

FVC FASHION VALUE CHAIN



**FROM COUNTING CHALLENGES
TO COUNTING SUCCESS:**

THE INSPIRING JOURNEY OF INDO COUNT

Mohit Jain
Executive Vice Chairman

Anil Kumar Jain
Executive Chairman



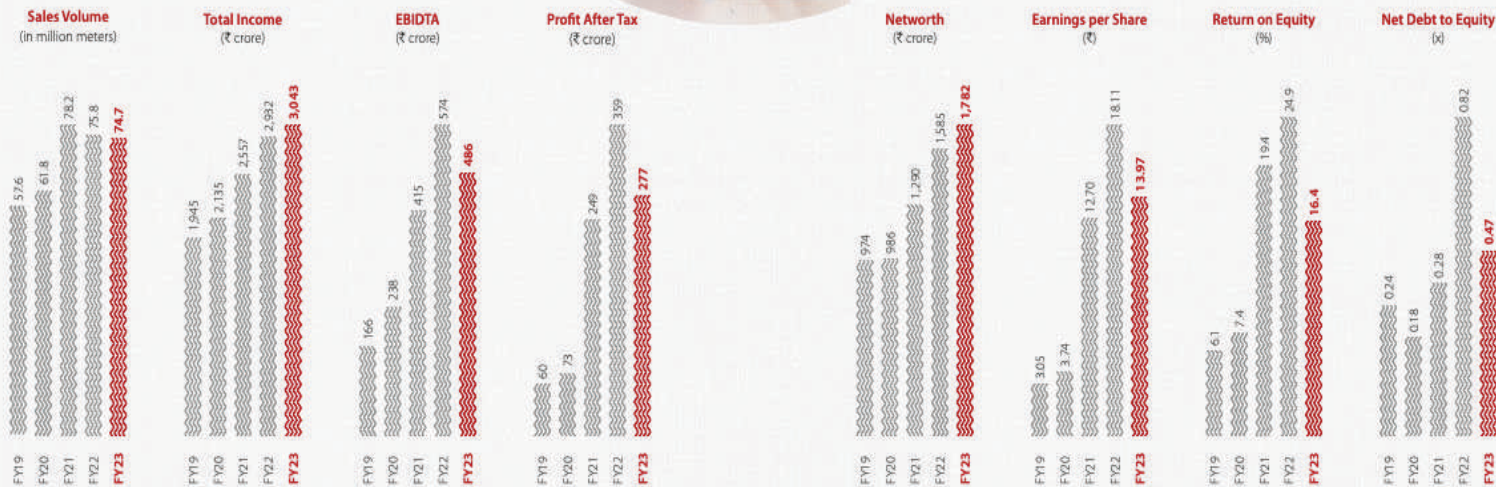
Special Coverage



Key performance indicators

Based on Consolidated Financial Statements

Corporate Galore



Indo Count Industries Limited:

Pioneering sustainability in the Home Textile industry



In the intricate landscape of the global home textile industry, Indo Count Industries Limited (ICIL) emerges as a leading force, not only for its comprehensive bed linen solutions but also for its unwavering commitment to sustainability and community engagement. As we navigate through the threads of our presence in this dynamic sector, it becomes evident that our strategic initiatives and collaborations are not just about business growth but about weaving a sustainable .and responsible future

Investment in solar power generation project in Gujarat: One of the cornerstones of our commitment to sustainability is the investment of approximately Rs. 50 crores in a Solar Power Generation Project in Gujarat. Through the installation of solar panels, approximately 14+ million units of electricity will be generated annually. This initiative aligns with our vision of reducing our carbon footprint and embracing clean energy solutions. By harnessing solar power, we not only contribute to environmental preservation but also showcase our dedication to sustainable business practices. We also intend to invest in green energy significantly and reduce our dependence of using conventional energy

Sustainability initiatives: At Indo Count,

we are actively engaged in several sustainability initiatives, ranging from Better Cotton Initiative (BCI), Organic, and Extra Long Staple (ELS) cotton development to promoting Kasturi cotton to enhance the brand value of Indian cotton. These initiatives underscore our commitment to responsible sourcing and sustainable farming practices, ensuring that our products are not only of high quality but also ethically produced.

