



INTRODUCTION

Welcome to Indo Count

For over 25 years, Indo Count Industries Ltd has been dedicated to one thing and one thing only: helping people get a better night's sleep. Our single-minded obsession has taken us on a journey to the four corners of the world. Today, we are proud to be considered one of India's leading providers of complete top of bed solutions. At Indo Count, we believe that it takes unwavering perseverance, dedication, and honesty to truly make dreams come true.



WHO WE ARE

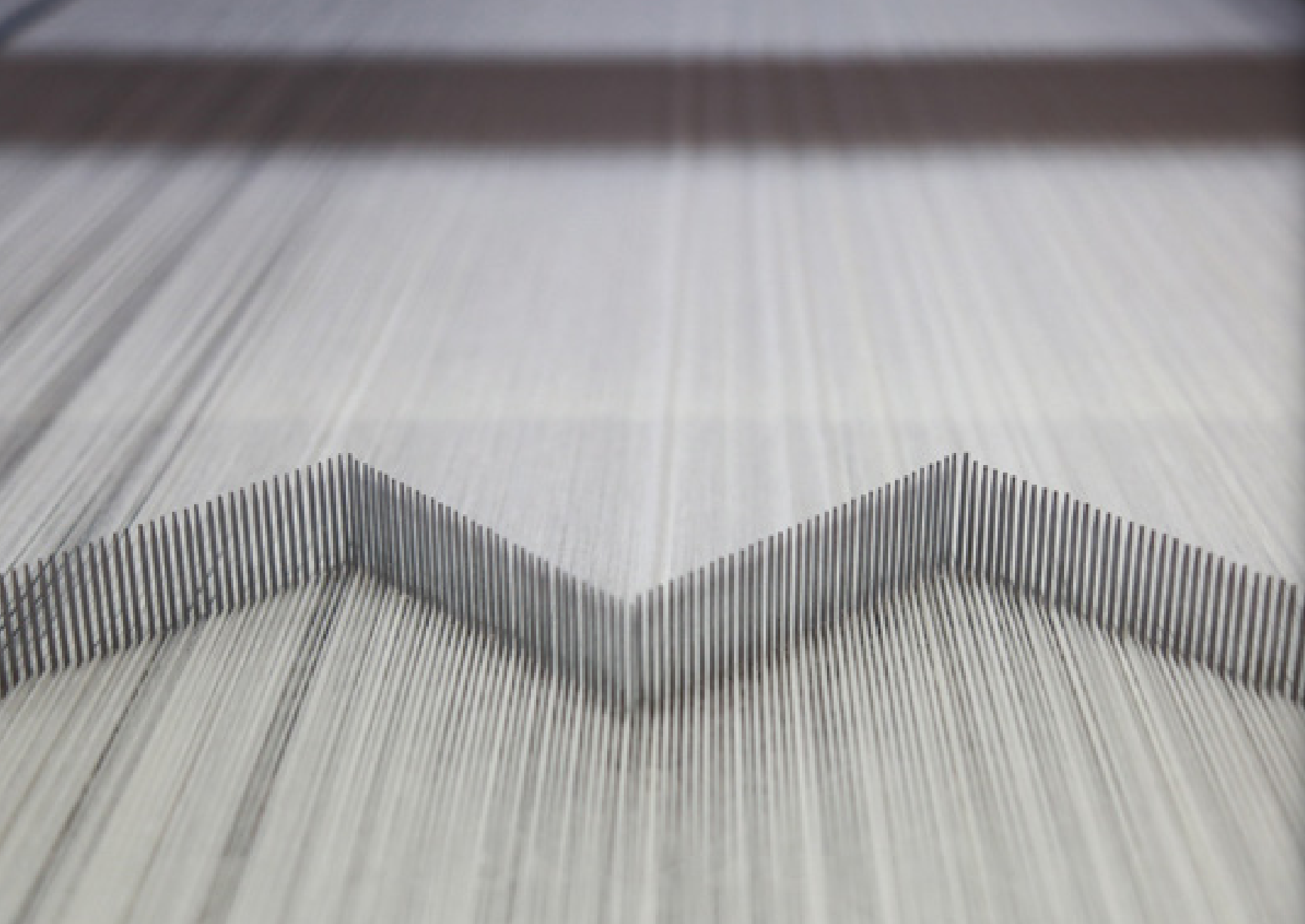
Stewards of Good Sleep

We are the only end-to-end bedding provider that is solely focused on creating all-encompassing sleep experiences for consumers around the world. From product development and design, manufacturing, branding and marketing, we maintain complete control of the entire supply chain. This allows us to provide value and comfort to partners, retailers, shareholders, consumers and employees alike.

