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ISSUE 5  
Sunday

## WORDS THAT MATTER



“ Bharat Tex 2025 exhibition will serve as a platform for implementing Honorable Prime Minister’s 5F vision, connecting Farm to Fiber, Fabric, Fashion, and Foreign Markets. The event combines traditional craftsmanship with modern innovation and covers entire products including technical textiles. I am happy to share that in its first birth day, the show has become among the world’s top textile exhibition.  
- **GIRIRAJ SINGH**, Minister of Textiles, Govt. of India.



“ Bharat Tex 2025 is the largest and the most comprehensive textiles event ever and India’s own world scale expo. This unique effort will bring the entire value chain of textiles under one roof and textile industry’s entrepreneurial spirit, innovation and capability is showcased to the global industry.  
- **PABITRA MARGHERITA**, MoS Textiles and External Affairs, Govt. of India



“ Bharat Tex 2025 is a testament to India’s commitment to becoming a global textile powerhouse. Bharat Tex will reaffirm the attractiveness of India as a reliable, sustainable sourcing destination as well as an investment destination at scale for textiles.  
- **MRS. NEELAM SHAMI RAO**, Secretary, Ministry of Textiles, Govt. of India.



“ India will soon become the one stop shop for anything and everything in textiles. Bharat Tex is the fulcrum on which further meaningful action can be taken through interactions at the knowledge sessions. We are serious about making the Indian textile & apparel industry a global sourcing hub.  
- **ROHIT KANSAL**, Addl. Secretary, Ministry of Textiles, Govt. of India

## RDX Digital Technologies Unveils India’s First Hybrid Digital Printing Machine With AI-Driven Innovation

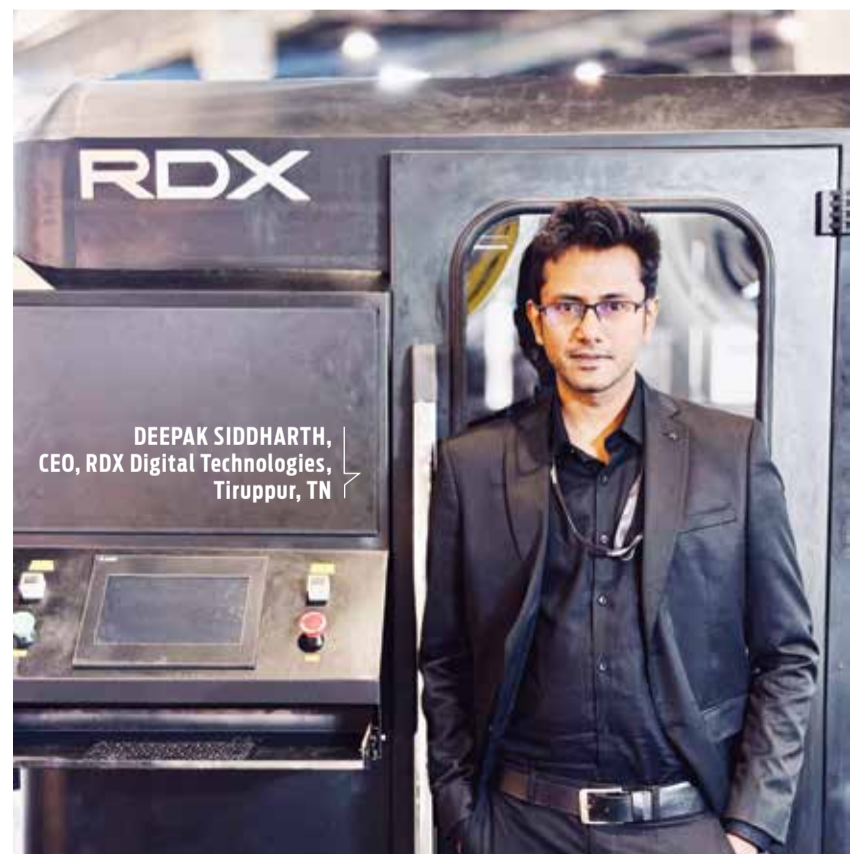
In a landmark achievement for India’s textile industry, RDX Digital Technologies, based in Coimbatore, Tamil Nadu, has developed India’s first homebuilt hybrid digital printing machine. This Make in India innovation seamlessly blends traditional screen printing with advanced digital inkjet technology, offering unmatched efficiency, speed, and automation. Previously, textile manufacturers relied on expensive foreign machines, but RDX Digital Technologies has now introduced a cost-effective, high-performance alternative built specifically for Indian conditions.

Driven by a vision for innovation and excellence, this breakthrough machine is designed for effortless operation and high-speed production. With intelligent printhead alignment and seamless fabric handling, it eliminates manual errors and ensures consistent, high-quality prints. Its smart automation system adapts to different fabrics, reducing setup time

and making large-scale textile printing more efficient than ever.

Alongside this innovation, Ardix, a proprietary generative AI company, is revolutionizing textile design with AI-powered image generation for print-on-demand (POD) applications. Ardix has conceptualized the “2-Minute T-Shirt”, an advanced AI-driven system that creates custom textile designs and sends them directly for printing, reducing the time from design to final product to just minutes. This breakthrough enables manufacturers to produce personalized, high-quality prints instantly, eliminating traditional design bottlenecks.

By merging next-generation digital printing with AI-driven creativity, RDX Digital Technologies and Ardix are leading a new era of smart textile manufacturing. This marks a major step forward for India’s textile industry, ensuring faster production, greater customization, and reduced costs, all powered by homegrown technology. ●●●



DEEPAK SIDDHARTH,  
CEO, RDX Digital Technologies,  
Tiruppur, TN

# Tiruppur Leads In Sustainable Textile Manufacturing With Digital Innovation And Global Partnerships

**T**iruppur, known as the 'Knitwear Capital of India' has long been a hub for textile manufacturing, and sustainability has become a key focus in recent years. The region has made significant strides in implementing Environmental, Social, and Governance (ESG) norms, ensuring that businesses align with global sustainability standards. Tiruppur's commitment to eco-friendly practices is evident in the active participation of local industries in recycling textile waste, promoting circularity, and adopting traceability platforms for the recycling process.

The introduction of the digital product passport is seen as a major step forward for the region. This technology will enhance supply chain transparency, improve traceability of recycled materials, and ensure that the environmental

and social impacts of production are well-documented. Furthermore, Tiruppur's collaboration with organisations such as Fairtrade and the Global Recycle Standard (GRS) showcases the region's ongoing dedication to maintaining responsible practices.

Through continuous innovation and strong collaboration among stakeholders — including exporters, associations, and certification bodies — Tiruppur aims to further reduce its environmental footprint, particularly in terms of water usage and hazardous chemicals. By integrating new technologies and expanding research and development efforts, Tiruppur is not only advancing its sustainability agenda but also setting a benchmark for the global textile industry.



Tiruppur Exporters' Association Officer Bearers

## Arvind Ltd: Weaving A Legacy Into The Future Of Bed & Bath



(R-L) **DIPAK CHOWDHURY**, Head Product Development; **ANURAG BADAL**, CEO; **PRAVIN SINGH**, Chief Manager - Retail & Domestic Marketing with visiting Guest **SUBHASIS SUR**.

**W**ith a 100 year legacy of mastery in cotton, Arvind Ltd continues to redefine excellence and innovation in textiles. Leveraging its deep expertise, Arvind Ltd has now ventured into the Bed & Bath segment, offering an exceptional range of Bed Linen and Towels crafted for global markets.

The newly launched designs, inspired by Italian designers and international design sources, are refined through global inspection standards, bring a fusion of elegance and innovation. The diverse palette of shades and an extensive thread count range up to 1000TC, Arvind's collections cater to every aesthetic and comfort preference of customers. The bed and Bath segment focuses on the speciality products like Dobby, Jacquard, Yarn-Dyed Jacquard,

High End Digital Print and premium fibre choices like Tencel® & Silk.

In a short span, Arvind's Bed & Bath segment has successfully established wide distribution network, ensuring seamless market penetration and availability to consumers. Like other product categories by Arvind Ltd, customers' trust in quality and product excellence remains the core driving force for the bed & bath as well and backed by a dedicated team of experts in product development and marketing, led by CEO Anurag Badal.

With the Bed & Bath segment Arvind Ltd is not just adding a product line but aiming to enhance experiences of comfort and luxury with an unwavering commitment to innovation and trust the company enjoys over decades.

