

18th January, 2021

Dear Partner in Progress,

Happy New Year! We hope you and your family are healthy and safe.

This financial year has been like none other and yet together we have overcome many obstacles. At Kurlon, our every decision during this trying time has been with the focus of best interests of all stakeholders in our ecosystem- including our internal team members, channel partners, our vendors, consumers and community. Here's a quick look back

April/ May/ June 2020

With the Unprecedented National Lockdown in place, the first months of the financial year were without any revenue. Uncertainty and fear gripped our thoughts- and businesses had to make tough decisions on their impending future. While each brand had to choose between internal or external operations, we at **Kurlon decided it was our duty to take care of both.**

Internally, we ensured all our employees were paid their full salaries so they could take care of their loved ones. For our channel partners, **Kurlon paid the KKK rewards for 2019-20** - so that the money could help with short term expenses and sustain their businesses.

We engaged the families with **"Partners got talent"** contest for channel partners and **"Apna Ghar Apna Style"** contest for consumers. Keeping communication open was priority and during the first quarter, we engaged with more than 6000 people in our ecosystem over more than 100 video conferencing calls.

July/ August/ September 2020

The second quarter saw a slow coming back to businesses- but with no clear cure to the contagious virus, we had to find a **new way of doing contactless business.** Even though we are not an IT Company, in a matter of weeks, we enabled technology for order management, digital payments and after sales support. This change has disrupted the way we do business today and has given you- the channel partner more control on your business.

We understood that only serious buyers were coming to the markets and it was critical to have the supplies available. Government had also put strict policies on manufacturing with social distancing. The Kurlon COVID19 Taskforce leapt into action putting very strict operating and sanitization procedures- because of which we were able to continue to run the factories without any closures. We also updated our packaging to reflect key messaging of **"Made in India"** and **"Sanitized for your safety"**

Health and safety continued to be a focus and we shared the concern for your well being as well as that of your family. We became the first in the industry to extend **Health Insurance option to our channel partners.**

October/ November/ December 2020

This year's festive season was the most looked forward to and we as Kurlon knew we had to support our partners at this critical time. We left no stone unturned and invested a lot of money in a **full-fledged 360 degree Pan India advertising campaign** to bring footfall to the stores including print, radio, TV, online digital marketing and welcome arches at counters. We have also listed all the KURLON HOME and KURLON KORNER counter addresses on our website.

Logistics and tracking was also highlighted to be an important requirement, so we have created a portal where you can track the status of your order <http://trackorder.kurlon.com/>

We also launched **Kurlon Kconnect** - an engaging partner rewards program that enables you to have full control and let's you choose how you want to earn and redeem points instantly. This program has been designed to be inclusive so every counter gets rewarded.



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Quarter 4 2020-21

The last nine months have been a mix of highs and lows and we are thankful to you for your continued support as we worked shoulder to shoulder to serve our consumer together. We believe the worst is behind us and we look forward to finishing this financial year on a positive note.

If you haven't already done so,

1. Please sign the trade policy by clicking here www.kurlon.com/tradepolicy
2. Freebie orders for October/ November, may be claimed by clicking here <http://app.kurlon.com>
3. For more information on Kurlon Konnect rewards app, call **01204796383** or email reachus@kurlonkonnect.com

We are here for you!

To serve your needs better, we now have 2 teams -

Centralized Dealer Ops team:

This team supports day to day operational concerns- including order cancellations, delayed orders, consumer complaint escalations, account related questions like outstanding, credit notes, etc. Please share your comments and concerns via the **Contact us module on the Kurlon Dealer App** as shown in the picture

Local Business development team:

For business development related questions, our local team will be glad to help you - including how to grow your business, how to train your salesman at the counters and how to serve our consumers. **We will soon be sharing details of your relationship manager.**

In addition, if you have any concerns, you may connect with your respective National Sales Head or Kurlon Leadership

MBO counters: nsh.MBO@kurlon.com

Kurlon Home/ Sofa World counters: nsh.KH@kurlon.com

Kurlon Korner counters: nsh.KK@kurlon.com

Kurlon Leadership Team: KLT@kurlon.com

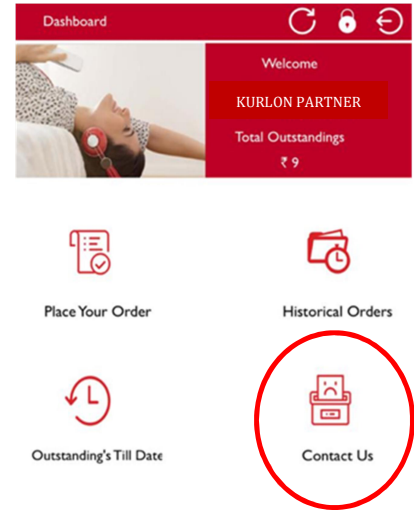
The pandemic has brought with it a new interest in the home segment and at Kurlon we have started 2021, with a renewed focus to capture the unbelievable opportunities in the Indian marketplace. We believe that **our local channel partners are an integral part of the organization's journey ahead** and we look forward to continuing our long relationship for a Atmanirbhar Bharat.

Stay healthy, be safe and Let's Kurlon

Warm regards,



Jyothi Pradhan
Chief Executive Officer
Kurlon Enterprise Limited



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