The Customer Journey: Garg Acrylics Limited

The Ludhiana based Garg Acrylics Ltd, (GAL) one of the leading manufacturers, suppliers and exporters of yarn and garments has had a strong association with LMW that spans over two decades. The company has recently awarded a project order of 40,000 spindles to LMW.

GAL is one of the largest textile companies in north India, with an annual turnover of Rs 1,500 crore, employing more than 7,000 people. GAL is a manufacturer that covers the entire gamut of the textile value chain from yarn to finished garments. The company's installed base of 3,66,230 spindles holds a production capacity of 200 tons per day. All of its manufacturing units are located in Ludhiana and Bathinda in Punjab.

With a mission of becoming a world-class textile organization by manufacturing class-leading products for domestic and international textile markets, GAL holds a long term vision of maximising market share and profitability. The company's core values embedded in its DNA are the four pillars of quality, leadership, technology and innovation.

Rajiv Garg, who is the managing director and head at GAL also serves as the president of the apex body North India Textile Mills Association (NITMA). Rajiv started Textile business in 1999 and began diversifying their business from a steel-oriented one

to textiles. Under this leadership, GAL has registered immense growth in fabric weaving plants, yarn manufacturing capacity, and fabric processing facilities in India. Sanjiv Garg, the managing director of GAL has more than 36 years of professional experience, spread over the steel and textile industry. His strong work ethic has been behind the tremendous growth achieved by GAL in the last two decades. His strong commitment and vision has been behind the identification of potential growth areas and serve untapped markets.

Rajiv and Sanjiv together have led the company to its expansion and growth phases. The next generation of the founding family, Ujjwal Garg effectively handles Garmenting business and Sambhav Garg has joined Export Marketing.

Mr. Sambhav has participated in the executive training program conducted by LMW in 2015. This annual feature held at LMW's training centre equipped him with deep knowledge on spinning technology, materials, electrical, cost and project management principles.



Mr. Rajiv Garg, Managing Director and Head of GAL



Mr. Sanjiv Garg, Managing Director of GAL

Highlights Of GAL's Long Partnership With LMW

Lakshmi Machine Works has partnered with GAL in all spheres to help them achieve their vision in a sustainable manner. In 1999, LMW provided GAL with 16,000 spindles for its synthetics project. Ever since, LMW has been the single biggest technological partner for GAL, providing them with the entire spectrum of requirements. Today, GAL has a total installed capacity of 3.6 lakh spindles.

Since the quality of yarn critically affects the production rates and output quality of all the downstream processes, GAL's leadership holds a laser focus on yarn production cycle. GAL firmly believes that such critical production rates and quality output could be best produced by LMW's wide range of machinery. GAL has two production units at Ludhiana and Bathinda, that together house over 210 LMW's Card machines, 125 LMW's Draw Frame machines, 110 LMW's Comber machines, and 65 LMW's Speed Frame machines. They also run 225 LMW's Ring Frame machines, which ensures their desired rates of yarn output with the best quality and productivity. LMW has supplied Compact Ring Frames to GAL, which has given the company immense value. Thanks to enhanced production rates of compact yarn, GAL could use it for the betterment of further downstream processes like knitting and weaving.

The group's brands include Swadesh and Lotus. Its garments unit that handles 15,000 pieces a day in fine knits and sweater units, was established in 2007. GAL also has a fabric division that handles 20 tons a day, and a dye house that handles 35 tons a
day.



Mr. Sambhav Garg



Mr. Ujjwal Garg

"We know that the quality of yarn matters a lot. It decides the quality of the final output, which directly impacts the company's profitability. This quality yarn production with optimal resource utilization without compromising on production rates has always been our biggest challenge. From our beginnings till today, we have continuously partnered with LMW, and the association has enabled us to build lasting value. When it comes to getting an entire range of machinery for expansion project, LMW would be my unanimous choice, considering the overall performance and service quality of its industry-leading machines."