Raysileco Drives Next Phase of Growth Through Global Brand Association and Market Expansion

Building on the successful launch of Raysileco at Yarn Expo Surat 2025, Grasim Industries' Viscose Filament Yarn (VFY) business continues to strengthen its leadership. Within nine months of its introduction across domestic and global markets, Raysileco has achieved strong market adoption, driven by rising global demand for transparency and responsible sourcing.



Mr.Ajit Rajagopalan ,CEO ,Viscose Filament Yarn Business
& Mr.Shailendra Pandey,Joint President Marketing ,Viscose Filament Yarn Business.

Raysileco participated at the recent 19th edition of Fibers & Yarns Expo 2026 in Mumbai, highlighting its growing market presence through strategic partnerships and business momentum, which received positive appreciation from the textile fraternity.

Speaking on this progress, **Mr. Ajit Rajagopalan, CEO, Viscose Filament Yarn business**, said: “Raysileco reflects our strategic focus on advancing traceability across the textile value chain. As global expectations shift towards greater transparency, our growing associations with global brands in the value chain across Europe and the USA validate our direction and reinforce our position as a trusted partner for responsible yarn solutions.”

He further added: “These engagements are enabling access to premium markets and accelerating our integration into preferred supplier networks. As a result, we are seeing more consistent demand and building towards sustainability and traceability in the value chain, which is where we see the future of industry.”

Amid rising regulatory focus, Raysileco with key certifications including Canopy Green Shirt, EU BREF, ZDHC, Higg Index, and LCA-ensuring compliance with evolving standards and driving transparency and operational excellence across the value chain, has built strong integrations with garment exporters, fabric manufacturers and processors, creating a demand-led ecosystem aligned with global brand requirements.

Mr. Shailendra Pandey, Joint President Marketing**, Viscose Filament Yarn business**, informed “With a combination of physical (molecular tracer) and digital traceability, Raysileco offers clear differentiation over conventional VFY and competing offerings, creating a strong edge in the marketplace and enabling a future-ready business model.”

Raysil remains the only player globally offering three distinct technologies in Viscose Filament Yarn: Pot Spun Yarn (PSY), Continuous Spun Yarn (CSY), and Spool Spun Yarn (SSY). With the launch of **Raysileco**, Grasim’s Cellulosic Fashion Yarn business is setting a new benchmark in transparency and responsible manufacturing in the global fashion landscape.