

TECOYA TREND

VOL. XLIII No. 60

MUMBAI, THURSDAY, MARCH 15, 2012

PRICE: Rs. 5.00

Birla Cellulose endeavours to deliver value proposition for end consumers

By Our Special Correspondent

MUMBAI, MAR. 14—

Birla Cellulose has endeavored at the ongoing In-fashion expo to get the entire textile chain together from brands to large fabricators to foster innovations and new trends. The global leader in cellulosic fibre has invited the value chain to co-create winning fabric blends that can create new trends in the mass and large market of Indian textiles.

Birla Cellulose is supporting this co-creation and innovations by taking these fabrics directly to the consumers, creating fabric brands for the end consumers and creating differentiated value proposition for the end consumer.

Birla Cellulose has not only showcase its specialty fibres at the show but also showcased its innovative fabric blends in the exclusive Birla Cellulose fashion trend area. Bringing alive fashion with its specialty fibres are the three fashion zones of Women's Western wear, Women's Indian wear and Men's wear. The core of this event is the focus on co-creation.



The company spokesperson informed that Birla Cellulose has witnessed a year on year growth in the market and has therefore come up with a focused strategy on developing its product and customer portfolio.

The strategy stems from consumer studies conducted by the company, which highlights the emerging softer trends in consumers' preference for clothing.

A key observation from the study was the shift in consumer's inclination from the stiff, formal wear towards a more relaxed easy wear, without compromising on the fashion element. The penchant for rigid crisp clothing has faded into a consciousness for comfort, breathability and style.

The Indian consumer also seemed to be gradually waking up to the need for eco-friendly textiles. A large opportunity for the natural based fibre here, with its properties of high comfort, moisture absorbency, breathability, and additionally high luster and excellent drape makes it best to suit today's consumer's need for comfortable fashion.

Birla cellulose had identified the use of Birla Cellulose fibres in its key applications and consumer segments. A development in this direction is Birla Cellulose's tie-up with Arvind the largest denim manufacturer globally to launch a collection of soft smooth denims or the first time wear "Denim wear for women - She Denims".

Parallel to this Birla cellulose also has an alliance with FAITMA

(federation of apparel and Indian textile manufacturers association) to launch a range of colored fibre (Spunshades) suiting. The alliances are having been extended from brands and apparels to the designer segment which drives fashion trends. The company has previously launched a prêt line in Birla Viscose with Anita Dongre and also has been associated with India fashion week.



24th NTC mill slated as technical textile unit: Panabaaka Lakshmi

From Our Correspondent

NEW DELHI, MAR. 14—

The 24th NTC mill is slated as a Technical Textile Unit for which a knowledge partner has been engaged, stated Minister of State for Textiles Ms. Panabaaka Lakshmi in a written reply to a question raised in Rajya Sabha today.

The scheme being self-financing, resources for revival are generated through sale of surplus assets & no central budgetary support has been provided, she informed.

Steps for Cotton Textile Sector Modernisation

The Minister also informed that textiles industry has witnessed a growth of 11% during the 11th Five Year Plan.

To further boost rapid modernization of cotton textile industry the Government has taken several policy initiatives including the Technology



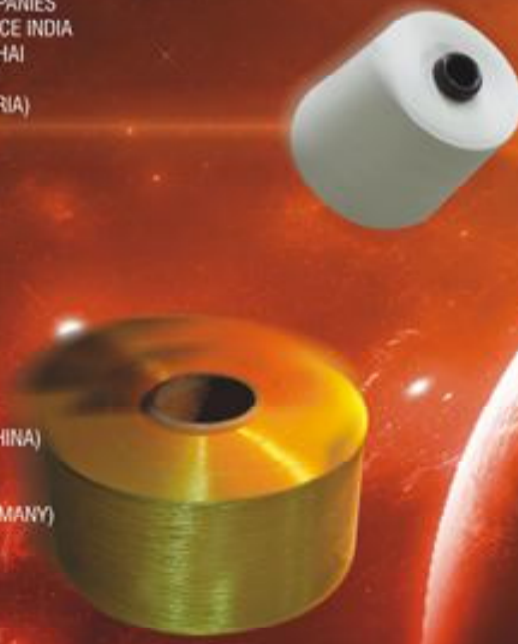
Upgradation Fund Scheme, the Scheme for Integrated Textile Parks, the Integrated Skill Development Scheme and Schemes being implemented for the Development of Powerloom Sector export promotion.

A study of Benchmarking of Apparel Industry was carried out with reference to China and Bangladesh. Government has adopted the findings into the 12th Five Year Plan Scheme, She said.

