

National Stock Exchange of India Limited
 "Exchange Plaza"
 Bandra – Kurla Complex,
 Bandra (E), Mumbai – 400 051
NSE Code: GHCL

BSE Limited
 Corporate Relationship Department,
 1st Floor, New Trading Ring, Rotunda Building,
 P.J. Towers,
 Dalal Street, Fort, Mumbai – 400 001
BSE Code: 500171

Dear Sir/Madam,

Press Release for Two New Products Launched**Subject: Disclosure of Material Event / Information under Regulation 30 of SEBI (LODR) Regulations, 2015**

We would like to inform that GHCL Limited is coming with two **new bedding product** under the brand "**NILE HARVEST**" and "**MEDITASI**", which are launched on March 18, 2019 at **York Home Fashions Week - USA**.

The "**Nile Harvest**" range entails the use of proven technology from Tailorlux GmbH in Munster, Germany, to establish the source and secure complete traceability from gin to store. This technology involves the injection of a machine readable optical security marker at the gin which is a customized "optical fingerprint" and is only readable by smart, "lock and key sensors".

The "**Meditasi**" is launched with nine distinct ranges. "Meditasi" means "meditation" in the Malay language. The collection focuses on improving the health and wellness and rejuvenating the user during sleep.

Pursuant to the requirement of Regulation 30 of the SEBI (LODR) Regulations 2015 read with Para B of Part A under Schedule III, we would like to place on record the following information:

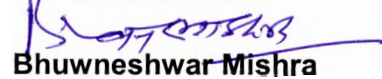
S. No.	Details of Events that need to be provided	Information of such events(s)
a)	Name of Product	1. Nile Harvest 2. Meditasi
b)	Date of launch	March 18, 2019
c)	Category of Product	Bedding
d)	Whether caters to domestic / International market	Initially International market
e)	Name of the countries in which product is launched (in case International)	USA

Please also find enclosed copy of a Press Release being issued by the Company for your reference and record.

You are requested to kindly note the same and please also take suitable action for dissemination of this information through your website at the earliest. In case you need any other information, please let us inform.

Thanking you

Yours truly

For GHCL Limited


Bhuneshwar Mishra
Sr. General Manager & Company Secretary

Encl: Press Release

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GHCL launches “NILE HARVEST” a range of completely traceable Egyptian cotton bedding, and “MEDITASI”, an innovative “health and wellness” bedding collection at the New York Home Fashions Week

New York, 18th March 2019- GHCL Limited launched a range of completely traceable Egyptian cotton bedding collection under the brand name “Nile Harvest” at the New York Home Fashions Market week. The “Nile Harvest” range entails the use of proven technology from Tailorlux GmbH in Munster, Germany, to establish the source and secure complete traceability from gin to store. This technology involves the injection of a machine readable optical security marker at the gin which is a customized “optical fingerprint” and is only readable by smart, “lock and key sensors”. The management of this process includes IoT integration of all traceability data throughout the supply chain. This product will be marketed mainly in USA & UK. To know more you may visit www.nileharvest.com

GHCL also launched a collection of health & wellness bedding under the brand name “Meditasi” with nine distinct ranges. “Meditasi” means “meditation” in the Malay language. The collection focuses on improving the health and wellness and rejuvenating the user during sleep. The collection includes the following ranges-

- I. Radi-Pure, which nullifies the impact of radiation from electronic and wireless devices through the use of tiny Environ chips embedded in the seam of the fitted sheet
- II. Hydro-Bliss, is a hydration bedding that does not draw moisture from the skin
- III. Therma-Comfy, centers on cooling and rapid drying
- IV. Derma-Gloss inhibits allergies and nourishes the skin
- V. Air-Fresh, purifies the air in the sleeper’s microclimate
- VI. Youth-Renew, anti-ageing sheets which prevent wrinkles
- VII. Aroma-Lure, offers aromatic infusions including lavender, jasmine, vanilla and cinnamon
- VIII. Muscle-Resto, provides infrared energy for improved blood flow
- IX. Relax-Max, helps foster better sleep quality by blending Tencel with a variety of sustainable elements including graphite, copper, and Cupro, derived from the cotton seed, as well as Kapok, which grows around the seeds of the Ceiba tree.

To know more you may visit www.meditasi.com

In March and September markets last year, GHCL had launched its brands REKOOP & CIRKULARITY. Speaking on the occasion Manu Kapur, President and CEO of GHCL Home Textiles said *“the unique IntegriTEX technology helps establish provenance for Egyptian Cotton and secures its complete traceability right from the stage of ginning to products being at store shelves. Thanks to this technology, we will be able to infuse trust in our customers about the*



authenticity of the source of origin of Nile Harvest Egyptian Cotton and will be able to prove its existence all through the supply chain.”

“It is proven beyond doubt that a good night’s sleep is inextricably linked to a person’s health and well-being. MEDITASI, our new bedding collection, has 9 innovative ranges that directly promote better sleep and a diverse array of health and wellness benefits, through the use of specific sustainable fibers like Cupro, Kapok, TENCEL™ and REFIBRA™, polyester infused yarns such as graphite and copper, select weaves and finishes. The collection includes interesting concepts such as thermal regulation, moisture management, radiation control and athletic recovery. This collection is our way of saying we care”.

About GHCL

GHCL Limited is a well-diversified group with an ascertained footprint in Chemicals, Textiles and Consumer Products segment. In Chemicals, the company manufactures Soda Ash (Anhydrous Sodium Carbonate) and Sodium Bicarbonate (baking soda). Its Textiles operations is an integrated set up which commences right from spinning of fiber (yarn), weaving, dyeing, printing till the finished products, like sheets & duvets, take shape which are primarily exported worldwide. With an in-house spinning unit at Madurai in Tamil Nadu, and a state-of-the-art weaving and processing home textile facility at Vapi in Gujarat, GHCL is one of the leading manufacturers of home textiles in India. Its Home Textiles products are predominantly exported worldwide to countries like United Kingdom, United States of America, Australia, Canada, Germany and other European Union countries as well.

Consumer Products operation is another business for GHCL and it manufactures and sells Edible salt, Industrial grade salt. It also markets Honey, Jujube Honey, Spices and Blended Spices in the country under the brand name of I-Flo.

At GHCL Ltd, Sustainability is a core element of our four pillar business strategy based on Responsible Stewardship, Social Inclusiveness, Promoting Relationship and Adding Value. GHCL’s commitment towards the development of weaker sections of society has been a continuous initiative for more than two decades. Through the “GHCL Foundation Trust”, its CSR activities to cover a larger section of the society to provide support to the downtrodden, needy and marginalized citizens and also to create social infrastructure for their sustenance.

To know more, please log in to www.ghcl.co.in



Meditasi

SLEEP AND HEAL

GHCL's innovative
"health and wellness"
bedding collection