What We Believe

At Indo Count, we value honesty, transparency and responsibility in everything we do. We treat all our stakeholders with the respect and consideration they deserve. We aim to be graciously professional with every word and action. We believe that in everything we do, we must always be: honest, ethical, absolutely dedicated and responsible.





OUR PROMISE

Bring Complete Comfort to the World

Our promise to customers, investors, colleagues, and the communities we work in is softly spoken but written in stone. Our word is as good as any lawyer-written contract and our handshake, warmly offered, is as binding as any agreement. Our promise is to bring complete comfort to each and every one of our stakeholders.

OUR WHY



OUR WHAT

BRAND PROMISE

Defines what our customers can always expect from our brand.

EMOTIONAL BENEFITS

The benefits derived from our product's qualities.

FUNCTIONAL BENEFITS

Our brand and product features.

DIFFERENTIATORS

Unique features and benefits that set us apart from our competitors.

Bring complete comfort to the world.

LOYALTY

We instill confidence.

Opportunity for growth.

TRUST

Strong management. Quality craftsmanship.

A culture of innovation. Sustainable financial strength.

APPROVAL

Vertical integration. Lowest debt/equity in industry.

Solely focused on bedding. Intellectual property and trademarks.



OUR BRANDS

The Perfect Blend

For over 25 years we've been creating some of the world's softest, most comfortable sleep experiences. Beyond manufacturing great brands that have become household names, we also design and develop our own highly sought-after collections.

Our Creative Process

Our internal designers and brand teams based in India, USA, Australia and England work with our clients and partners to create brands that people love. We start with consumer surveys and market research to determine what consumers are looking for. Creative directors and product engineers brainstorm innovations that help our clients and retailers deliver superior quality products consumers are looking for. We are passionate, and solely focused on bringing complete comfort to our clients and consumers.

OUR BRANDS



Boutique Living

Our Boutique Living Collection appeals to consumers who prefer the sophistication of boutique hotels over large chains. It is inspiring yet approachable and adds the perfect look and feel of a designer's touch to any bedroom. The Boutique Living Collection provides complete modern comfort and style with matching sheets, comforters, duvets, pillows and shams.





OUR BRANDS



The Pure Collection

For those looking for a return to nature, the Pure Collection is the breath of fresh air they've been longing for. Made from 100% organic cotton and free of all harmful chemicals, the collection's back to basics, minimal designs and colors soothe the mind and quiet the soul. The Pure Collection was inspired by a more natural way of living and provides complete comfort with matching sheets, comforters, duvets, pillows and shams.

OUR BRANDS



Revival

Our Revival Collection is the spirit of vintage. It is where classic designs meet urban jungle – but with a warm modern touch. Enzyme and stone washed, they are incredibly soft. Revival is a complete collection of matching sheets, comforters, duvets, pillows and shams that all have the warm welcoming look and feel of a perfectly worn pair of jeans.





FPO

OUR BRANDS



Haven

Haven is a line of top-quality sleep accessories created to fully protect your mattress while providing excellent breathability and comfort. It is where premium grade materials meet fine craftsmanship to create a truly superior sleep experience.

One Message to Many Audiences

As a vertically-integrated end-to-end bedding provider, our messaging reaches many different people: retailers, investors, and end-consumers. In order for us to clearly communicate the Indo Count story, we must understand how to deliver the right message to the right audience. Our language and vocabulary may adapt, but our tone and overall values remain consistent.





OUR PERSONALITY

Graciously Professional

While we are experts with a proven track record in the bedding category, we never settle and are always reliable, hard working and quality-driven. We are proud yet humble, distinguished but never elitist, and we always listen more than we speak. In every aspect of what we do and with every employee, customer, partner and shareholder, we always aim to be graciously professional.

OUR PERSONALITY

Our Look

Clean and uncluttered, simple yet sophisticated, these are the principles we value. And as such, they are a part of our brand visual signature. As trusted professionals in the sleep category, we value the most essential elements, making them part of who we are. While maintaining a current and up-to-date look for our brand, we believe in always preserving our classic style.





OUR PERSONALITY

Our Tone

Our conversations are sincere and confident. Our words are trustworthy and always delivered in a clear and simple tone. When we address our audiences we are professional, friendly and optimistic.

Our Voice

In over 50 countries spanning 5 continents, Indo Count speaks with one voice. When we address our audiences we don't make claims we can't support. We use real world language, not technical manufacturing language. We speak in short simple sentences not long-winded convoluted language. We are experts who speak in a professional voice but we are always sincere and approachable in the way we communicate.

