Himatsingka Seide Limited

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

Ref: SEC:0001:2:0576:KGN

October 16, 2015

> 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

Dear Sirs,

Sub: Business Update.

We are enclosing herewith Business Update dated 16th October, 2015.

This is for your information and record.

Thanking you,

Yours faithfully,
For Himatsingka Seide Limited

Ashok Sharma
Associate Vice President – Treasury, Taxation
& Company Secretary

Encl: as above.

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- W.e.f 1st August 2015 the group's holding company in North America has been renamed Himatsingka Holdings NA Inc. In addition the two operating subsidiaries Divatex Home Fashions Inc and DWI Inc have been merged and is renamed Himatsingka America. Inc The merger will help consolidate the North American portfolio under one umbrella with approximately USD 300 million in gross revenues, 12 to 14 brands, a strong private label platform and a strong leadership team.

- The group continues to strengthen its intellectual property platform in the home textile space. In this regard, the Group's North American subsidiary Himatsingka America Inc has signed a License agreement with the world renowned Aeropostale brand. Under the license agreement Himatsingka will design manufacture and distribute bedding and bath products using the Aeropostale label for departmental stores, big box retailers and wholesale channels across North America.

- The Group's North American subsidiary Himatsingka America Inc also entered into an exclusive mutual licensing agreement with Applied DNA Sciences Inc to commercialize the world's first DNA verified cotton supply chain. This initiative will be brought to market under the " PimaCott ™ " . The Group sees potential opportunities as a result of this agreement.

- As disclosed earlier, the 1281 crore expansion plan entails investments in enhancing the Group's current Sheeting capacity, backward integration into Spinning and a foray into Terry Towels. The investments will be carried out in phases over the next three years. Of these investments the Group estimates to commission its enhanced Sheeting capacity by June 2016.

- The Group remains extremely focused on margin expansion initiatives across its manufacturing and retail and distribution businesses. We continue to see stability across the various operating divisions.

About Himatsingka

The Rs.2500 crores Himatsingka Group is a vertically integrated home textile major with a global footprint. The Group focuses on the manufacture, retail and distribution of Home Textile products. On the manufacturing front, the Group operates amongst the largest capacities in the world for upholstery fabrics, drapery fabrics and bed linen products. Spread across Asia, Europe and North America, its retail and wholesale distribution divisions carry some of the most prestigious brands in the Home Textile space and cater to Private Label programs of major retailers across these geographies.
With over 5000 people, the Group continues to expand its reach and build capacities in the Home Textile space.

www.himatsingka.com

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