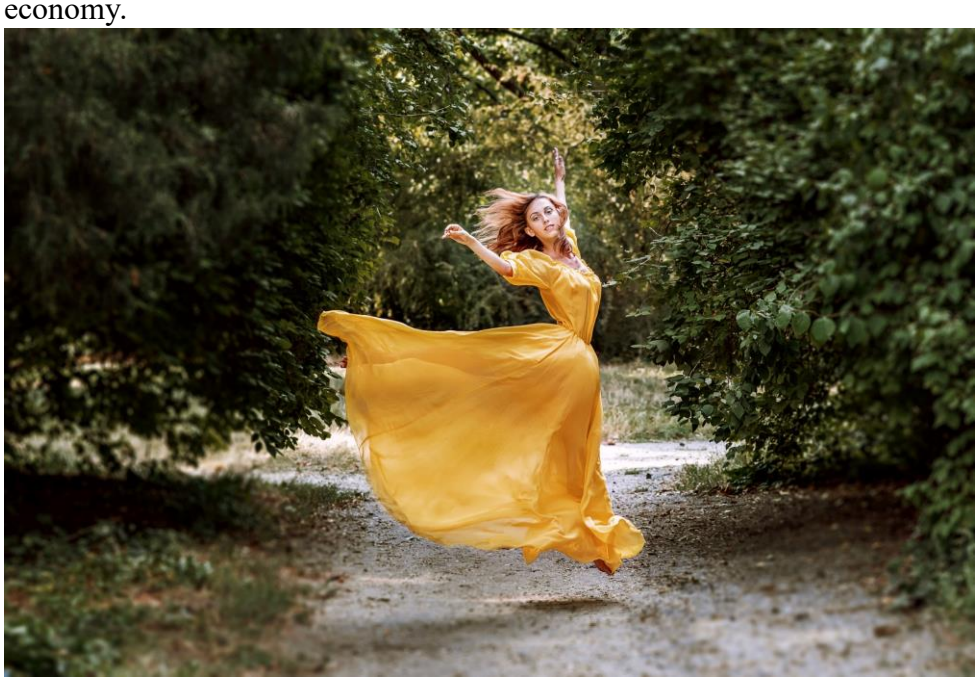
Birla Cellulose Teams Up with Usha Yarn to Promote Sustainability with Recycled Yarn from Textile Waste

With the global textile industry grappling with the challenge of incorporating textile waste into the circular economy, a significant concern has emerged. Despite ongoing dialogues about the issue's severity, half of the industry worldwide remains inactive. Currently, less than 1% of textile waste is recycled, as indicated by the recent Circular Fashion Index (CFI) data, highlighting the failure of Global Fashion brands to transition toward a circular, sustainable economy.



In response to this crisis, Birla Cellulose, the Aditya Birla Group's pulp and fibre division and a foremost sustainability-centered Man-Made Cellulosic Fibres (MMCF) manufacturer, has declared a strategic alliance with Usha Yarn Ltd., an industry leader in sustainable, recycled yarn production and supply.

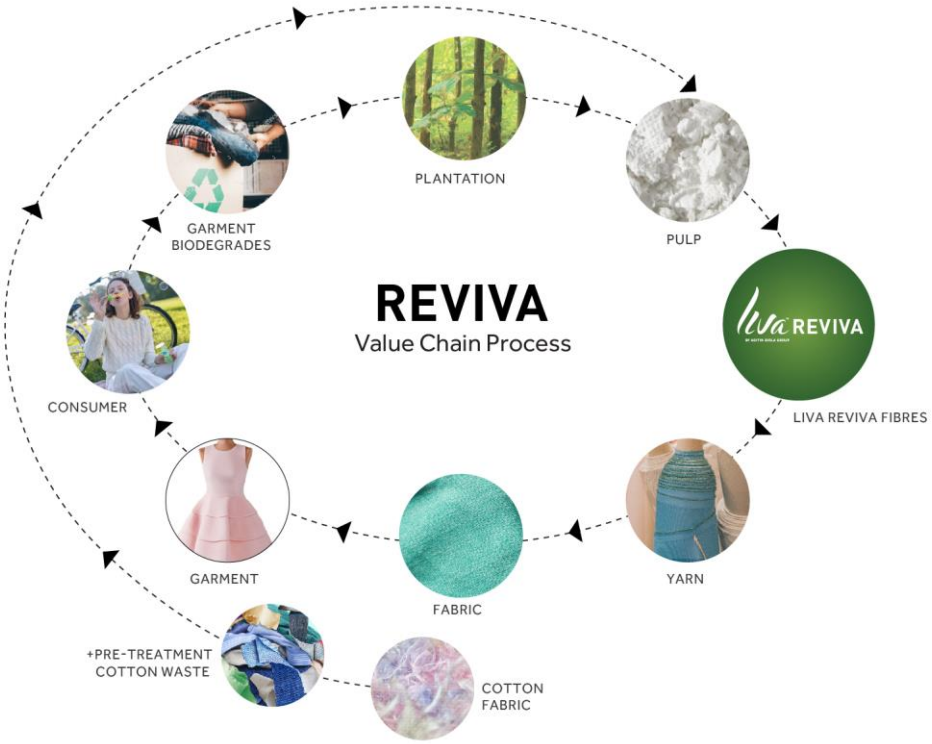
The collaboration between Birla Cellulose and Usha Yarn aims to leverage pre- and post-consumer textile waste to produce recycled yarn containing over 50% textile waste. This innovative blend of chemically and mechanically recycled textile waste offers minimal energy, water, and chemical usage.

In alignment with their sustainable principles of responsible sourcing and manufacturing, Birla Cellulose has created chemically recycled Reviva® fibre, a MMCF product comprising 30% textile pre- and post-consumer waste and 70% wood pulp sourced from FSC-certified forests.

Furthering their commitment to circular fashion, Reviva® implements a distinctive “reverse logistics” supply chain for procuring textile waste, thereby contributing significantly to value addition.

USHA YARNS, renowned for its commitment to quality, has spent years honing its expertise in collecting and processing post-industrial textile waste into mechanically recycled fibre. It also recently launched a pilot program for recycling post-consumer garment waste. With its

robust research capabilities, stringent quality control measures, and state-of-the-art production facilities, USHA YARNS consistently delivers high-quality, uniformly colored regenerated yarns suited for creating knitted and woven garments that meet global standards.



ManMohan Singh, Chief Marketing Officer, affirmed that the collaboration with Usha Yarn aligns with Birla Cellulose's pledge to supply 100,000 tons of recycled fibre by 2024. The partnership aims to continually enhance their recycled product offerings and provide top-quality recycled yarn to brands.

Anurag Gupta, Managing Director of Usha Yarn Ltd., underscored that brands are seeking innovative sustainable yarns with a high recycled content derived from textile waste that meets the Global Recycle Standard criteria while delivering excellent garment conversion performance. He believes the partnership with Grasim Industries will offer brands the requisite solution backed by solid sustainability and circular credentials.

For more information, please visit https://birlacellulose.com/