Himatsingka Seide Limited

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

Ref: SEC:0001:2:0357:KGN

September 3, 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 doubling revenues from Brands to ₹1,200 crores.

We are enclosing herewith press release dated 3rd September, 2014, regarding doubling revenues from Brands to ₹1,200 crores..

This is for your information and record.

Thanking you,

Yours faithfully,
For Himatsingka Seide Limited

Ashok Sharma
Asso. Vice President – Treasury, Taxation
& Company Secretary

Encl: as above.

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Himatsingka

PRESS RELEASE
Wednesday, September 03, 2014

"Himatsingka looks at doubling revenues from Brands to ₹1,200 crores"

The Himatsingka Group operates over 10 brands globally in the Home Textile space. Its brand portfolio includes marquee brands like Calvin Klein Home, Barbara Barry, Esprit, Bellora and atmosphere, among others. During FY 14, the group generated revenues of over ₹600 crores from brands. Looking forward, the Group is exploring various initiatives to augment its brand portfolio and deepen the distribution network of these brands. These initiatives should potentially steer revenues from brands to approximately ₹1,200 crores over the next two years.

Mr. Shrikant Himatsingka, Executive Director, said, "We are focused on augmenting the strength of our branded portfolio and see several opportunities on the horizon that will help the Group grow revenue streams from brands to approximately ₹1,200 crores."

About Himatsingka

The ₹2000 crore 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.

Himatsingka Seide Ltd.
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Wednesday, September 03, 2014

For more information please contact:

For Investors:

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Statements in this document relating to future status, events, or circumstances, including without limitation statements about plans and objectives, the progress and results of research and development, potential product characteristics and uses, product sales potential and target dates for product launch are forward-looking statements based on commercial estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may materially differ from those anticipated in such forward-looking statements. Himatsingka Seide Limited may, from time to time, make additional written and oral forward looking statements, including statements contained in the company's filings with the regulatory bodies and its reports to shareholders. The company assumes no obligation to update forward-looking statements to reflect actual results, changed assumptions or other factors that may or may not be relevant.