

# Anaura sets the stage for Sustainable Fashion Revolution at Bharat Tex 2024

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## 1. KEY POINTS

- Anaura Unveiling:** Formerly known as Himachal Fibers Limited, Rudra Ecovation Limited, and Shiva Textfab Limited presented Anaura at Bharat Tex 2024, New Delhi, captivating industry leaders and fashion enthusiasts with its sustainable innovation.
- Sustainability and Style Fusion:** Anaura epitomizes the fusion of sustainability and style by transforming post-consumer PET bottles into fashionable products, aligning with conscientious consumer values.
- End-to-End Traceability:** Anaura ensures transparency and accountability in its production process, empowering consumers to make informed choices about their environmental impact.
- Mass Production and Accessibility:** With a high daily production output, Anaura sets a new standard for sustainable fashion accessibility, making responsible choices more mainstream globally.
- Comfort, Durability, and Innovation:** Anaura prioritizes creating skin-friendly,

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8. **Managing Director's Vision:** Akhil Malhotra emphasizes Anaura's role in redefining the fashion industry's relationship with the environment, prioritizing traceability, innovation, and sustainability.
  9. **Driving Positive Change:** Rudra Ecovation Limited, established in 1997, leads sustainable innovations in plastic recycling, supporting the circular economy alongside Shiva Texfab Limited, and consistently aligns with ESG principles.
  10. **Ushering in a Sustainable Future:** Anaura's significant environmental impact, including daily PET bottle recycling and CO2 emission reductions, positions it as a frontrunner in creating a more sustainable future for the fashion industry.
  11. **Visit Booth for More Information:** Visit Hall No: 5FF/Stall No-F003 at Bharat Tex 2024 to learn more about Anaura and Rudra Ecovation's sustainable initiatives firsthand.
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Formerly known as Himachal Fibers Limited, Rudra Ecovation Limited, and Shiva Texfab Limited made waves in the fashion world at Bharat Tex 2024, hosted at Bharatmandapam, Pragati Maidan, New Delhi. Their unveiling of Anaura, a revolutionary sustainable innovation, captured the imagination of industry leaders and fashion enthusiasts alike. Against a backdrop of palpable anticipation and excitement, attendees were treated to a groundbreaking showcase of eco-friendly fashion, where sustainability effortlessly intertwined with style.

## **Seamlessly Blending Sustainability and Style**

Anaura, the latest brainchild of Rudra Ecovation, emerges as a beacon of eco-conscious fashion, epitomizing the fusion of sustainability and style. By transforming post-consumer PET bottles into essential fashion products, Anaura not only underscores Rudra Ecovation's commitment to reducing the environmental impact of the fashion industry but also pioneers a transformative ethos that resonates with today's conscientious consumers.

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*Chief Managing Director Akhil Malhotra of Rudra Ecovation Limited passionately shares the vision behind Anaura, revolutionizing fashion with sustainability and style.*

## **End-to-End Traceability: Empowering Informed Choices**

A cornerstone of Anaura's innovation lies in its unwavering commitment to end-to-end traceability, ensuring transparency and accountability throughout the production process. From the origin of materials to the final creation, every step is meticulously accounted for, empowering consumers to make informed choices aligned with their environmental values.

## **Scaling Sustainable Fashion Accessibility**

With a staggering daily production output of 320,000 square meters, Anaura's scale of operation sets a new standard for sustainable fashion accessibility. Its mass production of eco-friendly materials not only makes responsible choices more mainstream but also underscores the potential for tangible environmental impact on a global scale.

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## Comfort, Durability, and Innovation

Anaura's emphasis on creating skin-friendly, flexible, and durable materials reflects a dedication to providing sustainable fashion that not only looks good but also feels good and stands the test of time. The adoption of innovative techniques such as dope-dyeing and pre-colored fiber further enhances efficiency and sustainability, leading to substantial savings in water, chemicals, and energy.



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Beyond its material innovation, Anaura aspires to lead a transformative shift in the fashion industry's paradigm, positioning sustainability as not just a trend but a guiding principle. By seamlessly blending environmental consciousness with creative expression, Anaura sets out to inspire a more sustainable and ethical future for fashion enthusiasts worldwide.

## Managing Director's Vision



**Akhil Malhotra, Chief Managing Director of Rudra Ecovation Limited**, shared his vision for Anaura, stating, *"Anaura represents a pivotal moment in the fashion industry's journey towards sustainability. Our mission with Anaura is not just to redefine fashion but to redefine our relationship with the environment. By prioritizing end-to-end traceability, embracing innovative production techniques, and fostering a culture of sustainability, we aim to inspire a new era of conscious consumption."*

## Driving Positive Change

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Texfab Limited, Rudra Ecovation's global footprint underscores its dedication to driving positive change across the industry, with initiatives consistently aligned with the gold standard of ESG principles.

## Ushering in a Sustainable Future

Anaura's impressive environmental impact, including the recycling of 8.8 million PET bottles daily and substantial reductions in CO2 emissions, positions it at the forefront of ushering in a more sustainable future for the fashion industry and beyond.



**For more information about Anaura and Rudra Ecovation's sustainable initiatives, visit their booth at Hall No: 5FF/Stall No-F003 at Bharat Tex 2024 and witness firsthand the future of sustainable fashion.**

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