Experience the Bed & Bath Collection at Bharat Tex 2025 | Hall Number 5, Stall: 2A



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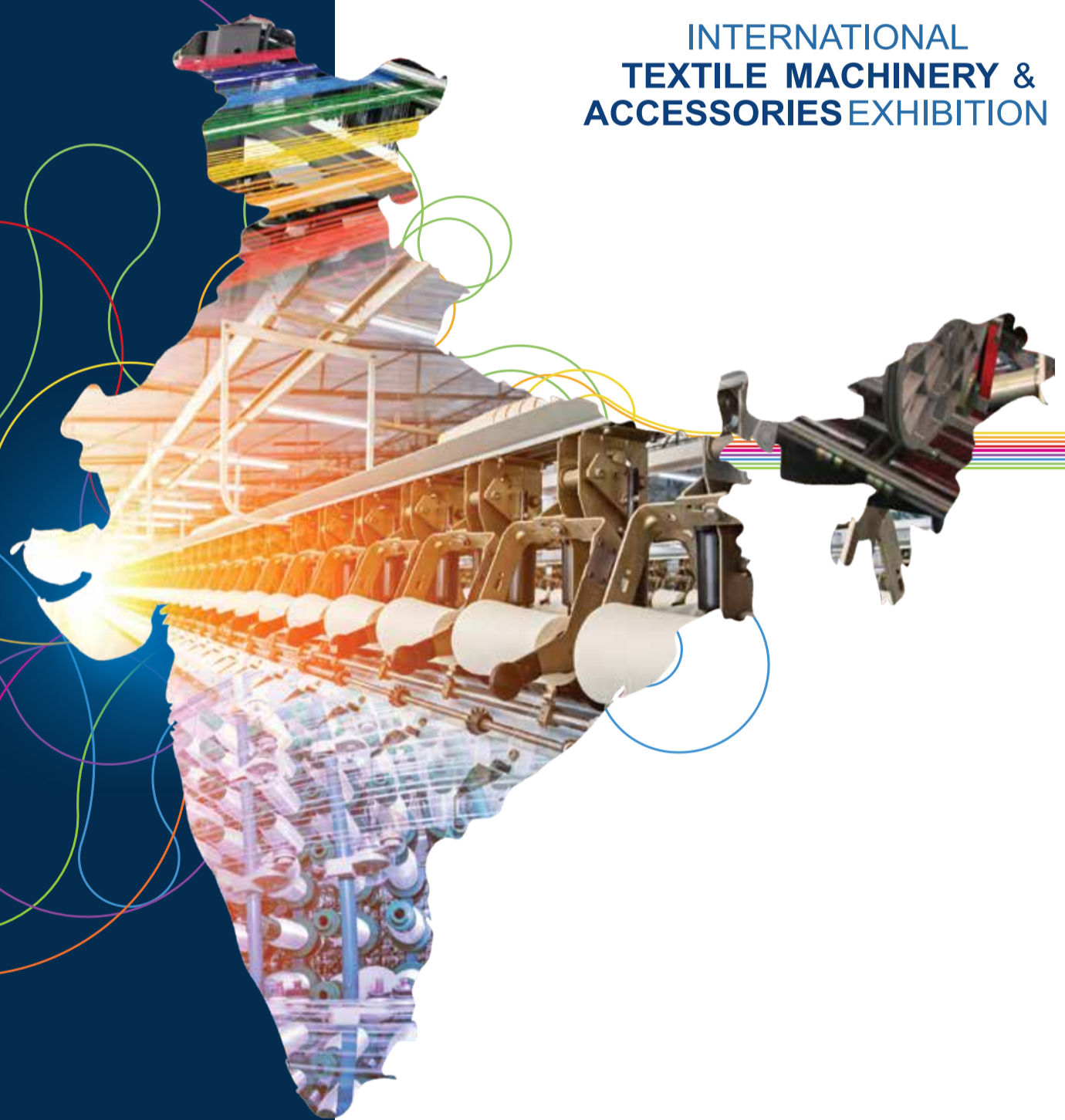
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# Grasim's Fashion Yarn Business To Introduce More Sustainable Product Ranges: Satyaki Ghosh

*Seeks protection from cheap VFY imports to promote Make In India*



**SATYAKI GHOSH, CEO,  
VFY - Fashion yarn  
Business, Grasim  
Industries Ltd**

India's leading viscose filament yarn (VFY) manufacturer Grasim Industries' Fashion Yarn Business will introduce a more sustainable product range soon in line with the company's commitment and consumer's preferences. Speaking to Textile Excellence for Bharat Tex 2025 Show Daily, Satyaki Ghosh, CEO of VFY - Fashion Yarn Business said: "We being the largest manufacturer of VFY in the country, are committed to the cause of sustainability and consumer preferences. Our luxurious viscose filament yarn brand Raysil is made of renewable wood pulp that is sourced and sustainably procured. We are in advanced stages of trials to produce even more sustainable product ranges of VFY."

However, cheaper imports of VFY is a cause of concern. The share of imports of VFY is more than the domestic industry as there is no protection on imports. He said, "It not only hurts the VFY manufacturers but also dents the Make in India initiative. We have been investing in capacity building and innovation to stay ahead of the competition but some sort of protective measures from rampant imports could help the industry."

Raysil is catering to the domestic market as well as exporting viscose filament yarns to over 45 countries. The company manufactures several unique types of yarns in two locations that suit various end uses of fashion fabrics.

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## Strengthening Regional Ties: The 'Bangladesh+1' Strategy For Apparel Growth

Bangladesh plays a critical role as a major apparel manufacturing hub. However, this sector faces several challenges, including a dip in demand due to the economic slowdown, rising labour costs, environmental concerns, and the need for greater diversification. In this context, a partnership between India and Bangladesh, known as 'Bangladesh+1,' has the potential to reshape both the regional and global apparel markets.

### Bangladesh's RMG sector challenges

Bangladesh's ready-made garment (RMG) industry is the backbone of its economy. Over the years, it has seen significant growth, making the country one of the largest exporters of garments worldwide. However, this growth has brought along several challenges. The country's over-reliance on RMG exports has made its economy vulnerable to fluctuations in global demand and intense competition from other manufacturing countries. Issues related to worker safety, wages, and working conditions continue to cause concern, while a decline in demand from key export markets like Europe and the US has led to reduced orders, directly impacting Bangladesh's



export earnings. Additionally, inflation, rising energy costs, and power outages have increased operational expenses, and political instability adds further uncertainty to the business environment.

### India's strengths in raw materials, manufacturing

On the other hand, India has a strong textile and apparel sector, excelling in the production of raw materials like cotton, yarn, and fabrics. This gives India a key advantage, as Bangladesh heavily relies on imported raw materials. India's well-established textile manufacturing base, skilled workforce, and expertise in spinning,

weaving, and processing are also major strengths.

### 'Bangladesh+1' partnership

The 'Bangladesh+1' partnership offers significant benefits to both countries. India can support Bangladesh's garment industry by supplying high-quality raw materials and collaborating on improving manufacturing processes, productivity, and sustainable practices. This partnership could also focus on developing new technologies, promoting innovation, and reducing trade barriers, which would encourage greater investment flows between the two nations.

A strategic partnership between India and Bangladesh can create a win-win situation for both countries. India can support Bangladesh's garment industry by supplying raw materials of high-quality. India can also collaborate with Bangladesh to improve manufacturing processes, enhance productivity, and adopt sustainable practices.

Regional cooperation in the textile sector can boost competitiveness in the global market by enhancing production efficiency, logistics, and supply chain management. Additionally, it offers an opportunity for both countries to work together on sustainability, minimizing the environmental impact of the apparel industry.

This collaboration can also strengthen India's position by supporting Bangladesh in addressing its challenges, while boosting India's own apparel industry. By acting as a reliable partner, India can promote its "Make in India" initiative and help build deeper regional integration, leading to a stronger and more competitive textile sector in both countries.

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# Egyptian Cotton Strengthens India Ties, Focuses On Traceability At BharatTex 2025

**D**r. Mohmed Abdel Wahab, Audit & Technical Manager of Cotton Egypt Association, emphasized the importance of traceability, sustainability, and India's growing role in the Egyptian cotton market. The Cotton Egypt Association, an NGO responsible for promoting and protecting the Egyptian Cotton™ logo, is working closely with global partners, including India, Pakistan, Bangladesh, Turkey, China, Portugal, and South Africa to ensure premium-quality long-staple cotton reaches the world.

