

YARN INDUSTRY POSITIVE OF GROWTH... DIFFERENTIATION DRIVING THE CHANGE!

REVIEW FIBERS & YARNS 2017

The air of positivity that was evident at the 13th edition of the Fibers & Yarns Exhibition 2017 augurs well for the future of the industry. Every exhibitor seemed upbeat and the 8000-plus visitors from various textile companies and hubs thronged the corridors seeking innovation. Every type of yarn – from cotton to viscose to recycled to polyester to blends and speciality, attracted attention for the differential properties that were projected. As in the past few years, innovation, sustainability and performance were the three guiding principles for the yarn companies in presenting their collections. *Team Apparel Online* interacted with many of the key participants on various issues related to the textile industry...



The Raysil booth displayed the complete supply chain of viscose



Collections from Rajvir Industries Limited



Polyester offerings from Bhilosa Industries Pvt. Ltd.

RSWM Limited, one of the largest textile manufacturers in India with turnover of Rs. 3,000 crore and exporting to over 78 countries around the world, has 10 manufacturing plants, with 5,05,000 spindles and 176 looms, producing high-quality fabrics and yarns. They were present with a large team at the fair to showcase their huge range. The branding exercise at RSWM under the concept 'Edge' is on full steam. "We conduct market surveys not only in India but overseas also and attended various trade fairs to pick-up the trends for next season. Now we are creating collections and presenting them before the buyers," averred **Ajay Sharma, Sr. General Manager, RSWM Limited.**

Sharma added, "The response is extremely good at the event. All textile fraternity was seen and owners of different manufacturing units from northern as well as southern region visited us. I am agreeing fully that the industry is growing and positivity is coming in. From last two years, there is actually a lot of opportunities opening up for Indian manufacturers. China is not in competition for reasons like cost of production; of course their model is based on mass manufacturing, while we are able to give customized solution in terms of varieties of products. This is one positive thing coming in favour of Indian manufacturers. Our textile industry is revamping and we are putting lot of efforts to reduce cost of manufacturing remarkably to come into the competition."

Indeed, innovation was an obvious theme and among the booths that were always crowded with visitors was that of Raysil, the viscose filament yarn (VFY) manufactured by Indian Rayon, an Aditya Birla Nuvo unit. The brand since its launch last year has received tremendous response. "Raysil is getting support from a large section of weavers in Surat. Earlier there was no identity of viscose cloth as such. However, today post Raysil, the weavers, fabric processors and fabric wholesalers are all aware of viscose and know it by the name of Raysil viscose," said **Rajesh Modi, General Manager – Marketing, VFY, Indian Rayon.** Raysil is available in more than 600 shades, ranging from the purest tints



Ritesh K. Agarwal, Managing Director, Rajvir Industries Limited

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and medium tones to vibrant deep shades. Sharing that the growth of advance printing techniques has supported growth of Raysil in Surat, Rajesh added, “Digital printing has picked up so drastically for viscose that 30 to 40 per cent fabric is going in digital printing in Surat. Viscose has huge potential for digital printing.”

A company that is growing on viscose is Pallava, which has earned a leadership position in viscose-based products like modal yarn, tencel yarn, cotton modal blended yarns, and knitted fabrics. Hi-tech machinery, sustainability, innovation, skilled and enterprising personnel and a rising global presence have been key factors in posting an annual turnover of over US \$ 100 million. “We have introduced a new product Dope Dyed viscose which has less carbon and water footprint. This fibre is in a dyed form and very less water is being used for dyeing and we are proving to a supply chain where our customers do not require dyeing. Only washing and compacting is required. Sustainability is a key area. The price is even normal, less than the conventional group. It is a double edge benefit they are getting to use sustainable product and not to pay a hefty price,” added **Muralidharan R, Pallava Textiles (P) Ltd.** He added, “Things have changed since last two years. The Indian domestic market is doing well in terms of cellulosic and

cotton. People here have the buying capacity. Even countries outside are trying to explore Indian domestic market.”

