

Birla Cellulose Drives Sustainability Agenda in Home Textiles at Karur Hub-Meet



Birla Cellulose, a pioneer in sustainable fiber solutions, hosted a pivotal hub-meet at The Residency in Karur, emphasizing the transformative potential of sustainable Man-Made Cellulosic Fibers (MMCF) in the Home Textiles sector. This meet was attended by 175 prominent exporters and company owners from the Karur cluster, the event aimed to pave the way for sustainable innovation in the industry.

The central theme of the discussions centered on the application of sustainable MMCF solutions in the Home Textiles domain, offering a gateway to eco-friendly, high-quality products that resonate with modern consumer preferences for sustainability. The hub-meet witnessed an active participation from esteemed value chain partners, such as AGT Mills, PKPN, Kumaran, and Ultimax, showcasing a collective commitment to drive sustainable practices across the textile ecosystem.

Distinguished guests such as **Mr. K. G. Prithvi, Vice President** of Karur Textile Manufacturer Exporters Association and, **Mr. S. Gowrisankar, Deputy Director of the Textile Committee** in the Karur cluster, along with industry stalwarts like **Mr. Perumal**, Managing Director of South Indian Textiles, and **Mr. Kaliappan**, Managing Director of Anboli Fabrics, graced the event.



"Karur's home textile industry welcomes Birla Cellulose's initiative to hand hold them into the adoption of MMCF range. The representatives of Birla Cellulose solved many ambiguities about MMCF which the members had and also provided a much confident purpose to pursue Birla Cellulose's fibres into the regular product offerings as well. The process for incubation has begun and we look forward for more sustainable and economical substitutes for existing raw materials." shared **Mr. K. G. Prithvi - Vice President - Karur Textile Manufacturer Exporters Association**. **Mr. Kaliappan, the Managing Director of Anboli Fabrics** added *"The elaborate presentation on Birla Cellulose's product offerings, provided a deep insight into the possible applications of the fibres in home textiles."*

The highlight of the session was the profound interest exhibited by exporters in Birla Cellulose's innovative products, prompting a desire to embark on trial initiatives for adoption. Their flagship product *Spunshades* garnered special attention due to its innovative Color Lock Technology that prevents fabrics from fading even after multiple washes as dye pigments are embedded into the fibre versus conventional fabric piece-dyeing.

“We are delighted and encouraged by the positive response from industry leaders and exporters at the Karur hub-meet. Our deep discussions and eagerness to explore our products reinforce our belief in the transformative power of responsible innovation. Our innovative product Spunshades and other MMCF solutions are poised to redefine the Home Textiles landscape, and the overwhelming interest shown here is truly encouraging,” shared **Sheerish Kumar, Senior Vice – President, Business Development** - Home Textiles of Birla Cellulose.