

LIVA receives an overwhelming response at Yarns, Fabric & Accessories Trade Show

Liva, a new age fabric by Aditya Birla Group, received an overwhelming response at Yarn, Fabric and Accessories Trade Show 2019, held in Ludhiana. Visitors appreciated the quality and trendy Liva garments crafted by Liva's partners Prisma Leggings, Monica Collection, Aswira Premium Fabrics, Vandan Silk Mills and Swami Textiles.

Various new brands have shown interest in this expo to get associated with Liva

“Strengthening the reach and relations with partner brands as well as increasing the presence in the value chain are the two important objectives to participate in the show. The positive response from the visitors and multiple business leads contributed to the success of Liva's presence at the show.” said spokesperson from Birla Cellulose.