

ABY™ NEWSLETTER VOL 16 - 2022

Q3 OCT - DEC 2021



ADITYA BIRLA GROUP

ABY™

Spinning Excellence Since 1969



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PREMIERE VISION, PARIS

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INDONESIA

PT. Elegant Textile Industry
PT. Indo Liberty Textiles
PT. Sunrise Bumi Textiles



THAILAND

Indo Thai Synthetics Co. