Indo Count
COMPLETE COMFORT

25th October, 2016

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

BSE Limited
Department of Corporate Services
Floor 25, Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001

Company Symbol: ICIL

Scrip Code No.: 521016

Dear Sir/Madam,

Re: Indo Count Industries Limited conferred with Prestigious Silver Trophy by TEXPROCIL

We are pleased to inform you that Indo Count Industries Limited is awarded Silver Trophy for the Second Highest Exports of "Bed Linen/Bed Sheets/Quilts" under Category III for the year 2015-2016 by The Cotton Textiles Export Promotion Council (TEXPROCIL).

Please find enclosed herewith Press Release in this regard.

Kindly take the same on record.

Thanking you,

Yours faithfully,

For **Indo Count Industries Limited**

Amruta Avasare
Company Secretary
ACS No.: 18844

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Press Release

Indo Count Industries Ltd conferred with Prestigious Silver Trophy by TEXPROCIL

Mumbai, October 25, 2016: Indo Count Industries Limited (ICIL, *BSE: 521016 / NSE: ICIL*), a leading manufacturer and exporter of Bed Linen /Bed Sheets and home textiles, has won SILVER TROPHY for the "Second Highest Exports of Cotton Madeups (Bed Linen/Bed Sheets/Quilts)" in Category III for the year 2015-2016" from The Cotton Textiles Export Promotion Council (TEXPROCIL). This is the 2nd consecutive year that Indo Count has been awarded with Silver Trophy by TEXPROCIL for the outstanding export performance.

Smt Smriti Irani, Hon'ble Union Minister of Textiles, Govt. of India presented the award to Mr. Anil Kumar Jain, Executive Chairman, Mr. Mohit Jain, Managing Director and Mr. Kailash R. Lalpuria, Executive Director of the Company in a glittering function held in Mumbai on October 21, 2016.

TEXPROCIL, Government of India sponsored Export Promotion Council established in 1954, is an autonomous, nonprofit body dedicated to promotion of exports. TEXPROCIL has been the international face of cotton textiles from India facilitating exports worldwide.

The Company exports products in more than 54 countries across 5 continents and has also been honoured in past with numerous prestigious awards from TEXPROCIL including Silver Trophy for second highest exports of Cotton Madeups in Category III for the year 2014-2015, "Export Excellence Award" in the Top Exporter – Non MSME – Trading House Category by FIEO, Western Region.

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Indo Count Industries Ltd (ICIL) (part of S&P BSE 500), is one of India's largest Home Textile manufacturer. Under the leadership of Mr Anil Kumar Jain, Executive Chairman who has been awarded as one of the India's Best Top 100 CEO's 2015 and guidance of Mr. Mohit Jain, Managing Director of the Company, the Company has focused on some of the world's finest fashion, institutional and utility bedding and has built significant presence across the globe. Over the years, the Company has successfully carved out a niche for itself and has become a total bedding resource. The processing capacity of the Company is being enhanced from 68 million meters to 90 million meters during this fiscal year FY 2017.

The Company's product comprises the following:-

- **Bed sheets:** Flat sheet, fitted sheet and pillow cases
- **Fashion bedding:** Comforters, bed in bag, quilts and coverlets, decorative pillows, etc.
- **Utility bedding:** mattress pads, protectors, comforters filled with poly fibre
- **Institutional linen:** Basic white bedding,duvet covers & shams;caters to hotels, hospitals and others

The Company has launched the following innovated products:-

- **Infinity cotton:** Blend of a few finest cotton varieties in the world resulting in superior yarn
- **Thermal balance:** Balances temperature between body and bed to deliver superior sleep characteristics

ICIL has introduced three lifestyle brands "Boutique Living", "Revival" and "The Pure Collection" in March, 2016 in US Market. Further 3 new brands viz Sanderson, Harlequin and Scion, licensed through Walker Greenbank PLC UK, having strong presence in UK & Australia were introduced in North America.

ICIL is second largest manufacturer and exporter of bed linen from India; amongst the top three bed sheet suppliers in USA and eleventh largest global home textiles supplier to USA. ICIL has a strong global clientele and exports to more than 54 countries. Major revenues are derived from USA, the Company's largest market; its other prominent markets comprise UK, Canada, Europe, MENA and Australia etc. The Company enjoys long-term relationships with large global marquee retailers.

ICIL has also been honoured in past with numerous prestigious awards from TEXPROCIL including Silver Trophy for second highest exports of Cotton Madeups in Category III for the year 2014-2015, "Export Excellence Award" in the Top Exporter – Non MSME – Trading House Category by FIIO, Western Region.

CARE and ICRA have upgraded credit rating as "CARE AA- / ICRA AA-" for Company's Long Term Bank Facilities and "CARE A1+/ ICRA A1+" for short term bank facilities. ICRA has assigned outlook as stable.

For further information, please contact:

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Safe Harbor Statement
Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and result s of research and development, potential project characteristics, project potential and target dates for project related issues are forward -looking statements based on 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 differ materially from those anticipated in the forward looking statements. The company assumes no obligation to update forward looking Statements to reflect actual results changed assumptions or other factors.