Mumbai-based Kennigton, which was earlier importing specialties in all kinds of grey yarn with annual sales around US \$ 50 million, has shifted its focus towards spinning. “Viscose polyester is our core strength and we have entered into cotton now and running around 2,25,000 spindles locally. We are working on lease because spinning machinery investment is not a viable option. All the factories are under our control,” viewed **Rajeev Tulsyan, Chairman, Kennigton Industries Pvt. Ltd.** Kennigton is bringing value-added products like slub yarns. “We are making all kinds of slub yarns and counter slubs 16, 20, 24, 30,” added Rajeev. He further explains that customers are the major source of innovations; they give us ideas and demand for a particular effect. We have a core product development team who does the sampling for the customers.

Another Aditya Birla company brand that was of great attraction was LIVA made of natural cellulosic fibres from the house of Grasim Industries. The fabric is made keeping in mind the new age independent woman and due to its eco-friendly nature, has gained immense popularity. “We are working on multiple platforms: one is design side; second is studios, where we are

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trying to target quite a few garment makers in Jaipur, Noida, Faridabad belt and give them a platform to showcase their products to create business within the supply chain. We have already created a strong supply chain, but there is always a scope for improvement and we are working on that, but I think we have reached a critical stage. If this picks up, we will hit good numbers,” opined **Aseem Doda, VP, Hub Development & Marketing, Grasim Industries,** adding, “At present we are focusing on womenswear segment but in future we will be coming up with products suitable for men and textile section.”

As leaders in the performance segment, Reliance Industries had on display its hot products. “Our Recron Kooltex, known as the moisture management yarn, is an Indian solution to any global brand searching for performance fabrics. We are also working on green gold sustainability, it is doing well and even people are appreciating every day. At Reliance, we do restructuring of polymer, we modify the polymer and produce different textures to add value to every possible stage of production,” shared **Vijay Garg, VP – Tech Services & Mktg. Division, Reliance Industries.** He was sceptical of the potential of sustainable yarns in the domestic market, though the display attracted many visitors, especially those that



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Sandeep Rohilla, President (Marketing), Bhilosa Industries Pvt. Ltd.

“We are already having presence in overseas market and doing 30 per cent exports as of now.”



Muralidharan R, Director, Pallava Textiles (P) Ltd

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Vijay Garg, VP – Tech Services & Mktg. Division, Reliance Industries (C) with the Reliance team



Ajay Sharma, Sr. General Manager, RSWM Limited.(C) with his team



A. K. Dadoo, Sr. Vice President, Domestic Marketing, Wellknown Polyesters Ltd. (3rd from left), interacting with customers



Roopali Beri, Manager Corporate Marketing, Vardhman Textiles Limited

are working in the international market. “In coming five years, I think sustainability will not be a very major thing in India as public here is not going to pay for sustainability. So, what we are going to produce for sustainability is going mainly for exports. Sustainability is very important but not in Indian context at present,” reasoned Vijay.

Though Vardhman, a leading Indian textile conglomerate, did not showcase any new launch, but the company known for innovation had some interesting yarns on display, including the highly popular Injecta yarns for knitting, which has various colour combinations and suits to both segments – men and women. “In the last two-three years India has developed greatly in its capabilities, especially for the viscose based fabrics. Initially lots of imports were happening but now India is providing the substitutes which are equally competitive in terms of prices and quality. Innovations are little less but are coming up,” said **Roopali Beri, Manager Corporate Marketing, Vardhman**. Roopali added: “We are into a consolidation phase where we would like to do a lot more innovations in the existing categories which involve improvement in the quality, consistency and service level. For yarn manufacturers, service means right product at the right time. Everybody is looking for very shorter lead times. We are also working on how to reduce the lead time. So, we are working in this direction.”

Wellknown Polyesters Ltd. has made a strong impression in the Indian and global polyester yarns market since its inception in 1996, creating a niche as a reputed manufacturer of top quality Polyester Filament Yarn (PFY). “The biggest strength of Wellknown is that the group never compromises on quality. In a very short span we are a very good competitor for Reliance,” claims **A. K. Dadoo, Sr. Vice President, Domestic Marketing** of the company. The company also claims to be leaders in PFY and in Airtex yarn. “We are exporting 70 per cent of textured yarn and getting premium on our products higher than any other company because we never use any local product and our plant is totally German plant. We are

also coming up with a polyester fibre plant in three phases; the production capacity of first phase will be 7,000 tonnes per month, while in second and third phase, it will be 15,000 tonnes each. By the end of 2018, the plant will be fully functional and we will have all the varieties,” said Dadoo. Polyester is a growing segment in India today with huge market in activewear, sportswear and blankets.