Centre of Excellence: Indo Count Industries Ltd has collaborated with state government of Maharashtra and PDKV (Panjabrao Deshmukh Krishi Vidhyalaya, Akola) to set up a centre of excellence for Cotton at Ekarjuna in Chandrapur district of Maharashtra in 2021. It will be a first centre of excellence for cotton in

Awards & Recognition



The Economic Times Best Brands

Awarded the 5th edition of "The Economic Times Best Brands 2022 Conclave" by the Economic Times for recognising and celebrating the best brands built by Indian business houses over the years.



One of the 20 successful people to watch, featured in Home Textiles Today magazine (June 2022 edition).



CII National Award

This award was conferred for Excellence in Water Management – 2022 and company's contribution in improving water use efficiency and integrated approach in wastewater management.



Mahatma Award 2022

The prestigious "Mahatma Award for Lifetime Achievement in Corporate Social Responsibility, Sustainability and Social Impact" was conferred on Indo Count Foundation for the impact made on society through CSR activities.



The Federation of Indian Export Organizations (FIEO)

Awarded by the Federation of Indian Export Organizations (FIEO) for being the Highest Foreign Exchange Earner in Maharashtra for two consecutive years 2018-19 and 2019-20.



Niryat Shree Gold Trophy

"Niryat Shree Gold Trophy" for the year 2020-21 by the Federation of Indian Export Organizations (FIEO) in the non MSME category of the Textiles sector for achieving outstanding performance in the export of goods and services.



CITI Birla Sustainability Award

The 1st Runner Up in the Contribution towards Zero Carbon Emission category in CITI Birla Sustainability Award.

India, which is demonstrating the cotton growing farmers various techniques to increase yield of cotton with objective to increase their household income for better standard of living. The centre will demonstrate the farmers about different types of cotton like BCI cotton, organic cotton, coloured cotton, long staple cotton, high yield cotton, pink boll warm resistance cotton. A building is being constructed at centre, which will be having library of different variety of seeds. Cotton farmer can visit the centre and take training from the agricultural staff and get knowledge about technical know-how, use of intensive package of practices, availability of good quality seed and disease and pest control measures.

Collaboration with Partech Seeds: Our strategic partnership with Partech Seeds reflects our commitment to supporting farmers in achieving better yields. Through research into various cotton seed varieties, we aim to empower farmers with sustainable and technologically advanced agricultural practices, fostering a symbiotic relationship with the agricultural community.

Organic Cotton and Pure Earth Collection: To enhance our sustainable offerings, we have embraced organic cotton and plant-based dyes for our Pure Earth collection. Utilizing plant-based dyes synthesized from non-edible waste by-products, such as nutshells, leaves, and residues from plants like beets and bitter oranges, we ensure a Pure Earth collection that is not only ethically produced but also

minimizes the impact on the environment.

Tie up with EY for sustainability initiatives: In our pursuit of sustainability, Indo Count has forged a strategic alliance with Ernst & Young (EY). This collaboration ensures that our sustainability initiatives are guided by the best practices, industry insights, and innovative solutions. By partnering with EY, we strengthen our commitment to not only meeting but exceeding global sustainability standards. like UNGP, COP, SBTi, BRSR, DJSI etc.

Regenerative Cotton: In a paradigm shift towards cotton sustainability, we are enhancing our Reloop collection with bedding made from regenerative cotton. This holistic farming approach improves soil fertility, captures and stores atmospheric CO2, diversifies farms, and enhances water and energy management. The Reloop collection represents a stride towards unlocking economic, environmental, and social benefits, creating a circular approach by seamlessly integrating regenerative cotton with plant waste-based fibers. The Rekoop brand offers differentiated sustainable concepts that reduce landfill waste with soft sheets in various constructions, contributing to a more circular and sustainable approach.

Waste water treatment: Our dedication to sustainability extends to the conservation of water resources. Through consistent efforts in wastewater treatment, we have

Integrated Reporting Parameters

RESOURCES WE RELY ON

FOR THE BEST OUTPUTS

Financial Capital

Our pool of funds
Total Equity: ₹39.61 crore
Networth: ₹1782 crore

Manufactured Capital

State-of-the-art facilities in and around Kolhapur and at Bhilad near Vapi
Showroom and design studios at New York (USA), Manchester (UK) and Dubai (UAE)
Warehouses for retail and e-commerce fulfillment in USA, UK and India

Intellectual Capital

Continuous R&D activities and innovation to develop relevant products and bedding solutions

Human Capital

Our employees and their collective knowledge and skills form the backbone of our organisation
Team Size: 5000+ (Direct & Skilled)

Social and Relationship Capital

We rely upon the relationships with our consumers, distributors and vendors. Further we contribute to our society through our social welfare and CSR activities.