Confirmed List of Exhibitors

- ALOK
- AMSLER (SWISS)
- AVANI
- BANSWARA
- BHILOSA
- BIRLA CELLULOSE
- BIRLA COTSYN
- BRAK & CO.
- BST TEXTILE MILLS
- COMMIT INDUSTRIES
- COTTON COUNCIL (USA)
- EUROTEX
- GOKAK TEXTILES
- GTN GROUP OF COMPANIES
- GTN INDUSTRIES
- GUPTA GROUP OF COMPANIES
- INVISTA SALES & SERVICE INDIA
- JITENDRAKUMAR LALBHAI
- J. KORIN SPINNING
- LENZING FIBERS (AUSTRIA)
- LOKNAYAK SOOTGIRNI
- KOMAL INDUSTRIES
- NTC
- NSL TEXTILES
- NIMBARK FASHIONS
- PALLAVAA GROUP
- RAJ RAYON
- RAJVIR
- RATAN GLITTER
- RELIANCE
- RSWM
- SANATHAN
- SINOSELEN HI-TECH (CHINA)
- SM SPINNING
- SPENTEX (C/LC GROUP)
- STFG, FILAMENTE (GERMANY)
- STUTI EXPORTS
- SUNDARAM TEXTILES
- SUTLEJ
- TAJARIA POLYPIPER
- TEX & TWIST
- VARDHMAN
- WELLKNOWN POLYESTERS
- WELSPUN SYNTAX
- ZHEJIANG JINYUAN FLAX CO. LTD. (CHINA)
- AND
- COUNTING...

Discover New Horizons



fibers & yarns 2012

Venue : Expo Centre, World Trade Centre, Cuffe Parade, Mumbai 400005.
From : 12th April 2012 to 14th April 2012. Timings : 10.00 AM to 7.00 PM

LEADING TEXTILE ORGANISATION IS LOOKING FOR

(1) GENERAL MANAGER EXPORTS—The candidate should have a degree in Textile Technology and an MBA with at least 8-10 years inline experience. He will be required to get overseas orders and procure the materials from India

(2) MANAGER QUALITY ASSURANCE.—candidate must have a degree in textile technology and at least 5-7 years of experience in QA

Emoluments will be commensurate with ability and experience. Apply online with CV tormcc_100@rediffmail.com



INVISTA™ Innovation Symposium

INVISTA is pleased to invite you to the Innovation Symposium at LYCRA® fiber ZONE to experience fiber and fabric innovations by INVISTA in various apparel end uses – Ready-to-wear, Intimate Apparel, Activewear, Outdoor Apparel, Leg-wear and other performance categories.

INVISTA also invites you to technical seminars addressing key industry issues .:

Day 1: Recovery Conference - Minimizing Fabric Growth & Improving Fabric Stability in super-stretch fabrics : 2:30 PM

Day 2: High Performance Activewear fabrics - Opportunities, Challenges and Solutions : 11:30 AM

Day 2: Technology for better whites and truer colors for Stretch Knit Fabrics : 2:30 PM

Day 3: Lightweight stretch woven fabrics - Opportunities, Challenges and Solutions : 11:30 AM



Art-Silk

330 Roto
 Ex-BHIWANDI
 TAXES/OCTROI EXTRA
 CENTURYRAYON

75/24 Brt I	469-00
75/24 Brt III	466-00
75/40 Brt I	475-00
75/40 Brt III	472-00
100 Brt I	372-00
100 Brt III	370-00
120 Brt I	351-00
120 Brt III	349-00
120 Dull I	381-00
120 Dull III	376-00
120 COL I	371-00
120 COL III	369-00
150 Brt I	331-00
150 Brt III	329-00
450 Brt I	238-00
450 Brt III	235-00

INDIAN RAYON

75/24 Brt I	469-00
75/24 Brt III	466-00
75/40 Brt I	475-00
75/40 Brt III	472-00
100 Brt I	372-00
100 Brt III	370-00
120 Brt I	351-00
120 Brt III	349-00
120 Dull I	381-00
120 Dull III	376-00
120 COL I	371-00
120 COL III	369-00
150 Brt I	331-00
150 Brt III	329-00
450 Brt I	238-00
450 Brt III	235-00

KESORAMRAYON

75/24 Brt I	467-00
75/24 Brt III	464-00
75/40 Brt I	473-00
75/40 Brt III	470-00
100 Brt I	370-00
100 Brt III	368-00
120 Brt I	349-00
120 Brt III	347-00
120 Dull I	379-00
120 Dull III	374-00
120 COL I	369-00
120 COL III	367-00
150 Brt I	330-00
150 Brt III	328-00
450 Brt I	237-00
450 Brt III	234-00

RELIANCE INDUSTRIES

RIL - PSF
 RIL - POY
 RIL - TEX

Texturised GREY

80 WEFT
 80 WEFT
 Beekaylon
 Bhillosa
 Bhumi
 Raj Rayon
 Sanathan

100/34 WEFT	121-00
100 ROTO	118-00
75/72 MIC R	133-00
77/72 MIC RO R	134-00
75/108 MIC RO	121-00
79/108 MIC RO	122-00
79/108 MIC W	120-00
82/108 MIC RO	125-00
145/34 RO - Dyers	126-00
150/34 W - Dyers	117-00
325/72 WEFT	113-00
325/72 SEMI RO	113-00
325/72 ROTO	112-00
1/78/72 FD Wing	110-00
1/78/72 FD-Dyers	110-00

