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# SHOW DAILY

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## Anaura Set To Make A Mark In The Recycled Textiles Market

**T**his is not a textile or a fabric that we are making, we have created 'An Aura', an aura that the consumer would like to feel, own and wear, an aura of guilt-free consumption, an aura of a healthy planet that we are nurturing with our efforts."

Akhil Malhotra, Director, Rudra Ecovation explains why Anaura, the company's latest launch of the fabric brand is not just about giving the market and consumer another PET recycled fabric. "We have been able to achieve a very high level of quality, functionality, aesthetics with Anaura. For us, the objective is to create something exclusive with PET recycling that the



consumer is happy to wear. A consumer will not be able to tell the difference between conventional, virgin material and Anaura."

And the returns on investing in sustainability are quite good, claims Mr Malhotra. "Our raw material costs are certainly lower than conventional material manufacturers, we are saving resources too. But even as I ventured into PET recycled textiles, the economics of it was not the only or the main driving force. We can see environmental degradation everywhere around us. Being the largest PET recycler, we are doing our bit to save the planet and the limited resources. We have invested in the best technologies to ensure a high-quality product which is better than conventional, virgin materials."

► **AKHIL MALHOTRA**, Managing Director,  
Rudra Ecovation



And Rudra Ecovation does not plan to stop at just manufacturing textiles from PET bottles. "True circularity will happen when we are able to recycle post-consumer textiles again and again. And Anaura plans to set up a system soon to collect post-consumer Anaura textiles and apparel."

It will indeed be interesting to see how Anaura makes its mark in the market.

### **Rudra Ecovation and Shiva Textfab Lead the Charge for Eco-Friendly Fashion at Bharat Tex 2024**

International brands and retailers have committed to shifting to recycled, circular, sustainable materials by 2030, even as consumers are demanding greener options. Realising the urgent need to spruce up production of such fibres and textiles, Rudra Ecovation Limited and Shiva Textfab Limited are strengthening their efforts to offer high-quality recycled fabrics that meet the highest standards of sustainability, traceability, circularity.

The company's state-of-the-art manufacturing plant produces 320,000 meters per day of recycled textiles made from PET bottles. The plant recycles as much as 8.8 million PET bottles per day, making it among the world's largest recycling facilities.

From this partnership between Rudra and Shiva for rPET textiles has emerged Anaura, a groundbreaking wearable material, which meets some of the highest standards of sustainability, traceability, circularity.

To further improve the environmental footprint of Anaura fabric, the company has opted for dope-dyeing and pre-coloured fibre, which eliminates conventional wet dyeing processes. This not only enhances the efficiency of the production process but also leads to substantial savings in water, chemicals, and energy.

Says Akhil Malhotra, Director, Rudra Ecovation, "In

a world where fast fashion and environmental concerns loom large, Anaura emerges as a champion of eco-friendly innovation, offering a superior alternative to fabrics derived from unsustainable practices."

The company is GRS and ISO certified.

### **Anaura - Fashion with Purpose!**

What sets Anaura apart is its unwavering commitment to transforming post-consumer PET bottles into more than just wearable items; it's about fashion with a purpose. With an impressive daily production of 320,000 meters, Anaura products epitomise sustainability and elegance. Imagine skin-friendly, flexible, and durable materials that not only ensure comfort and longevity but also make a bold statement against environmental degradation.

At Bharat Tex 2024, the company will showcase its wide range of Anaura fabrics with various functional properties, apt for formal wear, sportswear, casualwear.

### **Ecovation - Pioneering Sustainable Innovation**

Talking proudly about the company and its achievements, Mr Malhotra stated, "Established in 1997 in Ludhiana, Rudra Ecovation Limited (formerly known as Himachal Fibers Limited) stands as Asia's largest integrated plastic recycling facility, leading the charge in sustainable innovations. Rudra Ecovation's business model enables sustainability and supports the circular economy by manufacturing innovative sustainable products like Anaura, ranging from intricate carpets to technical textiles, filament yarn, spun yarn, fibre, and acoustic panels.

