Because there's more to fibre than meets the eye.
Meet Your Partners In Innovation

There are those who ask why, and those who ask why not.
Those who go with the tried and tested, and those who embrace the new.
Those who see things as they are, and those who imagine what they can be.

For the first set of people, life goes on as usual.
But the second — they deserve something special. Something extraordinary.
That's why we built the only facility of its kind in the world for them. For You.

The Textile Research and Application Development Centre (TRADC)
We built it, but it belongs to you

Our Vision
To facilitate the textile industry for achieving Global Leadership by innovating design and products with technological research and application development.

Our Mission
To provide a comprehensive textile Research and Development setup for facilitating innovations, quality upgradation by efficiency improvement in fibres, yarns and fabrics, and to promote the textile brand globally.

Truly, one of a kind

- State of the art research and development center set up with an investment of US$ 17 million
- One of a kind in the world. A total solution provider for global star-made textile media, clothing & home-up industry
- Displays the best of diverse technologies to meet colorful needs in both yarn, fabric, apparel & finishing for different applications
- Driven by a strong team of research scientists, respected in the industry and textile community

Making Business Sense
Birla Celulose believes in total value chain services and has a team to facilitate the services of TRADIC
- Business Development Managers to bring market insights and carry forward TRADIC innovation to the value chain
- Technical Managers at TRADIC to research and deliver differentiated products and services
- Design & Development Team to bring creativity to the entire collection

The Textile Research and Application Development Centre (TRADC) is the innovation in the textile and fashion industry in textiles. TRADC offers many services that add value to our value chain partners, bringing cutting-edge products to the market.
With us, you are at the leading edge

Product Perfection & Technology Transfer
Recipe formulation for innovative fabric designs are carried out and transferred to the product and process technology and know-how is transferred to the textile value chain.

Reactive Orders From Customers
Pilot and ‘just-in-time commercial’ yarn quantities are routinely manufactured based on customer orders to facilitate quick order fluctuation.

New Fibre Development Support and Feedback
Fibre innovations like Elila, Madal, Stay Soft, Pima, and more, are technically studied for their benefits in product development and end-use stage. Feedback is given to yarn and fibre plants.

Research Projects & Training Services
Technical projects and training services for academics are initiated at the centre for updating and cogitating skills.

Tests, Evaluation & Solution Services
With its testing facility and interpretation skills, the centre offers in-depth testing analysis, evaluation and inference based on experimental and demonstration.

Proactive Collections
Innovative yarns and fabrics are developed for showcasing versatility of Birla Cellulose Fibres.
Our support, every step of the way

Testing

TALC is known as the best manufacturer in the industry. Our quality monitoring is done using a range of research and application development equipment to ensure the quality of our products and services meet our client's requirements and customer needs.

Spinning

In order to maintain a consistent supply of raw materials, we have established strong ties with leading raw material suppliers. This strategic approach allows us to continuously improve our production processes and maintain quality standards.

Weaving

Our weaving department is equipped with the latest and most advanced weaving machines, ensuring that we can produce high-quality woven fabrics efficiently. We are dedicated to meeting the diverse needs of our clients.

Knitting

Through meticulous research, we have developed cutting-edge knitting technology for superior quality products. Our knitting machines are designed to produce fabrics with exceptional durability and aesthetic appeal.

Textile Wet Processing

Our innovative wet processing technology is well renowned. We believe in improving our processes with time and are committed to bringing new methods and solutions to our clients. We also provide our clients with the best quality finishes and products.

Garmenting

In order to develop breakthrough garmenting awareness, we take the lead in the industry. By using the latest technology and innovative designs, we ensure our products are of the highest quality and meet customer expectations.
Welcome to the Studio

At Bria Collection (MDC), we let our garments speak for themselves. Our Lifestyle Studio, which displays Bria’s full range of fabrics and garments, is the star attraction of the centre. This enables us to facilitate consumer and trade appreciation along with feedback which helps us gain insight for further developments.
Aditya Birla Group

- A USD 41 billion [Rs 3,00,000 cr] NMC
- Operates in 15 countries
- Over 150 state-of-the-art manufacturing units
- Over 300,000 employees from international operations
- Ranked among the 500 largest companies in the world by Forbes
- Registered the highest profits in the global petrochemicals sector
- Topped the Wipro's Corporate Image Monitor 2015/16 for the third year running as the number 1 corporate - "Best in Class".

Birla Cellulose

Birla Cellulose is a global brand that represents both, the balance of nature and the power of science. On one hand, our cutting-edge technology keeps our partnerships with customers strong and on the other, eco-friendly innovations keep our conscience clean.

- Birla Cellulose is the umbrella brand and flagship of the Aditya Birla Group
- World leader in Regenerated Cellulose Fibers (Viscose Staple Fiber)
- First choice in Italy, Birla Cellulose is a trusted raw material partner of global textile and non-woven value chain.