

# VISCOSE

*Naturally*

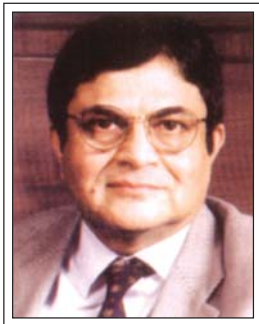
A Birla Cellulose Publication

Issue 6

**Adding colour to your life**

  
**Spun Shades**™  
*Colours Inspired by Nature*

## Message



**Mr. Shailendra K. Jain**  
Director, Pulp & Fibre Business

The Indian Textile Industry is growing significantly in the global arena. The sector has leveraged on the opportunities, now, for the second year in a row after the removal of quotas. Some of the key factors that have led to this growth include India having a competitive advantage in terms of multi-fibre base, abundant cheap skilled labour and presence across the entire value chain of the industry ranging from spinning, weaving processing and manufacturing of made-ups and garments. Large scale domestic production of polyester, cotton

and viscose fibres has provided a strong raw material base for meeting the increased demand from growing exports as also from enlarging domestic requirement.

Simultaneously, a significant trend is observed by way of increasing customer preference for Cellulosics. Global warming and life style shift to casual clothing are the key drivers leading to such increase. Global cotton production has remained flat at about 25million tons while VSF is rising by 5% every year. This trend is likely to continue.

Birla Cellulose is committed to meet this growing requirement in India and globally. The Pulp and Fibre Business of the Aditya Birla Group which presently enjoys a global market share of 23% has now embarked on an ambitious expansion plan in India, Thailand, Indonesia and China to increase the current capacities by over 160000 Tons per annum at an estimated cost of \$260 million. All these brown field expansions are expected to be completed by mid 2008 to serve the Textile and Non-woven fraternity through better availability.

Through these expansions, we are also creating a complete product portfolio ensuring regular

availability. We have successfully enhanced the palette from regular Viscose Staple Fibre to dope-dyed fibre, Spun Shades, to Viscose Plus, Birla Modal and more recently Excel Fibres to provide a complete choice of the appropriate fibre basket for consumer applications. Towards this end, the Textile Research and Application Development Center (TRADC) set up by the Group at Kharach, the only one of its kind facility in the world is playing an important role in facilitating the value chain to come up with products in accordance with consumer preferences.

Our thrust to reach out to the end consumer through increased focus on Retail continues. We plan to add more to our existing number of captive retail outlets and studios to showcase the products of the value chain customers and proactive collections from TRADC.

With the team at Birla Cellulose committed to deliver on all the above mentioned aspects, we wish all of you the best for this new financial year and hope that each and every one of you are contributors and achievers in this Textile Industry growth cycle.

Birla Cellulose will continue to drive this movement by partnering with all of you in your endeavors.



**Mr. Vijay Kaul**  
Chief, Marketing Officer

Dear Readers,

Welcome to yet another issue of Viscose Naturally. Each year brings with it its new set of challenges and possibilities. This year too brings to us the promise of reduced duties, a quota free world, upgradation of technology newer designs and much more.

To effectively thwart our competition in the global arena, it is imperative that we come up with such value enhancing propositions that cost will not longer remain the deciding criterion. Indians are recognized globally for their ability to adapt, to innovate and to be flexible. We should make this our tool to combat external threats which thrive on mass scale production capacities which despite being cost effective are totally inflexible.

One element where Indian producers can gain maximum mileage is in the field of viscose based products as they have a unique country advantage. Viscose supplied to them is much cheaper than is available worldwide which can give them the cost edge. Further the element of exclusivity can come in through value added viscose usage like in the case of Spunshades.

Spunshades the dope dyed fibre manufactured by Birla Cellulose offers to the value chain a

unique proposition as the fabric / garments made from Spunshades never fade and the brightness of the apparel never dims as opposed to piece dyed fabrics where the colour is only on the surface and disappears on repeated washes. Further, as the number of shades offered by Birla Cellulose is much greater than that of any other dope dyed VSF manufacturer, interplay of designs and colours becomes and even more exiting. It also offers cost advantages in terms of processing and reduction of cycle time.

We urge you to add a little Spunshades to your life and see the new years blossoming out in myriad hues of success and profitability.

Wishing you all the best for the coming year.

Cheers and Happy Reading!

## C O N T E N T S

|                       |                     |         |                          |                           |
|-----------------------|---------------------|---------|--------------------------|---------------------------|
| Designer Speak.....   | <b>Anita Dongre</b> | pg....1 | SpunShades.....          | pg....9                   |
| Customer Profile..... | <b>Banswara</b>     | pg....3 | New Innovation.....      | <b>TRADC</b> pg....11     |
| Overseas Unit.....    | <b>TRC</b>          | pg....7 | News & Events .....      | pg....12                  |
| Overseas Unit .....   | <b>IBR</b>          | pg....8 | Value Chain Member ..... | <b>V &amp; S</b> pg....15 |

## Anita Dongre

## Anita Dongre

**She is one of best known names in the Indian fashion Industry with well designed and superbly styled garments which are at the forefront of Indian and international design.**



Anita Dongre (Designer)

Her no fuss clothing, western in its appeal and Indian in its accents, has won her several accolades. We at Birla Cellulose are proud to partner this star of the Indian fashion industry.