"Operating at the intersection of technology and environmental consciousness, our facility employs precise material science applications to process an impressive 350 metric tons of PET waste daily. The backbone of our operations lies in the precision



Team Rudra Ecovation with Akhil Malhotra at Bharat Tex 2024



**AKHIL MALHOTRA**, MD, Rudra Ecovation Ltd. meets customers in their stall at Bharat Tex 2024 exhibition and explains the benefits of recently launched sustainable fashion brand Anaura

and sophistication of our machinery, sourced from renowned manufacturers in Switzerland (Rieter), Italy (Savio), and Germany (Schaeffler). Our initiatives consistently adhere to the gold standard of ESG principles.”

In its technical textiles division, Rudra Ecovation prioritises nonwovens, manufacturing 50,000 sqmts of carpets and 20 tons of fabrics for leather backing and shoe lining on a daily basis. Furthermore, the company recycles bottle caps into granules for the production of plastic further and vegetable crates, with a daily capacity of 20 tons.

With its USP of sustainable textiles with a purpose, Rudra Ecovation and Shiva Textfab Ltd. boast an expansive clientele spanning international markets, a testament to their global footprint.

#### **Environmental Impact:**

- Recycling 8.8 million PET Bottles every day
- Saving 1,40,000 MT of CO2 Emissions yearly
- Resource Conservation through waste recycling
- Promotion of Energy Saving and Waste Reduction
- Lowering Greenhouse Gas Emissions in Recycling Process
- Water Conservation in PET Bottle to Fiber Transformation
- Contributing to Climate Change Mitigation
- Promotion of Circular Economy in Manufacturing

#### **Participation at Bharat Tex 2024**

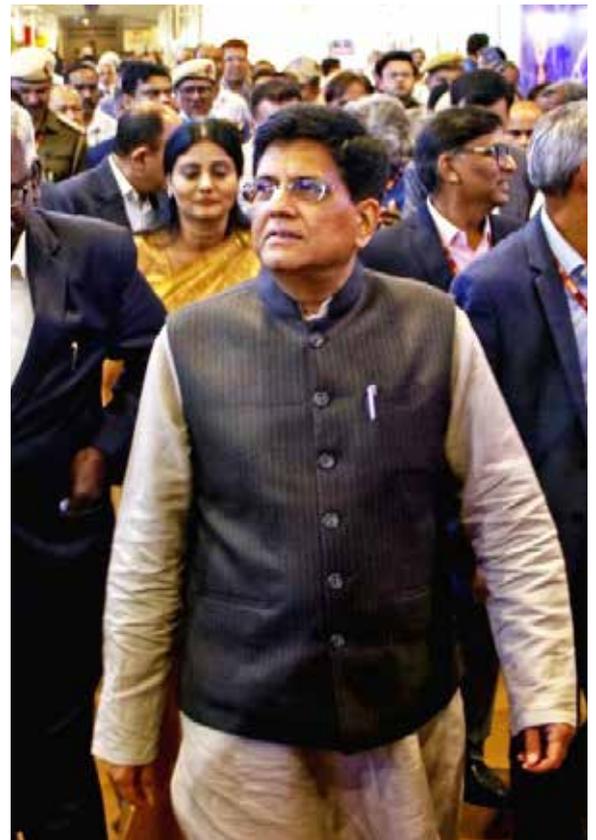
Rudra Ecovation will showcase Anaura at Bharat Tex, Bharatmandapam, Pragati Maidan, New Delhi, from February 26th to 29th, 2024, at Hall No: 5FF/Stall No-F003.

With Anaura, Rudra Ecovation and Shiva Textfab demonstrate their unwavering commitment to sustainability, ushering in a new era of eco-friendly fashion.

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# Prime Minister Inaugurates Bharat Tex 2024

The Prime Minister Narendra Modi inaugurated Bharat Tex 2024, one of the largest-ever global textile events to be organised in the country at Bharat Mandapam in New Delhi on February 26, 2024.

