# Lenzing Redefines Textile Innovation at Bharat Tex 2025, Strengthening India's Global Footprint













Lenzing Group, a global leader in wood-based specialty fibers, successfully concluded its participation at **Bharat Tex 2025**, reinforcing its commitment to India's evolving textile landscape. The event served as a pivotal platform for collaboration, bringing together stakeholders from spinners to brands and highlighting the integration of the entire supply chain.

At Bharat Tex 2025, customers explored the innovative world of TENCEL™ and LENZING™ ECOVERO™ fibers at the Lenzing booth,




experiencing firsthand how these fibers are setting new standards in sustainability and performance. Visitors engaged with a comprehensive selection of products crafted with **TENCEL™ Lyocell A100, TENCEL™ Lyocell LF, TENCEL™ Lyocell x Micro, TENCEL™ Lyocell Fill, and LENZING™ ECOVERO™ Black**. These fibers enhance fabric versatility, blend ability, insulation, and color fastness, making them ideal for applications across fashion, home textiles, and performance wear. The response from Indian garment makers, mills, brands, and designers was overwhelmingly positive, reflecting the growing demand for eco-conscious and high-performance fibers in categories such as denim, home textiles, intimate wear, and traditional Indian apparel like sarees and kurtis.

**J**ayaraman, Vice President – Global Sales- "*Bharat Tex 2025 has been a phenomenal platform that truly reflects the dynamism and innovation of India's textile industry. The engagement we've seen—from mills to brands, from emerging designers to global buyers—underscores India's pivotal role in shaping the future of sustainable textiles. At Lenzing, we are proud to support this transformation with cutting-edge fiber technologies, and the strong collaborations here reaffirm India's growing role in responsible textile manufacturing"*

Avinash Mane, Senior Commercial Director – AMEA & NEA, Lenzing Fibers, echoed these sentiments, stating, *"Bharat Tex 2025 has once again proven to be a remarkable platform for collaboration and knowledge exchange. Our innovations continue to align with the diverse needs of the Indian textile industry, combining sustainability with advanced fiber solutions. We look forward to strengthening our relationships and driving the future of responsible textiles in India."*

Additionally, Bharat Tex 2025 facilitated meaningful discussions with international buyers, signaling new opportunities for Indian-made textiles featuring Lenzing fibers in global markets. This trend is set to strengthen India's position as a key player in sustainable textile manufacturing.

Bharat Tex 2025 has once again proven to be a landmark event, uniting the entire textile value chain and showcasing India's growing influence in the global textile industry. This platform has sparked invaluable collaborations, fostered innovation, and reinforced the industry's commitment to sustainability. As we conclude this edition, Lenzing celebrates the meaningful conversations, partnerships, and progress made toward a more responsible and resilient textile future. The success of Bharat Tex 2025 is a testament to India's dynamic textile ecosystem, and we look forward to continuing this journey together, driving sustainable growth and innovation for years to come.