CSR Spend during the last five years: ₹15.40 crore

Natural Capital

We undertake various sustainability initiatives to ensure optimum utilisation of natural resources and reduce our environmental footprint.

Financial Capital

Revenue: ₹3,011.55 crore
EBITDA: ₹485.71 crore
PAT: ₹276.78 crore
Debt to Equity Ratio: 0.47x

Manufactured Capital

Sales volume: 74.70 million metres
Capacity: 153 million metres

Intellectual Capital

In-House brands developed

Boutique Living
Revival
Linen Closet
Whole Comfort
The Cotton Exchange
Kids Corner
Hemlooms of India
Whaistic
Layers
Haven
Pure Collection
Simply-put
Purity Home
Color sense
True Grip
Atlas
SleepRx

Human Capital

Enhancement of employee skillsets
Health & Safety training
Zero accidents

Social and Relationship Capital

Patients Treated: 6,50,000+
Students Benefited: 55,000+
Farmers Benefited: 20,000+

Natural Capital

Improvement in cotton yield: 36% against baseline
Reduction in fresh water: 55%
Water recycled and reused: 90%

Our journey of many milestones

1990/91

Initial Public Offer in 1990

Commencement of operations in 1991

2007

Forayed into home textiles by setting up 36 million meters capacity

2008

Acquired Pranavadiitya Spinning Mills Ltd. (Subsidiary)

2011

Established Subsidiary in the USA and Showroom and Design Studio at Fifth Avenue, New York

2012

Bed linen capacity increased to 45 million meters

2014/15

Established showroom and design studio in UK in 2014

Enhanced Capacity to 68 million meters in 2015

2017

Established Subsidiary in Dubai

Bed linen capacity increased to 90 million meters

Launched Brands in Indian market

2022

Acquisition of GHCL home textile business

Amalgamation of Pranavadiitya Spinning Mills Ltd with the Company

Bed linen capacity increased to 108 million meters

2023

Bed linen capacity increased to 153 million meters

successfully reduced freshwater consumption, aligning our operations with responsible water management practices. This initiative is not only a testament to our commitment to environmental stewardship but also ensures the longevity of this vital resource. Our commitment to water conservation is reflected in our goal to reduce freshwater consumption from 50% to 25%. Through modernized Effluent Treatment Plant (ETP) facilities, we recycle and reuse water, contributing to responsible water management practices.

ZDHC Progressive Level Certification: We also take pride in achieving the Zero Discharge of Hazardous Chemicals (ZDHC) Progressive Level Certification. This certification underscores our commitment to best chemical management practices, setting a global benchmark for responsible and ethical manufacturing in the textile industry. It reflects our dedication to providing consumers with products that meet the highest standards of safety and sustainability.

Plastic Reduction and Recycling: Indo Count Industries is actively reducing plastic consumption and promoting sustainable fiber products. Our initiatives include the recycling of plastic waste, reduction in plastic usage, and the promotion of sustainable fiber products. replacement of plastic packing of finished goods. We have replaced plastics with biodegradable materials like Cotton, paper in majority of customer packaging. We have replaced PVC

bags packaging to Self-fabric bag, approx 250+ MT GHG emissions are reduced annually by reduction of this plastic usage in packaging. We use recyclable category of care labels wherever applicable. We also are using recycled PET Bottles to make polyester blend yarn and fabric contributing towards Circular Economy.

As the global home textile market is poised to reach \$60 billion by 2025, our strategic acquisition of the Bhilad unit has significantly increased our total bed linen capacity to 153 million meters. This expansion positions us as the largest global provider of comprehensive bed linen solutions, ready to meet the growing demands of the market. In the backdrop of the Government of India's executed Free Trade Agreements (FTAs) with Australia and the UAE, and ongoing negotiations with the UK, Canada, EU, and GCC, the Indian home textile industry is poised for significant growth. These FTAs not only open up new markets for Indian home textile exports but also provide a level playing field for industry players.

In conclusion, our presence in the home textile industry is not merely about market dominance; it's about crafting a sustainable and responsible legacy. Our strategic initiatives, collaborations, and commitment to sustainability echo our vision of weaving a future where quality, innovation, and responsibility are seamlessly entwined.