*Anita Dongre is today one of the best known names in the Indian fashion Industry & has been a part of the Indian fashion industry for the past 17 years.*

**The designer :** Anita shot into the limelight in 1999 when she decided to enter the branded market with her western wear pret line for women called AND. AND consists of comfortable, stylish and affordable western wear and is being retailed from Crossroads, Linking Road, Quorum High Street Phoenix in Bombay and also from Commercial Street in Bangalore.

She entered the world of fashion immediately after schooling. Although the initial years at University were geared towards a Commerce degree, she simultaneously enrolled into the prestigious Indian fashion design school, S.N.D.T. and completed the course in 1983. She taught at SNTD for 2 years. To encourage design students, Anita now serves as an external mentor to institutes like S.N.D.T., NIFT and G.D Somani.

To reach out to a larger segment of women, AND created a special budget line that retails from all Central (Pantaloon) Stores and Shoppers Stop outlets nationwide.

Subsequent to the popularity of AND, Anita launched a line of Fusion and ethnic wear under the label AND EAST. This label is available at Shoppers Stop, Pantaloon and Pyramid.

*Anita's signature label "ANITA DONGRE" was launched in August 2000 at the CPD Düsseldorf garment fair in Germany.*

First Indian designer invited and honored to showcase her collection at the finale of the CPD Fashion Show. ANITA bagged the 'Best Prêt Designer' for the year 2001-2002 from the Clothing Manufacturers Association of India.

Anita not only designs for her stores and her labels but also optimizes on her capacities by designing uniforms for several big names both in India and abroad. Further, she also designs for film stars like Mallika Sherawat and Juhi Chawla among others.

## ANITA AND US!

Anita has been associated with Birla Cellulose for the past one year but her passion with viscose started way back when she began designing. She lovingly calls this fibre to be a **designers delight** and says that viscose fabrics are "classic" in the sense that they provide "a blank canvas to the designer to let their imagination run free". She also says that viscose

fabrics have such great fall and fit that they are perfect for her line of clothing which are simplistic yet stylish and have an element of nostalgia. She also maintained that Viscose Georgette was her all time favourite fabric and was a perfect foil from which to create a whole range of tops and skirts. She has lately forayed into viscose based knits with exiting cuts, prints and embellishments and says that viscose





lends itself beautiful for all kinds of treatments. Further, since viscose has inherent luster and sheen, and takes up colours beautifully, this fabric has seen great success in her top wear collection.

*She also maintained that Viscose Georgette was her all time favourite fabric and was a perfect foil from which to create a whole range of tops and skirts.*

She has over the past year also been working on Modal based garments which have excellent fall and fit and are placed at the premium end of her western wear collection. She is mainly working at a line of dresses and skirts with this fabric. She is exporting the same to various global destinations and is retailing these through her own label & at Samsara. She has only recently started working at

designing viscose based shawls and stoles which have again seen great success both in the domestic and international market and is a new avenue which Anita is eager to explore.

She predicts that viscose and especially Modal based garments will play a major role in her next Spring-Summer collection.

We at Birla Cellulose are greatly enthused by her efforts and are working closely with her to ensure that Viscose in all its forms is reflected in all its splendor through Anita's collections.



Please mail for queries to [anitadongre@anitadongre.com](mailto:anitadongre@anitadongre.com)

## Banswara Syntex Limited

**LOOKING AT Mr. R.L. Toshniwal, Chairman and Managing Director of India's original textile behemoth, it is not difficult to imagine him as an eager sales manager working at Texmaco in 1954. His enthusiasm and excitement about textiles at the grand age of 75 is infectious to say the least. Sitting in his cabin, one feels like textile has the same unlimited potential as it did in 1950's.**

It is not hard therefore to understand how he rose meteorically from his position as Sales Manager to Project Manager at Bhawani Mandi and then a Production Manager even before he turned 26 at Birla Cotton Mills. In a couple of years he was promoted to being the GM of Aditya Mills at Kishangarh. It was not long before he became CE of VXL India. His drive for achieving excellence and leaving a mark on his chosen sphere led him to set up his own mill in 1976 and Banswara Syntex was born.

Banswara Syntex was promoted by Mr. R L Toshniwal, jointly with Rajasthan State Industrial Development & Investment Corporation Ltd. (RIICO) in Banswara, a backward district situated in the southern part of Rajasthan. Later on Mr. R. L. Toshniwal bought back the holding of RIICO. The company started its commercial production in the year 1978 with an initial spindle capacity of 12480 spindles and **started production of Pure Viscose Yarns.**



The company has a track record of expanding, modernizing and diversifying its activities from time to time keeping in view the increasing demands, quality aspects, changing market requirements, etc.

The company embarked on cloth weaving activity in the year 1992 by setting up a state-of-art weaving plant to manufacture quality fabrics. By 1994, 11 airjet looms were set up to manufacture world class fabrics at this mill. Today Banswara Syntex has over 200 shuttle-less looms and is already thinking of expanding. Their current capacity is around 1.5 million meters of fabric each month.



Further, to ensure certain quality standards and have control on all processes which would ultimately effect the end product, they have also set up their own processing plant which can process up to 80,000 meters per day.