WELLKNOWN

80/108/MICRO	121-00
80/34/ROTO	118-00
80/72/CA	133-00
80/72/D CAT	134-00
80/72/FD ROTO	121-00
80/72/D/FDRO	122-00
80/34/BL ROTO	120-00
80/34/D BLACK	125-00
80/72/BL ROTO	126-00
80/72/DB ROTO	117-00
80/72/ROTO	117-00
50/48 CATC LIM	115-00
75/36 HIM	122-00
100/144/MICRO	117-00
150/288/MICRO	118-00
150/48/FD ROTO	113-00
150/48/BL ROTO	130-00
150/48/CAT RO	106-00
150/48/D ROTO	107-00
150/108/MICRO	108-00
150/108/MIC LIM	108-00
150/48/TEX	105-00
320/72/LIM	107-00
320/72/ROTO	108-00
300/72/BL ROTO	115-00
130/DEN HM/GK	135-00
160/DEN DISCAT	127-00
80/108 M TW	141-00
80/34/ROTO TW	138-00
80/72/FD TW	141-00
80/72/D FD TW	142-00
80/72/CAT TW	153-00
80/72/D CAT TW	154-00
80/34/B TW	146-00
80/72/B TW	146-00
80/72/D BL TW	146-00
150/48 RO TW	124-00
150/108/M TW	126-00
150/216/M TW	126-00

SIYARAM

150/350
 150/500
 100/600
 150/350
 170 Siyasilk
 80/72/350 R Cot
 150/350 SD Space
 150/350 Brt Space
 150/350 Brt SB
 150/350 Brt SQ
 170/350 Brt SP-C
 170/350 Brt SP-V
 170/350 Brt SP-SK
 100/450 Brt SP-S
 170/350 B. SP-SK
 170/350 Brt SP-T
 170/350 Brt SP-ST
 150/350 SD Spa-M184-00
 200/72/120 SD M
 VALSON INDUSTRIES
 DARK
 150 Weft
 150/0
 150/350
 85 Weft
 85/0 Roto
 85/300
 85/ Royal Ro Tw
 80/108 Micro
 80/108M Ry Ro
 100/44/300 Mic
 80/72 Ro Coluk
 160/108 Micro
 100/34/600

VALSON INDUSTRIES

30/0 Roto	299-50
2/60 100% Poly	251-00
2/76 100% PD	254-00
80/0	115-00
80/0 Roto	117-00
80/300	132-00
75/34 Weft	116-00
75/300 Warp	132-00
80/Royal Warp	140-00
80/72 Royal Wr C	165-00
80/72/0 FD Roto	118-00
80/72/300 FD Ro	142-00
120/108/RO FD	120-00
120/108/300 FD	142-00
100/72/ Roto FD	122-50
100/2 HIM	118-50
155/34/0	108-00
150/325 Twist	129-00
150/48 Roto	107-00
155/325 Dope Blk	135-00
150/350 Brt	134-00
100/450 Brt	134-00
75/450 Brt	134-00
160/108/300 Micro	30/1000

Cotton Yarn

10S PER KG.	10S PER KG.
20S PER KG.	20S PER KG.
40S PER KG.	40S PER KG.
80S PER KG.	80S PER KG.
120S PER KG.	120S PER KG.
160S PER KG.	160S PER KG.
200S PER KG.	200S PER KG.
240S PER KG.	240S PER KG.
280S PER KG.	280S PER KG.
320S PER KG.	320S PER KG.
360S PER KG.	360S PER KG.
400S PER KG.	400S PER KG.
440S PER KG.	440S PER KG.
480S PER KG.	480S PER KG.
520S PER KG.	520S PER KG.
560S PER KG.	560S PER KG.
600S PER KG.	600S PER KG.
640S PER KG.	640S PER KG.
680S PER KG.	680S PER KG.
720S PER KG.	720S PER KG.
760S PER KG.	760S PER KG.
800S PER KG.	800S PER KG.
840S PER KG.	840S PER KG.
880S PER KG.	880S PER KG.
920S PER KG.	920S PER KG.
960S PER KG.	960S PER KG.
1000S PER KG.	1000S PER KG.

Texturised DYED

(Excluding excise duty)

60S WT CARD 5KG

Rjapalayam	1390-00
Silver Raju	1385-00
Solingur	1385-00
Sundharsnam	1440-00
CPM-B	1160-00
Karur	1160-00
Malhalakshmi	1160-00
Mettur	1165-00
Prakash	1175-00
Ramnarayan	1180-00
Selam	1190-00
S.I. PAti	1170-00
Kottayam	1750-00
Laxmi	206-00
Satya	182-00
Vrajeswari	175-00
Bhojraj	1690-00
Kottayam	1740-00
KLRF	1680-00
Sugana	1640-00

60S/63S WP CARD 5 KG +

Eddri Cot	1230-00
NArendraraja +	1330-00
Pondicheery	1295-00
Ragwandra	1270-00
Ranilaxmi +	1370-00
Sholingur +	1385-00
BSM	1400-00
Jayajyothi	1405-00
Lakshmi	1420-00
KRT	1410-00
Renuka	1410-00
Sugana	1410-00
Super	1410-00
Suryaprabha	1500-00
Ananthakumar	1485-00
Kottayam	1665-00
Laxmi	1380-00
Rajapalayam	1535-00
Ramalinga	1500-00
Suguna	1520-00
80S WT CD 10 LB	1200-00
Cambodia	1200-00
Eddri Cbd.	1200-00

