



Birla Cellulose: Pioneering Sustainable Textiles Globally

In a testament to their unwavering commitment to the global textile industry and sustainability initiatives, **Birla Cellulose** is delighted to announce their participation in Bharat Tex, to be held in New Delhi from February 26-29, 2024, at Bharat Mandapam. This participation underscores Birla Cellulose's dedication to fostering innovation, collaboration, and sustainable practices within the textile sector. They continue to play a leading role in shaping the discourse and direction for the future of the textile industry.

Birla Cellulose is at the forefront of sustainable manufacturing of man-made cellulosic fibers, sourcing its materials from renewable sources within responsibly managed forests. This aligns perfectly with the focus on sustainability and environmentally conscious practices.

In recent years, Birla Cellulose has tirelessly pursued sustainable solutions and innovative fibers, including the groundbreaking introduction of Birla EcoSoft, a bamboo viscose fiber known for its exceptional breathability, moisture management, and durability compared to conventional viscose. Sourced from sustainably managed forests, **Birla EcoSoft sets** new standards for comfort in the fashion industry, reflecting Birla Cellulose's commitment to transparency and consumer trust.



Furthermore, Birla Cellulose advances its sustainability efforts with the introduction of a revolutionary Circular Yarn Blend, crafted from recycled mechanical textile waste using cutting-edge technology. This groundbreaking product achieves an impressive 50% mechanical recycled fiber content while maintaining high-strength yarn for various fabric and garment applications. The chemical-free, energy-efficient mechanical recycling process addresses environmental concerns, boasting minimal energy consumption, eco-friendliness, low greenhouse gas emissions, and reduced water usage. In-situ coloration eliminates the need for additional dyes or pigments, further minimizing the environmental footprint.

Birla Cellulose has also implemented a Carbon-disulphide Adsorption plant in Kharach, Gujarat, employing closed-loop technologies to mitigate carbon disulphide and hydrogen sulfide emissions, achieving a remarkable 90-95% recovery rate for sulfur and earning the coveted EU BAT status for their Kharach plant. Additionally, the company has secured the #1 position in Canopy's Hot Button Report 2023 for sustainable forestry practices and innovative solutions, maintaining a consistent 'Dark Green Shirt' rating for four consecutive years.

In addition to these recent advancements, Livaeco by Birla Cellulose has found acceptance all around the globe owing to its sustainable credentials. These fibers contain a unique molecular tracer which helps in source verification across the value chain. A complete information on the journey of fiber from forest to fashion is available through a unique QR Code which can be made available to the consumer conveniently. Their blockchain technology-based tool – GreenTrack™ is used to trace upward and downward value chain.

Birla Cellulose aims to display these groundbreaking solutions, reinforcing its reputation as a leader in sustainable textile production at Bharat Tex. With its unwavering dedication to sustainability and a track record of excellence,

Birla Cellulose anticipates making a significant impact and beyond, ready to unveil their latest developments at Booth Number H1G: 003, Hall No 1, situated on the Ground Floor.

Mr. ManMohan Singh - CMO, Birla Cellulose, points out that “We at Birla Cellulose are deeply enthused about our involvement in Bharat Tex. We look forward to engaging with industry leaders, exchanging ideas, and forging partnerships that will shape the future of textiles.” –