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Indo Count launches value driven Home Textiles Brand Layers

By Mediawire

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Indo Count Industries Ltd one of the largest Indian manufacturer and exporter of bed linen has announced their foray into **the 12,000-cr value-driven Indian bed linen** market with the launch of their new brand, **“Layers”**.

Along with the success of premium bed and bath brand, **“Boutique Living”**, the newly launched brand **“Layers”** now joins the Indo Count family to make a mark in the Indian bed linen space. Hinged on **contemporary styles** and developed using **cutting-edge technology**, the brand boasts of special anti-microbial and anti-fungal properties in the **health and wellness** space. With Layers, Indo Count presents a first-of-its-kind **affordable Bed Linen** offering for India’s fast-growing aspirational class that is actively seeking means to upgrade their lifestyles, starting with their homes.





Let your creativity flow with florals.

Layers
Dress up your home

Layers is a flawless combination of global designs and value priced helping you to **Dress up your home** the way you prefer it. The collection hosts a range of **smart bedding styles in Bed Sheet Sets, Reversible Comforters, Unique Bed-in-a-Bag (BIAB) and Dohars.**

The brand is an amalgamation of Indo Count's three decade-long experience of serving consumers around the world that has given the company a deep understanding of a variety of design styles that bore well with the Indian audience.

#DressUpYourHome



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Mr Anil Kumar Jain, Chairman, Indo Count Industries Ltd. said, "The pandemic has resulted in spending a lot of time at home and understandably given a chance to our customers to take a closer look at their homes, how they function and how they can transform them. Things that were overlooked has suddenly gained importance and now are making a conscious effort in building a smart home, which can serve multiple functions like for work, for entertainment, and for leisure. **Smart bedding solutions with affordable pricing** is one of the primary ways to fulfil this need. With **Layers**, Indo Count marks a unique union of style with safety and technology in the domestic bed linen industry for the smart customer.



**Play
around
with
prints.**

Layers®
Dress up your home

The experts from ICIL's R&D team are cognizant of the premium that buyers place on health in today's landscape. "After the success we enjoyed with our premium range of bed linen products from ***Boutique Living***, we believe this brand will prove to be a winning combination in the value-driven market", Jain added. Indo Count is one of India's largest manufacturer and global exporter of bed linen. Indo Count supplies the finest linens to major retailers in more than **54 countries worldwide**.

An Indian product backed by innovation, technology and expertise.

Availability of the entire **spectrum of bed linen** in style and colour-coordinated sets makes it the ideal self-use or gifting option this festive season. It will bring, to the Indian audience, a collection that is inspired from designs all over the world.

Price range for consumers:

- INR 899 onwards for Bed sheet sets
- INR 2,499 onwards for reversible Comforters
- INR 4999 onwards for the Unique Bed-in-a-Bag (BIAB)
- INR 2009 onwards for Dohar

The brand will be available through multi-brand outlets as well as virtual