Our effort is to promote better sleep and simultaneously educate Indian consumer on importance of a quality product," say a company communication.

While needs, tastes, designs and sizes vary between Indian and international consumers, Indo Count proposes to offer its same international quality and service standards in the Indian market.



With in-house manufacturing and product development facilities, Boutique Living is confident of satisfying Indian retailers seeking international standards in terms of quality, consistency, innovations and value at competitive prices and service.

Internationally, Indo Count has been known for premium solid, satin and embroidery range in its major markets like USA. How will it deal with the Indian market where major demand is for prints? The company says that Boutique Living India is a domestic retail focused brand independent from Indo Count's export operations. The dedicated team for Boutique Living creates products and designs for the domestic market keeping in mind demographic and cultural diversity of India.

Innovative offerings by Boutique Living include comforters, draw sheets, coverlets and fitted sheets. "Whether a consumer is looking for the finest luxury sheets or wants comfort matched with easy care or is just looking for sheets that takes care of her, while she is asleep, Boutique Living bed linen suits every purpose and style," says Asim Dalal, Managing Director, Indo Count Retail Ventures Pvt. Ltd.. With consistent R&D, technical know-how and in-house production, the brand offers the Indian consumers superior quality products ranging from 300 TC – 1000 TC.

Brand conscious Indian consumers are looking for both value & experience from lifestyle brands. Boutique Living is an aspirational brand positioned in the mid-to-high segment, offering complete bedding solutions ranging from bed linen, comforters, fitted sheets, coverlets, duvet cover to dohar in thread counts ranging from 300TC to 1000TC. Boutique Living addresses both sexes.

The brand plans a pan India distribution while taking regional differences in tastes, needs, culture and fashion into consideration.

Boutique Living promises consumers a product experience that will match his quality expectation of an international brand. The brand has adopted international standards in weaving, dyeing, printing, finishing and stitching. Designs too are international in flavor. With such efforts, the brand hopes to differentiate itself from the competitors.

The brand is losing no time in chalking out its

growth path. "Boutique Living has already reached the shelves of over 200 Multi-Brand outlets (MBO's) across 50 Indian cities since its launch four months ago, with Delhi, Mumbai and Hyderabad leading the list. Our target is to reach 600 outlets including Large format stores and make Boutique Living a recognizable brand in the next five years," informs Asim Dalal, Managing Director, Indo Count Retail Ventures Pvt.



Asim Dalal, Managing Director, ICRVL

Ltd. and adds, "The brand is in the process of expanding its presence in different channels and its product mix within bed & bath. Once this is achieved, it plans to set up its own flagship stores as well."

For Indo Count launch of Boutique Living is not just an experiment but a firm commitment with a long term vision to take the brand to great heights. The company believes that the brand will play a key role in its growth plans and help it acquire strong foot print in India.

It is confident that with the Indian government



Boutique Living had an effective launch at HGH India 2016





Indo Count promises its international quality and service standards to Indian retailers and consumers through Boutique Living.

supporting "Make In India", and promoting "Housing for all scheme"; the demand of Household goods will rise in India substantially by 2022. Boutique Living plans to benefit from it. It is well-equipped to meet the demands of the millennial consumers. Once established, the brand is expected to contribute about 10% to Indo Count's Revenue.

Unlike competitors, Boutique Living strategy for now is focus only on bed linen instead of diluting attention. The brand would like to be perceived as specialized rather than generalized by aspirational Indian consumers who are seeking value.

Comments Mr. Dalal, "This country has only a few branded players and most of them operate in low to mid price segments. There is a noticeable gap in the market when it comes to mid to higher segment. Our strategy is to promote "Made in India". With our vertically integrated manufacturing setup, we are able to provide the Indian consumer with Quality that are standardized and accepted globally for this segment."

"Our Key focus is Bed Linen and Comforters made from 100 % cotton only. These products MRP range between Rs. 2,000 for sheet set to Rs.8000 for special finishes and higher thread counts (TC) bed sheet sets," informs Mr. Dalal.

The product though recently launched, has received an overwhelming response from both the

Consumer and trade. The quality of fabric, prices as well as designs have been well appreciated. This initial reaction gives the brand great courage to move forward with grit and determination. "We are competitively placed among other brands. Our USP of offering higher thread count bed sheets at lower price points sets us apart," says Boutique Living spokesperson.

With complete control on costs with vertically integrated plant at Kolhapur, the company is confident of offering greater flexibility to its channel partners in terms of quantities, time lines and prices.

The brand has already launched its online sales through its own Online Portal.

[www.boutiquelivingindia.com](http://www.boutiquelivingindia.com). Consumer can see and buy its complete range online

Asked about likely performance of the brand in the near future, Asim Dalal says, "We are a new brand and we have dedicated our time and efforts towards growing rapidly. We have the capability to fulfill growing demand in the Indian market. Our effort will be to become a preferred brand for bed Linen in the coming years," and adds further, "We have our focused approach towards the Bedlinen category and would like to grow both vertically and horizontally in it."

The start looks promising in a category where Indian market has today become simply a price war stadium led by cheap clandestine imports and unethical discounting by online retailers.

We shall look forward to a Boutique Living in India! 