

WIL/SEC/2016

September 23, 2016

To

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| <b>Bombay Stock Exchange Limited</b><br>Department of Corporate Services,<br>SP. J. Towers, Dalal Street,<br>Mumbai - 400 001<br>(Scrip Code-514162) | <b>National Stock Exchange of India Limited</b><br>Listing Compliance Department<br>Exchange Plaza, Bandra-Kurla Complex,<br>Bandra (E), Mumbai - 400 051<br>(Symbol: WELSPUNIND) |
|--|---|

**Re: Regulation 30 read with Part C of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir / Madam,

Sub: Press release

Please find enclosed herewith the text of the press communication, which is being released simultaneously to the media.

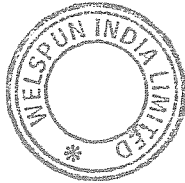
Please take the same on your record.

Thanking you,

Yours faithfully,  
For Welspun India Limited



**Shashikant Thorat**  
Company Secretary  
FCS - 6505



Encl: As Above

Welspun India Limited

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## Welspun Secures Patent for New Line of Augmented Reality Home Decor

*There is a New Frontier to be Explored in Textiles!*

**Mumbai, September 23, 2016 – Welspun India Ltd., (WIL), part of the US\$ 2.3 billion Welspun Group** is thrilled to announce that it has secured the “Interactive Textile Article and Augmented Reality System” patent, which protects Welspun’s new product line **TILT**. The patent covers a system that has textile material with a design motif and an augmented reality software application. The software application is designed to allow a user to scan the design motif on the textile material, and enter an augmented reality portal that is thematically related to the design motif.

**TILT** by Welspun is a **new brand** that focuses on seamlessly integrating technology into textiles. The first product, **Spin Tales**, is an interactive and innovative bed set and rug for kids aged three and up. With innovative technology, a free app designed for the duvet cover and rug allows the user to experience adventures in augmented reality and engage in interactive games. **Spin Tales** is the first of many smart home textile products that will be introduced under the **TILT** umbrella.

“There is a new frontier to be explored in textiles - one that delights, engages, animates and connects - and as a company with global reach, it is important for us to protect the skills and knowledge needed to launch these products,” said Dipali Goenka, CEO and Joint Managing Director, Welspun India Ltd. “This patent will push forth avenues to engage users while fostering a learning environment with innovative and futuristic textiles. Welspun is excited to introduce products, that when enabled by technology, immerse the user to the point where imagination is intertwined with interactive learning experiences.”

For more information on the Company go to [www.welspunindia.com](http://www.welspunindia.com) and for more information on **TILT** go to [www.tilttextiles.com](http://www.tilttextiles.com).

### **About TILT by Welspun Group:**

**TILT** is Welspun’s innovative smart home textiles arm that creates interactive experiences through seamless integration of smart technology with home textiles. **TILT** will be launching their product line, **Spin Tales**, the first ever interactive bedding for children with a focus on storytelling, user experience and AR technology. The **Spin Tales** classic duvet and pillow case set allows readers to join Little Red, Three Pigs and Jack from Magic Beans on their adventures, or join Milo and friends in the **Spin Tales** Jungle rug to explore and learn about life in the jungle, by using an app that brings characters alive in 3D images. **Spin Tales** creates a unique bonding experience for children and parents; it draws them into an immersive world of stories and fosters learning in an interactive environment that is truly magical and playground cool. This is the first in a series of smart home textiles products that **TILT** is creating.