Indo Count diligently work towards extending its environmental stewardship far beyond mere compliance with regulations, aiming to secure the Earth for future generations. The company has consistently performed commendably on the renowned Carbon Disclosure Project (CDP) platform, earning a 'B' score that surpasses the global average. By taking decisive action on climate issues, Indo Count has also achieved the highest score on the Higg Index FEM (Facility Environmental Module), reflecting its commitment to the well-being of factory workers, local communities, and the environment. The company actively contributes to Project Gigaton of Walmart, demonstrating a solid commitment to reducing greenhouse gas emissions. With a strategic focus on climate action, Indo Count has set ambitious targets aligned with the Paris Agreement and joined the science-based Target initiatives. As a member of the United Nations Global Compact, the company is dedicated to embedding sustainability principles at the core of its operations, paving the way for a greener, more sustainable future.

TVC Media Team recently conversed with Mr Anil Kumar Jain, Executive Chairman at Indo Count.

Insights from the Top: An Interview with Anil Kumar Jain, Executive Chairman at Indo Count

Indo Count has a strong presence in 50 markets worldwide. How do you manage to expand into new markets each year, and what is your vision for future growth?

Indo Count's expansion into new markets is a result of meticulous strategic planning and comprehensive market research. We employ a dedicated team that analyses market trends, consumer preferences, and competitive landscapes in potential regions. The proactive approach has allowed us to identify untapped opportunities and tailor our offerings to meet the unique demands of each market.

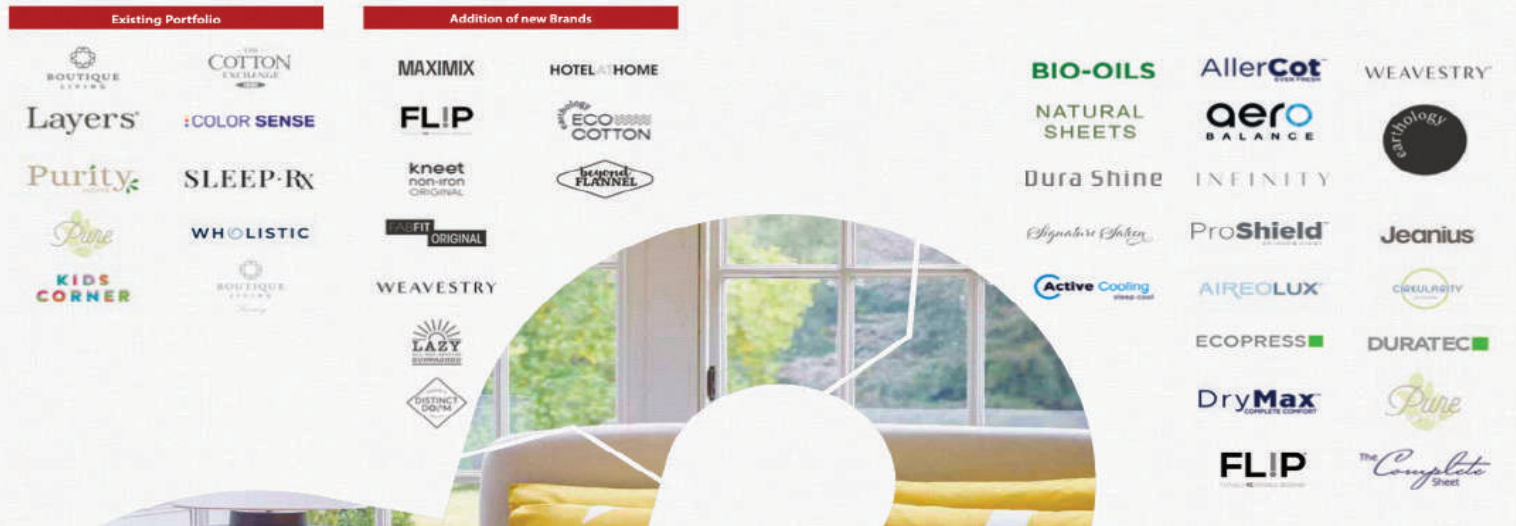
We pride ourselves on our agility in adapting to changing market dynamics. By staying attuned to emerging trends and consumer behaviours, we position ourselves to introduce innovative products that resonate with diverse markets. Furthermore, our global

presence is bolstered by a well-integrated supply chain network. We strategically position manufacturing facilities and distribution centres to ensure timely and efficient delivery of our products. The integration therefore allows us to optimise logistics, minimise lead times, and respond swiftly to market demands. We collaborate with local distributors, retailers, and stakeholders who possess a deep understanding of the regional market dynamics. These partnerships facilitate seamless market entry, local market insights, and effective distribution strategies, contributing to the success of our expansion initiatives.

