Himatsingka Seide Limited

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

Ref: SEC:0001:2:12467:KGN

July 30, 2010

> 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 30th July, 2010.

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.

Phone : +91 - 80 - 2237 8000 Fax : +91 - 80 - 2237 8058 / 2237 8074
Email : hslblr@himatsingka.com Website : www.himatsingka.com

Himatsingka Seide Limited

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30th July 2010

Press Release

Himatsingka Consolidated Revenues for Q1 FY 11 up by 48.1 % to Rs. 302 crores

Consolidated financial performance (Quarter ended 30th June 2010)

- Himatsingka, a vertically integrated home textile major, reported consolidated revenues of Rs. 302.01 crores for the first quarter ended June 30th 2010, as compared to Rs. 203.92 crores in Q1 2009-10 a growth of 48.10 %
- Distribution revenues in North America represented by the **Calvin Klein Home** brand, the **Barbara Barry** brand and other private label lines showed an increase of 70.11 % to USD 47.99 million vs USD 28.21 million during Q1 last year. These brands and private label lines are distributed through Divatex and DWI Holdings Inc.
- Distribution revenues in Europe through the **"Bellora"** brand showed a marginal increase of 3.66 % to Euro 4.64 million from Euro 4.47 million during Q1 last year.
- Distribution revenue in India / Middle East /South East Asia as represented through its **Atmosphere** brand showed an increase of 29.41 % to Rs. 11.44 crores vs Rs. 8.44 crores during Q1 last year.
- Manufacturing revenues (Silk/ Blended Fabrics Division and Bedding Division) grew 83.93 % to Rs.153.44 crores from Rs. 83.42 crores during Q1 last year.
- Consolidated EBITDA for the quarter was higher at Rs 19.60 crores compared to Rs 16.49 crores in Q1 last year, a growth of 18.79 %.
- Consolidated Net Loss for the quarter was Rs. 7.08 crores compared to a Net Profit of Rs. 5.02 crores for Q1 last year.
- The financial performance for the quarter has been impacted to the extent of Rs 30 crores on account of an unprecedented increase in raw material prices. Cotton Yarn and Raw Silk prices touched an all time high during the quarter. This has been mitigated in part by improved performance of the distribution entities and a strong focus on cost optimization across the group.

  Commenting on results Mr.Shrikant Himatsingka, Executive Director, Himatsingka Seide said "we are pleased with the growth demonstrated by the Manufacturing and Distribution divisions during the quarter. We are taking steps to pass on the raw material impact while we continue to focus on cost optimization initiatives. Going forward these initiatives should help normalize our operating performance."

- End -

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