



## Breaking Boundaries: Birla Cellulose and Usha Yarn partner to pioneer recycled yarn with “Puneh”

Birla Cellulose, a flagship brand of Grasim Industries Ltd., is proud to announce that **Birla Cellulose and Usha Yarn** two industry leaders known for their innovations have joined forces to introduce "**Puneh**," a groundbreaking range of highly sustainable mechanically recycled yarn blends. This association aims to revolutionize the textile industry by seamlessly integrating recycled fashion yarn with sustainable cellulosic fiber.

Derived from Sanskrit, "Puneh" signifies "again." This encapsulates the essence of a new beginning for recycled fashion yarn, aspiring to weave a fresh narrative for the industry. The Puneh recycled yarn collection is more than just a fashion statement; it is a conscientious response to the urgent need for sustainable practices in the textile industry. By addressing the issue of textile waste head-on, this collaboration endeavors to redefine the way we perceive and engage with fashion.



Puneh recycled yarn uniquely blends mechanically recycled textile waste with **Birla sustainable cellulosic fiber**, including Birla Spunshades and Liva Reviva. This environmentally friendly blend not only prioritizes sustainability but also possesses the ability to be recycled again. In a world grappling with single-use materials, Puneh stands as a beacon of sustainability, offering a tangible solution to textile waste. Birla Cellulose's commitment to sustainability is evident in the vibrant and eco-friendly elements, proving that sustainability seamlessly coexists with style and innovation in this visually appealing yarn. It is also one of the most commendable aspects of Puneh recycled yarn is its biodegradability.

Commenting on the association, **Mr. ManMohan Singh, Chief Marketing Officer, Birla Cellulose**, said, "As we weave the threads of innovation and sustainability together, our collaboration with Usha Yarn is a testament to our commitment to fashion a brighter, more eco-conscious future. By seamlessly integrating

style with purpose, we're not just creating fabrics – we're crafting a sustainable legacy. Together, we're unraveling the knots of textile waste, stitching a narrative of responsible consumption. Our fabrics don't just adorn, they advocate for a world where fashion leaves a gentle footprint on the planet. In this partnership, every stitch tells a story of resilience, and every thread binds us to a shared vision of a greener tomorrow."

The introduction of Puneh recycled yarn by Usha Yarn in collaboration with **Birla Cellulose** marks a significant stride towards a more **sustainable and responsible future for the textile industry**. This initiative speaks to the power of collaboration, innovation, and a shared commitment to addressing environmental challenges. Puneh recycled yarn demonstrates that sustainability can be seamlessly integrated into the consumer's daily lives, paving the way for a more harmonious relationship between style and sustainability in the fashion industry.