- We always support our claims with proof.
- We clearly state the benefits of a product and how they contribute to a better night's sleep.
- We speak politely and get to the point using the simplest and fewest words possible.
- We always provide a clear benefit that is easily understood in all our messages.
- We do not rant, use run-on sentences, or sound like we're yelling when we speak.
- A picture is worth a thousand words so we use graphs, tables and illustrations to demonstrate value.

Be True to the Brand

Our brand guidelines constitute how Indo Count should be perceived by the world. Whether we're speaking to investors, retailers, consumers, colleagues or suppliers, we must always keep the Indo Count brand in mind. When creating any type of marketing or internal documents, a good question to ask is, "Is this how Indo Count would say it?"

What We Want People To Feel

No matter the stakeholder, our actions always speak louder than our words, and inspire complete confidence and trust. Shareholders, partners, clients, employees, consumers and the people living in the communities around our facilities know that they can always count on us to be honest and reliable.



The Indo Count Logo

Our logo embodies our visual identity. It is the universal signature across all Indo Count communications. We use the same version in print, on screen, and on packaging. It is our sign and symbol, and the face consumers recognize. We always treat it with the respect it deserves.

Logo



Symbol

Wordmark

The Brand Signature

The brand signature of COMPLETE COMFORT is a key communication statement about our brand. It is our pledge to our brand partners and illustrated our commitment to everyone who encounters the brand. The Indo Count logo with the brand signature should be deployed with common sense – the usage is intended for marketing, signage and print material, not necessarily for every usage of the logo.



The Symbol

This icon represents the strategic vision of Indo Count, a streamlined process of the development, manufacture and performance of our products. We ask you to protect, nurture and respect this icon as it represents our brand promise: to bring complete comfort to the world.



Color Logo

Pantone 2033 is used exclusively for the logo symbol while Pantone 2333 is reserved for the logo typography. The color logo should always be positioned on white or on a very light background.



PANTONE 2033
R197 G70 B68
C4 M83 Y38 K9
HTML C54644



PANTONE 2333
R174 G168 B165
C66 M55 Y58 K10
HTML AEA8A5



Reversed Two Color Logo

This version of the logo is for use when the backgrounds are darker than 50% black. Please contact the Digital Assets Manager for assistance in regards to usage, obtaining file formats for specific uses, etc.



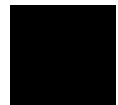
Reversed One Color Logo

The reversed logo or the negative logo can be applied on colored surfaces. This version of the logo is usually preferred when the color logo cannot be applied.



Black Logo

The black version of the logo should be restricted to print only when color is not an option.



R0 G0 B0
C0 M0 Y0 K100
HTML 000000



Logo Construction

The logo symbol and typography have been specifically designed to complement each other, and all graphic elements have been engineered for maximum clarity and functionality. Do not attempt to modify or recreate any part of the Indo Count logo. Please contact the Digital Assets Manager for any logo artwork you may need.

The typography has been carefully spaced, and should not be changed, or re-typed.



Logo Safety

To ensure that all logo versions are clearly visible in any application, they need space to breathe. The area directly surrounding them is protected and free of type, graphics, and images to avoid visual clutter. When the full name logo is used, a clear space of 20% of the symbol's height is always maintained.



Wrong Logo Application

To maintain brand consistency, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuses of the Indo Count logo and should be avoided. If you have any questions, please contact our Digital Assets Manager.



DO NOT change proportion of visual elements.



DO NOT integrate non-approved colors.



DO NOT rotate the logo.



DO NOT add a drop shadow, reflections or graphic filters to the logo.



DO NOT place type, images or graphic elements in safety area.



DO NOT stretch the logo. It's perfect as is.



DO NOT create an outlined version of the brand.



DO NOT center the logo or rearrange the positioning of the elements



DO NOT place the color logo over a photo or a dark background.

Typography

Fonts are the clothes that words wear. They give personality to the words we say and their character and visual idiosyncrasies are critical to our brand. Although seemingly imperceptible to some, the improper use of typographic components can damage our credibility – we must dress our message appropriately for the occasion.

BRANDON GROTESQUE BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 — &*#@?!/**

BRANDON GROTESQUE BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 — &*#@?!/**

BRANDON GROTESQUE MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 — &*#@?!/**

BRANDON GROTESQUE REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 — &*#@?!/**

In cases where a standard system font is required, Calibri is an acceptable substitute.
Please use with discretion and common sense.

Color Palette

The Indo Count color palette is composed of a primary color and secondary, supportive colors. The primary color is red and is the dominant visual signature of the brand moving forward. It represents the overall strength and the dynamic nature of the company. The supporting colors of gray and beige complement the red and provide a balanced visual hierarchy. Collectively, the color palette extends through every marketing touchpoint and helps foster our unique brand personality.

