

POST EVENT REPORT

LIVA TO BUILD ON ITS CONSUMER SUCCESS



Birla Cellulose
Fibres From Nature



This year March marked yet another milestone for Birla Cellulose with launch of 'LIVA'. LIVA has tremendous potential to revolutionize the way we think about fashion in textiles. Liva is expected to bring its key role in producing excellent fabric to the fore fabrics, in line with the consumer tastes and demands. It is an attempt to reach out to the end consumer with an innovative and quality offering, keeping a focus on the entire value chain involved to deliver. In SS15, LIVA tagged garments were available with major retail brands, spread across 84 cities in India with visual Merchandise in 500 stores to enhance the consumer experience. The success of LIVA is evident by the fact that consumers have looked for the Liva tag in garments and experienced the natural, fluid, fashion in large numbers.

After the grand launch of LIVA, Birla Cellulose, a global leader in MMCF, has once again taken initiative to provide a platform to facilitate networking of leading domestic brands, **Liva Accredited Partner Forum (LAPF)** members & the who's who of the Rajasthan garment industry to assure quality focussed offerings to the end consumer. Taking this forward, Liva, recently hosted the **LIVA Partner Conclave 2015** at Radisson Blu, Jaipur on 7th August 2015. This conclave also saw its collaboration with the **Garment Exporters Association of Rajasthan**.

The focus was on Liva SS16 collection specially highlighting Indo-Western and ethnic garments. This collection had a high ting of innovation in line with consumer trends forecasted by International Design Consultants. Liva has been a vital ingredient in the entire gamut of fashion wear - Western, Skirts, Kurtis, Palazzos etc.

Mr. Manohar Samuel, President, Marketing & Business Development, Birla Cellulose addressed the audience and stressed the importance of this event. He said "We are pleased to associate with the **Garment Exporters Association of Rajasthan** for the LIVA Partner Conclave 2015. Our vision of taking brand LIVA to the consumer along with our Brand associates and the LIVA Accredited Partner Forum Members has now reached greater heights with the inclu-

sion of leading **Garmenters of the Garment Exporters Association of Rajasthan**".

Reputed domestic apparel brands attended the LIVA Partner

| Leading Domestic Brands Who attended | | | |
|--------------------------------------|------------------------------|-------------------------|-----------------|
| West side | Lifestyle | Global Desi / AND | Madame |
| Max Retail | Shoppers Stop | People - Madura Garment | Crimsoume Club |
| Pantaloon | Ethnicity | BIBA | Fab India |
| Big Bazaar | Aditya Birla On-line Fashion | W-TCNS | Reliance Trends |

Conclave where they interacted with Leading Garmenters & Liva Accredited Partner Forum members.

Birla Cellulose also launched a unique concept called "**Liva Accredited Partner Forum**" - (LAPF), of aggregated partners in March 2015 which saw a continuation in this meet. LAPF is a community of Spinners, Fabricators, & Processors who work closely with Birla

| LIVA Accredited Partner Forum Members who attended | | |
|--|--|-----------------------------------|
| SSM Processing, Erode | The Ruby Mills Ltd., Mumbai | Ujjawal Textiles, Surat |
| Chandhok Textiles Enterprises, Delhi | Mafatal Industries, Nadiad | Pee Vee textiles Ltd, Hinghanghat |
| Swan Energy, Ahmedabad | Gokul Tex Print, Surat | Sree Thangam Weaving Mills, Erode |
| Krishna Dyeing & Printing Mills, Surat | Nahar Industrial Enterprises Ltd, Ludhiana | Jayavinayaga & Co., Erode |
| Svarn Tex Prints, Delhi | VSM Weaves India Limited, Erode | Rajkrishna weaves, Erode |

Cellulose on innovation, quality & technology to deliver Liva fabrics to consumers.

Co-branding opportunities

As part of the strategic programme, partners in the LAPF will use LIVA and LAPF logos on the packaging and promotional materials which aim to improve visibility and convey assurance of quality across the value chain. At the retail end, each piece of garment will have the distinguished LIVA tag that assures consumers of all that the LIVA brand stands for.

Finally, there is huge potential for Indian traditional clothing first in domestic and with the Indian Diaspora which Birla Cellulose foresees. The company feels they need to get aggressive in-terms of marketing ethnic wear. With LIVA they believe they have the right tool to reach places. □