52s Wp Card 5 Kg

Harshveni
 Kaleswara
 Kadri Ambal
 Poineer
 Annamaliar
 Bhagwati
 GVG
 Jaysundaram
 Jaylakshmi
 Jayijoti
 Katari
 Nagamnachia

60S WT CARD 5KG

Gn	1205-00
Ganesh	1240-00
Krishnaveni	1215-00
Meenakshi	1215-00
Pankaj	1240-00
Pondicheery	1240-00
Satya	1240-00
Satyanarayan +	1255-00
Sharda	1205-00
100S COMB 10 LB	1590-00
Eddricot	1750-00
Ganesh	1590-00
Karthikaya	1750-00
Kottayam	1750-00
Laxmi	206-00
Satya	182-00
Vrajeswari	175-00
120S COMB 10 LBS.	15s 65/35 PV
Bhojraj	1690-00
Kottayam	1740-00
KLRF	1680-00
Sugana	1640-00

60S/63S WP CARD 5 KG +

Eddri Cot	1230-00
NArendraraja +	1330-00
Pondicheery	1295-00
Ragwandra	1270-00
Ranilaxmi +	1370-00
Sholingur +	1385-00
BSM	1400-00
Jayajyothi	1405-00
Lakshmi	1420-00
KRT	1410-00
Renuka	1410-00
Sugana	1410-00
Super	1410-00
Suryaprabha	1500-00
Ananthakumar	1485-00
Kottayam	1665-00
Laxmi	1380-00
Rajapalayam	1535-00
Ramalinga	1500-00
Suguna	1520-00
80S WT CD 10 LB	1200-00
Cambodia	1200-00
Eddri Cbd.	1200-00

64S WP COM 5 KG +

Annamaliar
 Bhagwati
 GVG
 Jaysundaram
 Jaylakshmi
 Jayijoti
 Katari
 Nagamnachia

1/45 PV 65/35

1/60 PV 65/35	201-00
2/40 PV 65/35	-----
2/60 PV 65/35	224-00
2/60 PV 55/45	230-00
15s 65/35 PV	-----
2/32 PVT	165-00
2/21 PVT	160-00
2/30 PV 65/35	-----
2/40 PV 65/35	190-00
2/60 PV 65/35	232-00
15/1PV 65/35 W	164-00
20/1PV 65/35 W	169-00
30/2 PV 65/35 W	181-00
2/60 PV 52/48	-----
2/60 PV 65/35	-----
2/76 PV 65/35	-----
15s PV 65/35	-----
20s PV 65/35	156-00
30s PV 65/35	176-00
30s PV 50/50	182-00
40s PV 65/35	194-00
2/30 65/35 TFO	198-00
2/40 65/35 N TFO	204-00
2/60 65/35 Airjet	238-00
2/18 PV 65/35	-----
2/20 PV 65/35	-----
2/50 PV 65/35	-----

ADITYA

2/30 PV 65/35	192-00
2/40 PV 65/35 (TFO)	210-00
2/60 PV 52/48	-----
2/60 PV 65/35	-----
2/76 PV 65/35	-----
15s PV 65/35	-----
20s PV 65/35	156-00
30s PV 65/35	176-00
30s PV 50/50	182-00
40s PV 65/35	194-00
2/30 65/35 TFO	198-00
2/40 65/35 N TFO	204-00
2/60 65/35 Airjet	238-00
2/18 PV 65/35	-----
2/20 PV 65/35	-----
2/50 PV 65/35	-----

ADITYA

15/1PV 65/35 W
 20/1PV 65/35 W
 30/2 PV 65/35 W
 2/60 PV 52/48
 2/60 PV 65/35
 2/76 PV 65/35
 15s PV 65/35
 20s PV 65/35
 30s PV 65/35
 30s PV 50/50
 40s PV 65/35
 2/30 65/35 TFO
 2/40 65/35 N TFO
 2/60 65/35 Airjet
 2/18 PV 65/35
 2/20 PV 65/35
 2/50 PV 65/35

Luwa

Textile Air Engineering
 Innovation makes the difference
 www.luwa.com

2/40 65/35 PV	206-00
2/30 65/35 PV	182-00
2/24 65/35 PV	175-00
15s 65/35 PV	-----
2/32 PVT	165-00
2/21 PVT	160-00
2/30 PV 65/35	-----
2/40 PV 65/35	190-00
2/60 PV 65/35	232-00

SOUNDARARAJA

15/1PV 65/35 W	164-00
20/1PV 65/35 W	169-00
30/2 PV 65/35 W	181-00
2/60 PV 52/48	-----
2/60 PV 65/35	-----
2/76 PV 65/35	-----
15s PV 65/35	-----
20s PV 65/35	156-00
30s PV 65/35	176-00
30s PV 50/50	182-00
40s PV 65/35	194-00
2/30 65/35 TFO	198-00
2/40 65/35 N TFO	204-00
2/60 65/35 Airjet	238-00
2/18 PV 65/35	-----
2/20 PV 65/35	-----
2/50 PV 65/35	-----

