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The National Stock Exchange of India Limited
Listing Department,
Exchange Plaza, Bandra Kurla Complex,
Bandra (East)
Mumbai – 400 051

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Department of Corporate Services
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**Company Symbol : ICIL**

**Scrip Code No.: 521016**

## Re: Indo Count launches three new brands in the US MARKET

We wish to inform the Exchange that Indo Count Global, Inc. US announces a new licensing partnership with Walker Greenbank PLC UK for three of its brands: Sanderson, Harlequin and Scion. All three brands have a particularly strong presence in UK and Australia and Indo Count recognized a gap in the North American market for this type of aesthetic.

Indo Count will be launching new ranges for all three lifestyle brands this September during New York Home Textile Market Week. Indo Count and Walker Greenbank look forward to establishing these successful brands in North America.

Founded in 1899, Walker Greenbank PLC is a public limited company listed on the London Stock Exchange. A luxury interior furnishings company that designs, manufactures and markets wallpapers and fabrics together with a wide range of ancillary interior products. The Company's brand portfolio offer stylish solutions for consumers covering a wide range of tastes from traditional to ultra-contemporary, targeted at the mid to upper end of the premium market. The brands enjoy unrivalled global recognition and are sold in more than 85 countries worldwide. A key part of continuing growth is to work with licensing partners who are specialists in their fields, such as Indo Count, who are experts in Bed Linen.

Indo Count is targeting major retailers in the USA market for all the 3 brands.

Harlequin offer colour and sophistication; Scion brings on a young-at-heart attitude; and Sanderson is an updated traditional look.



Indo Count
COMPLETE COMFORT

BY APPOINTMENT TO HM QUEEN ELIZABETH II
SUPPLIERS OF WALLPAPERS PAINTS & FABRICS
ARTHUR SANDERSON AND SONS ENGLAND

Sanderson

Founded by Arthur Sanderson in 1860, Sanderson is one of the most recognized brands in interiors worldwide today. A heritage brand with integrity, featuring quintessentially English designs that reflect quality and value for money. The Sanderson story spans many eras of changing tastes and their designs have always remained relevant to contemporary styling. Today, the brand nurtures family values and celebrates the English countryside. In 2010, Sanderson celebrated its 150th Anniversary, making it the oldest surviving English brand in its field.

Granted a Royal Warrant in 1923, Sanderson still supplies home furnishings to HM Queen Elizabeth II & British Royal Palaces. Aimed at the mid to upper level of the home market, Sanderson has grown considerably over the last six years. By widening its product offer, the brand has broadened its appeal and customer base.

The Sanderson design archive houses one of the largest collections of fabrics, wallpapers and printing blocks with samples dating back to the Renaissance. This is a constant source of inspiration to the design team, always looking at new ways of re-interpreting these design classics to suit modern tastes.



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# HARLEQUIN

Founded in 1960, Harlequin derives its name from the dictionary definition meaning “varied in color or decoration”. Harlequin embodies the principles of inspirational design, innovative textures and ingenious use of color. An eclectic fusion of classic mixed with contemporary, flamboyance married with elegance, Harlequin’s versatile range of prints, weaves and wallcoverings offer a breadth of designs and styles appealing to the most discerning of customers.

The company is firmly established as a leading player in the interiors market worldwide. Keen to keep at the forefront of design, the Harlequin studio experiments with visionary ideas, innovative techniques, fashion-forward color palettes and original finishes. As a result, Harlequin continues to produce awe-inspiring collections adding to its comprehensive portfolio of breathtaking fabrics and wallcoverings.

With a reputation for quality and innovative design, Harlequin is one of the premier brands in the competitive interiors market. With an eclectic, well presented product portfolio, Harlequin strives to offer style, glamour and inspiration to its ever-growing customer base.



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# scion

According to the dictionary ‘Scion’ refers to ‘a young shoot or twig’ or a ‘descendent of a notable family or one with a long lineage’: an appropriate name for this exciting and innovative brand, produced under the auspices of the Harlequin Group.

Launched to great acclaim in Spring 2012, Scion was conceived to fill an obvious gap in the market for an affordable yet uncompromisingly stylish range of interior products. The brand has been created with a trend savvy, fashion aware customer in mind, its products are cutting-edge, accessibly priced and forward looking, but with an enduring appeal and intrinsic individuality.

Scion has extended its far-reaching appeal by launching a range of fun and funky home accessories, inspired by some of Scion's bestselling designs, including: bedlinen, towels, rugs, mugs and bathroom accessories. Justifiably proud of its British roots, Scion's printed fabric and wallcoverings are all manufactured in the UK, by factories that have clear commitments and initiative towards the care of the environment and to sustainability.



Indo Count
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Thanking you,

Yours faithfully,

For **Indo Count Industries Limited**



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