**A**ddressing the gathering, the Prime Minister said that today's occasion is special because the event is taking place in two of the largest exhibition centres in India namely Bharat Mandapam and Yasho Bhoomi. He acknowledged the association of more than 3000 exhibitors and traders from about 100 countries, and around 40,000 visitors as he underlined that Bharat Tex provides a platform to all of them.

The Prime Minister said that today's event encompasses many dimensions as 'the thread of Bharat Tex connects the glorious history of Indian tradition with today's talent; technology with traditions and is a thread to bring together style/sustainability/ scale/skill. He also saw the event as a great example of Ek Bharat Shreshtha Bharat, encompassing myriad textile traditions from all over India. He also praised the exhibition at the venue for displaying the depth, longevity and capability of India's textile tradition.

Talking about India's growing profile as a cotton, jute and silk producer, PM Modi said that the government is supporting cotton farmers and is buying cotton from them. He said Kasturi Cotton, launched by the government, will be a big step in creating India's brand value globally, he said. The government is also supporting the jute and silk sectors, and developing India's technical textiles sector.

The Prime Minister threw light on the government's expansive plans to create seven PM MITRA Parks in various states and underlined the emphasis on the creation of opportunities for the entire textile sector. "Government strives to establish the entire value chain ecosystem in a single place where modern infrastructure with plug and play facilities are made available", the Prime Minister remarked.

In his welcome address, Union Minister of Textiles, Consumer Affairs, Food and Public Distribution, and Commerce & Industry, Piyush Goyal said that the global textile expo is the largest integrated textile event organised for the first time ever in the country that embodies Prime Minister Narendra Modi's vision of 5F — farm to fibre, fibre to factory, factory to fashion and fashion to foreign markets, covering the entire textile value chain. He added that local supply chains need to be strengthened and greater emphasis is required for 3S - skill, speed and scale, to fulfil the vision

## At a Glance

- Kasturi Cotton is going to be a big step towards creating India's own identity: PM
- Prime Minister visits the exhibition, meets the exhibitors
- Bharat Tex 2024 to fulfil PM Narendra Modi's farm to foreign vision: Textile Minister Piyush Goyal
- Need strengthening of local textile supply chains to achieve US\$ 100 billion exports by 2030: Goyal
- Textile industry will gain from changing consumption patterns of aspirational Indian youth: Goyal



of a 'Viksit Bharat'. He noted that robust supply chains will enable India to achieve a production target of US\$ 250 billion along with exports worth US\$ 100 billion by 2030. He said the event establishes India as an attractive investment and sourcing destination

The Minister said that the government through its various initiatives - PM MITRA, Production-Linked Incentive (PLI) scheme, Samarth (Scheme for Capacity Building in Textiles Sector) and National Technical Textiles Mission has provided a huge fillip to the textile industry under the leadership of the Prime Minister. He further said that the textile ministry has formed a new textile advisory group to create an end-to-end connectivity for the cotton and man-made fibre industry that will help maintain balance and create a better synergy in the textile sector.

Union Minister of State for Textiles, Darshana Jardosh and Textile Secretary, Rachna Shah were also present on the occasion.



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EXPLORING NEW OPPORTUNITIES

# I'm Happy With How We Are Progressing On Sustainability Standards : Amitabh Singh

**W**e started with the concept of regenerative agriculture in 1996 with 200 farmers, today we are working with 80,000 farmers. The market share of regenerative cotton farming is increasing with some of the world's leading brands. I am happy with the progress," said Amitabh Singh, Director, Amiha India.

Amiha India started the concept of regenerative agriculture in 1996. "If you really look at it, it is nothing new. India was following these practices years ago, and then we gave it up as modern farming practices started getting mainstream. So, while organic farming talks more about chemical fertilisers, pesticides, GMO, regenerative farming talks also about soil health, biodiversity. And is a more comprehensive and sustainable approach to farming," believes Singh.

