

SPECIAL ISSUE

Bumpy road
ahead for GDP

TECH TRANSFORMS
LOGISTICS



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INDIA'S BEST CEOs

**BT-PwC STUDY IDENTIFIES THE
OUTSTANDING PERFORMERS
OF INDIA INC.**

From Left:
Bhaskar Bhat, The Titan Company
Mukesh Ambani, Reliance Industries
Kenichi Ayukawa, Maruti Suzuki India



(L/R) MR. ANIL KUMAR JAIN,
Executive Chairman,
MR. MOHIT JAIN,
Executive Vice Chairman

ALWAYS ON THE MOVE FOR EXCELLENCE IN TEXTILE INDUSTRY

Indo Count was established by Mr. Anil Kumar Jain and it started operation in 1991 as a 100% export oriented unit focusing mainly on cotton yarn spinning at Kolhapur, India. Mr. Mohit Jain joined his father in 1998. In 2007, it forayed into home textile business by setting up state-of-art facilities at Kolhapur to manufacture bed linen on a global scale. Brick by Brick, it has been expanding its capacities and capabilities thereby building a steady growth. Today, Indo Count is the highest exporter/manufacturer of bed linen from India and amongst the top 3 bed sheet exporters to USA.

Indo Count's group turnover is currently over USD 300 million, thus positioning the company as one of the leading Home Textile manufacturer and exporter with product range that includes Bed sheets, Fashion, Utility & Institutional bedding. Indo Count and its US subsidiary, Indo Count Global Inc. headquartered in New York have expanded their Warehouse and EDI operations in Charlotte enabling the company to cater to a wider range of customers.

AWARDS AND ACHIEVEMENTS

Recently, Indo Count has won **3 awards** for FY 2018-19 from Texprocil.

- **GOLD TROPHY** for the **highest export performance** in made ups-bed linen/bed sheets/quilts under category - III
- **GOLD TROPHY** for the special achievement award in made-ups
- **SILVER PLAQUE** for the second **highest exports performance** in yarn-counts 50s and below in category - I

These awards are testament to our consistent growth story in Home Textiles over the last decade and development of innovative products addressing the demanding preferences of consumers.

At Indo Count, we are proud to be a part of the textile industry and of its glorious heritage and legacy. Indo Count has been constantly investing in new technology and equipments across all its manufacturing processes and sites in order to conserve energy. It has also collaborated with University of Leeds, UK for focussed and structured innovation in R&D. At operational level, Indo Count completely implements new processes and practices to reduce coal consumption, water & power usage and other inputs to see that it preserves nature and help maintain the eco-system. In 2018, Indo Count was also awarded with "Vasundhara Award" from MPCB in recognition of its efforts towards environment protection.

The company has relentlessly tried to put up a sustainable business model which entails lesser stress on natural resources. Its new production plant is a LEED Certified 'Green Building'. It has both solar power and natural day lighting which will considerably reduce its carbon footprint. Indo Count has taken further steps towards this cause by launching an initiative called "GAGAN" in order to help group of farmers to produce sustainable cotton in the State of Maharashtra. Indo Count's innovation strategy is customer centric and is continuously delivering innovative products.

Mr. Anil Kumar Jain and Mr. Mohit Jain share their views on the Textile Industry and Indo Count's position in the market.

Q Where does it stand in market share of home textile business?

Indo Count is today the largest manufacturer & exporter of Bed Linen from India and among the top three suppliers to the USA market. It is credible to note here that Indo Count today has more than 10% of market share of Bed sheets in the large markets of USA & UK.

Q What are your views about the textile industry and its future prospects?

Textile is a traditional & core sector as far as consumers are concerned. It will do well and almost double in turnover to a market size of USD 250 billion combining both exports and domestic markets in India.

Q What makes Indo Count unique in the industry?

Accepting change in all spheres of business and quickly adapting to them is a unique strength of Indo Count. The customer's centric approach witnesses various challenges from consumers all around the world which are serviced through these changes.

Q What is the core strength of Indo Count?

The core competency of Indo Count is product development & innovation. It constantly invests into both in-house and structured research thereby developing products according to every changing consumer demand through its various patented & branded product. It provides retailers around the world a competitive edge

EVERY SMILE COUNTS

Indo Count believes to give back to the society and it is equally committed to the community with its corporate social responsibility program, driven by the mantra 'Every Smile Counts'. The company through its CSR arm Indo Count Foundation has focused and implemented various community initiatives in the areas of education through e-learning, healthcare through mobile medical vans, water and sanitation, women empowerment and the environment, in order to improve the quality of life of the populations living in and around Kolhapur, its manufacturing plant. The CSR of Indo Count Foundation is recognized by various accolades and certificates from the Government.

to increase their market share.

Q What would your message be to the people in the textile industry?

The textile industry should always invest in research & development and bring about new product offerings to the global consumers wherein it provides them a complete comfort and satisfaction for both value and experience. Constant upgradation of technology, skilling the people, building on operation efficiency, investing in supply chain & reaching out both globally and domestic & to provide a complete solution to their customers.