ADITYA

2/30 PV 65/35	192-00
2/40 PV 65/35 (TFO)	210-00
2/60 PV 52/48	-----
2/60 PV 65/35	-----
2/76 PV 65/35	-----
15s PV 65/35	-----
20s PV 65/35	156-00
30s PV 65/35	176-00
30s PV 50/50	182-00
40s PV 65/35	194-00
2/30 65/35 TFO	198-00
2/40 65/35 N TFO	204-00
2/60 65/35 Airjet	238-00
2/18 PV 65/35	-----
2/20 PV 65/35	-----
2/50 PV 65/35	-----

ADITYA

15/1PV 65/35 W
 20/1PV 65/35 W
 30/2 PV 65/35 W
 2/60 PV 52/48
 2/60 PV 65/35
 2/76 PV 65/35
 15s PV 65/35
 20s PV 65/35
 30s PV 65/35
 30s PV 50/50
 40s PV 65/35
 2

EXPORT PRICES ACME INTERNATIONAL

TYPE	COUNT	02-MAR-12	06-MAR-12
100% Open End Yarn	NE 10/1	2.45 - 2.50	2.55 - 2.65
	NE 12/1	2.50 - 2.60	2.60 - 2.70
	NE 16/1	2.75 - 2.80	2.85 - 2.95
100% Ring Spun Carded Yarn	NE 20/1	3.20 - 3.30	3.30 - 3.40
	NE 24/1	3.30 - 3.40	3.40 - 3.50
	NE 26/1	3.35 - 3.45	3.45 - 3.55
	NE 30/1	3.40 - 3.50	3.50 - 3.60
	NE 40/1	3.80 - 3.70	3.90 - 4.00
100% Ring Combed Yarn	NE 20/1	3.40 - 3.50	3.50 - 3.60
	NE 24/1	3.50 - 3.60	3.60 - 3.70
	NE 26/1	3.55 - 3.65	3.65 - 3.75
	NE 30/1	3.60 - 3.70	3.70 - 3.80
	NE 40/1	4.00 - 4.10	4.10 - 4.20

FREIGHT RATE UPDATES

Sea Port (USD / 40 Feet Container)

* Chittagong	: 1300
* Hong Kong	: 350
* Qingdao	: 350
* Los Angeles	: 3000
* Geneva	: 1900
* Barcelona	: 2100
* Hamburg	: 1900
* Montreal	: 3000

LANDPORT (INR/KG)

* Benapole	: 7
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Note: All prices mentioned are indicative.

TIRUPATI YARNS - MUMBAI

Indicative Export Prices in USD/Kg. (C&F)

COTTON YARN (Carded)	Price
20s	-----
30s	-----
40s	-----
COTTON YARN (Combed)	Price
20s	-----
30s	-----
40s	-----
60s	-----
POLYESTER-DTY	Price
75 Denier	-----
150 Denier	-----
POLYESTER	30s -----
VISCOSE	30s -----
POLYESTER/VISCOSE	30s -----

GREY CLOTH

PEE VEE TEXTILES LTD.

Quality	Weave	Width (inches)	Ex-mill Rates/Mtr in Rs.
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100% COTTON

40x40/132*108	2/1	63	79
60x60/132*108	1/1	63	71
60x60/92*88	1/1	63	50
80x80/92*88	1/1	63	51
40x40/124*94	1/1	63	71
50x50/132*72	1/1	63	67

Cotton + Filament

30CottX150D/124*64	1/1	63	60
30CottX150D/124*68	1/1	63	61
20x300D/112x56	2/1	63	66

PC Blends

40PCX40PC/100*76	1/1	63	--
45PCX45PC/112*72	1/1	63	54
45PCX45PC/124*72	1/1	63	56

KEN ENTERPRISES PVT. LTD.

Ichalkaranji

* Prices are Ex-Mills

16s x 8s / 84 x 28 63" (OE-Virgin grade)	Rs. 61.00 per meter
10s x 6s / 76 x 26 63" (OE-Virgin grade)	Rs. 77.00 per meter
40s x 40s + 150Dn / 112 x 66 63"	Rs. 55.00 per meter
60s x 60s / 92 x 88 48"	Rs. 43.25 per meter
60s x 60s / 132 x 108 63"	Rs. 76.50 per meter
80s x 80s / 92 x 80 63"	Rs. 52.50 per meter

VOLANT TEXTILE MILLS LTD.

COTTON GREY FABRIC (SULZER PRODUCTION)

COUNT	REEDXPICK	WIDTH	WEAVE	Rs./Meter
10's x 6's	76x28	63"	DUCK	-----
16's x 8's	84x28	63"	DUCK	-----
16's x 10's	44x40	116"	FLANNEL	-----
16's x 10's	76x28	116"	DUCK	-----
16'S X 12'S	108 X 56	63"	3/1 DRILL	-----
20'S X 300 den	112 X 56	63"	2/1 TWILL	-----
30's X 30's	72 X 68	120"	1/1 PLAIN	-----

Grey Mulls

Count	Reed x pick	Width	Rs./Metre
100x120	80x72	49"	-----
100x100	78x68	49" Com	-----
90x100	76x66	48"	-----
70x90	64x56	48.5" Comb	-----

Manipuri garments attract attention in S. Africa

JOHANNESBURG, MAR. 14- (PTI)

Handloom garments products from Manipur attracted attention at a textile exhibition to seek new markets for Indian fabrics in South Africa.

