

Insider Insights: Indo Count's Success at Heimtextil 2024

Indo Count, an end-to-end bedding provider creates comprehensive sleep experiences. Their passion and global vision have propelled them into 49 markets, with plans to expand each year. They are the preferred partner for renowned retail, hospitality, and fashion brands worldwide, known for their speed, agility, and client-centric solutions that resonate with consumers. Their vision is to emerge as a critical player in the global home textiles sector, leveraging technology, expertise, and innovation. Committed to delivering superior product quality, prompt services, and value for money using their technological and organizational prowess, Indo Count upholds principles centred on customer comfort, satisfaction, and sustainability.

TVC Media Team recently engaged in a conversation with Indo Count. It recently had its products featured at Heimtextil 2024 and DOMOTEX 2024.

What are the innovations in Heimtextil from your company?

In 2024, our company embarked on a significant and forward-thinking initiative, especially showcased at two major events: Heimtextil in January and the March New York Market Week. Our objective is to contribute actively to the overarching circularity process within the textile industry.

To achieve this, we have launched two innovative product lines: **ReKoop** and **ReLoop**. ReKoop involves products manufactured using recycled materials, possibly derived from post-consumer or post-industrial sources. Whereas, ReLoop emphasises the concept of recycling and reusing textiles at the end of their lifecycle.

We aspire to lead the change in Environmental, Social, and Governance (ESG) principles. We want to set an industry standard and be at the forefront

of change, influencing and encouraging the textile industry's shift towards more responsible and environmentally friendly practices.

In General, what innovation have you seen in the exhibition?

We have witnessed a notable innovation in the exhibition within the textile industry. The integration of advanced technologies and sustainable practices has been a key highlight. Our industry has embraced innovations in manufacturing processes, such as smart automation and digitalisation, to enhance efficiency and quality control.

Additionally, there has been a significant focus on sustainable practices, with a surge in the development and display of eco-friendly and recycled textiles. This aligns with Indo Count Industries Limited's commitment to environmental responsibility. The exhibition has also showcased innovations in design and materials, catering to the evolving preferences of consumers in a rapidly changing market.



How is the home textile industry growing in India and the international market?

We have witnessed a growth trajectory in the home textile industry, both domestically and internationally. In India, the sector has evolved into a dynamic and competitive market, driven by rising disposable incomes, changing consumer lifestyles, and a growing awareness of home decor trends. At Indo Count Industries Limited, we have strategically positioned ourselves to capitalise on this growth. Our commitment to innovation, quality, and sustainability has enabled us not only to meet but exceed the expectations of our customers. We believe that the Indian home textile industry has tremendous potential for expansion, fueled by the increasing demand for premium and eco-friendly products. Internationally, the Indian home textile market has gained recognition for its diverse product offerings and competitive pricing. We have successfully navigated the complexities of the global market, establishing ourselves as a reliable and preferred supplier. The emphasis on 'Make in India' has further strengthened our position, as international buyers increasingly seek reliable and quality partners.

The COVID-19 pandemic has also reshaped consumer preferences, with a heightened focus on home-centric lifestyles. This paradigm shift has created new opportunities for the home textile industry to innovate and cater to the evolving needs of consumers worldwide. As we move forward, sustainable practices will play a pivotal role in shaping the



future of the industry. At Indo Count, we are committed to environmentally responsible manufacturing processes and ethically sourced materials, aligning with the growing global consciousness towards sustainability.

In conclusion, the home textile industry in India is on an upward trajectory, and Indo Count Industries Limited is poised to be at the forefront of this growth. We will continue to focus on innovation, sustainability, and customer satisfaction, both in the domestic and international markets.

Corporate Galor