



Birla Cellulose
Fibres from nature

Nurturing the future of Ichalkaranji

21 Nov 2017

Birla Cellulose, along with Ichalkaranji Shuttleless Loom Owners' Association (ISLOA) and Ichalkaranji Shuttleless Fabric Manufacturers' Association (ISFMA), has conducted an interactive customer meet on 21st November at Hotel Sayaji, Kolhapur with Spinners, Weavers and Processors of Ichalkaranji. The meet was aimed at making Ichalkaranji a self-sufficient hub for finished fabrics made from Viscose, Modal and Excel fibers offered by Birla Cellulose.

The session was inaugurated by Mr. Chimanbhai Dange, Managing Director Deendayal Spinning Mills along with Mr. Gorakhnath Sawant, President, ISLOA and Mr. Anil Goyal, President -ISFMA.

More than 200 representatives from the textile value chain fraternity have attended this customer meet where opportunities in sizing, weaving, processing and various Birla Cellulose based fabrics were discussed at length.

The session was also attended by Mr. Shyam Sunder Marda Managing Director, Arvind Cotsyn Group of Industries, Mr. Deendayal Jhanwar Managing Director, Ramakrishna Cottex, Mr. Jindas Jain, Managing Director, JP Modatex, Mr. Prasad Athani, Director, Anjaneya Cotton Mills, Mr. Arun Goenka, Director, Shiva Traders, Mr. Rashesh Modi Unit Head – Bombay Rayon Fashion Ltd., Mr. Lalit Agarwal, Director, Woven & Knit Noida and Mr. Giriraj Mohota, President, Ichalkaranji Processors Association amongst other prominent members of the fraternity.

Buyers from Mumbai and Delhi were also present for networking and procuring high quality fabrics from Ichalkaranji.

“Ichalkaranji has over 10,000 Shuttle Less looms and the number is growing by the day. There is an immense potential in this textile hub to adopt Viscose, Modal and Excel fibers and process them to fabrics which are in ready demand. The aim of this customer meet is to discuss the benefits for the value chain and make you all ready for new and innovative products for value creation”, said Mr. Uday Khadiilkar, Vice President - Birla Cellulose.

Birla Cellulose through its Liva Accredited Partner Forum (LAPF) assures that the value chain is never deficient of knowledge and support. LAPF offers Technical, Design and development, Vendor Management, Product Marketing and Market Intelligence supports to all its stakeholders.

“We are glad that Birla Cellulose has conducted this meet and shared valuable technical inputs with us. This will not only add value to our existing work, but also make our fraternity explore new opportunities”, said Mr. Chimanbhau Dange, Managing Director Deendayal Spinning Mills.

Considering the market demand M/s Deendayal Spinning Mills have recently started manufacturing 100% Viscose yarns and expects faster growth due to local availability of quality yarns.

“We are very much thankful to Birla Cellulose for holding this event for Ichalkaranji textile value chain partners. We look forward for more closed interactions like this in future”, said Mr. Gorakhnath Sawant, President, ISLOA.

“We often face technical challenges while doing some innovations. With Team Birla Cellulose and LAPF, we are sure we will overcome all the challenges and reach new heights in delivering special and innovative products”, said Mr. Anil Goyal, President ISLFMA

About Birla Cellulose:

Birla Cellulose, the Pulp and Fiber business of Aditya Birla Group is a global leader in Man Made Cellulosic Fibers (MMCF) and a pioneer in India in Viscose Staple Fibre (VSF). Versatile and easily blendable fibers, Viscose, Spun Shades, Modal and Excel are used in apparels, home textiles, women’s wear fabrics, knit wear and non-woven applications.
