



Birla Cellulose
Fibres From Nature

Press Release

Birla Cellulose sees great opportunities for Viscose & Modal in Surat market

Surat, 16th December, 2013: Birla Cellulose, one of the flagship companies/brand of Aditya Birla Group participated in the recently concluded 'Fiber to Fashion' Exhibition. Organized by The Southern Gujarat Chamber of Commerce & Industry, the Surat exhibition was held from 7th to 9th December, 2013.

This was done aligning the Group's cellulose fiber business' endeavor to gain a strong foothold in the hitherto fore synthetic fiber and polyester dominated market.

During the Exhibition, Birla Cellulose created awareness for all the weavers, spinners, garment makers and designer community on possible partnerships towards a mutually profitable growth. Birla Cellulose displayed its best offerings in Birla Modal fabric, micro Viscose, Excel and regular Viscose based combinations to the value chain partners. Based on its understanding of Surat along with supporting research, Birla Cellulose exhibited innovations in fibres that work beautifully with ethnic wear. Thus re enforcing the group's philosophy of constant innovation to suit changing consumer needs.

The stall at the Fiber to Fashion Exhibition was aesthetically developed with a green theme reverberating with the Group's commitment to environment. Cellulosic fiber or Viscose fiber, made by the company, obtained from eucalyptus, fur & maple trees, which are fully biodegradable. The Viscose fibre - sold by the company – is made from its in house pulp production, from across countries viz. Canada, Laos, Sweden, and India.

To take Surat to its rightful place as leader in innovation for Manmade Cellulose fabrics in the world, Birla Cellulose commissioned TRADC near Surat at Kosamba. Great results have been achieved by running 40s and 60s Birla Modal yarn in the warp after sizing in high speed looms.

Birla Cellulose conducted a contest called 'D'Designer' for the fashion students in Surat to showcase their talent. These aspiring designers had to create an outfit using Birla Cellulose fabrics. The contest received a great response and witnessed significant participation from students. Birla Cellulose keeps working on such endeavors to create awareness & develop the market for their fibres.

Birla Cellulose has also embarked a 360 degree support for the Surat industry to achieve leadership in global markets by following initiatives:



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- By closely getting into design & Innovation for Autumn Winter & Spring Summer collections
- By providing support to Supply chain and closely working with fabricators on super modal yarn & wrap to increase designing capabilities. Dyeing, finishing and printing support is also being provided to Surat industry for the best outcome of final products
- Birla Cellulose' fibre brands have delivered multiple breakthroughs over the years through continuous investments in innovations at TRADC innovation plant to develop new fiber, yarn and fabric
- Birla Cellulose is also supporting Surat as a sourcing hub to domestic & international buyers, leading brands and wholesalers
- Vendor management support for sourcing different Viscose & Modal yarns from around the country

Birla Cellulose is a global multinational with over \$ 2 billion in revenues, with offices and factories spread across China, Indonesia, Turkey, Thailand & India.





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