And as consumer awareness about environmental sustainability grew, so did the acceptance and demand for regenerative agriculture. "Our main role has been to promote sustainable, smart farming and connect the farmers to the brands. We create stories from each boll of cotton and make the brands aware of how we are different from others. And that was idea behind this model when I started in 1996. Today, we also have a strong focus on traceability. Every brand is talking about it, and wants it. And the consumer wants to know how the apparel was produced," says Amitabh.

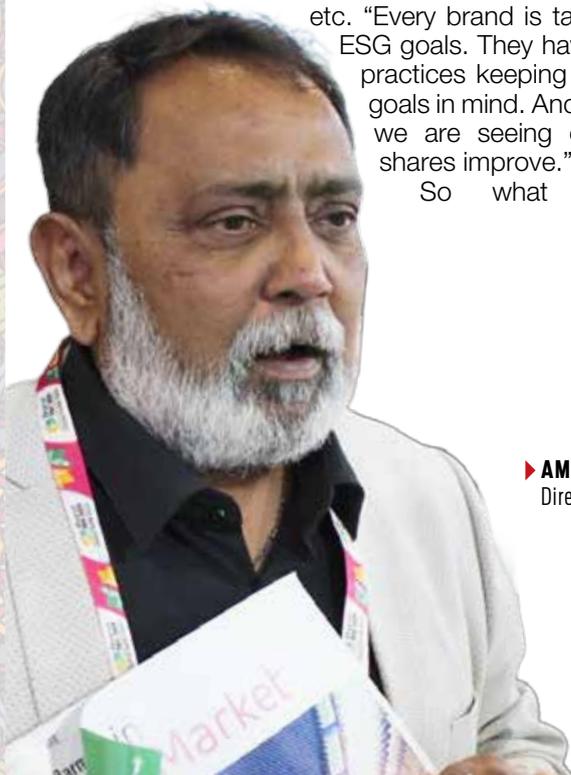
Amiha Agro works with major brands like H&M, Bestseller, Aara, PVH, Tommy Hilfiger, etc. "Every brand is talking about ESG goals. They have to adopt practices keeping these ESG goals in mind. And this is how we are seeing our market shares improve."

So what standards

does Amiha follow. The company was the first in the world to have got the regenerative agriculture certification for fibre production from Control Union. "For regenerative farming, we follow the standards given by the UN, or the European Union, or the US Department of Agriculture. These standards bodies have nominated some certification agencies who verify and certify our work with the farmers, and thus the cotton output too."

It has been a challenging journey for Amiha. "Converting the farmers from conventional, destructive ways of farming to regenerative farming was probably the biggest challenge. You have to give them something new, make them aware of what is good and bad for them. And more importantly give them a stronger market network. Farmers are detached from the strong lobby of marketing and trading. We have seen that farmers are more willing to take up sustainable practices if they can get marketing support. It takes time, but it has happened. I'm happy."

Besides the commercial side of cotton cultivation, Amiha is working at the grassroots level to create an inclusive, women empowered society, for the larger good of the land and the community. Shares Hetal Shah, Director, Amiha India, "To give just one instance of how we work, we created a group of women cotton farmers who would initially depend on their male counterparts for decisions on what to plant, purchase of seeds, etc. But today, with strength in numbers and the right empowerment these women are taking their own decisions; they have got some financial independence which has helped them to better their and their families' lives, to get their children educated, and more."



▶ **AMITABH SINGH,**  
Director, Amiha India



**HETAL SHAH,** Director, ◀  
Amiha India

# Consumer Will Drive Critical Mass For Sustainable Textiles: Anurag Gupta

**F**or Anurag Gupta, Managing Director, Usha Yarns Ltd., “Sustainability is not as difficult a job as it has been made out to be. We’ve done it. And once we made a commitment, things fell in place very easily. It’s just more of a mental block. I agree there are challenges, but these are not insurmountable. It’s important to find the right customers, understand their needs.”

Usha Yarns had started by offering goods to the bottom of the pyramid within India, and then moved up to the brands. Today, the company has branded its recycled yarn – Pune. “We offer some unique qualities in terms of consistency, product quality. We are one of the most compliant companies, we have done our social audits, environmental audits, LCAs. Usha Yarns is one of the few textile companies in India to have done Scope 3 Carbon Emissions. And we felt branding was a good way to take these achievements to the market.”