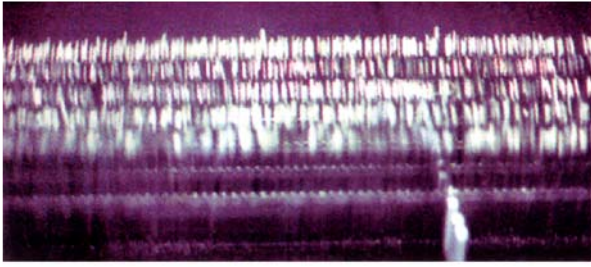
BSL again diversified its activities into Readymade Garment manufacturing in the year 2004. For Readymade Garments, a separate unit was set up at

Daman (U.T.) to manufacture trousers in the brand name of INTEGRATION.

The capacity of this unit is to turnout around 150,000 trousers per day. They are also planning to come up with a similar unit at Surat which would double their manufacturing.

Banswara, a completely integrated textile entity with presence at all levels of textile products is a leader in the market be it in terms of yarn, fabric or garment sales. A brief overview of its product portfolio is as under:





## YARN

Banswara specializes in producing blends of viscose staple fibre, polyester staple fibre, acrylic staple fibre, lycra, cotton, linen and wool. They have a total production capacity of 25000 tonnes of yarn per year.

20,000 tonnes are polyester viscose blended dyed yarns and 5000 tonnes are 100% cotton combed and carded yarn.

The aim here is to make sure that every customer is satisfied. To ensure the quality of their final product, all yarn is tested for irregularities and imperfections.

|  |  |
|--|--|
| They manufacture the following variety of yarns:           |  |
| A : 100% Viscose   | F : P / V Lycra                        |
| B : 100% Polyester   | G : P / V Linen                        |
| C : 100% Acrylic   | H : P / V High Twists                  |
| D : Poly / Viscose   | I : 100% Combed and Carded Cotton Yarn |
| E : P / V Wool   |  |
| Count Range 8's - 60's NE. available in Fibre Dyed / Ecrú. |  |

**The Right Colour :** At Banswara, they go to great lengths in search of the perfect shade demanded by the customer. And once they have it, they ensure it stays that way. To achieve consistency throughout the batch, they offer fibre-dyeing. They also have facilities for yarn and fabric dyeing, to give the customer the flexibility without compromising on the quality of colour.

**Facilities :** Ring spinning with Reiter auto-leveler draw frames and Autoconers with Uster-quantum clearers.

## FABRICS

The team at Banwara creates fabric that is based on the clothes people wear, and people wear clothes based on the fabric they create. Their team takes the customer through every step, from weaving to finishing. Inspired by Europe, made in India, their collections have the creative edge. They produce solutions to career-wear clothing and smart casual look.

## Their Specialties include

- Stretch fabrics - They are "LYCRA ASSURED"
- Specialty finishes for touch - Stain, Wrinkle, Moisture Management, etc.
- Critical match.
- Design innovations.
- Sampling and development support.

At present, they manufacture the following fabrics, for men and women

|  |                              |
|--|------------------------------|
| Mono, Bistretch and Rigid fabrics in the following blends: |                              |
| A : Polyester / Viscose                                    | D : Polyester/Viscose/Lycra  |
| B : Worsted Spun Polyester/Wool                            | E : Polyester/Viscose/Cotton |
| C : Polyester/Modal  | F : 100% Cotton specialties  |
|  | G : 100% Viscose             |

At Banswara they understand that maintaining quality is one of the hallmarks of a great company and a ticket to success in the International arena. To maintain the same they follow strict guideline for quality testing which are as under:

- Pilling and abrasion
- Colour fastness to washing and to light
- Dimensional Stability
- Seam Slippage
- Spray Rating- for Teflon fabrics
- Stretch/Recovery/Growth- for lycra fabrics

Furthermore, they also arrange for inspection of goods from Intertek Testing Services

## READYMADE GARMENTS

Banswara Garments is a relatively new member of the Banswara Group. The factory is located in Daman, which is 200KM north of Mumbai and 600 KM south of Banswara. The garment unit is a specialized dress pant factory. It makes the offering of Banswara complete and vertical. Their team will take you right from the concept to the final product in the least possible lead-time.

**Facilities :** The factory is equipped with a full complement of machines to be able to manufacture a trouser of the finest quality.





They also do their marking and grading on a CAD system from Rich Peace. The sewing line primarily consists of Juki machines. There are automatic welting machines from Eagle. Curtain felling machines from Union Special, Eyelet Buttonhole machines from Reece and Blind Loop machines from Mair. The pressing is entirely from Rotondi, including leggers, toppers and side seam presses.

**Capacities :** The total floor space of the factory is close to 40,000 square feet of built up area. The installed capacity is for about 150,000 units per day. The entire focus of the factory is on producing dress pants that are able to match the highest standards of workmanship, quality and appearance.

The Banswara group is considering further capacity expansion of 150,000 units at Surat as mentioned earlier, in view of the quota free access to North American and European markets.

The capacity of the garment factory is backed by their fabric manufacturing and design capable of producing up to a million meters per month of dress pant fabric.

### **TECHNOLOGICAL UPGRADATION & INNOVATION**

Over the years the company has given major emphasis on innovation of its existing plant & machinery in order to improve the quality of its products.

For the last five years the company has installed various latest technology machinery and equipments in its spinning, weaving and processing divisions.

The company has spent Rs. 146 crores towards expansion and modernization during the last five years from 1st April, 2001 to 31st March, 2006 with the financial assistance from various Banks and Institutions under Technology Up-gradation Fund Scheme of the Government of India. This has enabled the company to make its products widely acceptable in the domestic as well as international markets.