The 6th Annual India Clothing and Textile Trade Show, which was organised by the Apparel Export Promotion Council of India here and in Cape Town over the past week, showcased a range of items created from handloom fabrics and garments in the HAdam and HEve range.

The handloom weaving of delicate materials by women from Manipur attracted a great deal of attention.

"We are trying to promote the handloom industry so that the craft which has been passed on through generations can help change the lives of rural women in Manipur," said Iyerish of the Manipur Skills Development Society as South African buyers commented on how the items fitted well with traditional local styles.

At the Johannesburg leg of the expo, Indian High

Commissioner Virendra Gupta underlined the need to deepen bilateral trade.

"The next stage of trade in apparels and garments would be when Indian companies begin to set up garment factories and manufacturing facilities in this country, so that we are able to create jobs here," he said, adding this will come when volumes begin to reach certain thresholds.

Iyerish said in conjunction with the NGO Transcend, a campaign had been launched since last year to market the Manipuri designer clothes for men and women form handwoven fabrics, hence the H added to Adam and Eve to establish the brand HAdam and HEve.

"It is completely a home industry in which the weavers survive on about Rs 250 a month, despite sometimes taking months to finish a delicate piece working in the time they have between tending their fields and taking care of their families," she said.

She said the ultimate aim is to enable them to make a

livelihood and promote young designers.

Johannesburg from buyers had been very encouraging, even more than at a similar exhibition in Italy, Cape Town and the fashion heartland of Europe.

Farmer leader says cotton farming has improved in Vidarbha

NAGPUR, MAR. 14 (PTI)

A group of farm activists, led by Shetkari Sanghatana leader Sharad Joshi, has claimed the cotton farming in Maharashtra has improved.

Their claim is contrary to popular belief that cultivation of Bt cotton is responsible for the suffering of lakhs of farmers in the suicide-hit Vidarbha region.

The Parliamentary Committee on Agriculture, led by MP Basudeb Acharya, early this month visited the farmer suicide affected areas in Yavatmal in western Vidarbha to study the agrarian scenario.

Joshi, a former MP, has written a letter to the Acharya panel, asking it to reject the grim picture painted by a group of farm activists about the situation in Vidarbha.

Farmers were unable to voice their opinion freely during the visit of the panel members, Joshi told a press conference here today.

The farmers of Vidarbha would like to express their pain against certain political groups and organisations who denied them opportunity to voice their opinion during the visit of the House Committee, Joshi wrote to Acharya.

Some groups argue that suicides in Vidarbha are due to hybrid cotton seeds and Bt cotton. This is nothing but misrepresentation of facts, he claimed.

"Cotton farming has improved significantly in the past 10 years and we, the farmers of Maharashtra, have benefited from hybrid cotton seeds and Bt cotton technologies," Joshi maintained.



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Beijing Textile Machinery International Exhibition Co. Ltd

No.12 East Chang An Street, 100742, Beijing, China
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Fax: +86 10 8522 9480 / 8522 9026
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North firm

By Cotton Man

MUMBAI, MAR. 14-

A firm price today firmed up in the northern region on good demand from the user industry.

The cotton arrival were as follows: North Zone North Zoone-19100; Gujarat-0 Maharashtra -30000; MP -7000; Karnataka - 5000 and Andhra Pradesh-20000; Orissa-1000; Tamil Nadu -1000 & Others - The total arrivals were 83100; bales today.

The northern varieties are quoted in maund while other varieties are in candy. The kapas & seed prices are quoted in quintal.

PUNJAB		AKOLA	
J-34 (SG)	3565-3590	H-4 SPL CONV	34100
J-34 (RG)	3595-3620	H-4 SUP MOD	33700
HARYANA		H-4 SUP CONV	
J-34 (SG)	3475-3495	AUGRAGABAD	-----
J-34 (RG)	3500-3515	BB SPL MOD	-----
RAJASTHAN (SGNR LINE)		BB SUP MOD	
J-34 (SG)	3440-3460	INDORE	33900
J-34 (RG)	3490-3500	BB PRM CONV	-----
PUNJAB		GUNTUR	
Desi (SG)	-----	MCU-5 MOD	-----
Desi (RG)	3575-3600	BB PRM MOD	34700
HARYANA		BB SPL MOD	
Desi (SG)	3395-3405	BB PRM CONV	-----
Desi (RG)	3300-3315	WARANGAL	-----
RAJASTHAN (SGR LINE)		MCU-5 MOD	
Desi (SG)	36403660	BB PRM MOD	34700
Desi (RG)	35603580	BB PRM CONV	-----
OTHER STATES		BB SPL MOD	
Guj S-6 29/30 mm	34000	BB PRM MOD	-----
Guj S-6 27/28 mm	-----	BB SUP MOD	-----
Guj Kapas (Seed)	-----	BB SPL MOD	-----
Guj Kapas (New)	-----	RAYAGADA	-----
Guj. V797 22 mm Old	26000	MCU-5 MOD	-----
Mah MECH-1 28 mm	-----	BB PRM MOD	-----
Mah Bunny 29 mm	31500-32000	HUBLI	-----
Maha Bunny 30 mm	-----	MCU-5 MOD	-----
Maha Kapas	-----	BB PRM CONV	-----
Maha & MP (Seeds)	-----	MECH CONV	-----
MP Kapas		CAI RATES	
MP MECH-1 29 mm	31500-32000	Bengal Desi RG	33900
MP Bunny 30 mm	-----	Bengal Desi SG	34700
MP DCH-32	-----	V-797	25000
AP MECH-1 27/28 mm	-----	Jayadhar	-----
AP MECH-1 29/30 mm	31700	Y-1	-----
AP MECH-1 30/31 mm	32000	J-34	31000
AP MCU-5 30/32 mm	33000	NHH-44	-----
Kar Jaydhar	29000	LRA-5166	-----
Karna Bunny 30 mm	32000	MECH-1	32000
Karna MECH-1 29 mm	31500	Shankar-6	33500
Karna MECH-1 28 mm	-----	Bunny/Brahma	33500
Kar DCH-32 34/35 mm	44500	MCU-5	-----
TNDCH-32 35 mm	-----	DCH-32	44500

