"Revolutionizing Safety: Birla Cellulose Introduces Birla SaFR, Sustainable Flame-retardant Fibres"

Birla Cellulose, a subsidiary of Grasim Industries Limited within the Aditya Birla Group, is thrilled to announce its most recent innovation: Birla SaFR, at ITMA 2023, Milan, Italy. This cutting-edge development constitutes a landmark achievement in Birla Cellulose's strategic drive to provide products for the technical textile industry. Birla SaFR, an innovative phosphate-based inherently flame-retardant sustainable cellulosic fibre, stands as an ideal solution for creating flame-retardant fabrics, combining exceptional performance with eco-friendly properties.

(Standing from left to right – Mr. ManMohan Singh, Mrs. Rachna Shah, Mrs. Darshana Vikram Jardosh, Mr. H.K Agarwal)

The unveiling of Birla SaFR took place on June 10th at ITMA Milan by the Honourable Minister of State for Textiles (India), Mrs. Darshana Vikram Jardosh, accompanied by Secretary (Textiles), Mrs. Rachna Shah, Mr. H.K Agarwal, Managing Director, Grasim Industries Ltd, and Mr. ManMohan Singh, Chief Marketing Officer, Birla Cellulose. This pioneering innovation sets a new benchmark

for flame-retardant fibres and further cements Birla Cellulose's position as a forerunner in the realm of sustainable textile solutions.

Birla SaFR's creation is a testament to intensive research and development efforts, coupled with an in-depth understanding of the industry's needs. This extraordinary development highlights Birla Cellulose's dedication to fostering innovation and producing game-changing textile products.

Mr. H.K Agarwal, Managing Director, Grasim Industries Ltd & Business Director, Pulp & Fibre Business, expressed his pride over this monumental achievement, "Birla SaFR represents the first flame-retardant fibre developed in India, specifically tailored for the technical textile segment. We take immense pride in the knowledge that our product will serve as a critical component in various protective wear categories, ultimately safeguarding lives."

Birla SaFR can be blended with other high-performance fibres such as aramid, FR mod acrylic, and FR polyester, offering a wide range of protective clothing solutions. This revolutionary fibre provides enhanced protection against numerous heat-related dangers, ensuring optimal comfort for the wearer without compromising the garment's fire protection standards.

Industries that require the highest fire protection standards, such as thermal protection, electric arc protection, and molten metal splash protection, will find Birla

SaFR an ideal choice. It caters to the specific needs of sectors such as defense, emergency response (ER), oil & gas, and electrical utility companies, as well as various manufacturing industries. Notably, Birla SaFR possesses an Oxygen Limiting Factor (OLF) greater than 28 and maintains its flame-retardant efficacy even after multiple washes.

At the launch of Birla SaFR at ITMA 2023, Mr. ManMohan Singh, Chief Marketing Officer, shared his excitement, “The development of Birla SaFR fibre is a significant milestone and a proud moment for Birla Cellulose and the Aditya Birla Group. As a 'Made in India' product providing an alternative to imported flame-retardant fibres, it will undoubtedly have a long-lasting impact on the global textile industry.”