

5th July, 2016

The National Stock Exchange of India Ltd.

Listing Department
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East), Mumbai 400 051

BSE Limited

Department of Corporate Services
Floor 25, Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001

Company Symbol: ICIL

Scrip Code No.: 521016

Dear Sir/Madam,

Sub: Launch of Domestic Home Textile Brand "BOUTIQUE LIVING"



Threads of Expression

We are pleased to inform the Exchange, that our Company, Indo Count Industries Ltd through Indo Count Retail Ventures Pvt Ltd (ICRVL) has launched its Domestic Home Textile Brand 'BOUTIQUE LIVING' for the Indian consumers.

Indo Count, one of the leading players in the Home Textiles industry introduced a range of high quality affordable bed linen for the Indian consumer at HGH India held at the Bombay Convention and Exhibition Centre from 1st July to 3rd July 2016.

Unveiling its range of Spring Summer '16 collection at HGH India, Boutique Living exhibited a range of luxury, colors and patterns inspired from across the globe. The collection comprises of four ranges with various sub-ranges that are crafted with innovation and technology to cater to every customer's individual needs and tastes. For more details visit website www.boutiquelivingindia.com.

Kindly take same on record.

Thanking you,

Yours faithfully,
For **INDO COUNT INDUSTRIES LTD**



Amruta Avasare
Company Secretary
ACS No. 18844

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