CCI RATES

BHATINDA		SICA RATES	
J-34 DR SPL	-----	Bengal Desi	N.Q.
SIRSA	-----	V-797	24500
J-34 DR SPL	-----	Jaydhar Karn.	N.Q.
J-34 SG SPL	-----	J-34	33341
SRIGANGANAGAR	-----	MECH(MP)	32300
J-34 DR SPL	-----	Sankar-6	33200
J-34 DR SUP	34600	MCU-5	33500
J-34 SG SUP	-----	DCH-32Karna	44500
BHILWARA		NEW YORK COTTON	
H-4 SUP	-----	as on 13-03-2012	
RAJKOT	-----	Mar. 12	88.04 +4
S-6 SUP	-----	May 12	88.80 -13
S-6 A	-----	July 12	90.45 -37
AHMEDABAD	-----	Oct 12	89.70 -57
S-6 SUP	-----	Dec 12	----- -9

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Established and emerging markets bode well for apparel's high end in US of A

If it is good to be rich, it is just as good to be a business that caters to the sector. The luxury apparel market is alive, well and growing worldwide.

"The mood is positive," says Planet Retail's Isabel Cavill, senior retail analyst. "The key driver of growth is ultimately from emerging markets as well as affluent U.S. shoppers."

Bain & Company partner Erika Serow, luxury and apparel expert, says it is important to remember that here in the U.S., the 2011 luxury market equaled pre-recession totals.

"In context, we expect to see a return of moderated growth in mid-single digits, 3%-to-5%."

The Robb Report is banking on high-end apparel performing well in 2012, says Brett Anderson, senior vice-president, editor in chief.

"Our optimistic outlook is reflected in our plan to expand our editorial coverage of this particular category over the next year by introducing a new front-of-book section devoted to style," Anderson says.

The average upper-income shoppers (those earning \$75,000 or more) in the U.S. spent over \$900 a year on apparel in 2011, according to the Cotton Incorporated Lifestyle Monitor™ Survey. Those earning \$100,000 or more spent \$975, while those making \$200,000 or more spent about \$1,073 on apparel.

•Those making between 75k and 99k spent 830

•Between 100 and 199k spent 958

•200k or more 1073

Across the globe, the ranks of Chinese consumers with disposable income only continue to grow. According to the Cotton Incorporated and CCI Chinese Consumer Survey, Chinese upper income shoppers are those making USD \$925 or more per month. High-income consumers there spend \$373 on apparel yearly.

Planet Retail's Boris Planer, research director, says the discrepancy between U.S. and Chinese incomes highlight how terms like "upper income" are relative.

"This has implications for fashion designers and retailers who, in emerging Asia and Latin America, will continue to deal with a market of cities, rather than countries."

In the U.S., high-earners prefer shopping at chains (63%), department stores (58%), mass merchants (48%), specialty stores (46%) and the Internet (30%), the Monitor survey finds.

Meanwhile, Chinese luxury customers shop in department stores (43%), specialty shops (41%), chain stores (32%) and hypermarkets/warehouse clubs (22%), according to the Chinese Consumer survey.

Since luxury retail in the U.S. is well established with a wide and deep selection of brands and stores, the Chinese and South American tourists flock here. Their spending has been important to major cities like New York, Los Angeles and Las Vegas, Serow says. Now, their influx is becoming stronger in cities like Miami and Chicago. Even though more luxury stores opened in China than anywhere

else last year, taxes are so high that many Chinese consumers continue to shop elsewhere.

"The Chinese are spending more than 50% of their luxury dollars outside of China," Serow says, pointing out room for growth in apparel. "Chinese consumers are much more heavily weighted toward beauty and accessories, so their penetration in apparel is lower both in China and out."

Serow says Bain expects China's luxury apparel market to grow at an annual pace of 20%-to-30% over the next two to three years.

"Apparel has a long way to go there. It's only 14% of China's luxury business, versus about 25% of luxury business elsewhere. And Brazil is interesting because it was a 2.3 billion euro market in 2011, but it's growing considerably. Apparel is 6% of their total luxury sales today."