## The Importance of Traceability in Egyptian Cotton

Egyptian cotton, known for its superior fibre length, strength, and softness, is widely used in luxury textiles and home furnishings. Traceability has become a crucial factor in ensuring the authenticity and sustainability of pure Giza cotton, preventing counterfeiting in global markets. Cotton Egypt Association has implemented rigorous licensing and verification processes across its supply chain, working with Better Cotton Initiative, Cotton Connect, and global certification programs.



**DR. MOHMED ABDEL WAHAB** Audit & Technical Manager of Cotton Egypt

"Traceability is essential to maintaining the prestige of Egyptian cotton," said Dr. Wahab. "With advanced digital tracking systems, buyers can verify the cotton's origin and quality, ensuring genuine Egyptian cotton reaches consumers worldwide."

## India: A Key Market for Egyptian Cotton

Dr. Wahab highlighted India as one of the largest markets for Egyptian cotton products, particularly in home textiles, luxury apparel, and fine-count yarns. Indian companies, including Trident Group,

have partnered with Cotton Egypt Association to integrate certified Egyptian cotton into their premium textile offerings. He also noted strong diplomatic and trade relations between India and Egypt, dating back to the Non-Aligned Movement of 1961. Recent diplomatic efforts have further strengthened textile trade, ensuring smoother import and export processes.

## Commitment to Sustainability and Innovation

Beyond traceability, Egyptian Cotton™ is advancing sustainability through regenerative farming, reduced pesticide use, and eco-friendly processing methods. Cotton Egypt Association is actively working to increase the production of sustainable Egyptian cotton fibres, ensuring a lower carbon footprint and enhanced durability. Egyptian Cotton™ is poised to expand its presence in India, reinforcing its status as the world's finest cotton brand while ensuring sustainability and traceability remain top priorities at BharatTex 2025 which provides a global platform for textile collaborations.

# Kasturi Cotton And TEXPROCIL Drive India's Global Cotton Ambitions At BharatTex 2025

**A**t BharatTex 2025, India's premier textile event, Kasturi Cotton is taking centre stage as the nation's first-ever branded cotton, reinforcing India's commitment to traceability, sustainability, and global competitiveness. Backed by the Cotton Textiles Export Promotion Council (TEXPROCIL) and the Government of India, Kasturi Cotton has emerged as a game-changer in the cotton value chain since its launch in 2021.

## Kasturi Cotton: A Symbol of Quality and Sustainability

With the European Union mandating digital product passports by 2026, traceability has become a crucial factor in international trade. Unlike other certifications, Kasturi Cotton is fully traceable from farm to fabric, governed by a stringent verification system involving certification agencies and auditing bodies. This ensures that every bale meets the highest standards of quality, sustainability, and ethical sourcing.



**JAYESH KAKKAD**, Deputy Director - Marketing, TEXPROCIL

The cotton's sustainability credentials are further enhanced through collaborations with PCI, Cotton Connect, and Region Agri, promoting regenerative farming practices that reduce carbon footprints and eliminate harmful pesticides. At BharatTex 2025, key industry leaders have emphasized the importance of promoting

Kasturi Cotton to Indian exporters to strengthen India's position in the global cotton market.

## TEXPROCIL's Role in Global Expansion

TEXPROCIL has been instrumental in marketing Indian textiles internationally, and Kasturi Cotton is a prime focus. The council is fostering partnerships between Indian cotton producers and leading global brands, ensuring Indian cotton competes with renowned names like Supima (USA) and Giza (Egypt). With increasing global demand, India plans to certify over 1.5 lakh bales of Kasturi Cotton in 2025, significantly up from 47,000 in previous years. While domestic consumption remains high, efforts are underway to boost exports, further integrating India into global textile supply chains. As BharatTex 2025 facilitates meaningful industry collaborations, Kasturi Cotton and TEXPROCIL are shaping a new era of sustainable, high-quality Indian cotton, ensuring the nation's rightful place as a global leader in textiles.

# Global Brand Lush Decor At Bharat Tex 2025: Launching In India Soon



**JENNY JING ZHU**, Founder and Chief Vision Officer, Lush Decor

**L**ush Décor, an American brand renowned for its bold and diverse designs, is celebrating nearly 17 years of success. With a vision to bring a unique design perspective to the US market, Lush Décor initially found its success through e-commerce. The company quickly scaled up its operations and became a recognized name in home décor. The brand's founders built Lush Décor with creativity and diversity in mind, making sure that 80% of its workforce, including its design team, is women from various countries. This diverse global talent pool brings a fusion of prints, colours, and textures to every piece they create.

Starting as a digital-first business, Lush Décor has evolved into a key player in the home décor industry, generating over US\$ 100 million in revenue. The company has expanded beyond its e-commerce roots, and this year, it plans to launch its products in India. The decision to enter the Indian market is a significant step, particularly with the company's head of design hailing from India. The move also reflects Lush Décor's desire to tap into India's growing consumer base, offering designs that resonate with local tastes while staying true to its global approach.

The company is also expanding its product range. It has recently acquired new businesses, diversifying into categories like rugs, pet beds, and even wallpaper. While it sources materials from India and China, Lush Décor maintains warehouses in the US to ensure smooth distribution. The brand is also exploring growth in Canada, Mexico, and Europe, with plans to adapt its designs for local markets while keeping the universal appeal intact.

Sharing her excitement about the launch, Jenny Jing Zhu, Founder and Chief Vision Officer of Lush Decor, said, "My journey with textiles has always been about blending

culture, tradition, and modernity into designs that resonate with homes worldwide. India, with its rich textile heritage and deep appreciation for timeless yet contemporary decor,

has long been an inspiring market for us. This launch is a significant milestone, and I can't wait to bring Lush Decor's vision of accessible luxury to Indian homes." ●●●

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# IKEA'S CALVIN WOOLLEY ADVOCATES SUSTAINABILITY AT BHARATTEX 2025

**A**t BharatTex 2025, Calvin Woolley, Sustainable Business Manager at IKEA, delivered a strong message on sustainability and circularity in textiles. Speaking at the Global Textile Dialogue: AdvantEdge India – Making India the Preferred Investment Destination for Global Textiles, Woolley emphasized the urgent need for sustainable transformation in the industry and IKEA's role in leading this change.

## A Longstanding Commitment to India

IKEA has been deeply rooted in India for over 40 years, with a strong purchasing presence since 1972. Woolley highlighted that India is not just a sourcing destination but a key market for IKEA's global sustainability agenda. "We have been working with suppliers for decades, and our focus remains on ensuring sustainability throughout the supply chain," he stated.

## Driving Sustainability in Textiles

Textiles are the fourth-largest



**CALVIN WOOLLEY**, Sustainable Business Manager at IKEA

polluting industry globally, with a heavy reliance on fossil fuels. Woolley pointed out that India's textile sector, particularly coal-dependent factories, needs urgent intervention. IKEA has been actively transitioning away from coal to biofuels, investing in 100% renewable electricity

through solar, wind, and IREC projects. "India has an opportunity to lead the way in sustainable textile production," he said.

IKEA's sustainability goals include achieving net zero by 2050, focusing on renewable materials, circular supply chains, and eliminating fossil

fuel-based production. Woolley emphasized collaboration between brands, suppliers, and the Indian government, which he believes can further support sustainability through policy incentives and infrastructure development.

## Challenges and Opportunities in Circularity

While sustainability is gaining momentum, Woolley stressed that the industry needs to accelerate textile-to-textile recycling. "We need stronger collection systems for recycled textiles and investment in circular economies," he noted. IKEA is working with global and Indian partners to secure sustainable supply chains and promote recycled polyester and cotton.

Woolley concluded with a powerful message: "Sustainability is not a choice—it's a necessity. The planet will survive without us, but we must act now if we want it to support future generations." As BharatTex 2025 fosters critical industry discussions, IKEA's leadership in sustainability sets a strong example for global textile manufacturers. ●●●

# CGK HOLDINGS EXPLORES INDIA'S TEXTILE POTENTIAL AT BHARATTEX 2025

**M**oritz Schmidt, Product Development Manager at CGK Holdings, USA, made a notable presence at BharatTex 2025, engaging with industry leaders and suppliers to explore opportunities in India's thriving home textile sector. With CGK Holdings recognised as the leading seller of bed sheets in the US, Schmidt provided valuable insights into the global home textile industry and the company's growing focus on sustainability and organic fibres.