PANTONE 2033
R197 G70 B68
C4 M83 Y38 K9
HTML C54644

PANTONE 2333
R174 G168 B165
C66 M55 Y58 K10
HTML AEA8A5

R255 G255 B255
C0 M0 Y0 K0
HTML ffffff

R245 G239 B227
C3 M10 Y10 K0
HTML f5efe3

R235 G223 B199
C7 M10 Y22 K0
HTML ebdfe7

Photography

Our photography library is based on very specific visual aesthetic – a balance of professionalism and approachability. We are honest, straightforward and comfortable in all our communication and every image is a reflection of who we are. When using photography it is best to use images from the existing photographic library. If the needs for photography cannot be filled with the current library and new images are required, please use the following guidelines per category.

EXECUTIVES

- Non-studio backdrop
- Blurry background
- Short depth-of-field
- Sincere
- Formal

EMPLOYEES

- Content employees
- Safe environments
- Clean backgrounds
- Friendly
- Focused

INTERIOR

- Editorial-style
- Collaborative teamwork
- Clean working areas
- Dynamic cropping
- Blurred backgrounds

EXTERIOR

- Wide angle
- No obstructions
- Well-groomed facilities
- Daytime
- Clear climate

PRODUCT

- Authentic environments
- Soft lighting
- Comfort
- Realistic
- Simple backgrounds



Iconography

Indo Count's iconography was designed to communicate the brand's unique personality, and support specific themes in marketing communications. Icons play an important role that focus attention to key information in an approachable yet professional manner. They should be used sparingly, to make a point, and only when appropriate.



MANUFACTURING



PRODUCT INNOVATION



GLOBAL PRESENCE



MARKET GROWTH



EMPLOYEE WELL-BEING



OPERATIONAL STRATEGY



FINANCIAL STRENGTH



PRODUCTION EFFICIENCY



LONG-TERM GOALS



COMPLETE SOLUTIONS



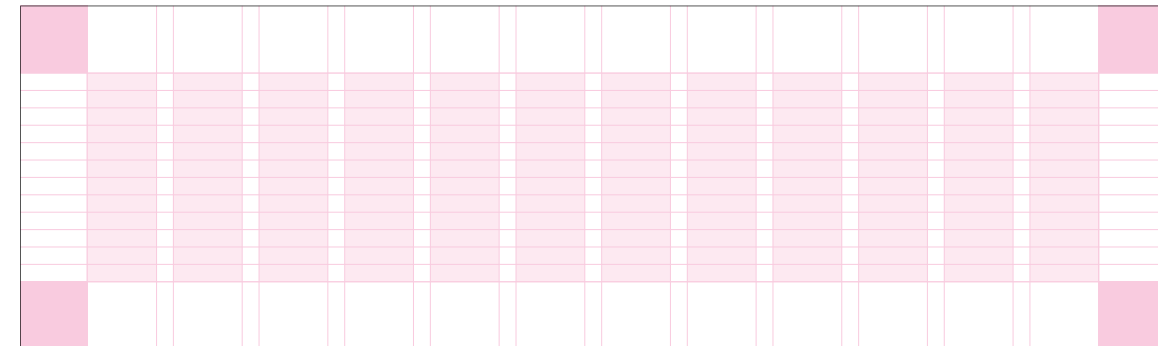
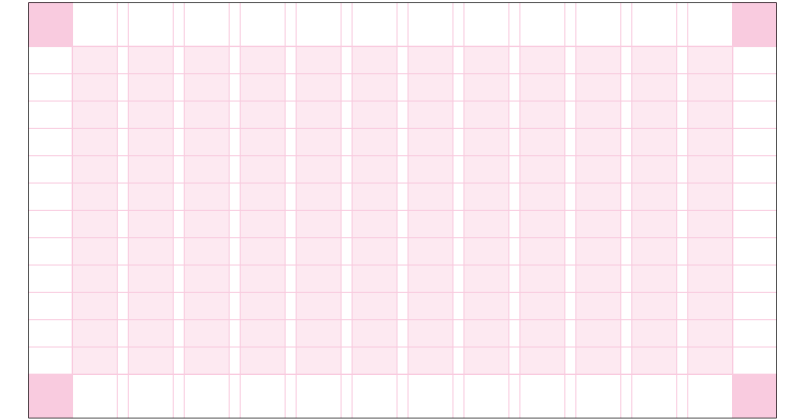
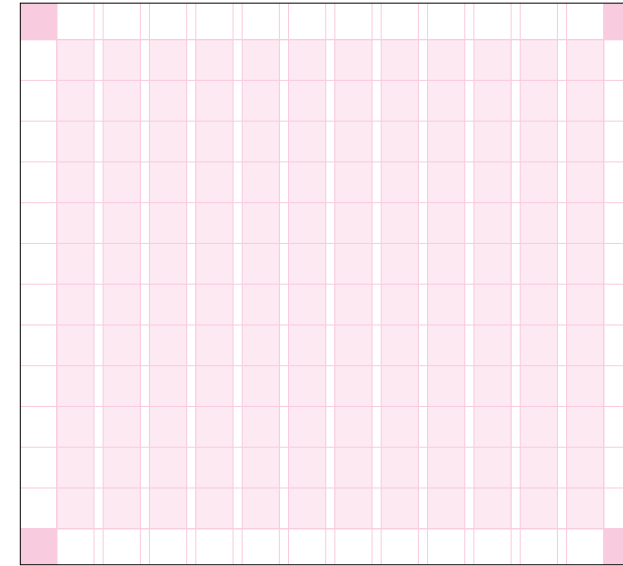
ENVIRONMENTAL SUSTAINABILITY



