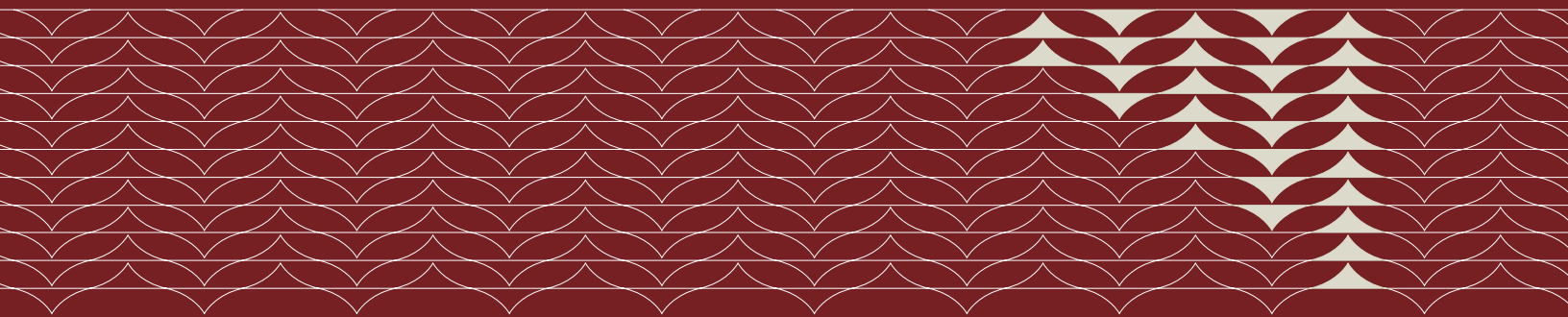


# 2012

ANNUAL REPORT



**Himatsingka Seide**

MADE

IN

HIMATSINGKA

**Himatsingka Group**



Himatsingka Group is a globally recognized home textiles major. We have achieved success in a steady and deliberate manner, owing in large part, to our timely and judicious investments in owning key stages in the value chain of our products. Today, we operate amongst the world's largest and most sophisticated manufacturing facilities; have a high profile chain of stores that retail our luxury home textile brands; own one of Europe's most well known bed linen labels and have a deep rooted wholesale presence across diverse distribution channels in North America.

But all of this has never been quite enough. From the very beginning, we've sought to invest in something more fundamental and perhaps more enduring than operational assets, management foresight, even global design. There is an uniqueness to our Company recognizable in every operation, interaction, transaction, and product. A special quality, we have woven into everything Made in Himatsingka – we would like to believe, it is Respect.

# THE PRODUCT

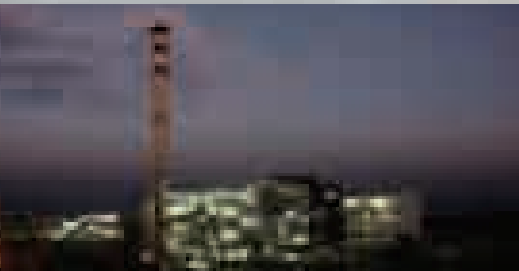
We do everything in our power to make our products perfect. No half measures. No compromise. If today we are considered amongst the largest producers of high quality drapery, upholstery and bed linen products in the world, it is because we add uncommon value to every step in the development of our textiles.



# THE PROCESS

How we do it is as important as what we finally make. To wholly and efficiently control the production process, we invested in vertically integrating our operations, right from pre-weaving yarn preparation to post-weaving finishing processes and finally, cutting and sowing of the finished product. Now that we own the critical stages in the development of our product, we are able to raise the bar. What that really means to our customer is perfect consistency, distinctive quality and on-time deliveries.





Himatsingka Linens facility in Hassan



# THE EXPERIENCE

From working with us, to partnering with us as a retailer, to investing in our business, to purchasing and owning our products, the Himatsingka experience is unlike any other. We provide a safe and progressive work place, nimble customization, manufacturing agility, attention to detail and a focus on beautiful design. In all that we do and offer, our sincere endeavour is to create for our stakeholders memorable experiences.



The Atmosphere Retail Store

# THE REACH

We aim to anticipate customer needs, capture market share through strategic regional distribution channels and be the benchmark for the finest home textiles, globally.

To realize our ambitions in India, the Middle East and South East Asia, we offer a complete product experience through our signature brand and retail stores Atmosphere. In Europe, we own Bellora, an iconic Italian luxury bedding brand with exclusive stores and broad distribution reach across Italy and Western Europe. For the large and diverse North & South American markets, we have a portfolio of imminent brands. Among them Calvin Klein Home, Barbara Barry, Esprit and Peacock Alley. We also partner with large retailers to provide them with a complete portfolio of bedding and bath products for their private labels.