## A Global Powerhouse in Bedding

Headquartered in Tampa Bay, Florida, CGK Holdings specializes in bedding products, selling over 35 million meters of fabric per year and importing more than 400 containers annually. The company operates entirely in the e-commerce space, with a strong presence across the U.S., Europe, Australia, Canada, and Mexico. While its core products are made from polyester microfiber, CGK Holdings is actively exploring a shift toward organic fibres to enhance sustainability.

"Although we sell a lot of polyester, we believe the future lies in moving toward more organic fibers for sustainability purposes," said Schmidt. "There's no need to sleep in plastic." ●●●

## India's Role in Global Home Textiles

India, widely recognized for its cotton expertise, is a key player in the global home textile industry. Schmidt acknowledged India's dominance in cotton production, stating that it aligns well with CGK Holdings' future plans. However, he also pointed out certain challenges, including import duties on Indian textiles, which add 5-6% to costs. He suggested that a negotiated reduction could boost trade and make Indian textiles more competitive in the U.S. market.

## Sustainability: A Key Priority

Beyond materials, Schmidt stressed the importance of sustainability across the entire production process, including eco-friendly dyeing techniques and sustainable packaging solutions. He emphasized that factories must integrate sustainable practices at every stage to reduce waste and environmental impact. Since BharatTex 2025 serving as a global platform for industry collaboration, CGK Holdings is actively exploring Indian partnerships to strengthen its product offerings and contribute to the future of sustainable home textiles.



**MORITZ SCHMIDT**, Product Development Manager at CGK Holdings, USA,



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# LS Mills: Leading The Way In Sustainable Home Textiles

**S**hanti Manivannan, from LS Mills in Theni, has been a key player in the home textiles industry for nearly two decades. This year marks their second participation in the Bharat Tex exhibition, where Shanti shared her company's commitment to sustainable fashion.

Sustainability, she explained, has been a core focus at LS Mills for over ten years. The company has actively encouraged its production team and workers to incorporate sustainable practices into every aspect of their operations. "It's been part of our routine for a long time now," Shanti said, adding that it's rewarding to see the global textile industry increasingly embracing sustainability.

LS Mills' journey into sustainable textiles began with Tencel, which has seen great success. Since then, the company has expanded its offerings with EcoVira, along with other natural fibres such as bamboo, hemp, and linen. These fibres, along with their blends, have proven popular in the market. "People are becoming more and more aware of the importance of sustainable products," Shanti observed.

When asked about the market potential for natural fibres like



**SHANTI MANIVANNAN, Jr. MD, LS Mills**

bamboo and hemp, Shanti noted that while the volume is still smaller compared to traditional textiles, the demand for sustainability is steadily growing. She also mentioned that banana fibres, though an intriguing option, are not suitable for bed linens.

LS Mills is dedicated to leading the way in sustainable practices, with a clear focus on innovation and education in the textile industry. ●●●



## Assam Showcases Sustainable Handloom Practices And Legacy Of Muga, Eri Silk At Bharat Tex 2025

**O**n behalf of Govt of Assam, the Department of Handloom, Textiles and Sericulture is participating at the Bharat Tex 2025 in a significant way at Hall No11, K2. The Assam Pavilion is showcasing the sustainable handloom and handmade products of Muga and Eri silk highlighting the rich cultural heritage and traditional craftsmanship of the region.

Shri Pabitra Margherita, Minister of State for Textiles, Govt of India has paid a visit to the pavilion on 14th February and formally inaugurated the Assam Pavilion

along with the dignitaries in presence of senior officials of Union and State Govt. Department. He also addressed the media and briefed about the upcoming Investment and Infrastructure Summit, Advantage Assam 2.0 which is to be organised on 25th and 26th February 2025 at Guwahati.

Large numbers of national and international buyers are showing interest for business collaboration with Assam's handloom sector which is among the largest in the country. ●●●

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## Bluesign's Commitment To Sustainable Textile Practices At Bharat Tex 2025

At Bharat Tex 2025, a key player in the textile sustainability sector, bluesign, shared insights into their efforts to support sustainable production in the global textile industry. bluesign, celebrating its 25th anniversary this year, continues to promote responsible textile manufacturing by helping companies reduce their environmental impact.

In an interview, Barbara Oswald Bader, Chief Commercial Officer, bluesign technologies ag discussed the primary goal of the company: to help manufacturers, chemical suppliers, and brands produce textiles more efficiently and sustainably. While bluesign has been operating in India for some time, their focus at this event is to raise awareness about their services, particularly the impact service — a new offering for smaller customers. This service serves as an entry point for companies just beginning to address their environmental impact.

When asked how bluesign measures its environmental impact, she explained that the company gathers primary data from manufacturers, tracking key performance indicators (KPIs) such as water usage, energy consumption, waste reduction, and chemical consumption. bluesign uses this data to generate annual impact reports for each customer, providing valuable insights into their progress toward sustainability. These results are shared publicly on bluesign's website, with the company aiming to release updated numbers by June this year.

With Europe leading the way in environmental regulations, bluesign



**BARBARA OSWALD BADER**, Chief Commercial Officer, bluesign technologies ag with her team in India, at Bharat Tex 2025

is also preparing for similar changes in the US, China, and India. They recognize that while regulations in the US may be more state-driven, international compliance, especially in European markets, will force global brands to adopt more sustainable practices.

Talking about the potential impact of the current political climate, she noted that despite setbacks like the US pulling out of the Paris Agreement, individual states like California and New York continue to lead the charge on sustainability. bluesign remains hopeful that global industries, including India, will recognize the value of these regulations and adopt them for the benefit of the planet.

As the textile industry faces mounting pressure to reduce its environmental footprint, bluesign's role in providing comprehensive, data-driven solutions remains crucial. Their ongoing mission is to guide manufacturers and brands toward a future of more sustainable and responsible textile production. ●●●

## 'By 2030, Most Global Brands Will Have Transitioned To 100% Sustainable Sourcing'

Amitabh Singh, CEO of Amiha Agro Pvt. Ltd. At BharatTex 2025 underscores the company's role in driving sustainability and circularity in India's cotton industry. Based in Ahmedabad, Amiha Agro works with 80,000 farmers across India to produce high-quality sustainable cotton, supplying major global brands like H&M, and Zara.

### Transforming India's Cotton Supply Chain

Amiha Agro has established itself as a key player in India's sustainable cotton movement, ensuring ethical sourcing, fair pricing for farmers, and adherence to strict global sustainability standards. The company operates through its own factories and job-work facilities, processing raw cotton into premium fibers used by global fashion brands. At BharatTex 2025, Singh emphasized that international standards for sustainable textiles are becoming increasingly stringent, and Indian producers must align with these norms. "By 2030, most global brands will have transitioned to 100% sustainable sourcing. Indian cotton producers and processors must prepare now to remain competitive," he stated.

### Government Support for Sustainable Growth

The Government of India has been actively supporting sustainable agriculture and textile production, ensuring that MSMEs and farmers receive financial incentives, training, and technological support. Initiatives like the Cotton Development Programme, Sustainable Cotton Mission, and export incentives for eco-friendly textiles are



**AMITABH SINGH**, Director of Amiha Agro Pvt. Ltd

helping companies like Amiha Agro expand their reach.

"The government is taking significant steps to support sustainable fiber production and incentivize exports, which is crucial for India's position in the global textile industry," Singh noted. He urged entrepreneurs to engage in transparent discussions with brands and sustainability stakeholders to align their businesses with global sustainability goals.

### The Future of Sustainable Textiles in India

As the fashion industry moves towards circular economies, Amiha Agro is committed to reducing its environmental footprint through sustainable farming, efficient processing, and eco-friendly supply chain practices. Singh believes that consumer awareness is key, stating, "Without educating consumers on sustainability, industry efforts alone will not be enough." Amiha Agro is poised to lead India's sustainable cotton revolution which ensures long-term growth for farmers, manufacturers, and the textile industry. ●●●

## Gherzi Textil's Insightful Sessions & Strategic Partnerships

Over two impactful days at BharatTex 2025, Gherzi Textil Organisation set new industry benchmarks with high-profile knowledge sessions, strategic partnerships, and a strong focus on sustainability, digital transformation, and global cooperation.

Day 1 of the event kicked off with the "Global Mega Trends" session, where industry experts discussed the shifting dynamics in sourcing, circular fashion, and digitalization, highlighting how these trends are shaping the future of textiles. This was followed by "Regional Focus: Africa," a session that explored the immense potential of Indo-African

collaborations and the untapped opportunities in the African and Middle Eastern markets.