STRONG LEADERSHIP

Grid

The Indo Count graphic identity has been designed with a specific grid system, adaptable to any format and proportion. This system ensures consistency across all marketing touchpoints and is a critical element of the corporate brand. It is essential that all visual executions follow this formatting – it has been created to avoid improvisation of graphic elements and to prevent any threats to the visual integrity of our corporate communications.



Grid System

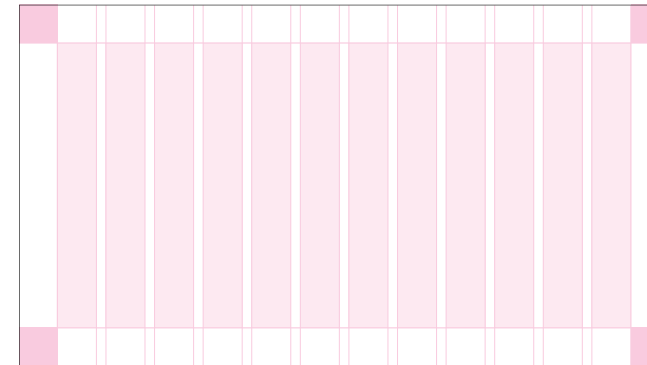
The Indo Count grid system is based on the horizontal space of the logo and a system of columns.

1. The logo and its 20% clear space is used to determine the margins of the element being designed.
2. The space between the vertical margins is divided into 12 equal-sized columns. The width of the gutters between the columns is based on 1/4 the corner margin.
3. The interior of the margins is then divided horizontally into 12 equal rows.
4. We anchor the logo on one margin in order to determine the appropriate size ensuring it aligns on one of the columns. Lastly, the elements are added by aligning them to the guides (not on the gutters).

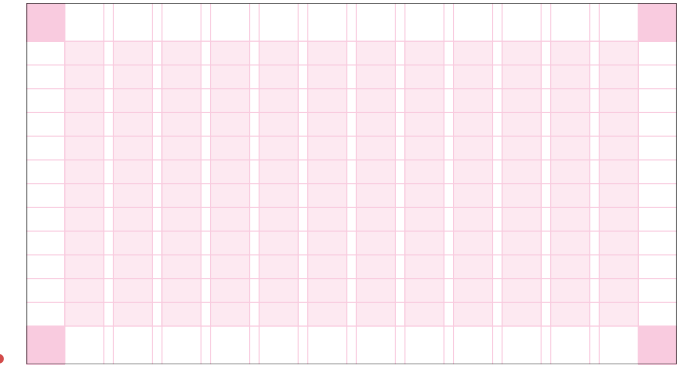
1.



2.



3.

