

Birla Cellulose's global market share in VSF set to increase

Our Bureau

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The global market share of Birla Cellulose, an Aditya Birla Group company, in viscose staple fibre is expected to increase by seven per cent from the existing 23 per cent by 2011, according to Mr Vijay Kaul, Chief Marketing Officer. The company is setting up two greenfield projects of 240 tonnes per day (TPD) capacity, one each in Gujarat (Vilayat) and Egypt. "We have invested Rs 800 crore in each of the sites and the project will be completed by 2011," said Mr Kaul.

The manufacturing capacity is at 1,900 TPD across all plants. The Grasim group company has set a target to

achieve 2,400 TPD by 2011, he said, on the sidelines of a press conference to announce the company's association with the Fashion Design Council of India.

Birla Cellulose will partner nine fashion designers to create fabrics from blends of cellulose that will be showcased at the India Fashion Week to be held at Delhi. Fashion Designer Anita Dongre, who has been using the company's fibres for some time now, said, "I am happy to know that Birla Cellulose has gone green and are producing eco-friendly fibres. Viscose can be blended with anything from cotton to silk and is the next big thing in fabrics."

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