Domestic Textiles showcases their leadership across nature-based fibres and their unique Sustainability initiatives at Bharat Tex 2024

- Domestic Textiles, a leading entity within Grasim Industries, Aditya Birla Group, and a pioneering force in India's linen, wool, and cotton markets, proudly announces its participation in Bharat Tex 2024, India's premier textile festival. As a market leader with a legacy dating back to 1949, Domestic Textiles stands as a prominent player in these segments and harnesses unparalleled expertise and nation-wide infrastructure across nature-based fibres, setting industry benchmarks for quality, design innovation and sustainability.

Bharat Tex 2024, organized by a consortium of 11 Textile Export Promotion Councils and supported by the Ministry of Textiles, is taking place from February 26-29 in New Delhi. This global textile mega-event serves as a convergence point for entire textile value chain, industry luminaries, policymakers, and stakeholders, celebrating India's rich textile heritage and technological advancements.

Domestic Textiles, a formidable player in the Indian textile sector, operates through three key units - JayaShree Textiles, Vikram Woollens, and Grasim Premium Fabric.

- The company is a dominant player in the linen market, where it sources authentic European flax and offers a wide range of pure and blended linen products. Linen Club, a pioneer brand in linen under Domestic Textiles, serves the most extensive design collection in India and is renowned for its superior quality linen. With over 8500+ multi-brand outlets and 220+ exclusive stores, Linen Club is the ultimate destination for all linen enthusiasts, holding the prestigious title of India's No.1 Linen Brand. It is also a supplier of choice for providing high quality linen fabrics to top international & domestic brands & retailers such as Louis Philippe, Blackberrys and more.
- The company also excels in producing high-quality merino wool and offers a diverse range of worsted wool products.
- It also manufactures premium cotton fabrics under brands like 'SOKTAS' and 'Giza House,' serving leading Indian and global menswear brands. With a customer-centric focus, Domestic Textiles ensures on-trend designs and innovative weaves & textures, meeting specific fabric needs in terms of quality, design, and exclusivity.

With Sustainability ethos at its core, the unique ‘Wealth-out-of-Waste’ initiative by the company is a testament to their commitment to good fashion. The initiative is centered around the idea of a circular economy and involves recycling and reusing waste linen materials. Here, the waste that is generated during flax production is upcycled to create blended yarn, linen-rich fabric and ready to wear apparel.

Domestic Textiles, as a market leader, prioritizes eco-friendly practices across its entire value chain. From sourcing authentic European flax for linen production to implementing waste-to-wealth initiatives, the company steadfastly reduces its environmental footprint. 16% of consumption is derived from renewable energy sources, while strict adherence to waste management policies includes the segregation of hazardous, non-hazardous, recyclable, and non-recyclable waste. Grasim Premium Fabric, Jayashree Textiles, and Vikram Woollens were also recognized with the esteemed Corporate Excellence Award at the CII-ITC Sustainability Awards 2022 for their sustainability efforts.

Satyaki Ghosh, CEO of Domestic Textiles, Aditya Birla Group, expressed, “Our showcase at Bharat Tex highlights our dominance in three natural fibre-based businesses and waste-to-wealth

initiatives, demonstrating our commitment to innovation-driven transformation in the textile industry. As we participate in Bharat Tex 2024, we proudly uphold Domestic Textiles' legacy of authenticity, innovation, excellence, and sustainability."

The showcase of Domestic Textiles at Bharat Tex 2024 promises to be a testament to its unwavering commitment to excellence in Indian Textile industry. By seamlessly blending legacy with cutting-edge technology, Domestic Textiles continues to redefine the boundaries of the textile industry.