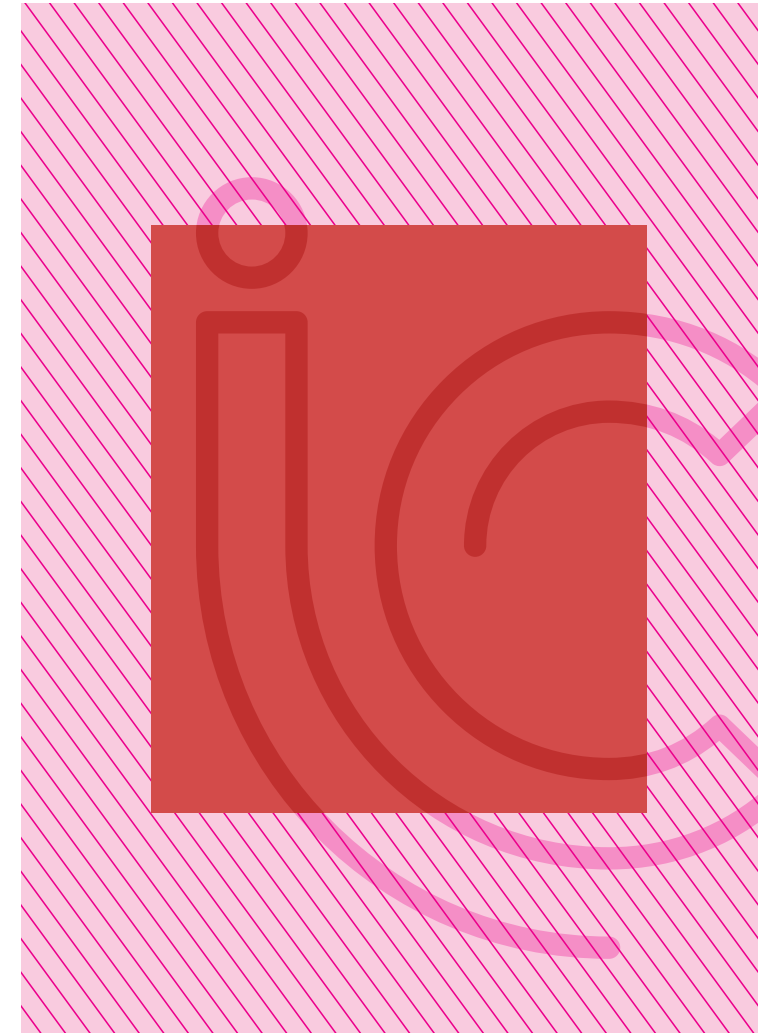


4.



