Himatsingka Seide Limited

10/24, Kumara Krupa Road, High Grounds, Bangalore - 560 001, India

Ref: SEC:0001:2:12692:KGN

May 19, 2011

> **Speed Post A/d.** <

Listing Department
Bombay Stock Exchange Ltd
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

Listing Department
National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor, Plot No. C/1
G Block, Bandra-Kurla Complex, Bandra (E)
Mumbai - 400 051

Listing Department
The Bangalore Stock Exchange Ltd
Stock Exchange Towers, 51, 1st Cross
J.C. Road, Bangalore - 560 027

Dear Sirs,

Sub: Press Release.

We are enclosing herewith press release dated 19th May, 2011.

This is for your information and record.

Thanking you,

Yours faithfully,
For Himatsingka Seide Limited

Amit Jain
Asso. Vice President – Treasury, Taxation
& Company Secretary

Encl: as above.

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19th May 2011

Press Release

Himatsingka Consolidated Revenues increased by 14.63% to Rs. 1,232.7 crores for the year ended 31st March 2011.

Consolidated financial performance (Year ended 31st March 2011)

- Himatsingka Seide Limited, a vertically integrated home textile major, reported a Consolidated revenue of Rs. 1,232.67 crores for the year ended March 31, 2011 as compared to Rs. 1,075.34 crores for the year ended March 31, 2010, a growth of 14.63%.
- Retail and Distribution revenues in North America represented by brands and private label lines reported revenue of USD 200.53 million for the year ended March 31, 2011 as compared to USD 170.13 million for the year ended March 31, 2010, a growth of 17.87%.
- Manufacturing revenues (Silk / Blended Fabrics Division and Bedding Division) reported revenue of Rs. 508.02 crores for the year ended March 31, 2011 as compared to Rs 465.11 crores for the year ended March 31, 2010, a growth of 9.23%.
- Retail and Distribution revenues in Europe through the "Bellora" brand reported revenue of Euro 19.41 million for the year ended March 31, 2011 as compared to Euro 19.28 million for the year ended March 31, 2010, a growth of 0.67%.
- Retail and Distribution revenues in Asia through the "atmosphere" brand reported revenue of Rs. 47.20 crores for the year ended March 31, 2011 as compared to Rs. 51.47 crores for the year ended March 31, 2010, a decline of 8.29%.
- Consolidated EBITDA for the year stood at Rs 91.26 crores as compared to Rs 99.79 crores in the previous year.
- Consolidated net profit / (loss) for the year stood at Rs. (16.57) crores as compared to Rs. 3.26 crores (excluding exceptional items) for the previous year.

Commenting on results Mr. Shrikant Himatsingka, Executive Director, Himatsingka Seide Ltd said "Our consolidated performance has been impacted by the unprecedented increase in raw material prices during the year. Notwithstanding the raw material impact our manufacturing and distribution businesses registered a stable performance during the fiscal. We have seen strong growth in North America and consistency in European and Asian markets."

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