### **Current Expansion, Modernisation, Diversification Project**

At present the company has taken up an expansion project of Rs. 102.50 crores to expand its spinning, weaving, processing, garmenting divisions and also to install a 18 MW thermal power plant. This expansion project will be fully implemented by beginning of 2007.

### **THE MARKETING ANGLE**

The company has three marketing divisions for Yarn, fabric and garments respectively & has its own offices and agency network at home and abroad for marketing of its products.

In the domestic market, the major customers of the company include Raymonds, Reliance, Grasim, Siyaram, Rajasthan Spg. & Wvg. Mills, Donear Suitings, Arviva, Bombay Dyeing, Indian Rayon Etc.



It is obvious that Banswara aims at become a leading name in the arena of trouser manufacturing in both the domestic and global arena. Currently, the group manufactures fabrics and garment not only for their own brands but also for the forerunners of fashion industry namely Park Avenue, Lifestyle, West Side, Landmark, Levis, Marks and Spencers and several others.

In the international market, the major customers of the company include Armatex Ltd., Carreman Michel Thierry, France, Rutex Textilhandles GMBH, Germany, Groupo M Industries SA, USA, Epengle Tekstil Endustri Ve Tic, Turkey, Adel Saleh Trading Co. Ltd., UAE, Egyptian Group Indl Expimp, Egypt, etc.



The company's export performance for the preceding five years is as under:

| Year    | Amount (Rs. in lakhs) |
|---------|-----------------------|
| 2001-02 | 11,250                |
| 2002-03 | 15,668                |
| 2003-04 | 20,431                |
| 2004-05 | 16,000                |
| 2005-06 | 20,270                |

We hope that Banswara Syntex continues to grow by leaps & bounds, that our ties with them grow in the coming years.

## THE MOVER AND SHAKERS AT BANSWARA SYNTEX



### R.L. Toshniwal

Chairman & Managing director  
M.Sc. Textiles. Leeds

**Mr. R.L.Toshniwal**, aged 75 years, is the Chairman & Managing Director of the Company. He holds Masters degree in Textiles from Leeds University, England and has a vast experience of 43 years in the field of textile industry. He has been associated with a number of business organizations since the beginning of his career. In the past he has been elected as the Chairman of Rajasthan Textile Mills Association and President of Indian Spinners Association. At present he holds the office of Chairman of The Synthetic & Rayon Textile Export Promotion Council (SRTEPC). Besides Banswara Syntex Ltd., he is on the Board of Directors of five other companies. Being an industrialist with high social obligation, he is associated with a number of charitable trusts also.



### Ravi Toshniwal

Joint Managing Director  
B Tech Chemical Eng IIT, Mumbai

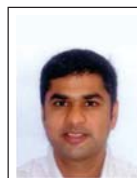
**Mr. Ravi Toshniwal**, aged 42 years, is the Jt. Managing Director of the Company. He is B.Tech (Chem.) from IIT, Mumbai and has also undergone OPM course of Harvard University, New York. He has traveled extensively to Europe, US and other developed countries to promote the products of the company and as a result the exports of the company have increased substantially over the last ten years.



### Rakesh Mehra

Wholetime director  
Chartered Accountant, Mumbai

**Mr. Rakesh Mehra**, aged 49 years, is the Whole-time Director of the Company. He is a Chartered Accountant and has 18 years experience in the industry. He is the former Chairman of The Synthetic & Rayon Textile Export Promotion Council (SRTEPC).



### Shaleen Toshniwal

Wholetime director  
Bachelors degree in Business Management  
Bentley College, USA

**Mr. Shaleen Toshniwal**, aged 29 years, is the Whole-time Director of the company. He holds Bachelors degree in Business Management from Bentley College, USA.



## Lucky Spinning Co. Limited, Thailand

A priority customer of Thai Rayon Co.

M/s. Lucky Spinning Co. Ltd. is part of the Lucky Group in Thailand which has multi dimensional interests in Textiles, Garments, Construction Supplies, Real Estate and Trading. The turnover of the Group is around \$ 100 Million. The Spinning Business of the Group is the core business activity. The production of Lucky Spinning commenced in 2003. In a span of 4 years it has become a leading manufacturer and exporter of Man-Made and Cotton Yarns from Thailand.

LSC has a capacity of 45216 spindles and 6750 open-end rotors. Out of this 4056 Rotors have been commissioned in January 2007. They plan to install state of art Air Jet Mutarta Vortex Spinning Technology and State of Art Meyer and Cie Knitting Machines in the near future.



**Mr. Kamol Phichitsing ( MD & CEO)**

LSC is an example of optimum technology to produce the best quality yarns. It is a perfect blend of the available technologies of Europe and India in the Ring Frame Plant and State of Art Technology in the Open End Plant.

### RING SPINNING SECTION

**The Ring Spinning constitutes of Trutzschler, Reiter, LMW, Schlafhorst combination.**

The plant is divided into 2 sections. The 100% Cotton Division and the 100% Viscose and Poly/Viscose Division. Currently they produce the best 28's and 30's Viscose yarns in entire South east Asia. Their yarns command a premium as they are an established supplier of consistent and excellent quality viscose and cotton yarns.

In cotton yarns it offers all the products that are used in the Denim and Heavy Bottom Weight industry. Products like coarse count Ring Yarn, slub yarns, core spun yarns, multi count multi twist yarns can be sourced from them at competitive prices.



### OPEN END SPINNING SECTION

With the commissioning of the latest 4056 Rotors LSC has now become one of the largest Open End facilities in South East Asia.