The vision for future growth is to remain ambitious yet grounded in our values. We are poised to embrace change, lead innovation, and contribute meaningfully to a more sustainable and interconnected world. Together, we will weave a future that reflects the

Our diversified brand portfolio

Our diverse technology expertise



Corporate Galor

strength of our legacy and the promise of tomorrow

As a preferred partner for retail, hospitality, and fashion brands, what are the key factors that set Indo Count apart from other bedding providers in meeting client needs?

Our commitment to excellence and client satisfaction is woven into the fabric of our operations, and a few touch points that help us stand as a differentiator in this industry are: **Innovative design and quality craftsmanship:** Our dedicated team of designers, coupled with state-of-the-art manufacturing processes, ensures that each product reflects the highest standards of quality craftsmanship. From timeless classics to trend-setting designs, our bedding collections are tailored to meet the diverse preferences of our clients.

Customisation for unique brand identities: Recognizing the distinct brand identities of our clients, we offer bespoke bedding solutions that align seamlessly with their vision.

Sustainable practices and ESG compliance: We are committed to sustainable manufacturing practices, emphasising environmental, social, and governance (ESG) compliance. From responsibly sourced raw materials to eco-friendly production processes, we prioritise sustainability at every stage

Scalability and timely delivery: Our robust manufacturing capabilities and efficient supply chain management ensure that we can scale our production to meet varying demands without compromising on delivery timelines.

Transparency and ethical business practices: From

transparent pricing models to supply chain management, workforce management, and regulatory compliance, our clients can trust that every aspect of our partnership is guided by transparency and ethical conduct.

Hence we are not just a bedding provider; we are a strategic partner dedicated to elevating the sleep experience for customers. Our commitment to excellence, customization, sustainability, scalability, transparency, and technological innovation makes us the preferred choice for discerning brands in retail, hospitality, and fashion.

What benchmark set by Indo Count, that industry should follow?

We advocate for a comprehensive approach that intertwines environmental responsibility, social inclusivity, and technological innovation. By prioritising circularity, adopting smart manufacturing practices, minimising water usage, harnessing renewable energy, empowering local communities, and ensuring transparency through traceability, we have established a holistic framework that serves as a guiding light for the textile industry.

Indo Count emphasises sustainable growth for all stakeholders. Could you elaborate on the strategies and initiatives that Indo Count has implemented to achieve this goal?

We have forged partnerships with farmers who adhere to organic and regenerative farming practices. This ensures that the raw materials for our textiles are not only of the highest quality but are also cultivated in an environmentally friendly and socially responsible manner. By nurturing the roots of

Aiming higher

We aim to be Net Zero by the year 2050.

We have developed a Business Plan 2030 which has identified six pillars of sustainability and also mapped our operational performance against nine SDG goals.

GHG Emission goals

33%
Reduce Scope 1 & Scope 2 GHG emissions by 33% in our operations by 2030.

14.8%
Reduce Scope 3 GHG emissions by 14.8% in our Supply chain by 2030.



Our goals to achieve above vision

- Reporting our ESG Performance as per Science-Based Targets initiative (SBTi) requirements.
- Continuously invest in upgrading our equipment and technology to stay updated with the latest technology, ensure consistent better-quality products & optimise production.
- Continue to adopt MIG (Made in Green) labelling throughout our supply chain, including fabrics, dyes & packaging material.
- Continuously innovate our products to provide complete comfort to our customers by providing better customer solutions, we develop products to be energy efficient even at the consumer's end.
- Undertake R&D in partnership with leading Universities to continuously comply our products with US/Europe/ROW Sustainability Standards.



our supply chain, we contribute to the overall well-being of the ecosystem and the communities involved.

Our state-of-the-art facilities leverage Industry 4.0 technologies, including artificial intelligence, machine learning, and IoT-enabled devices. This not only enhances our operational efficiency but also reduces energy consumption, contributing to a more sustainable production process. The fabric of innovation is woven into every thread, ensuring that our products are not only of superior quality but also environmentally conscious. We have also embraced renewable energy sources, with solar panels adorning our facilities. By harnessing clean and green energy, we not only reduce our carbon footprint but also contribute to the broader shift towards sustainable energy practices. Our initiatives are designed not only to meet business objectives but also to contribute positively to the social fabric in which we are woven.