One of the key highlights of the first day was the "Trade & Investment Roundtable," where leading stakeholders analysed strategies to attract both domestic and foreign investments. Rohit Kansal, Additional Secretary, Ministry of Textiles, participated in the session "Promoting Trade and Investment in the Indian Textiles & Apparel Industry," stating, "India's textile and apparel industry stands at the threshold of a transformative era. With our focus firmly on sustainability and innovation, the Ministry is

committed to unlocking the vast potential of our sector."

### A major milestone was the announcement of two strategic MoUs:

Epic Group (Hong Kong) and Creative Group (India) launched a US\$ 60 million joint venture to scale up ready-made garment (RMG) manufacturing, creating 10,000 new jobs in India.

PDEXCIL and Hohenstein India Pvt. Ltd signed an MoU to boost India's powerloom industry.

Unitex Singapore explored investment opportunities in circular knitting machine manufacturing in India.

On Day 2, the "AdvantEdge India" session outlined an ambitious roadmap to achieve US\$100 billion in textile exports. Additionally, the "Mobiltech – A Sunrise Sector" session focused on India's rising role in technical textiles for mobility applications, bringing together leading voices from the automotive and textile sectors.

Lastly, with a packed agenda covering innovation, investment, and regional trade dynamics, Gherzi's presence at BharatTex 2025 reaffirmed India's commitment to sustainable and inclusive growth in the global textile sector. ●●●

# THE GREEN REVOLUTION: HOW DATA IS SHAPING SUSTAINABLE MANUFACTURING

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FASHIONATING WORLD

The manufacturing landscape is undergoing a data-driven transformation, driven by climate change and increasing demands for sustainability. Akhil Sivanandan, CEO & Co-Founder of Green Story, a leading company in this space, while speaking in a knowledge session, highlights the importance of data capture in manufacturing. He explains how automated facilities with data capture enable faster and more cost-effective life cycle assessments and carbon footprinting. Green Story has been pioneering this approach for over a decade, helping brands understand their environmental impact through precise data analytics.

Impending regulations, particularly in Europe, are accelerating this shift. The 2027 Carbon Border Adjustment Mechanism (CBAM) will require manufacturers to provide detailed process-level information. Sivanandan

emphasizes that having the right data empowers informed supply chain decisions, preventing wasteful investments in ineffective initiatives.

With growing pressure on manufacturers from investors and consumers for accountability, data mastery is no longer optional. Sivanandan believes that by harnessing data, companies can not only meet regulatory requirements but also spearhead a sustainable future. In this evolving manufacturing era, effective data capture and analysis are essential for survival and success in the green revolution.

Green Story collaborates with over 200 global brands, specializing in Product Carbon Footprint (PCF) methodologies and life cycle assessments. The integration of smart facilities enables real-time data capture, crucial for both regulatory compliance and competitive marketing. Sivanandan envisions real-time life cycle assessments as game-changers, shifting from static assessments to dynamic, actionable insights.



## HOW VIETNAM WEAVED ITS WAY TO THE TOP OF THE TEXTILE INDUSTRY

Vietnam has become a major player in the textile and apparel industry, emerging as one of the fastest-developing countries in this sector. This success can be explained through six key points— Centralized, Capitalized, Standardized, Educated, Consolidated, and Aggregated.

### Centralized

Vietnam's success begins with centralization. The country has developed special economic zones that focus on consolidating various textile operations in close proximity. This means that different stages of the textile process, such as fabric production, dyeing, and garment manufacturing, happen close together. With a centralized approach, the government can easily control and manage these zones, making the entire system more efficient. The stability of the country's political system also plays a key role, as it allows the government to maintain a clear, long-term vision and effectively implement policies to boost the industry.

### Capitalized

Vietnam has also capitalized on attracting investment, particularly



**ALEX SALAMANCA**, Director of Consulting & Market Expansion, Ramsay McDonald

Foreign Direct Investment (FDI). By offering incentives, Vietnam has been able to bring in global companies and investors. These companies bring valuable financial capital, technical expertise, and access to international markets. The government's strategic involvement and strong planning have made Vietnam an appealing destination for major companies.

### Standardized

As the textile industry grew, Vietnam didn't try to do everything at once. Instead, the country gradually raised standards across the industry. From environmental regulations to quality controls, Vietnam took careful steps to ensure its textile industry met global expectations. By signing Free

Trade Agreements (FTAs), the country gained access to premium markets, helping raise standards across the board. This standardization allowed companies to thrive and compete internationally, increasing Vietnam's reputation in the global textile market.

### Educated

Vietnam has made impressive strides in education, leading to a high literacy rate, particularly in Southeast Asia. This educational progress has been vital for the textile industry, as it has created a skilled workforce capable of handling various aspects of the industry. The country's centralized education system has allowed for faster and more efficient development of human capital, which is a crucial factor in supporting a thriving textile sector.

### Consolidated

Another factor in Vietnam's success is the consolidation of its textile industry. Unlike other countries like India, where many small and medium-sized enterprises (SMEs) dominate, Vietnam has successfully moved towards medium to large enterprises. This consolidation has allowed businesses to grow,

access export markets, and compete globally. The ability of these consolidated companies to invest in technology and improve production processes has been key to Vietnam's textile industry becoming a world leader.

### Aggregated

Finally, Vietnam's international relationships have played an essential role in its growth. The country has made efforts to be a friend to everyone, building strong trade relations with both the US and China, among others. By focusing on global connections and signing multiple FTAs, Vietnam has ensured that it remains an attractive partner for international businesses, positioning itself as a central hub in the global textile market.

Through these six factors— centralization, capitalization, standardization, education, consolidation, and aggregation— Vietnam has become a dominant force in the textile and apparel industry, and its growth shows no signs of slowing down.

**(As told by Alex Salamanca, Director of Consulting & Market Expansion, Ramsay McDonald)**

# Busana Apparel Group: A Synergistic Approach To Fibres



**M MANIWANEN,**  
Chairman of Busana Apparel Group

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**M**aniwanen, Chairman of Busana Apparel Group, Indonesia, envisions a textile industry where tradition and innovation intertwine. While acknowledging India's historical strength in cotton production, Maniwanen emphasizes the crucial need to embrace MMF to ensure the industry's future.

During an interview on the sidelines of Bharat Tex 2025, Maniwanen addressed the traditional divide between cotton and MMF. He pointed out the changing dynamics of the MMF market, noting that previously, a

few large corporations dominated the sector. However, he sees significant opportunities arising from the Indian government's supportive policies, including incentives for land, labor, and capital, which are creating a fertile ground for smaller players and innovation. This support, he argues, is vital for the industry's evolution.

Maniwanen's vision centers on blending the inherent qualities of cotton with the advantages of MMF. He believes the future lies in creating fabrics that combine the softness and comfort of cotton with the durability and versatility of synthetic fibers. This approach, he contends, is not only about creating competitive products

but also about achieving sustainability, a critical factor for the modern textile industry.

He actively fosters alliances with Indian textile manufacturers, sharing knowledge and resources to develop innovative and eco-friendly fabrics. The results of these collaborations are now visible. New collections showcase innovative designs blending cotton's rich textures with MMF's resilience.

Busana Apparel Group has emerged as a symbol of innovation, demonstrating that the future of textiles lies in embracing change, fostering collaboration, and weaving together the best of both natural and synthetic worlds. ●●●

# India Has Huge Textile Potential, Says ITMF's Next President

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**J**uan Pares, soon to be President of the ITMF, was impressed by his first Bharat Tex visit. "Really, really good impression," he declared, speaking on the sidelines of a knowledge session at Bharat Tex, noting the well-organized event and the presence of key industry figures. His company, Santanderina Group, also had a strong presence and business with India.

Pares acknowledged the textile industry's challenging times, emphasizing the need for transformation. "We need to think more in margins than in volume," he stated, highlighting innovation as the key. This included innovation in products, techniques, digitalization, and even the industry's mindset. He stressed the importance of attracting young talent to the textile sector, competing with other industries like car manufacturing and digital businesses. "The key point is the talent," Pares insisted. "Human resource is the key." He linked talent to innovation, which required an open mindset.

Pares' connection with India goes back to 1986. Santanderina has a company in India, engaging in both sourcing and selling. They source garments, yarns, and fabrics, while selling protective wear and high-end fashion fabrics. They also source basic cotton fabrics, transforming them in Europe, as well as specialized yarns.