Atmosphere Ad Campaign, 2011

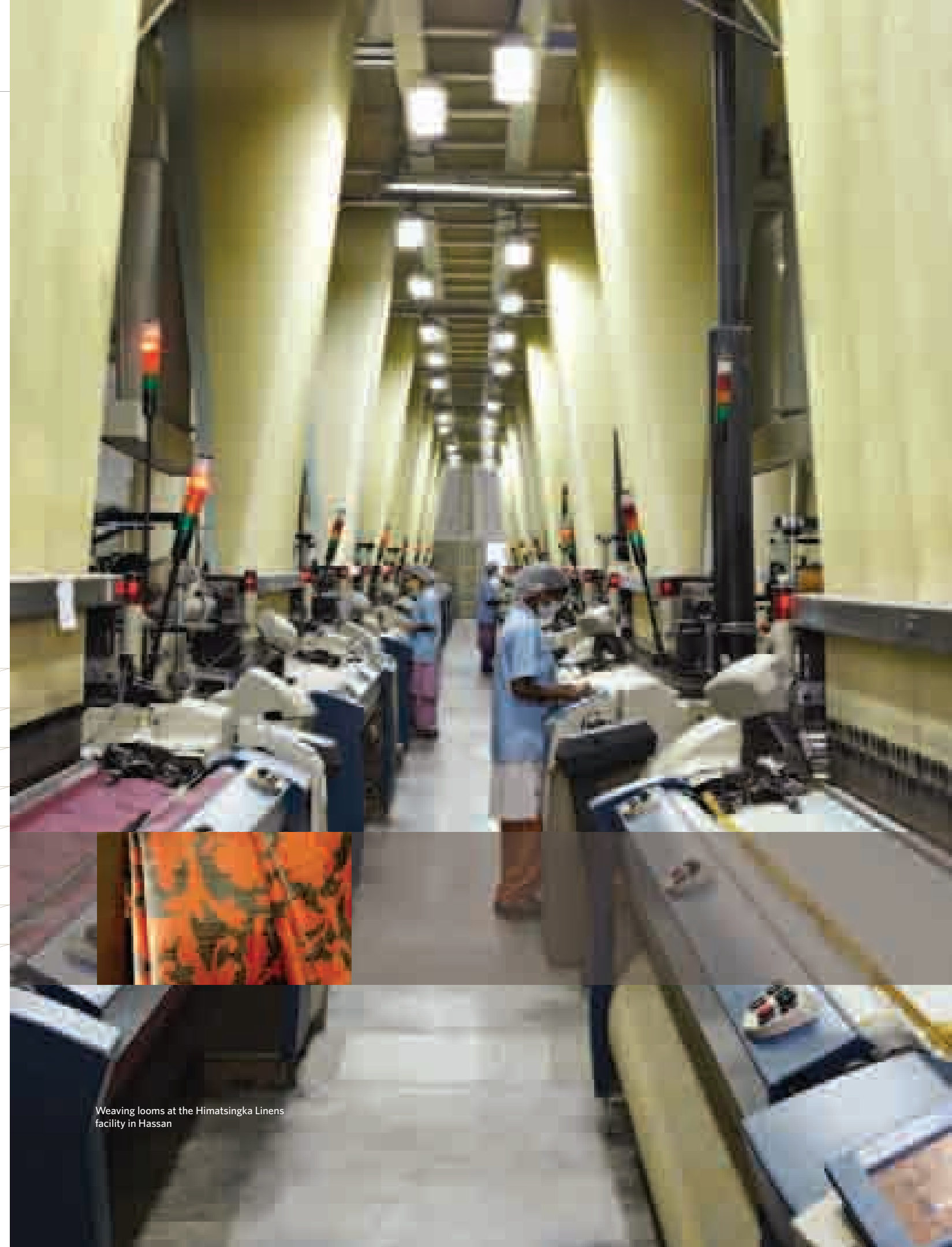


2007

Acquisitions:  
1. DWI Holdings Inc., a leading home textile player in the North American market and a licensee of the Calvin Klein Home and Barbara Barry brands  
2. Divatex Home Fashions Inc., the second largest sheeting distributor in the United States  
3. Giuseppe Bellora S.p.A (Italy), amongst the most prestigious bed linen brands in Europe

## THE ENVIRONMENT

Himatsingka is an environmentally conscious Group, committed to minimizing its ecological impact in every possible way. Our facilities are certified zero-effluent plants, a distinction few Indian companies share. We have also been awarded the Oeko Tex Standard 100 on strict scrutiny of our raw materials, intermediate and finished products. This essentially means our products, at every stage of production, do not harm the health of people or the environment. In addition, we ensure compliance to industry prescribed, safe environment and fair labour practices.



Weaving looms at the Himatsingka Linens facility in Hassan



2008

1. Retail supply chain center at Doddaballapur, Karnataka, India goes on stream

Atmosphere embarks upon the second phase of retail expansion

2010

2. Atmosphere launches its first international stores in Dubai and Singapore

# MADE IN HIMATSINGKA

Every product from Himatsingka is distinctive. We set our benchmarks very high. Not because the market expects it. Not even because our customers demand it. Our motivation comes from within. We push ourselves to deliver a product that continuously raises the bar, in quality, design and service. It is with this passion that we extend our brand to more markets, expand our relationship with existing retailers, engage with new partners and drive forward a business with respect.

In the race for excellence, there is no finish line...



