Kıvanç Tekstil joins hands with Reliance to create a Sustainable Future

It will manufacture and market RIL's R|Elan™ GreenGold in Turkey

Reliance Industries Ltd (RIL), India's largest private sector company and the world's biggest integrated polyester producer, has joined hands with Turkey's textile behemoth, Kıvanç Tekstil, to manufacture and market R|Elan™ GreenGold,
a sustainable and innovative fabric 2.0, to leading apparel brands and consumers across the world.

Apart from manufacturing and marketing R|Elan™ GreenGold fabrics, Kıvanç will be the exclusive distributor of Recron® GreenGold fibres to spinners, yarn manufactures and knitters across Turkey. The arrangement will enable RIL and Kıvanç to offer the best quality eco-friendly textile solutions to brands and retailers, sourcing their requirements from Turkey, to meet the ever-growing demand of environment friendly apparels.

The manufacturing excellence of Kıvanç will be further enhanced by the high quality GreenGold fibres, as well as by the support of RIL's efficient technical team.

Kıvanç Tekstil is renowned worldwide for its professional work ethics. It caters to major European and American fashion brands and retailers. Vertically integrated across spinning, weaving, dyeing, printing and finishing, Kıvanç produces 18 million meters of blended fabrics per annum. Its yield comprises a wide range of blends straddling polyester, cotton, viscose, linen, tencel, modal and wool, and is lapped up by leading global brands engaged in making formal and casual wear apparels for both men and women.

Speaking about the partnership, Mr Ziya Kıvanç, CEO, Kıvanç Textil opined: At Kıvanç our mission is to be a company that focusses on customer satisfaction, striving to be trustworthy, reliable and sensitive to human health and environmental issues, while producing the best quality fabric brand. We at Kıvanç, do business by providing utmost importance to the environment and well-being of the people. Simultaneously, we thrive to implement the innovative and sustainable environmental approaches in all stages of production right from spinning, weaving to finishing. The partnership with Reliance Industries is a significant initiative in accomplishing our mission. The exclusive distributorship of Recron® GreenGold fibres and yarns and being a manufacturer of R|Elan™ GreenGold fabrics will provide us immense growth opportunities. We are really thankful to Reliance, which has taken a stride forward and opened the doors in actualising our mission. Henceforth, most of the polyester blended fabrics will be made out of sustainable fibres at Kıvanç!

RIL, the owner of brand R|Elan, is one of the largest recycler of PET bottles in India, recycling 2.2 billion PET bottles a year. R|Elan GreenGold, made from recycled PET, substantially reduces emission of greenhouse gases. The fabric being made from pre-dyed fibres, its manufacture doesn't need much water. Whatever little water is used, 90% of it is recycled. It uses bio-fuels and is one of the few recycled brands that provides end-to-end traceability throughout the supply chain, right from PET bottles to fibres.

RIL has partnered with key players across global textile hubs to produce new-age fabrics, using its speciality products. This strong global network, called the Hub Excellence Program (HEP), provides assurance to brands / retailers of streamlined production, timely supply of raw materials, and standard quality. The partner firms also receive technical and product development assistance from RIL, as well as leads for business development.

Speaking on the newest member of the rapidly growing HEP, Mr Gunjan Sharma, CMO – Polyester Division, RIL, said: "It gives us immense pleasure to partner with the globally renowned Kıvanç Tekstil. With RIL's technological edge in sustainable offerings merging with Kıvanç's manufacturing prowess, we are certain to come up with stunning innovative fabrics to meet the growing demand for high-quality eco-friendly apparels".

R|Elan™ provides consumers next-generation fabrics that are in sync with the latest fashion trends, and fulfil their lifestyle needs as well. The brand gives consumers the assurance that if there is GreenGold on the outside, there is something sustainable on the inside.

About Kıvanç Tekstil, Turkey

Kıvanç is one of the main woven fabric supplier to European and American apparel markets, and it caters to renowned local and global fashion brands. Kıvanç has capacity to manufacture 18 million meters per annum of a wide mix of fabric blends weighing in the range of 100gr/m^2 to 500gr/m^2. The Company's innovative approach and know-how in the industry has strengthened its long-term collaborations with leading fashion retail brands by producing best quality fabrics with professional work ethics. Kıvanç Tekstil ranked 335th among the Turkish exporters, and 13th within the textile sector companies in 2018.

About Reliance Industries Limited (RIL)

RIL is India's largest private sector company with a consolidated turnover of INR 622,809 crore ($90.1 billion), cash profit of INR 64,478 crore ($9.3 billion), and net profit of INR 39,588 crore ($5.7 billion) for the year ended March 31, 2019.

RIL is the first private sector company from India to feature in Fortune's Global 500 list of 'World's Largest Corporations' – currently ranking 148th in terms of revenues and 99th in terms of profits. The company stands 71st in the 'Forbes Global 2000' rankings for 2019 – top-most among Indian companies. It ranks 10th among LinkedIn's 'The Best Companies to Work for in India' (2019). RIL's activities span hydrocarbon exploration and production, petroleum refining and marketing, petrochemicals, retail, and digital services.