**JUAN PARES**-Santanderina,  
the soon to be ITMF president

Pares sees immense potential for the Indian textile industry. He believes India needs to focus on eliminating trade barriers and negotiating better agreements with other countries to compete effectively with nations like Pakistan, Bangladesh, and China. He noted that cost isn't the only factor; developing new products and creating value are also crucial. While acknowledging India's current leadership in cotton, he pointed out the need to improve performance in polyester and polyamide to become a one-stop shop for global textile groups. He believes India has a bigger role to play, particularly by capitalizing on its strength in cotton. ●●●



# Unlocking Value: The Resale Revolution In Fashion

CONTRIBUTED BY DFU I  
FASHIONATING WORLD

**T**he fashion industry stands at a crossroads, with mounting environmental concerns and untapped economic potential. Komal Hiranandani, Director, Dolcevee, a sustainable clothing brand, highlights during a knowledge session at Bharat Tex, the burgeoning resale market as a key solution. A recent study revealed that 24% of Indians have purchased pre-owned fashion, indicating a strong consumer appetite. Beyond the obvious environmental benefits, resale offers significant economic advantages. The Ellen MacArthur Foundation estimates that consumers globally lose \$460 billion annually by discarding reusable clothing. Unlocking the logistics of resale is crucial to capitalizing on this lost value.

While downcycling and fiber-to-fiber recycling are important, prioritizing resale for garments with remaining life is the most

economically and environmentally sound approach. The global resale market is booming, growing at an 11% compound annual growth rate. Leading brands, from Gap to Gucci, are embracing resale programs, recognizing its integral role in the future of fashion.

In India, managed marketplaces, where items are quality controlled, are deemed more suitable than peer-to-peer resale. This ensures brand integrity and customer satisfaction. Furthermore, integrating resale into return processing can significantly reduce waste. Optoro's 2022 data shows that retailers in the US landfilled 9.6 million pounds of returned products. Resale offers a viable alternative, allowing returned items to be resold, either on the brand's website or through managed marketplaces, generating revenue and minimizing waste. The key lies in establishing strategic partnerships and efficient logistics to unlock the full potential of the resale revolution. ●●●

# Pashmsutra Showcases Kashmir's Timeless Craftsmanship At BharatTex 2025



Founders of Pashmsutra : **RITU GUPTA** and **NITIN GUPTA**

**P**ashmsutra, a brand synonymous with luxury woolens crafted from pashmina, cashmere, silk, and cotton, made a striking presence at BharatTex 2025. Founded by Ritu Gupta and Nitin Gupta, the company is dedicated to reviving and globalizing Kashmir's centuries-old weaving heritage, blending traditional craftsmanship with modern design sensibilities.

## Bringing Kashmir's Craft to the World

Based in Kashmir, Pashmsutra has built a strong presence in both domestic and international markets, exporting its finely woven textiles to Japan, the United States, and Europe. Each piece is meticulously handcrafted by skilled Kashmiri artisans, ensuring that the age-old art of pashmina weaving continues to thrive in the modern era. "Our goal is not just to create luxury textiles but to preserve the legacy of Kashmir's artisans," said Ritu Gupta. "Every piece tells a story—of tradition, dedication, and timeless elegance."

## Government Support for Artisans and MSMEs

The success of Pashmsutra is also a testament to the Government

of India's efforts to uplift artisans and MSMEs (Micro, Small & Medium Enterprises). Initiatives such as the PM Vishwakarma Yojana and the National Handloom Development Program (NHDP) have provided financial aid, skill development, and digital marketing support to small-scale textile businesses. Moreover, the Geographical Indication (GI) certification for Kashmiri pashmina has ensured the protection of authentic handwoven woolens against machine-made imitations. BharatTex 2025 itself serves as a powerful platform, connecting brands like Pashmsutra with global buyers and investors.

## Sustainability at the Heart of Pashmsutra

Pashmsutra places a strong emphasis on ethical sourcing and sustainable production. The company partners with local shepherds to procure the finest pashmina wool, ensuring fair wages and environmentally responsible practices. Pashmsutra stands as a beacon of Kashmir's rich textile heritage and brings authentic handcrafted luxury to the global stage while supporting the artisans who keep these traditions alive.

# STYLE UNION: BUILDING A BRAND ON THE STRENGTH OF SOURCING FROM INDIA

CONTRIBUTED BY DFU | FASHIONATING WORLD

**S**tyle Union, a rapidly expanding brand boasting over 100 stores across southern India, is a testament to the power of Indian sourcing. Mridul Tondon, who oversees buying and merchandising, emphasizes how their "Made in India" commitment has become the cornerstone of their success, during his visit at Bharat Tex as a buyer. They champion the quality, craftsmanship, and innovation India offers, showcasing it to the world. Style Union's growth is intrinsically linked to this philosophy.

The evolution of Indian retail, particularly the shift in consumer behavior among younger generations, has presented exciting opportunities. Style Union has adapted to this change, embracing boldness and experimentation while



staying true to the unique Indian aesthetic. This has allowed them to leverage India's talented designers and manufacturers, fueling their rapid expansion.

Value drives the Indian market. It's not just about price; it's about quality and style. Style Union understands this. Their focus on Indian sourcing allows them to control quality and offer competitive prices, delivering

true value and contributing to their growth.

Sourcing nearly 90% of their products from India is more than a strategy; it's a core value. Style Union supports local artisans, manufacturers, and the Indian economy. This resonates with the growing national pride among consumers, a key factor in their expanding customer base.

India, with its vast population and burgeoning economy, has the potential to become a global retail powerhouse. Style Union is actively working to establish India as a key player on the international fashion stage.

While celebrating their successes, Style Union acknowledges challenges, such as sourcing specialized materials. They believe government support for local production and innovation is essential to develop high-quality, globally competitive sourcing within India.

Style Union, with its 100+ stores, is more than a brand; it reflects the dynamism of Indian sourcing. They are committed to showcasing Indian craftsmanship to the world, believing in the future of Indian retail and playing a role in shaping it. Their story is a testament to the power of "Made in India."

**Bharat Tex  
2025 in  
Pics**



**DR. RAKESH KUMAR**, Secretary General BTTF with **ROHIT KANSAL** Addl. Secretary MoT, GOI.



**THOMAS BASUMATARY**, Addl. Commissioner, GST, Guwahati Zone at Assam Pavilion at Bharat Tex 2025



**Bharat Tex  
2025 in  
Pics**





**Bharat Tex  
2025 in  
Pics**



**Bharat Tex  
2025 in  
Pics**



Credence Inspection Services team.



Bhopinder Singh, CEO, B-Textile Machinery with ManMohan Singh, Group Executive President (CMO) of Grasim Industries Ltd

► VISITOR GUIDE

# Bharat Tex 2025 Layout @ Bharat Mandapam



Organised By  
**BHARAT TEX**  
TRADE FEDERATION

SITE LAYOUT

HALLS & SECTORS

- 1 FIBRES & YARNS
- 1A CARPETS & FLOOR COVERINGS
- 2 3 4 APPAREL & FASHION
- 5 6 FABRICS & ACCESSORIES
- 8 9 10 11 STATE & DEPARTMENT ORGANISATIONS
- 12 12A TECHNICAL TEXTILES
- 14 HOME TEXTILES

AMENITIES



Parking  
□ Bhairon Mandir  
□ Dhyanchand Stadium

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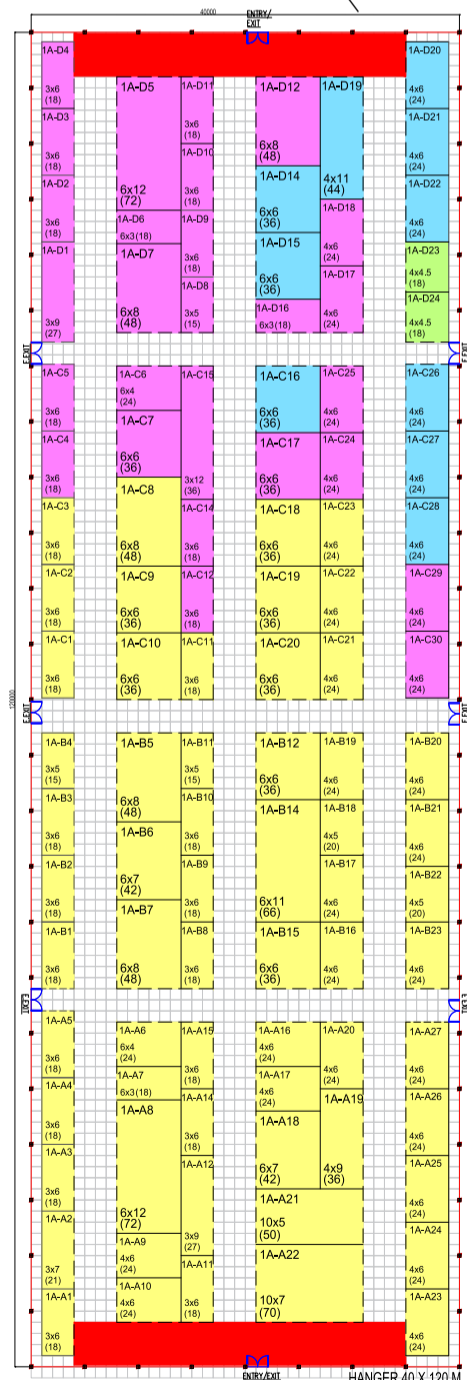
Combined Others Trade Media  
Yarns Fibre/Filament

