
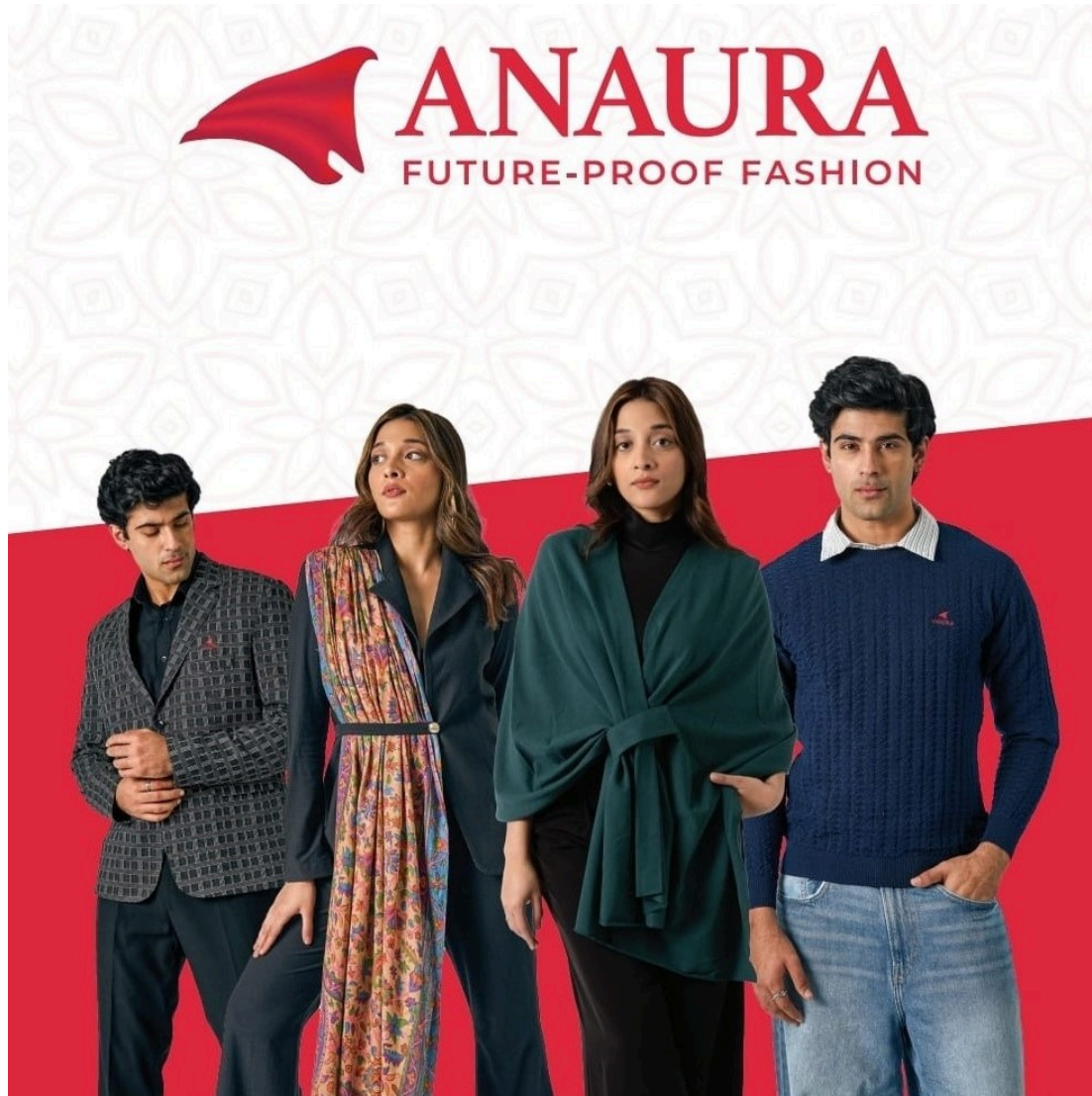


Introducing Anaura: Rudra Ecovation and Shiva Texfab Lead the Charge for Eco-Friendly Fashion at Bharat Tex 2024

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Anura revolutionizes sustainable fashion at Bharat Tex 2024, offering eco-friendly alternatives to traditional fabrics

KEY POINTS

Introduction of Anaura: Anaura, a versatile wearable material, is introduced as a sustainable alternative to conventional fabrics.