Innovations, out-of-the-box strategies have helped Usha Yarns become one of the important players in recycled yarns in India. Says Anurag, “We have been trying to work in an exclusive space, setting the benchmark on quality, innovating. It’s been smooth sailing for us because we started small. It’s been a happy journey.”

However, he warns of the many challenges that recyclers like him face in the market. Pricing is of course an obstacle. “But circularity per se is still a new concept and the world is still learning a lot. There is a huge disconnect between buyer who wants to buy circular or recycled but does not know what to ask for; or thinks he can get what he asks for but in reality it still needs to be achieved technically. Then there are different issues of circularity – designing for circularity, the value chain needs to be aligned, educating customer on recycled materials, government regulations. And these are true for India and the

world. Beyond that if you go to the textile department of an IIT, you will only find a rare book on recycling. So the knowledge bank also needs to be created. I would say we are at the beginning of the whole idea of circularity, we are still discovering.”

These are the challenges because of which we hear news that a good concept like Renewcell had to file for bankruptcy. Or a recent report which revealed that recycled content in textile industry has actually gone down in 2023 compared to last year.

“We are all still trying to figure out what stands for recycling - whether its PET bottles, textile to textile recycling, and then what the recycler can offer. Whether the product will be benchmarked against virgin. And then again what are brands and retailers doing to enable recycling of what they are procuring and selling. And then the price bands. These are challenges. Some recyclers are still struggling with technology to some extent but not very much. But beyond that a stumbling block has been pricing, the yarn is expensive compared to conventional, and the recycler worked on the premise that they can get a premium. But the market does not want to pay premium.”

In a retail scenario of cut-throat competition, and sluggish demand, a retailer is reluctant to increase the price of a product.

Anurag Gupta is trying to advocate a more reasonable approach to the retailers. “I tell the retailer that instead of increasing price of all your products by including recycled content and challenging quality of all your products, why don’t you give us a 5% space in your stores, maybe these products are more expensive, but let the consumer decide. Eventually the customer is the one that will drive this market.”

So will the consumer or the manufacturer drive this growth. “The critical mass will be driven by the consumer and the government. I, as a manufacturer, would like to make recycled yarns and textiles mainstream. But it’s about how soon you achieve critical mass. And regulations and policies will have to come in place at some point in time.”



► **ANURAG GUPTA**, Managing Director, Usha Yarns Limited



► **YUSUKE UCHIYAMA,**  
AGM, Kowa India Pvt. Ltd.

# India Is Ready For High End Japanese Fabrics : Yusuke Uchiyama

**K**owa India Pvt. Ltd., a subsidiary of Kowa Company Ltd. Japan is looking to promote Japanese textiles in the Indian market. The Indian subsidiary of the 120 year old Japanese company was set up in 2006, as a export import trade company. The company works closely with the Adani Group too in green energy and other segments.

At Bharat Tex, Kowa India has on show some exclusive cotton and synthetic fabrics. "Originally we were exporting Indian textile raw materials to Japan. Now, as the Indian economy grows, we believe that India is an excellent market for Japanese textiles. So at this event, we are showcasing high quality Japanese textiles which will be sold in India in the coming times," said Yusuke Uchiyama, Assistant General Manager, Kowa India Pvt. Ltd.

On display at the Kowa booth are, among others, high twisted yarns. One would assume that India would be a suitable destination to manufacture these. However, Uchiyama believes that India still does not have the capability to make such high-end textiles. "In Japan we are able to make very high twist yarns and fabrics made from these are used for making high fashion apparel. Top class international designers including Gucci, Maxmara, etc use our fabrics. The specialty of our fabrics is that these are not just produced on machines, but it is the techniques of the worker who has been involved in this process for ages."

Kowa believes this is the right time to invest in India, to invest in sustainable production practices, technology, products.

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