It is a state of art technological plant with latest machines like Schlafhorst SE-12 Fancynation with 408 Rotors, The Reiter R-40 with 400 Rotors and Savio Flexi Rotor S-3000 with 360

Rotors equipped with Amsler HPC Slubs and Fancy Yarn device for Ring like OE Slubs. All its Open End Yarns are certified under Belcoro and Comforo certification. The production capacity of this plant is 1700 Tons per month.



### LUCKY Quality

As mentioned earlier, LSC is one of the best producers of cotton, viscose and polyviscose yarns in south east Asia. The proof the pudding is in the eating and here this statement gets verified by the fact that LSC command a premium price in this market. This has been established due to the hard work put in by the team at LSC which makes sure that each and every cone making its way out of the factory is subject to checks and is upto benchmark. This happens due to the following facilities installed at the unit:

- It has the First Completely Computerized Online Production Facilities in South East Asia.
- It has a record of Uster 5% Quality Standards consistently ever since its production commenced in 2003.
- It has the First Ring Eye System installed on each Ring Frame which transmits real time Quality Data on to the central server of each and every spindle.
- It has an Automatic Trutzschler Weighing System at Blow Room. This device ensures exact yarn blend percentages homogeneously for outstanding and uniform color results
- It has Automatic Bale Management System to prevent any shade variation during dyeing.
- LSC has intelligently used best components in the Ring Frames for outstanding results: Titan Rings, Bracker Ring Travelers, Armstrong Cots, Hokushin Aprons and Novibra Spindle inserts.

### Lucky Management Team

LSC has a dedicated team which ensures timely delivery of goods to customer at unwavering quality standards. This team is headed by Mr. Kamol Phichitsing (MD & CEO) who is in turn supported by

Mr. Soma Sundram ( C.F.O), Mr. Anshuman Gupta (C.M.O), Mr. D. Devadas (COO) and the entire team which is lovingly called - Lucky Spinning Dream Team.



## Apac Inti Corpora

Trusted Global Player in Textile (An Indo Bharat Rayon Customer)

As an important business partner of Indo Bharat Rayon, with over 15 years of experience in the textile industry, PT APAC INTI CORPORA (APACINTI) has transformed into a giant textile product manufacturer with the biggest weaving and spinning factory in the world at a single location.

Its factory is situated on a strategic and advantageous place in Central Java-Indonesia.

With sophisticated and integrated machinery, they widely produce 3 key products:

1. Yarn
2. Greige Fabric
3. Denim

Quality led strong performance got them to achieve certification from KEMA: ISO 9001:2000 (Quality and Customers Satisfaction) and ISO 14001 (Environment Management System). Since all



activities in APACINTI are monitored and follow International standards, from product quality to environment management systems, the company satisfied its customers and is also a socially responsible corporate entity.

Continuous support and encouragement is given to all workers of PT APAC INTI CORPORA as the company realizes the importance of nurturing human resources.

**"As is often quoted by the management :** People are the Company".



With world class quality VSF from IBR, today APAC deliver 90% of quality products to international market, to over 70 countries across 5 continentals in the world. The residual 10% is supplied to domestic

market. IBR has been proudly associated with this textile behemoth and has earned the status of **"First Choice Supplier"** with them. We hope that this association will continue to be a long and fruitful one in the future as well.

### Participation in Textile Trade Fare

First ever complete textile exhibition organized in Indonesia (ITAF- Indonesian Textile and Apparel Fair) was held at Jakarta International Expo.

It was aimed at displaying the new trends to the textile fraternity in Indonesia and was meant to create business partnerships for the future.

Birla Cellulose participated in this event with a complete display of its products which won lots of appreciation from the value chain in Indonesia and visiting foreigners.



**Mr. Benny Soetrisno** (second from right), Chairman- Indonesian Textile Association, also visited us and encouraged our team to perform better in the coming times.

### Capacity Enhancement at IBR (Another new feather in the cap)

IBR has completed the commissioning of its new production line i.e. Line # 5. It's a state-of-art line boasting of the most modern equipments and machinery.

After erection and commissioning, Production and Quality was stabilized within a very short time span by a committed and dedicated team.



Now, IBR is catering to its most quality conscious overseas customers in Textile Segment with VSF produced from Line # 5.

## DYED VSF



## Adding colour to your life

**What is life without a fair bit of colour? One will appreciate it all the more as the festivals of colour Holi has just gone by leaving us all once again in the thrall of being painted in colour.**



In our own small way, Birla Cellulose also adds colour to your life. Viscose staple fibre in its colourful avatar is known by the name of **SpunShades** is the culmination of indigenous efforts by the Aditya Birla Group in manufacturing coloured viscose staple fibre to meet the demands of the consuming industries. Over the years, with the fine tuning of this self-developed technology, our spun dyed VSF have evolved as a truly world class product which is not only environment friendly by itself, but also renders the downstream processing eco-friendlier, by eliminating a number of wet processing stages involving the use of dyes/associated chemicals.

SpunShades from Birla Cellulose carries the prestigious Oeko-Tex standard 100 certification.

SpunShades conforms to the high standards offered by Birla Cellulose products. This unique specialty product meets the stringent standards set by the textile industry in terms of washing, rubbing and light fastness.