How does Indo Count maintain a strong management structure, enabling improved communication and collaboration with all stakeholders? Can you provide examples of how this structure has benefited the company?

Our management structure is designed to encourage decentralised decision-making, empowering teams at every level. By distributing responsibilities across various departments, we ensure that decisions are made promptly,

with a keen understanding of the unique challenges each team faces. This not only enhances agility but also promotes a culture of accountability and ownership. Our management structure is designed to facilitate cross-functional collaboration, breaking down silos and encouraging a holistic approach to problem-solving and thereby harnessing the collective intelligence and diverse skill sets within the organisation. This has proven instrumental in driving innovation, optimising processes, and creating a more dynamic and responsive business environment.

Our commitment to ethical business practices and transparent communication has strengthened relationships with both customers and suppliers, contributing to long-term partnerships.

Innovation and quality craftsmanship are integral to Indo Count's success. Could you explain the process behind developing new sleep technologies and how you ensure the highest quality in your products?

The process of developing new sleep technologies begins with a deep understanding of evolving consumer needs and a commitment to enhance the sleep experience. By understanding the nuances of sleep patterns, preferences, and challenges faced by individuals, we identify gaps in the market that can be addressed through technological advancements.

Certifications & accreditations		
ISO 9001:2015 Quality Management System	ISO 14001:2015 Environmental Management System	ISO 45001:2018 Occupational Health and Safety Management System
ISO/IEC 17025:2017 By National Accreditation Board for Testing and Calibration Laboratories (NABL) Certification for Kagal facility, Kolhapur	Green Building Certification By LEED (Leadership in Energy and Environmental Design) Green Building Council, USA	Oeko-TEX SteP Certificate By the International Association for Research and Testing in the Field of Textile and Leather Ecology

Credit ratings

LONG TERM RATING

ICRA: AA- with Stable outlook	CAREEDGE: AA- with Stable outlook
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This credit rating signifies strong degree of safety regarding timely servicing of financial obligations. Such facilities carry low credit risk.

SHORT TERM RATING

ICRA: A1+	CAREEDGE: A1+
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This credit rating signifies very strong degree of safety regarding timely payment of financial obligations. Such facilities carry lowest credit risk.

Our presence

KCIL exports to nearly 50+ countries with the US being the largest market (~75% of the revenue) where the Company commands ~20%+ market share in bed sheets. In overseas markets, the Company has a strong presence in Europe, Australia etc. via international subsidiaries and maintains a vibrant distribution channel through showrooms, design studios, e-commerce drop ship and warehouses in these countries. In India, we are present in the home textile market with our own domestic brands 'Boutique Living' and 'Layers'.

4
Manufacturing plants


153 MN MTS
Home Textile Manufacturing capacity

~1,40,000
SPINDLES
Spinning capacity

10,000+
Team Size
(Direct and Indirect)

20+
Brands

50+
Export to nations



At Indo Count, we have dedicated teams working in collaboration with external experts, research institutions, and technology partners. This collaborative approach allows us to tap into a diverse pool of knowledge and expertise, ensuring that our sleep technologies are not only cutting-edge but also backed by rigorous scientific research. The synergy between innovation and quality craftsmanship is the driving force behind our success at Indo Count. Through a meticulous process of research, collaboration, and a steadfast commitment to quality, we continue to pioneer new sleep technologies that redefine comfort and elevate the sleeping experience for our customers worldwide. Our journey is one of perpetual innovation and unwavering dedication to crafting products that not only meet but exceed the expectations of our discerning customers.

Indo Count takes pride in being a good communicator. How does the company ensure transparency, reliability, and graciousness in all its interactions with clients and partners?

Ensuring transparency, reliability, and graciousness in all our interactions with clients and partners is of paramount importance to me and our entire organisation. We understand that these qualities are not only crucial for building trust but also for fostering long-lasting relationships that drive mutual

success.

To ensure that transparency, reliability, and graciousness are ingrained in our organisational culture, we have implemented several practices and initiatives:

Training and development: We provide regular training and development opportunities to our employees to enhance their communication skills, customer service abilities, and ethical conduct.