The Wall Street Journal reports Gucci's owner PPR SA is planning 110 store openings in its luxury division this year, half in Asia, the rest across the globe. Meanwhile, Yves Saint Laurent and Balenciaga are getting new flagships in Paris. And the group plans to open four units in Brazil.

As far as what attracts U.S. luxury consumers, quality (94%) and durability (90%) beat out style and trendiness (86%) as factors important to apparel purchases, the Monitor finds. Serow says luxury apparel accounts for 20% of the total luxury market, with shoppers preferring to buy one item that stands the test of time, rather than several trendy pieces.

Cavill agrees. "Within the apparel category, shoppers still tend to go for items that are high value and lasting, so high value products in the form of jackets, etcetera, are likely to be key sellers this year."

Brand names always play a part in consumer psychology, Anderson says, but for the wealthiest Americans, quality is the most important factor in determining what they buy.

"They are less concerned with trends, because they view themselves as the trendsetters. Classic style and durability are key when it comes to their clothes. That's why certain brands, such as Kiton, Hermes, Louis Vuitton or Ermenegildo Zegna resonate so strongly; they're about quality of construction and an enduring aesthetic."

The majority of upper income U.S. (81%) and Chinese (79%) consumers prefer their apparel be made of cotton and cotton blends, the Monitor and Global Monitor surveys show. Additionally, both U.S. (82%) and Chinese (74%) upper-income shoppers say cotton and cotton blends are best suited for today's fashions.

If there is any weakness in the luxury market, it is among the aspirational "mass affluent": those with high incomes, but not high net worth.

"In 2009, these mass-affluent consumers basically got up from the table; now they're coming back," Anderson says. "Should the economic poles shift again, we may see these consumers run for cover. But the ultra-high-net-worth consumer will continue to buy, even during times of financial volatility."

FIEO seeks waiver of TDS on foreign agency commission

By Our Staff Reporter

MUMBAI, MAR. 14—

The Federation of Indian Export Organisations (FIEO) has requested the Government for waiver of TDS on commission paid to foreign agencies, in the Union Budget 2012-13.

According to Mr Rafique Ahmed, President, FIEO, for many exporters, payment of sales commission to overseas agents is inevitable, and the RBI has permitted such payment without any prior approval. Exporters are only remitting sales commission to overseas agents for effecting the sales, and there is no other activity involved in this transaction.

Mr Ahmed said most overseas agents operate in their own countries and no part of their income accrues in India, and they do not have any permanent establishments or connection with the property in India.

The sales commissions are remitted directly to the overseas agent through banks and the payment is not received by them or on their behalf in India and hence, such non-resident agent is not liable to tax in India on these sales commissions.

The tax deduction provisions for foreign payments are clearly governed by Section

195 of the Income Tax Act, which clearly says that any person who makes payment to a non-resident has tax deduction obligations at specified rates, if the said payment is chargeable to income tax in India.

The FIEO President said that in order to attract section 195, the services provided by the overseas agent should have been rendered in India and also should have been used in India.

This twin test is a must to attract section 195, which must be read along with the charging sections 4, 5 and 9 of the Act and the provisions of the Tax Treaty. One should not read section 195 alone to mean that the moment there is a remittance, the obligation to deduct tax automatically arises.

A combined reading of the aforesaid sections clearly provides that unless the income is chargeable to tax in India, there is no obligation to withhold the tax.

Moreover, there is no provision in the Act by which an overseas agent can obtain a refund, since his income is not taxable in India as section 237 read with section 199 of the Act implies that only the recipient of the sum would seek refund.

Mr Ahmed pointed out that the issue whether the tax is to be deducted or not, was already well settled by previous Supreme Court judgments. When the Act is clear and unambiguous, the withdrawal of earlier circulars issued by CBDT has not changed the position.

Therefore, the law related to withholding of tax under section 195 of the Act has not been changed consequent to withdrawal of earlier CBDT circulars.

Since, the law is clear that there is no obligation on the part of the exporters to deduct the taxes on the sales commission payment to the overseas agents – due to the fact that such services are rendered outside India – many exporters did not deduct the tax at source on the overseas sales commission.

However, the Income Tax Department has taken a contrary view to the actual legal position, levying hefty taxes by disallowing such payments under section 40(a)(ia) of the Act on the ground that exporters did not deduct taxes on these overseas sales commission even though disallowance of expenditure under the aforesaid section is not warranted.

RBI not in favour of relaxing textile loan restructuring

NEW DELHI, MAR. 14—

The government today said the Reserve Bank is not in favour of relaxing norms on loan restructuring for any specific sector, including textiles.

The Textiles Ministry had submitted a proposal to the RBI in this regard as the industry has been facing difficult times owing to adverse global scenario and demand slowdown in the domestic market.

In a written reply, Minister of State for Textiles Panabaaka Lakshmi informed Rajya Sabha that "restructuring is considered an event of default and the account is considered impaired as per international prudential and accounting norms."

Relaxations in provisioning, asset classification and risk weight norms in this regard are not viewed positively by international rating agencies, Lakshmi said.

"Therefore, RBI is not in favour of relaxing its prudential guidelines on restructuring of advances, provisioning norms and risk weights for any specific sector," Lakshmi said.

The textiles sector has been clamouring for relief, saying that high-interest rates have hit the silk, spinning and powerloom units.