

Arvind Ltd and Birla Cellulose Set to Redefine Denim Industry With 'excel Denim'

- Launches luxuriant denim fabric made from Excel- a new generation sustainable fiber
- Focused primarily at Women's Denim market

In a spectacular turn of events, two of India's largest textile conglomerates joined hands to create a fabric nonpareil. Arvind Ltd and Birla Cellulose come together in a strategic alliance to exclusively produce '**Excel Denims**' which is all set to revolutionize the Denim's market – both in India and internationally.

While Birla Cellulose focused its efforts on R&D to create the unique Excel fiber made of super refined wood pulp, Arvind with its expertise in denim mastered the craft of weaving it into a lustrous fabric. Seen as a trendsetter in the industry, this fabric has exceptional qualities like superior strength, luster, bounce, softness and comfort. With such distinguished characteristics, there is no denying that **Excel Denim** will focus primarily on the women's wear market.

Mr. Aamir Akhtar, CEO – Arvind Denims commenting on the occasion said; “This tie-up with Birla Cellulose is a very significant development and I believe this relationship will accelerate business for both the organizations. Excel Denim with its exceptional qualities such as use of natural use of sustainable natural fibers, excellent luster and soft touch has already been adopted by

top brands in Europe and US. Arvind is shifting gear to progress more in the value added women's segment with a product differentiator and Excel Denim has been a product that facilitates our plan”.

Mr. K. K. Maheshwari, Business Director, Pulp & Fiber Business, Aditya Birla Group commented on the occasion; “As a world leader in cellulose fibers, Birla Cellulose is always seeking avenues to provide end consumers and Value Chain Partners with innovative products. The collaboration with Arvind is an important step in this direction which will take our 3rd generation fiber in the Denim Category, Birla Excel, to consumers across the globe.

Excel Denim from Arvind has exceptional attributes like luxurious sheen, bouncy feel and ultimate comfort, making it a product of choice across all age groups.”

Internationally acclaimed designer Rajesh Pratap Singh has been entrusted with designing an exclusive collection of Excel Denims for the India launch which has taken place in Bangalore on March 26th, 2011.

While Speaking to **THE APPAREL TIMES**, **Mr Subir Mukherjee Head –Marketing & Export Commercial, Arvind Limited** said the use of LYCRA® brand fiber in denim has increased because of demand for good Stretch Denim in the market .