Hall 1GF  
Fibres & Yarns



Combined  
Yarns  
Fibre/Filament  
Recycled

Hall 1A  
Carpets & Floor Coverings



Hand Knotted (Kaleen)  
Tufted/Machine Made Carpets  
Daris, Mats & Floor Covering  
Recycled Floor covering

Halls 2-4 FF  
Apparel & Fashion



Menswear Knitwear Others  
Sarees Kidswear  
Womenswear Combined

**▶ VISITOR GUIDE**

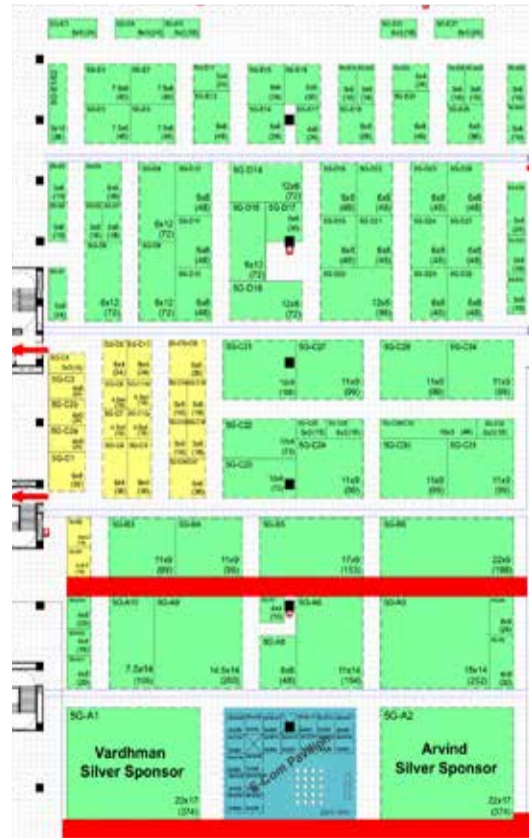
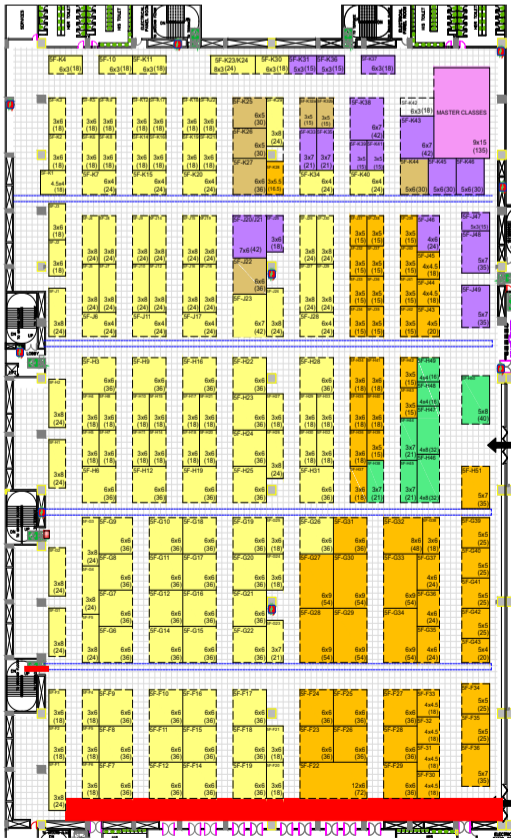
**Halls 2-4 GF Apparel & Fashion**

- Combined
- Brands of India
- Sustainability Pavilion
- Menswear
- Womenswear
- Research Zone



- Woven
- Trims/ Establishments and Accessories
- Sustainability Pavilion
- Innerwear & Sleepwear
- Accessories (Apparel & Fashion)

- Ichalkaranji
- Woven
- E-Com Pavillion



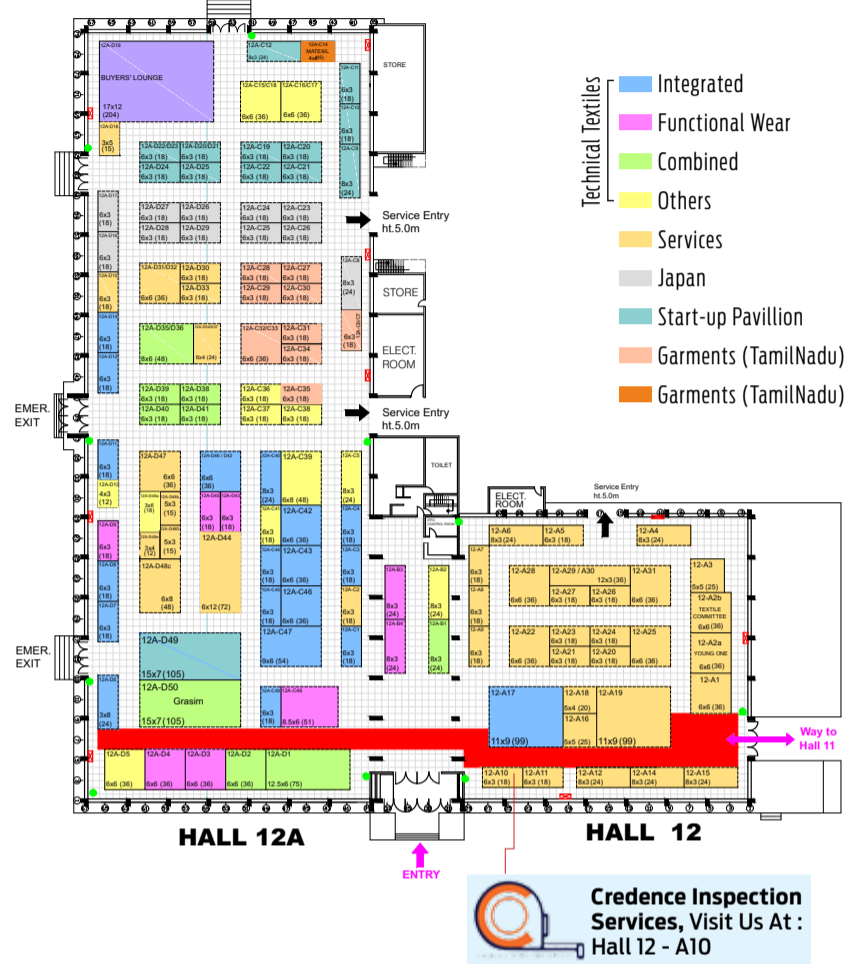
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**Halls 6**  
 Fabrics & Accessories

- Integrated
- Others (F&A)
- Denim
- Recycled
- Combined
- Knitted
- Nepal
- Others (Apparel & Fashion)

**Halls 12-12a**  
 Technical Textiles, Services and Startup & Innovation

- Technical Textiles**
- Integrated
  - Functional Wear
  - Combined
  - Others
  - Services
  - Japan
  - Start-up Pavilion
  - Garments (TamilNadu)
  - Garments (TamilNadu)



**Halls 8-9-10-11**  
 State & Department/  
 Organisation

- State-Pavilion
- Jute
- Silk
- Wool
- Khadi
- Other Bodies
- TRA and R&D PLI
- EPC OFFICE



