Birla Modal™

THE FUTURE OF FASHION
Birla Modal represents the second generation of regenerated cellulosic fibres offering significantly higher performance & benefits. Birla Modal fibres are 100% plant based, made from wood pulp, sourced from sustainable managed forests and manufactured in plants that adhere to highest global norms on environmental responsibility.

Fabrics made with Birla Modal are characterized by **flawless drapes, impeccable fit, luxurious softness** while being high on resilience & strength.

**Benefits**

- 100% Plant Origin
- Safe For Planet
- Closed Loop Process
- High Wet Modulus
- Unmatched Flow
- Impeccable Fit & Finish
- Moisture Absorption
- Soft Feel
- Wrinkle Recovery
- Longlasting Shine
- Skin Friendly
Resilience & Sustainability at the Core

Birla Modal fibres are designed to ensure high quality premium product that can be easily blended with other fibres and deliver softness, fluidity and luxurious touch to any fabric. **Our fibres are produced in units following a closed loop process that are compliant with the highest norms on responsibility.**

**Dimensional Stability:**
Fabrics made with Birla Modal display high dimensional stability due to the morphological structure which imparts excellent elastic properties.

**Moisture Absorption:**
Birla Modal absorbs moisture faster than natural fibres. The micropores inside the fabric absorb any water or sweat they come into contact with.

**Superior Performance:**
High tenacity, wet modulus and elongation, makes fabric last longer with a luxurious look and feel.

**Brilliant Colours and Unmatched Lustre:**
Perfectly even & deep color deposition, thereby bringing out the natural brilliance.

**Resilient Colours with Repeated Wear:**
Birla Modal fabrics look new longer than other fabrics. Fabrics are highly resilient to sun bleaching, color bleeding and staining even after repeated washes.

Eco-enhanced Modal

Eco-enhanced Modal is made from pulp procured from sources that are certified by the Forestry Stewardship Council (FSC®) and follows a stringent protocol that can be tracked across the entire journey from source to the finished garment. Eco-enhanced Modal fibres contain a unique molecular tracer which helps in source verification across the value chain. A complete information on the journey of fibre from forest to fashion is available through a unique QR Code which can be made available to the partners conveniently. Our blockchain technology-based tool – GreenTrack™ is used to trace upward and downward value chain in Eco-enhanced Modal to make an informed decision.

Global Recognition

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<tr>
<th>Sustainability Credentials</th>
<th>Modal</th>
<th>Eco-enhanced Modal</th>
<th>Micro Modal</th>
<th>Eco-enhanced Micro Modal</th>
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<td>FSC®</td>
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<td>Unique Molecular Tracer</td>
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*Micro Modal fibres are specialized fibres with denier of 0.9 – 1.0.*
Our commitment to the environment and to our customers has always been strong. Today, the alignment of values between them is what drives us to bring new and better products to our industry. With our global presence throughout the entire value chain - from plantation to pulp, to fibre and to fashion - we, through our business development platforms, facilitate our value chain partners (spinners, weavers, processors and garmenters) to build business bridges across geographies.

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