

## Arvind Ltd and Birla Cellulose join hands to redefine denim industry



Two of India's largest textile conglomerates Arvind Ltd. and Birla Cellulose recently joined hands to create a fabric nonpareil. The companies came together in a strategic alliance to exclusively produce 'Excel Denim', which is all set to revolutionise the denim's market – both in India and internationally.

While Birla Cellulose focused its efforts on R&D to create the unique Excel fibre made of super refined wood pulp, Arvind with its expertise in denim mastered the craft of weaving it into a lustrous fabric. Seen as a trendsetter in the industry, this fabric has exceptional qualities like superior strength, luster, bounce, softness and comfort. With such distinguished characteristics, there is no denying that Excel Denim will focus primarily on the women's wear market.

"This tie-up with Birla Cellulose is a very significant development and I believe this relationship will accelerate business for both the organisations. Excel Denim with its exceptional qualities such as use of natural use of sustainable natural fibres, excellent luster and soft touch has already been adopted by top brands in Europe and the US. Arvind is shifting gear to progress more in the value added women's segment with a product differentiator and Excel Denim has been a product that facilitates our plan," said Aamir Akhtar, CEO – Arvind Denims while commenting on deal.

In the words of KK Maheshwari, Business Director, Pulp & Fibre Business, Aditya Birla Group, "As a world leader in cellulose fibres, Birla Cellulose is always seeking avenues to provide end consumers and Value Chain Partners with innovative products. The collaboration with Arvind is an important step in this direction which will take our third generation fibre in the Denim Category, Birla Excel, to consumers across the globe. Excel Denim from Arvind has exceptional attributes like lustrous sheen, bouncy feel and ultimate comfort, making it a product of choice across all age groups."