Date: 23.01.2025

► **VISITOR GUIDE**

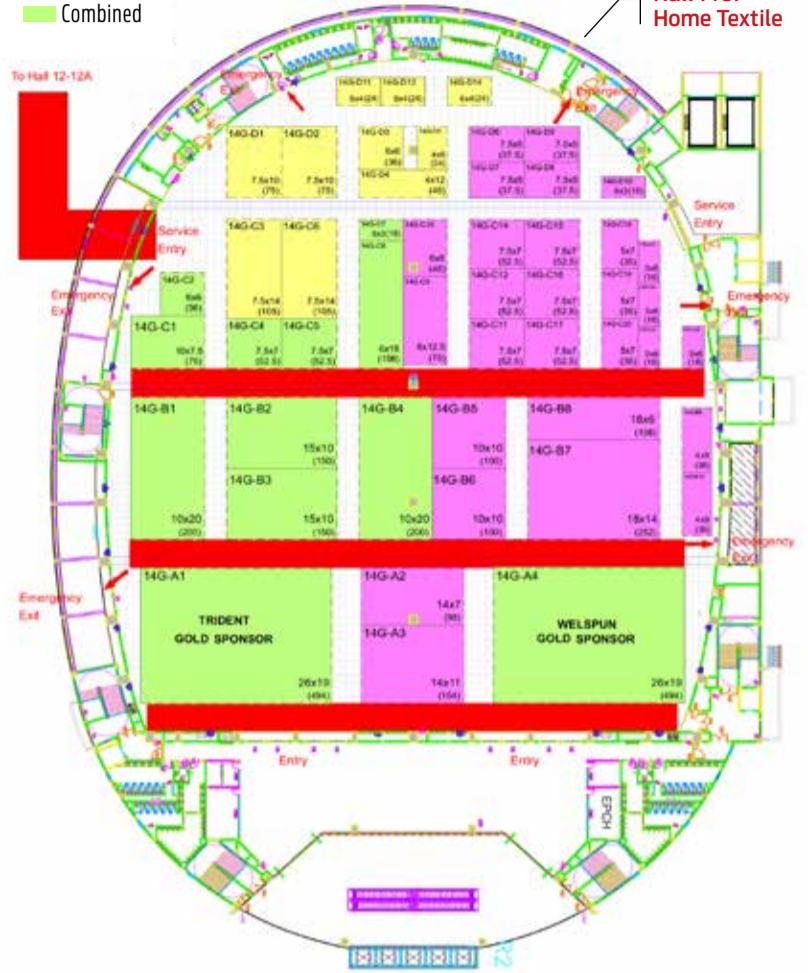
- Bath Linen
- Curtains and Drapes
- Bed Linen
- Home Textile (Tamil Nadu)
- Kitchen Linen
- Combined
- Others

Hall 14FF  
Home Textile



- Bath Linen
- Bed Linen
- Combined

Hall 14GF  
Home Textile



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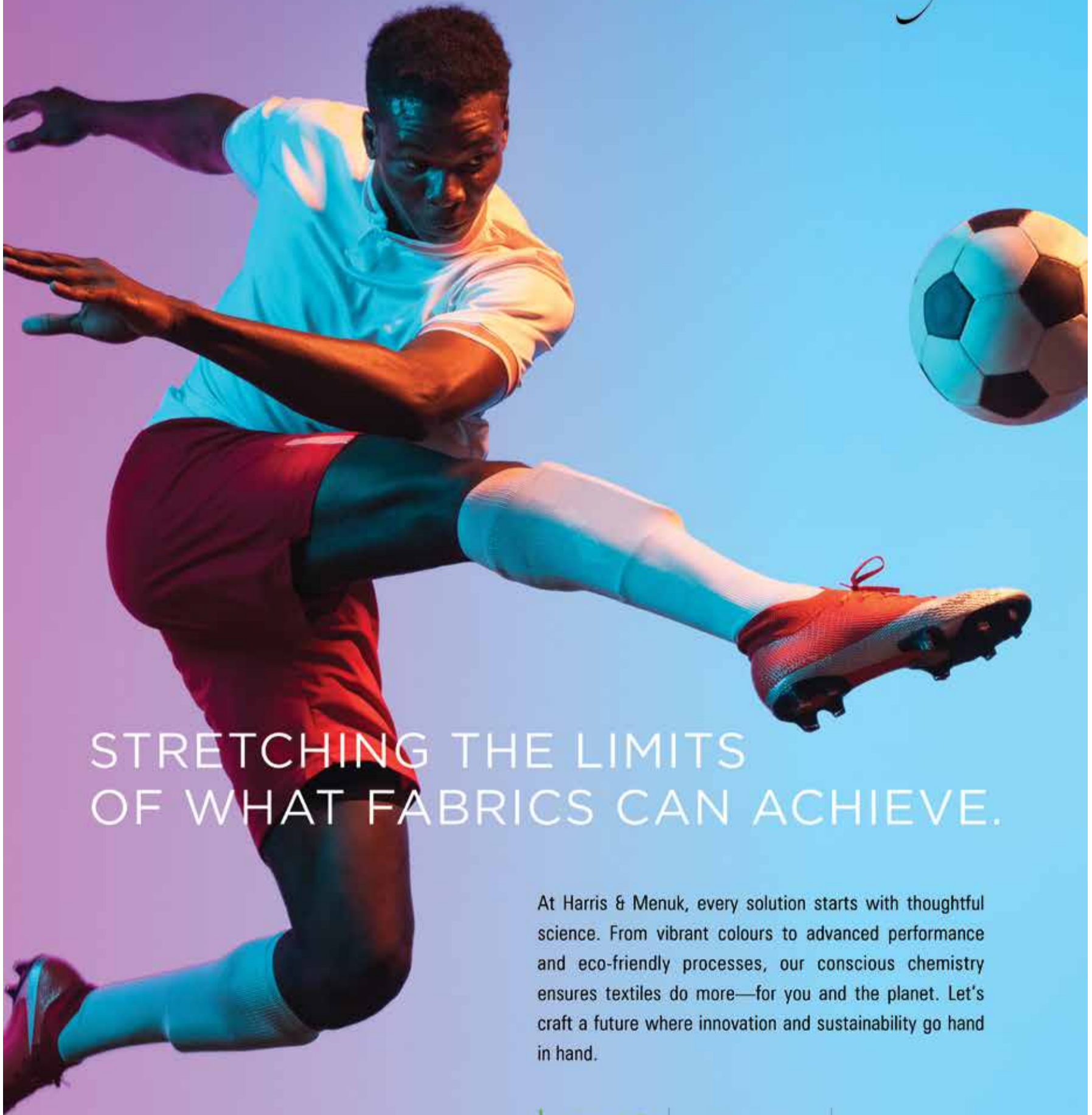
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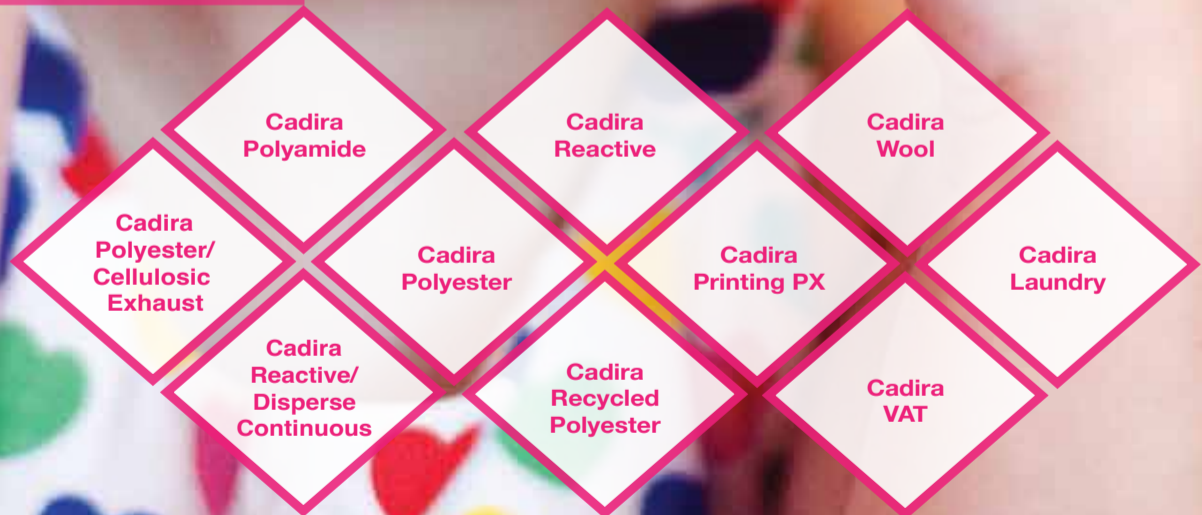
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