

Year

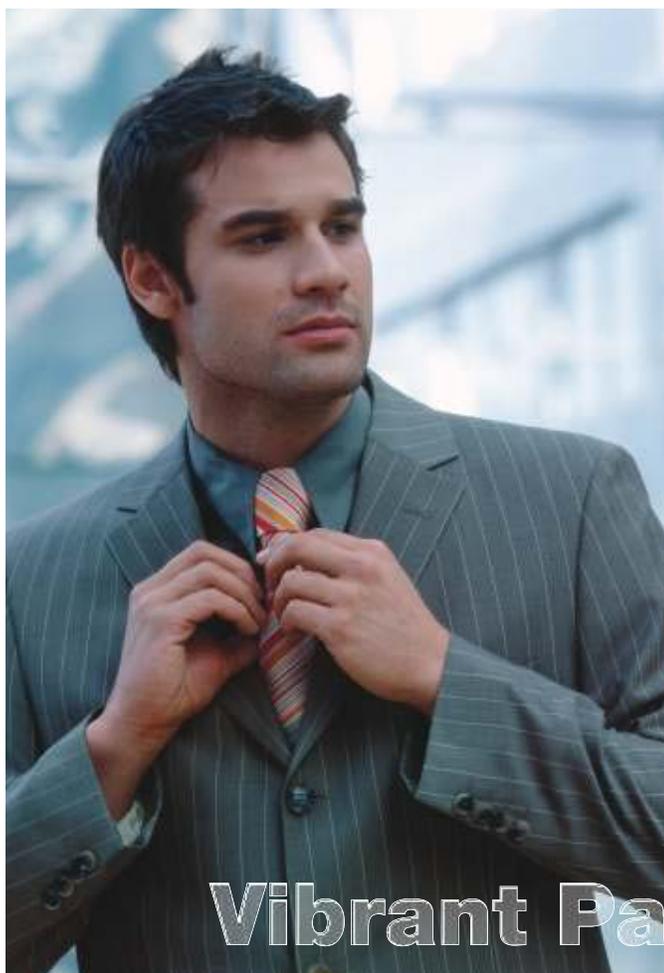


**Birla Cellulose**  
Fibres from nature

Fashion naturally

Elegant Formal Wear

Comfortable Intimate



Vibrant Party Wear



### **Aditya Birla Group - India's first truly multinational corporation.**

Global in vision and rooted in Indian values, the group is driven by a performance ethic pegged on value creation for its multiple stakeholders. A US \$ 6.5 billion (2004) conglomerate, with a market capital of US \$ 6.33 billion, it is anchored by an extraordinary force of 72,000 dedicated employees belonging to over 20 different nationalities.



**Birla Cellulose**  
Fibres from nature

### **Birla Cellulose - Fibres from nature**

Birla Cellulose, the umbrella brand for Aditya Birla Group's Cellulosic Fibre Business offers Birla Viscose, Birla Modal and Birla Excel fibres as sub brands. The brand promises a quality product backed by state of the art manufacturing plants and world-class systems.

One of the largest global producer of Viscose Staple Fibre the Aditya Birla Group is a preferred choice for exquisite apparel, made-up and functional fabrics. Birla Cellulose from India is the only Viscose fibre manufactured through a patented and unique "Heavy metal free process" with the choicest wood pulp.

### **Birla Cellulose - the most versatile range of applications**

The high wearing comfort and the special character of Birla Cellulose fibres create soft, flowing coolness and a stylish, trendy look to the world of textiles. Birla Cellulose fibres give textile materials a new soft, flowing character and create a natural elegance in the world of fashion.

Natural in origin, Birla Cellulose fibres are used to produce fabrics that maximise comfort and function. Some of its applications are -

- High fashion ladies wear
- Robust workwear
- Vibrant partywear
- Elegant formal wear
- Versatile knitted Leisurewear
- Comfortable intimate wear
- Sports & Active wear

...and many more in gents wear, ladies wear & children wear.

The amazing range extends to products in pure and blended form with almost all fibres - be it natural or man-made.



## Vibrant Party Wear

A palette of prints in Birla Cellulose, party wear makes the evening bright, comfortable and fashionable in 100% form. It blends with cotton, polyester and polyamide adding differing values for the occasion.



## High Fashion Ladies Wear

High Fashion ladies wear with Birla Viscose, Birla Modal and Birla Excel provide an unlimited choice of finishes and patterns for women who live in style.

Everyday, Birla Viscose fuels the evolution of newer design options in women's wear. Innovative and classy Birla Cellulose fibres, new yarns in staple and filament, fabric structures, techniques that emerge as fashion statements.

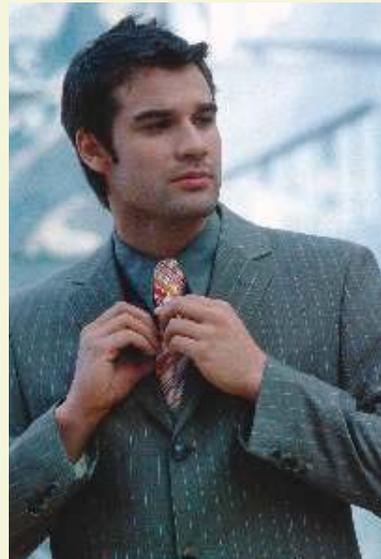
## Robust Work Wear

Work wear demands fabrics with consistent color, comfortable to wear, easy to maintain and durable at all times. This is met by Birla Cellulose Spun dyed viscose blends with polyester.

A standard and consistent color in uniforms with a high degree of color fastness is what makes Spun Dyed Birla Viscose the preferred choice in all work wear.



## Elegant Formal Wear



Elegance and comfort personified boardroom suits prefer Birla Cellulose products in them. Blends of Spun dyed Birla Viscose with dyed polyester fibre / filament celebrates panache and performance and has become the hallmark of the modern-day achiever.



## Versatile Knitted Leisure Wear

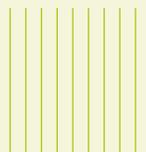
The firm fit and supple flow of Birla Viscose and Birla Modal Knitwear in blends with elastane and polyamide is what timeless fashion is about.

Birla Modal Knitwear have soft feather touch yet bouncy feel, retention of contours and freshness over repeated use.



## Comfortable Intimate Wear

Birla Cellulose fibres are extremely pleasant and soft to wear and ideally suited to feel good textiles like intimate wear. Natural in source makes it the product for the best of hygiene desired.





## Active Sports Wear

With excellent moisture absorbency, Birla Cellulose sportswear offers comfort and breathability.

Birla Cellulose blends with micro polyamide and polyester filament yarn conjugates to create sportswear which are stylish and comfortable.



## Birla Cellulose The Brand Promise

### **Look for the Birla Cellulose trust mark**

Backed with a promise for a comfortable all season wear in an array of colors, Birla Cellulose offers fashion and development services to retailers, brands, fabricators, buying agencies and super stores.



Birla Cellulose  
**viscose**  
Feel the comfort



Birla Cellulose  
**modal**  
Look good. Feel great



Birla Cellulose  
**excel**  
Timeless fashion

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