When the fibre/yarn/fabric is dyed down the process chain, the dye chemicals attach themselves to the surface and not penetrate the core. Hence, due to repeated washing, abrasion and exposure to light, these colours fade away. As a contrast, during the manufacture of SpunShades, pigment dyes are injected into the mix before the fibre is finally made. This ensures that the colour is deep seeded inside each and every strand of the fibre, resulting in the longevity of colours of apparels / made ups made from Spunshades.

Over time, Birla Cellulose has become the world's biggest manufacturer and exporter of dyed fibre. This fact itself testifies the quality standards followed by the team at our plants to ensure that the fibre meets with all stringent norms in almost all textile manufacturing countries of the world.

The fact that overall Spunshades has grown by almost 232% over the past year, and the phenomenal growth in Europe highlight the fact that Spunshades is favoured in the European textile fraternity which is by far one of the most discerning.





Birla Cellulose has also taken various steps in promoting Spunshades with the value chain. Some of these steps including rationalization in dyeing charges, simpler classification of shades based on colour density for pricing, assurance of speedy delivery of standard shades etc. This is because we realize that usage of Spunshades will severely cut down on not only the processing costs incurred by our value chain partners but will also lead to elimination of many steps in the processing chain which will eventually lead to less of environmental pollutions.



#### Some of the advantages of using Spunshades are :

- Easy availability in spectrum of fascinating colours
- Brilliant colours and tones
- Consistency in shades assured in extended lots
- Excellent fastness properties
- Wet processing cost substantially lower
- Softer fabric feel
- Oeko-Tex certification
- Eco-friendly

At such a critical juncture of the Textile Industry across the world and especially in India post quota phase out, Birla Cellulose thus provides a renewed dimension to SpunShades category.

Both these platforms of cost reduction as well as environmentally friendly fabrics can be effectively used by our textile chain members to promote their fabrics/garments in the international markets. Not only in wovens, SpunShades is gaining more and more recognition in the Non Woven industry as well, especially for the manufacture of house care products.

We hope that the textile fraternity would be encouraged to use the inherent country advantage of using Spunshades more and more in the coming future which would take Textile products from India to a new platform.



## Exploring Blends

A niche carved by TRADC

Innovation in blends brings about a synergy in the fashion world which is the key for success for new product development. In TRADC, a large onus is given on creating new applications, different blends in sync with forecasting of new trends.

These blends add value to the product bringing about a host of benefits e.g. desired drape, luster, comfort, cost benefits etc.

### Viscose-Cotton

This blend is designed keeping in mind a natural blend for the global warming scenario. Softness of viscose along with firmness of cotton adds comfort to the fabric. With large floral prints in vivacious pink & purple colors, this fabrics ideally suit for the beachwear or ladies dress material.

#### FABRIC INFORMATION

|                   |                               |
|-------------------|-------------------------------|
| <b>Sort no.</b>   | <b>Ichalkaranji (Printed)</b> |
| Warp Count/ Blend | 30s C: V (60:40)              |
| Weft Count/Blend  | 30s C: V (60:40)              |
| Fabric Blend      | C: V (60:40)                  |
| R X P             | 80 X 68                       |
| GSM (Finished)    | 125                           |
| Width (Finished)  | 92 cm                         |

### Viscose-Flax

Dope dyed viscose with its elegant & unique shades offers soft feel, luster & excellent drape when blended with rough & cool flax. By the virtue of flax, which has stand & rugged look, this blend offers the feel of Khadi in its new avatar-"Soft Khadi".

#### FABRIC INFORMATION

|                  |                     |
|------------------|---------------------|
| <b>Sort No.</b>  | <b>DM 80</b>        |
| Warp Count/Blend | 15s V: Flax (80:20) |
| Weft Count/Blend | 15s V: Flax (80:20) |
| Fabric Blend     | V: Flax (80:20)     |
| R X P            | 54 X 46             |
| GSM (Finished)   | 175                 |
| Width (Finished) | 133 cm              |

### Modal-Lycra

Single jersey knit in combination of modal & Lycra. Modal offers mercerized cotton look with bounciness & color brilliance & Lycra provides stretch for better fit even after prolonged usage. This is an offering for top wear in the ladies segment.

#### FABRIC INFORMATION

|                  |                   |
|------------------|-------------------|
| <b>Sort No</b>   | <b>K 164</b>      |
| Fabric Blend     | M: L (96:4)       |
| Yarn Count/Blend | 40s Modal + Lycra |
| Gauge            | 28                |
| Knit Structure   | Single Jersey     |
| Diameter         | 15"               |
| GSM              | 242               |

### Modal-Cotton-Lycra

The appeal of this unique fabric is especially for Generation Next. Vivacious colors, softness & luster of Modal blended with good firmness & fuller feel of cotton along with stability & body fit provided by Lycra, makes this fabric unisexual in its appeal & places it in a league of its own.



### Birla Cellulose at Heimtextil

As always, Heimtextil, one of the most eagerly awaited and reputed textile fairs of the world, was organized in Germany with great style and panache with stalls numbering over 2900 from almost all industrial countries of the world. India was among the forerunners with over 400 stalls which was indeed an encouraging sight for the industry. The fair was a great success with over 90,000 people visiting it over a span of 4 days. Altogether the visitors came from 122 countries thus confirming the position of Heimtextil as the world's biggest trade fair for Home Textiles.

The ten biggest visitor nations were Italy, Great Britain, USA, Spain, China, Turkey, Greece, France, Netherlands and Belgium which means international exhibitors accounted for no less than 83 % of the total.

