

# Viscose specialist



SK Verma, joint president of Birla Cellulose.

**Birla Cellulose** specialises in 100% natural based viscose staple fibre, made from the choicest wood pulp.

The completely biodegradable fibre is known for its characteristic properties of softness, high moisture absorbency, skin friendliness and high purity.

These properties make the fibre an excellent ingredient for close-to-skin personal care applications such as wipes,

diapers, femcare products, medical masks and caps.

Birla Excel is an added strength version suitable for industrial applications as well, setting new standards in eco-friendliness as a result of its closed loop manufacturing process.

Birla Spunshades is a dope dyed fibre, coloured at the fibre production stage and available in 14 shades