Ethical guidelines: We have established clear ethical guidelines and standards of conduct that govern our interactions with clients and partners. These guidelines emphasise the importance of transparency, integrity, and fairness in all our dealings, ensuring that we uphold the highest ethical standards in our business practices.

Feedback mechanisms: We actively seek feedback from our clients and partners to understand their needs, preferences, and areas for improvement. This allows us to continuously refine our processes and enhance the quality of our interactions, ensuring that we meet or exceed their expectations.

By upholding these values, we strive to build trust, foster strong relationships, and drive mutual success in all our business endeavours.

Could you elaborate on Indo Count's control over the entire supply chain, from product design to branding and marketing? How has this approach contributed to the company's growth and market positioning?

Our journey begins with design excellence. We take pride in our in-house design teams, who meticulously craft innovative and trendsetting products. By maintaining control over the design process, we ensure that our offerings align seamlessly with market trends, customer preferences, and sustainability goals.

Vertical Integration: Nurturing quality at every stage: Our control over the entire supply chain, from yarn to finished goods, epitomises vertical integration. This approach allows us to oversee and optimise each stage of production, ensuring the highest quality standards. By vertically integrating our

operations, we mitigate risks, enhance production efficiency, and maintain agility in adapting to market dynamics.

Sustainable Sourcing: A conscious thread weaved in: In our pursuit of sustainability, we extend our control to the sourcing of raw materials. We as an organisation are committed to ethical and sustainable sourcing practices, embracing organic and regenerative farming methods. This conscious approach not only aligns with global sustainability goals but also resonates with environmentally conscious consumers, contributing to the growing demand for sustainable products in the market.

In-House Manufacturing: Precision in every stitch: From spinning to weaving and finishing, every step is executed under our watchful eyes. This not only ensures the consistency of our products but also empowers us to swiftly adapt to market demands. In-house manufacturing has been a key factor in our ability to offer diverse and high-quality textiles, catering to a wide range of customer preferences.

Brand Building: Crafting a distinct identity: Our integrated approach extends beyond production to brand building. We are not merely a manufacturer; we are a brand with a distinct identity. By controlling the branding process, we ensure that our values and commitments are effectively communicated to our audience.

Strategic Marketing: A tapestry of connection: Our control over the marketing process allows us to create cohesive and compelling narratives that resonate with our target audience. We leverage digital platforms, partnerships, and strategic campaigns to connect with consumers who share our values. This has not only expanded our market reach but has also reinforced our image as an industry leader committed to responsible practices.

Market Positioning: Woven into the fabric of excellence: Indo Count's integrated approach, spanning from product design to branding and marketing, has been a driving force behind our market positioning. By monitoring the entire supply chain, we have fostered a culture of innovation, quality, and sustainability. This comprehensive strategy has positioned us as a preferred choice for customers seeking not just textiles but a commitment to excellence and responsibility.

What role do consumer surveys and market research play in Indo Count's product development process? How do you ensure that your products meet the needs and expectations of consumers?

Consumer surveys and market research serve as our compass, guiding us through the intricate landscape of consumer preferences, trends, and expectations. By staying attuned to the pulse of the market, we ensure that our product development efforts are not only innovative but also aligned with the ever-changing needs of our diverse consumer base. Before launching a new product or introducing significant changes to existing ones, we conduct rigorous prototype testing. This involves soliciting feedback from select groups of consumers to assess the product's performance, functionality, and overall appeal.

Additionally, Research also equips us with the agility to respond promptly to changes. By staying ahead of market dynamics, we position ourselves to adapt our product offerings in real time, ensuring that our portfolio remains not just relevant but ahead of the curve.

Quality control is a critical aspect of Indo Count's operations. Could you discuss the measures and processes in place to ensure the highest quality standards in your products?

At Indo Count our pursuit of quality is not a goal but a journey. It is a journey marked by precision, innovation, and an unwavering commitment to delivering textiles that stand the test of time. We are proud to be leading a company that places quality at the forefront of its operations, we take pride in stating that our products reflect the excellence that defines Indo Count.

Indo Count offers various services, from yarn production to private label. How do you ensure flexibility and responsiveness in meeting the diverse needs of your partners and clients?

Our commitment to flexibility and responsiveness is a fundamental aspect of our corporate philosophy. By staying agile, innovative, and customer-focused, we position ourselves as a reliable and adaptable partner for our clients, ensuring that we can weave success together in an ever-evolving industry landscape.