Environmental Concerns: Anaura addresses the growing environmental concerns

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prioritizes both elegance and environmental responsibility.

Daily Production: *An impressive daily production of 320,000 meters underscores its scalability and potential impact on the fashion industry.*

Rudra Ecovation's Innovation: *Rudra Ecovation Limited, previously known as Himachal Fibers Limited, is highlighted as India's largest integrated plastic recycling facility, showcasing its commitment to sustainable innovation.*

Product Range: *The company's product range extends from Anaura fabric to intricate carpets, technical textiles, filament yarn, spun yarn, fiber, and acoustic panels, demonstrating its versatility.*

Global Footprint: *Rudra Ecovation's global footprint and clientele indicate its widespread influence and success in international markets.*

Environment Impact: *Key environmental impact metrics, such as recycling millions of PET bottles daily and saving substantial CO2 emissions yearly, underline the company's dedication to environmental conservation.*

Participation in Bharat Tex 2024: *Anaura's debut at Bharat Tex 2024, held at Pragati Maidan in New Delhi, is highlighted, indicating its significance in the textile industry.*

Rudra Ecovation Limited and Shiva Texfab Limited proudly introduce Anaura, a groundbreaking wearable material that redefines sustainability and style. 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. Crafted from recycled plastic with a touch of innovation and flair, Anaura represents a seamless fusion of sustainability and sophistication.

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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 epitomize 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.

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**Believe it or not, we're turning this
eco-dream into a reality**



Introduction to Rudra Ecovation's Non-Woven Division

In Rudra Ecovation's Technical Textile division, they also specialize in non-wovens, producing an impressive 50,000 square meters of carpets and 20 tons of fabrics daily. These materials are meticulously designed to meet the demanding requirements of leather backing and shoe lining applications, ensuring both quality and functionality.

However, the company's dedication to sustainability goes beyond textile production. They also repurpose bottle caps, converting them into granules utilized in manufacturing plastic furniture and vegetable crates. With a daily capacity of 20 tons, this initiative exemplifies their commitment to reducing waste and promoting eco-friendly practices throughout our operations.

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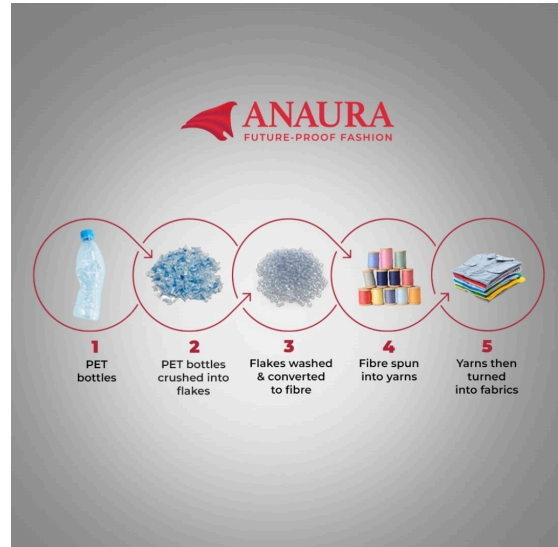


NONWOVEN DIVISION

Rudra Ecovation - Pioneering Sustainable Innovation

Established in 1997, Rudra Ecovation Limited (formerly known as Himachal Fibers Limited) stands as India'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

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"Rudra Ecovation leads the way in sustainability with its cutting-edge integrated plastic recycling facility, esteemed as one of the industry's largest. Through innovative processes and advanced technology, Rudra Ecovation spearheads the transformation of plastic waste into a diverse range of innovative sustainable products, including the pioneering Anura – an alternative to traditional fabrics – alongside home furnishing items and acoustic panels."



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Rudra Rudra Ecovation Limited: One of India's Largest Integrated Plastic Recycling Facility

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 Texfab demonstrate their unwavering commitment to sustainability, ushering in a new era of eco-friendly fashion.

SEE ALSO

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