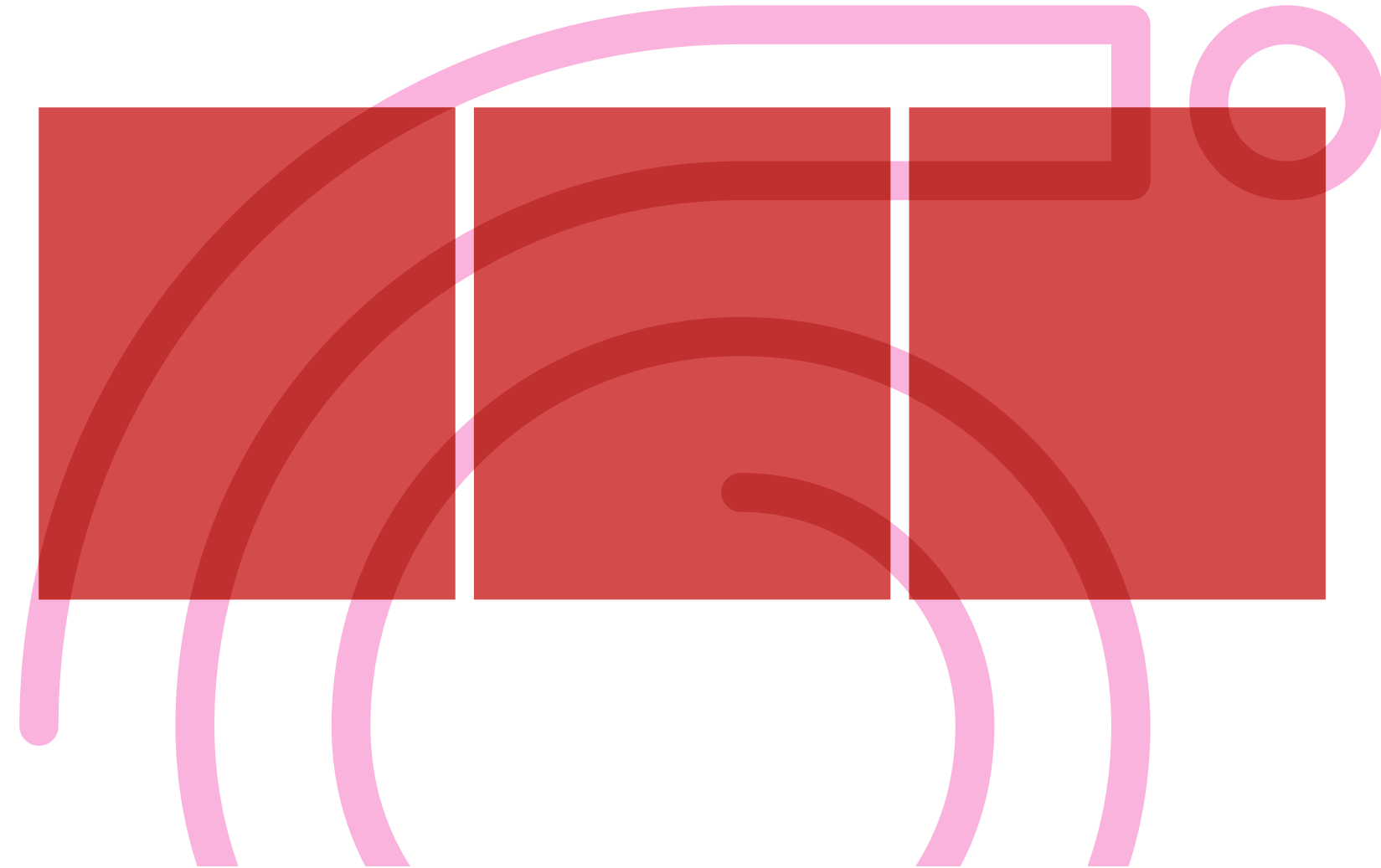
Patterns

The Indo Count pattern system is the extension of the logos visual aesthetic as a supporting element in our marketing materials. It is a subtle, but necessary component that ensures a unique and consistent identity across our print and digital collateral. As this tone-on-tone treatment can act as a substitute for the logo usage on certain communication pieces, usage of the pattern requires restraint and common-sense. Please contact the Digital Assets Manager for assistance in regards to usage, etc.



Patterns

In execution, the logo pattern is always oversized and cropped – representing Indo Count’s strategic vision extending over all marketing materials. It’s a fluid system that adapts and changes per use, and is designed to accommodate all sizes and proportions.



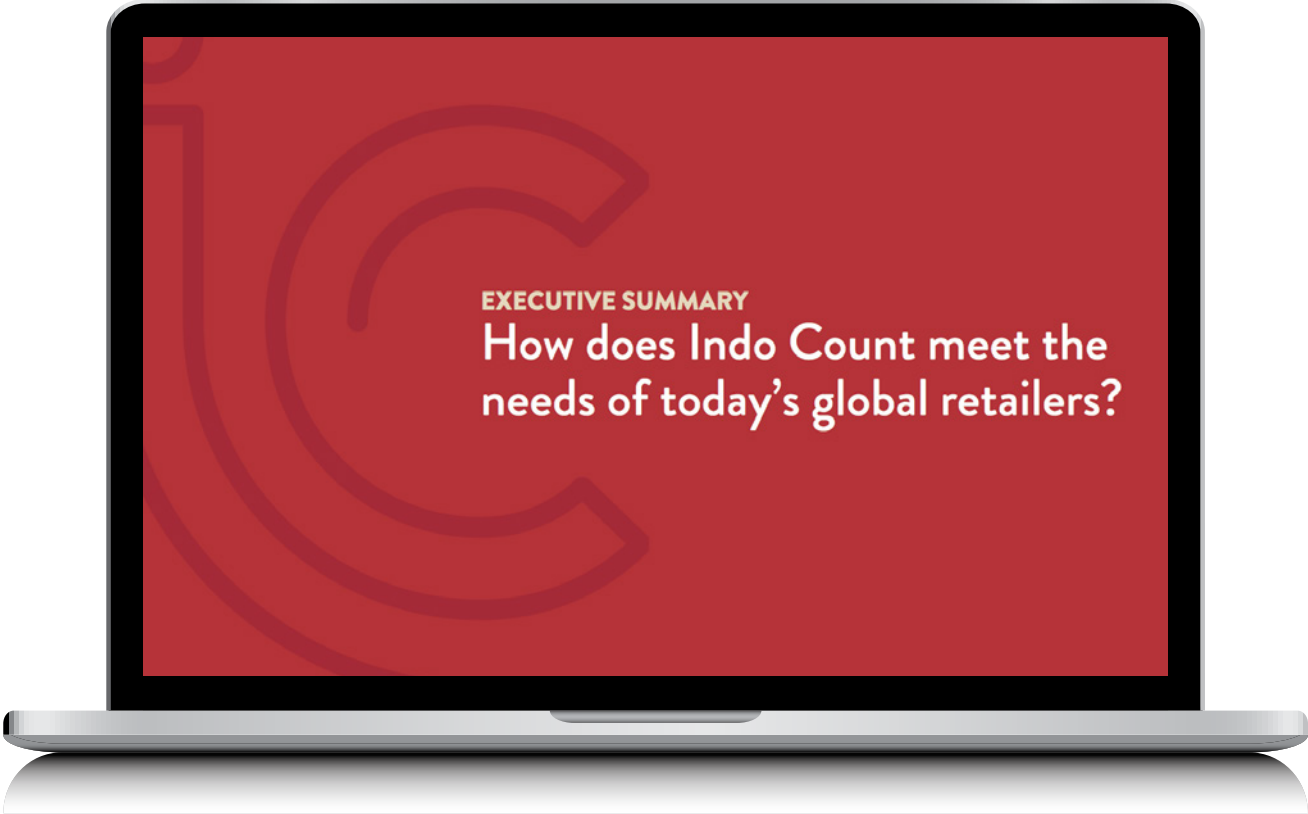
STATIONARY



WEBSITE



POWERPOINT PRESENTATION



COLLATERAL



EXHIBIT BOOTH







Email Signature

As an integral part of maintaining a consistent brand voice, all external communications via email should contain the designated Indo Count email signature.