The increase in the number of exhibitors came primarily from Asian countries such as India, Pakistan, People's Republic of China, Singapore and South Korea.

Altogether, 68 nations from all five continents took part in the fair. With 1,713 companies, Europe once again accounted for the biggest percentage of exhibitors who represent not only 60 % of all exhibitors but also 72 % of the exhibition space occupied.



**The Birla Cellulose team at their Stall**

We have been exhibiting at the Heimtextil Frankfurt for last 3 years. There has been a further significant increase in visitor quality and number. We not only witnessed inquiries but also saw orders being booked both for fibre as well as viscose based end products manufactured by our channel partners which were displayed at our stall. The products which saw lots of encouragement and queries at Heimtextil this year were Bed Linen (Modal x Cotton, Cotton/Modal x Cotton/Modal), Bed Fiber Fill, Bathmats (Modal Cotton), Towels, Carpets, Bath rugs and Throws.

### Exciting Partnerships : Saga and Birla Cellulose

It has always been our endeavour at Birla Cellulose to give new avenues to our value chain partners who have tied up with our team



to create exceptional viscose based products. One such step was our tie up with Saga Retail Pvt Ltd - an international retail house which has presence around the globe with 353 outlets worldwide and 23 in India. All outlets in India are concentrated in cities like Goa, Agra, Delhi, Mumbai, Chennai etc which witness heavy tourist traffic as their business model revolves around tourist trade.

This tie up will be mutually beneficial to both Birla Cellulose and Saga as they get the latest goods on display and we would have a ready gallery through which we will be able to display products made of Birla Cellulose to the International Community. The products which are on display at Saga are viscose/ modal based Stoles, Sherwani, Cotton Modal Trousers, Udare/Dunlin, Silk Viscose Poly bedspreads, CV bathmats and Neva Mod innerwear range.

## DUNLIN - ESTABLISHING RETAIL PRESENCE

The flagship store of the brand, DUNLIN, opened at one of the prized locations in the heart of New Delhi, Khan Market.



DUNLIN provides a niche western prêt fashion destination. The store done in a subtle mixture of styles, represents the core idea of of the brand.

With an amalgamation of ivories, whites, clear glass & steel enveloped in the comfort of dark wooden exteriors, inspire the perfect ambience for the viewing of their garments. The shopping experience is truly international & cosmopolitan. On their racks one may find a variety of garments, predominately womens wear. Their merchandise includes tee shirts, shirts, skirts and jackets crafted out of cotton, viscose, modal and leather in various cuts & styles.

In future they are looking at introducing their apparel to clientele nationwide and abroad through select streams of retail venues and by creating more brand outlets across the country's metropolies.



## BIRLA CELLULOSE IN RETAIL CHAINS

It would now be a common occurrence to see the Birla Viscose or Birla Modal tag on garments manufactured by our value chain partners finding their way into various retail outlets in several metropolis in India.

The reason behind this is the untiring work put in by our design and development team which has partnered our value chain members and has in turn helped them reach their products on the shelves of these prestigious retail players.

Some of the places where you can spot Birla Viscose/Modal products are AND, Globus, Shoppers Stop, Saga, Pyramid, Pantaloon etc to name a few.



So the next time that you are in these stores be sure to pick up a garment which has the Birla Cellulose tag of approval on it as each of these pieces promise comfort, softness and fashion.



Designer Top by Anita Dongre

Viscose Stole at Pyramid



## SRTEPC Awards

Over the years, The SRTEPC Awards night has become one of the most awaited textile functions in India. The reason for the same is that this award not only recognizes excellence in the field of textile exports but also gives an opportunity for the industry to sit back and enjoy, to celebrate their own success and to see their efforts in fruition.



This time around as well, the SRTEPC award ceremony was a resounding success with all important members of the fraternity being present with their teams. The textiles minister, Mr. Shanker Singh Vaghela inaugurated the ceremony. Also present were Mr. M.N. Singh (Textile Secretary) and Mr. R.L. Toshniwal ( President - SRTEPC).

The award giving ceremony was interspersed with 6 fashion shows by various companies who had co-sponsored the event.

Birla Cellulose, who won the award for the highest VSF fibre Exporter, also presented its Modal Collection before this august gathering. Our fashion show had three sequences which displayed Modal based fabrics in all their glory.

This collection was designed by Meghna Rodricks, a designer who is fast making her presence felt in the fashion circuit. She mainly designs for shows and events and is a great talent. For the Birla Cellulose collection, she had mainly concentrated on smart casuals and office wear along with cool dresses and stoles.

## Birla Cellulose Design Studio TIRUPUR

"The Birla Cellulose Design Studio" at Tirupur one of our dream ventures. Tirupur synergies a spirit of innovative thinking and living global business in India and hence our Design studio. The same is inaugurated on 29th December-2006. By Mr. Shakhthivel. (Chairman, Tirupur Exporters Association). The program is celebrated with fashion show having garment collection in Birla Modal & Birla Viscose from our development partners M/s. Shakti Knitting, M/s. Interlace Knits, & Co-branding partner M/s. Classic Polo.



The occasion is graced by around 250 persons from leading exporters, buying houses, Buying agents, Spinners and other value chain members.



## V&S International Pvt. Ltd.

**One of the best dyers and processors** in the country with interests in knits, woven apparel, home furnishings and computer embroidery.