With experience spanning more than 100 years, Bhilosa is a one-stop shop for all premium polyester yarn requirements for domestic and overseas buyers. It is considered pioneer in polyester manufacturing and is in a process of expansion that will lead to doubling its capacity from 15,000 tonnes a day to 30,000 tonnes by 2018. It claims of having largest number of texturizing machines in India. Bhilosa is also keenly working to launch a circular knit fabric with the help of state-of-the-art equipment from Mayer & CIE. Bhilosa totally believes in innovation, product development and adding new customers. “We are catering to warp knitting segment in fabrics and our focus areas are upholstery in furnishing and technical aspects. Now, we are working to launch circular knit fabric as a value addition. We are already having presence in overseas market and doing 30 per cent exports as of now. In Brazil, we have captured a big market and trying to lessen China’s dominance, it helps that they are less keen in developing new products and Indian industries keep on innovating,” said **Sandeep Rohilla, President (Marketing), Bhilosa Industries Pvt. Ltd.**

National Textile Corporation Limited (NTC), engaged in production of yarn and fabric through its 23 mills which are in operation and located all-over India with 8.2 lakh spindles and 408 looms, is finding success with institutional buyers. “Our monthly production is 15 lakh metres per month and targeting around 20 per cent fabric to be processed. In the last exhibition, our focus was on getting parties to buy grey fabric and this year the focus is more on getting process fabric sales,” said **S. M. Sharma Dy. Gen. Manager (Marketing), NTC**. He added, “We are trying to showcase

or at least make people understand that we can stand shoulder to shoulder with major brands. The fact is that, if, Welspun and Trident are ready to share their surplus capacities with us, it speaks a lot of our efforts. That is one area we are working and we have succeeded.” The Government has started recognizing the efforts and NTC is now working with Navy and trying to get into Naval supplies and they found the company very competitive in flame-retardant fabric for their fleet.”

Rajvir Industries Ltd., an integrated producer of cotton, mélange, synthetics, modal, dyed products, compact yarn, silk, wool, cashmere and angora blends, has more than 50 years of experience with spinning capacity of 1,25,000 spindles. The company is preferred by popular brands worldwide particularly in UK, US and Europe; like VICTORIA'S SECRET, MARKS & SPENCER, ANN TAYLOR, TOMMY HILFIGER, Calvin Klein, H&M, ZARA, MANGO etc. “We spend

a lot on product development and every unit has its own product development team assisted by group of professionals. We have four units and average capacity is 25,000 spindles. Every month we reload 700 to 800 new samples according to acceptability of our customers worldwide,” said **Ritesh K. Agarwal, Managing Director, Rajvir Industries Limited.** The company is aggressively working on every sustainable products like organic, BCI, recycle poly, recycle cotton, etc. “India would remain a strong yarn manufacturing country because we have abundant raw material besides all kinds of fibres, like cotton, silk spun, polyester, etc. Several industries are being set up in India, out of which lot of industries are dying out elsewhere in the world and it will just balance out in our favour,” reasons Ritesh.

Also, exhibiting at the fair among leaders, was one year old JP MODATEX, which offers the widest range of specialized dyed yarns in cotton, polyester, acrylic and a

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variety of blends. The company, a new division of Mumbai-based, Samosaran Yarns, is mainly focusing on modal yarns, tencel yarns and linen blended yarns. Encouraged by the response, the division is already planning a huge expansion with installed capacity of 17,000 to 52,000 spindles and is very shortly coming up with silk with a brand name ‘Ahinsak Silk’. “It is my belief that the Indian textile business will double in five years. It will happen and it has to happen. I am inviting all youngsters to enter the industry because the kind of growth that is possible here, nowhere else will they get it. We are projecting like 15 to 20 per cent of CAGR. Global demand is coming in now, which is going to get multiplied many times. Since we are competitive, we are adding value-added products. We have more strength than China. I see fantastic future in textiles,” concluded **Jindas Jain, Managing Partner & CEO, JP MODATEX,** echoing the sentiments of most of the participants.

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