



**Play around with prints.**

**Layers<sup>®</sup>**  
*Dress up your home*

# Indo Count Industries Ltd. Launches a Value Driven Home Textiles' Brand 'LAYERS.'

Introducing exquisite designs wrapped in superior fabrics at affordable prices  
Perfectly meets the rapidly growing pandemic-driven demand for home products  
amongst the aspirational class



Indo Count Industries Ltd one of the largest Indian manufacturer and global exporter of bed linen has announced their foray into the 12,000-cr value-driven Indian bed linen market with the launch of their new brand, "Layers". Along with the success of premium bath and bed brand, Boutique Living, newly launched brand "Layers" now joins the Indo Count family to make a mark in the Indian bed linen space. Hinged on contemporary styles and developed using cutting-edge technology, the brand boasts of special anti-microbial and antifungal properties. With Layers, Indo Count presents a first-of-its-kind affordable offering for India's fast-growing aspirational class that is actively seeking means to upgrade

their lifestyles, starting with their homes.

With new significance to life, work and especially homes these days, Indo Count's newly launched Layers, is a perfect combination of global designs and value pricing so that every Indian can dress up their homes. Layers hosts a range of smart bedding styles and designs in Double Bedsheets, Reversible Comforters, Unique Bed-in-a-Bag (BIAB) and Dohars. Layers is the amalgam of Indo Count's three decade-long experience of serving consumers around the world that has given the company a deep understanding of a variety of design styles that bore well with the Indian audience.

Mr Anil Kumar Jain, Chairman,

Indo Count Industries Ltd. said, "The pandemic has resulted in spending a lot of time at home and understandably given a chance to our customers to take a closer look at their homes, how they function and how they can transform them. Things that were overlooked have suddenly gained importance and now are making a conscious effort in building a smart home, which can serve multiple functions like for work, for entertainment, and for leisure. Smart bedding solutions with affordable pricing is one of the primary ways to fulfil this need.

With Layers, Indo Count marks a unique union of style with safety and technology in the domestic bed linen industry for the smart customer. After the success we



enjoyed with our premium range of bed linen products from Boutique Living, we believe this brand will prove to be a winning combination in the value-driven market.”

The experts from ICIL’s R&D team are cognizant of the premium that buyers place on health in today’s landscape. The line brings together Indo Count’s learning from serving consumers across the globe with world-class designs and technology, offering a variety of designs in a plethora of vibrant colours to experiment and play with.

Availability of the entire spectrum of bed linen in style and colour-coordinated sets makes it the ideal self-use or gifting option this festive season. It will bring, to the Indian audience, a collection that is inspired from designs all over the world.

The brand will be available through multi-brand outlets as well as virtual destinations including Myntra, Amazon, Flipkart and their own e-commerce portal.

**Price range for consumers:**

- INR 999 - 1,999 for Double Bedsheets
- INR 2,499 - 3,499 for Reversible Comforters
- INR 3,499 - 4,499 for Bed-in-a-Bag (BIAB)
- INR 1,499 - 1,999 for Dohar blankets

**About Indo Count Industries Ltd:**

Indo Count is India’s largest manufacturer and global exporter of bed linen. Indo Count supplies the finest linens to major retailers in more than 54 countries worldwide. Indo Count has fully operational designs studios working from New York, Manchester and Mumbai.

Indo Count is well known for its **Sustainability Initiatives**, which makes it stand out among others.

**Water Recycling & Conservation:** For recycling & reuse of maximum water used in process house, ETP & RO system are installed.



Most of the water consumed is recycled using ETP and RO system.

To ensure the eco-friendly set up, solar panels are installed.



Indo Count works for women empowerment by training and skill enhancement.

**Reducing Greenhouse Gas Emission:** By active use of natural light across all manufacturing facilities as well as solar power plant and zero sludge waste disposal, the company is contributing highly to cut down on carbon foot print.

Indo Count has actively taken Corporate Social Responsibility to another level with its initiative **“Every Smile Counts.”** Consistently supported 110 Govt. schools for e-learning, with 44,000 plus students benefiting from their programmes.

Indo Count has supplied basic education materials across 50 plus schools that includes Blind Schools also. They have worked on improving sanitation facilities by constructing toilets, and providing clean drinking water by installing water purifier and RO systems at schools.

**Women Empowerment:** Indo Count has fully operational skill development centres, to support skill training and employment. With special initiative to empower women, more than 850 women trained in skills jobs and 550 plus fully employed.

Indo Count has provided free medical vans, regular health check-ups, surgeries and medicines to over 96 distant villages covered under this initiative.

Conclusively, Indo Count is an Indian product backed by innovation, technology and experience.

Contact
Mr. Asim Upadhyay
Phone: 9892931140
Email id: asim.upadhyay@indocount.com



**Let your creativity  
flow with florals.**

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