

Himatsingka Seide Limited

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

Ref: SEC:0001:2:0338:KGN

August 11, 2014

> 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,

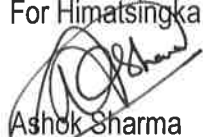
Sub: Press Release regarding acquisition.

We are enclosing herewith press release dated 11th August, 2014 regarding acquisition of 30% stake in Giuseppe Bellora S.p.A, Italy. With the acquisition the Himatsingka Group has become the sole shareholder of Giuseppe Bellora S.p.A.

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.



The Rs. 2000 crore Himatsingka Group is a vertically integrated Home Textile major with a global footprint. The Group, which currently owns 70% of the share capital of Giuseppe Bellora S.p.A, (owner of the luxury Italian bedding brand "Bellora") hereby announces the acquisition of the remaining 30% share-holding from GB Invest S.r.l. With the acquisition the Himatsingka Group has become the sole shareholder of Giuseppe Bellora S.p.A.

This transaction is consistent with the global strategy of the Himatsingka Group, given its large presence in the manufacturing, retail and distribution of Home Textile products. The Group currently operates a brand portfolio of over 8 brands. For Financial Year 2014 revenues from brands stood at over Rs. 600 crores.

Bellora is an extremely reputable luxury home textile brand with a strong heritage. The brand has an extensive presence in Italy and is amongst the most recognized luxury bedding brands in that geography. The brand is exploring opportunities for expansion across Europe and in select markets of Asia.

Commenting on the brand, Mr. Shrikant Himatsingka, the Executive Director of the Group said "The Bellora brand is an integral part of our Global brand portfolio. Our Group will be focused on expanding the brand globally in the years to come."