It is often quoted in most summits and meeting in the textile fraternity that the bottleneck area which is actually impeding the growth of the textile industry and its export is that of PROCESSING.

This is a success story of a company which took this problem and turned it into an opportunity. Today V&S is not only debottlenecking the textile fraternity but is also raking in money in the process.

Mr. C.P. Gauba, the promoter of this company started V&S almost a decade back and over this short time span, the company has seen unprecedented growth and has emerged as a force to reckon with in the field of processing.



The company started with the manufacture of garments for export. By 2001, as a move towards backward integration, it set up a dyeing and processing plant with a capacity of 5 tonnes per day (tubular). Today, the dedicated and efficient workforce of the company has turned it into a dyeing house with a capacity of 20 tonnes per day (tubular as well as open width).

The company with a clear focus of becoming the leading process house in the country and one of the leading players in field of knitwear and home furnishing exports, has always maintained uncompromising stand on product and process quality. The justified demands of the customers who expect economically priced, high quality fabrics with dependable and exact repeat of process operations have necessitated the need to acquire uncompromising techniques in the form of machines and production facilities.



The plant is a state-of-the-art facility with 98% of the machines been imported from Italy (weaving) or Germany (knitting). The embroidery machines are primarily Korean.

### WOVEN APPAREL SECTION

The woven section of their company deals primarily with ladies, men and children high fashion apparels. The list of their customers reads like the who's who of global textile business namely, Guess, J.C. Penny, BCBG, Vanity Fair, Debenham, Mango, Next, Fusion, Impulse, Li & Fung and Triburg to name a few.

Needless to say the machines in this unit are mostly imported and of the best quality from acknowledged brands like Juki, Millions, Veromatic Etc.

#### Weaving unit Statistics

|                    |                          |
|--------------------|--------------------------|
| Built up Area      | 1,50,000                 |
| Installed capacity | 3,25,000 units per month |
| Work Force         | 1400                     |
| No. of Machines    | 1067                     |

### KNITTED APPAREL SECTION

The Knitting business, with 6 units is one of the focal activities of the company and supplies to almost all big international brands like American Eagle, Abercrombie & Fitch, BCBG, Calvin Klein, Gap, Guess, Liz Clairborne, Levis, Philip-Van-Heusen, TNF, Vanity Fair, DKNY, Mango, Next, Susan, Tom Tailor among others and all the major buying houses and agencies.





### Knitting Unit Statistics

|                         |                          |
|-------------------------|--------------------------|
| Built up Area           | 2,56,000                 |
| Installed capacity      | 8,40,000 units per month |
| Work Force              | 3220                     |
| No. of Garment Machines | 1765                     |

The Knitwear Division also boasts of a separate area of around 18,000 sq. Feet, producing 30,000 units per month, with a total workforce of 250 people catering to its most esteemed customers like IWA, Perry Ellis, Reebok, Vanity Fair, WalMart, Espirit, Empire store, Marks and Spencers etc.

### HOME FURNISHING DIVISION

Another area which has led to major growth opportunities for the company is that of Home furnishings which includes products like printed , embroidered and woven table linen, bed linen, couison covers, drapes, kitchen linen, throws, quilts and made ups.

Major buyers in this business would be American Pacific, AJW, Bobbay Co., CHF, Homestead, J.C. Penny, Joann's, Khol's, Renner, Target, Conforma, Debenhams, Ikea, Mackays, Monsoon, Zara Home, Metro, Sears etc.

### DYEING UNIT

However, the most important wing of their business continues to be the dyeing and processing unit which is the backbone of the company. They not only process all their products internally but also do job work for many reputed companies. Such is their expertise in this field that they have become synonymous with world class processing in north India.

### Dyeing & Processing

|                    |                 |
|--------------------|-----------------|
| Built up Area      | 1,20,000 SQ. FT |
| Installed capacity | 650 TPM         |
| Work Force         | 350             |



V&S today with a turnover in excess of 35 Million USD per annum, has emerged as a key player in the export market with 100% of its products being exported directly by them or by their customers. To cater to the international buyers exacting demands, they have tried their best to not only provide best quality products and services but also make sure that they deliver the same consistently on each and every transaction.

The team at V&S headed by Mr. C.P. Gauba, MD, comprises of 7000 people all committed to seeing their company at the top of the race. Two gentlemen who has played a stellar role in the success of this company are Mr. Ravindra Agarwal and Mr. Sukhwinder Singh.

Mr. Ravindra Aggarwal, an ex-banker, is currently handling the commercial portfolio of the company and reports diretly to Mr. Gauba.

Mr. Sukhwinder Singh, a textile graduate, has an experience of over 7 years in the dyeing industry and has now been in V&S for over 5 years. He currently handles the portfolio of the head of the process house and reports directly to the MD.



Birla Cellulose has been in close touch with the team at V&S and together our efforts have been in the area of perfecting and promoting viscose based end products in the international market.

Fortunately all areas addressed by V&S, namely knitting and hometextiles, have a perfect fit with viscose and modal. The team at Birla Cellulose has worked tirelessly with V&S so ensure that viscose gets reflected in their portfolio in all its glory.

We wish the team at V&S the very best for the future and pledge our support to them to help them become the best in their chosen field.

## REGIONAL OFFICES

GRASIM INDS.LTD.  
(FIBRE MARKETING OFFICE)  
7<sup>TH</sup> FLOOR, SIDCUP TOWER  
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**Birla Cellulose**  
Fibres From Nature

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