Corporate wide consistency is essential. Therefore, we ask that all correspondence and content use a similar typography standards – please refrain from ALL UPPERCASE or *Italic* customization within the email signature.

The approved format should be as follows:

Name (in red)

Title (in red)

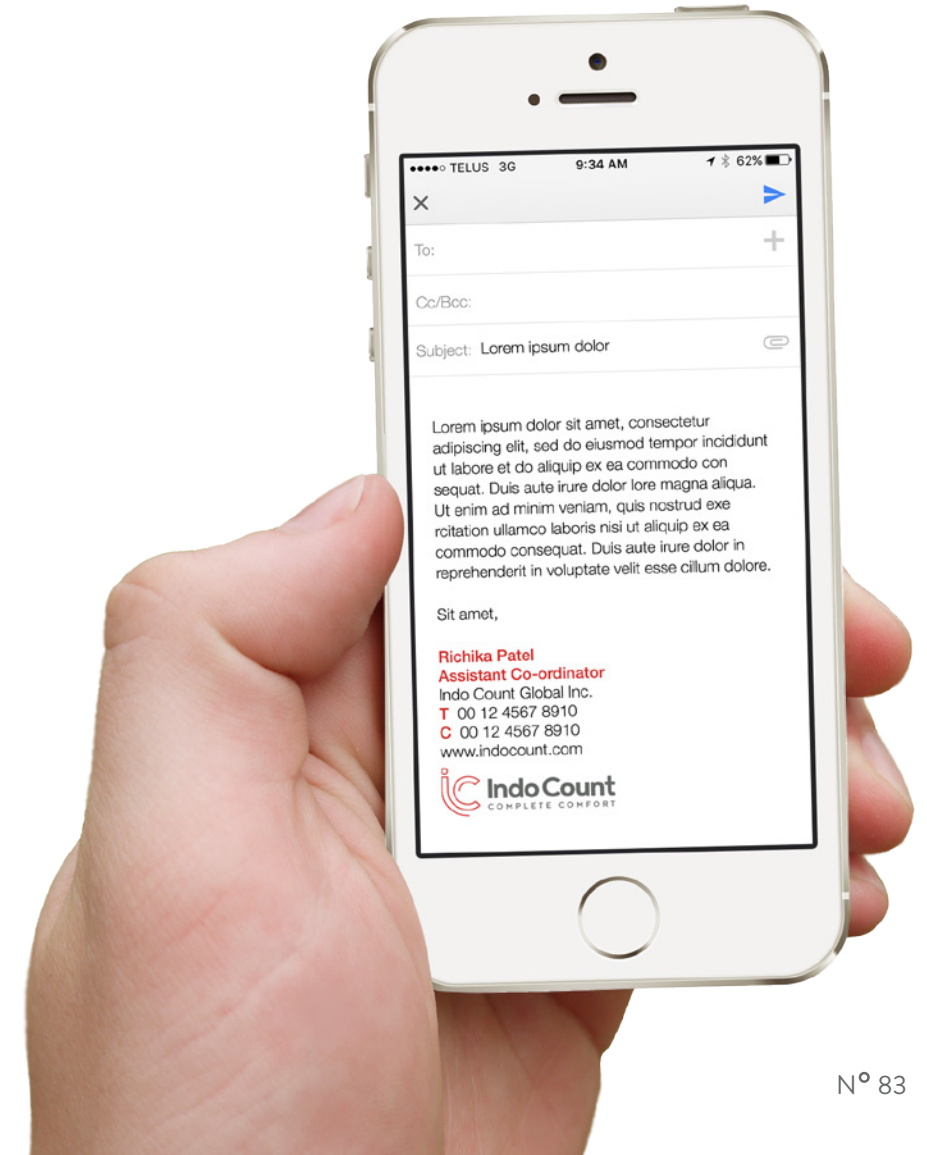
Indo Count Divisional Name

Primary Contact Number

Secondary Contact Number (if required)

www.indocount.com

Please do not add personalized motivational messages or additional animated graphics to your email.



CONCLUSION

Complete Comfort

We walk with our head in the clouds imagining truly beneficial innovations to provide a better night's sleep, but with our feet on the ground regarding best business practices. Each and every one at Indo Count is an expert and is passionate about the sleep category. All stakeholders can rest assured with complete trust that we bring complete comfort to the world.



