Indo Count signs licensing agreement with Iconix for Fieldcrest and Waverly in US and Canada

-Licensing to boost Indo Count's brand portfolio & positioning in diverse segments
-Earlier in April, the Company acquired the WAMSUTTA brand, as part of its strategy to increase sales of branded products

Indo Count, the largest global home textile bed linen manufacturer, has signed a licensing agreement with Iconix International Inc. for Fieldcrest and Waverly branded products in the US and Canada. This strategic move further solidifies Indo Count's position in the US market post the successful acquisition of WAMSUTTA.

The new licensing agreements encompass a wide range of product categories, including sheets, fashion and utility bedding, bath and window treatments among others. This addition significantly strengthens Indo Count's brand portfolio, enhancing its ability to cater to diverse consumer segments in the US and Canada.

Established in 1893, Fieldcrest has been a trusted name in quality bedding and bath products, originating from the textile mills of North Carolina. This rich American heritage highlights the brand's commitment to superior quality, both aesthetically and functionally. Fieldcrest provides high-quality bedding and bath essentials that transform everyday routines into moments of indulgence. Known for its simple and elegant aesthetic, the brand ensures that every product not only enhances the home's beauty but also stands the test of time. Fieldcrest appeals to a diverse age group but skews younger for a home brand, with approximately 60% of consumers across different age groups, reflecting a modern, dynamic lifestyle that values everyday luxury.


Bedding


Bedding Essentials


Table Linens


Bath


Window


Bath Towels

Founded in 1923 by F. Schumacher & Co., a maker of exclusive European fabrics, Waverly was created to bring stylish home décor to the emerging American market. Waverly constantly reinvents itself, capturing today's consumers with a design team that keenly observes and integrates current trends. As a leader in prints and patterns since its inception, Waverly has become synonymous with personal curation in home fashion. The brand's distinctive use of color in prints, patterns, and textures allows consumers to mix and match, reflecting their personality for a custom-designed look at an affordable price. Waverly's brand pillars highlight its core values: dependable quality, colorful living, and versatile design for every room.



Fabric



Window



Wallpaper



Bedding

The diverse demographic appeal of Fieldcrest and Waverly allows Indo Count to effectively target different consumer segments, thereby enhancing overall market penetration. The partnerships also strengthen Indo Count's commitment to expanding its value-added business, positioning the company for sustained growth and success in the global market. Consumers can look forward to an exciting range of bedding, bath, and home décor items that reflect the rich heritage and innovative design of these brands.

Mr Mohit Jain, Executive Vice Chairman of Indo Count said, "*We are thrilled to partner with Iconix to bring these iconic brands to a broader audience in North America. Fieldcrest and Waverly are synonymous with quality, style, and tradition. This partnership aligns perfectly with our commitment to delivering exceptional home textile products that meet the diverse needs of consumers.*

The enhanced brand portfolio resulting from these agreements allows us to offer a wider variety of high-quality, stylish home textile products. This move also marks a significant step in our efforts to increase our B2C footprint in the US & Canada market., making our products more accessible to the North American consumers.

With marquee brands in our portfolio, we are gearing towards increasing the share of our branded products portfolio and thereby create a sustainable growth engine. These brands not only allow us to cater to wider consumer tastes and preferences but also increase our manufacturing and designing capabilities, making it a compelling proposition for our stakeholders."

Bob Galvin, CEO of Iconix International Inc., expressed his enthusiasm about the partnership, stating, "*We are excited to collaborate with Indo Count, a company that shares our dedication to quality and innovation. Indo Count's expertise in home textiles makes them the ideal partner to carry forward the legacy of Fieldcrest and Waverly. We look forward to seeing these brands thrive under their stewardship."*

About Indo Count Industries Limited

Indo Count Industries Ltd (ICIL) is the world's largest home textile bed linen manufacturer, renowned for its exceptional quality and innovative designs. Under the visionary leadership of Mr. Anil Kumar Jain, Founder & Executive Chairman, ICIL has carved out a niche in the global home textile market, focusing on fashion, institutional, and utility bedding & sheets. The company's annual production capacity stands at 153 million meters.

ICIL has earned high credit ratings, including ICRA AA- (Double A minus; Outlook Stable) and ICRA A1+ (A One plus) for its Long-Term and Short-Term Bank Facilities, respectively. CARE Ratings also affirmed ICIL's strong creditworthiness with CARE AA- (Double A minus; Outlook: Stable) for Long-Term Bank Facilities and CARE A1+ (A One plus) for Short-Term Bank Facilities.

For more information, please visit www.indocount.com.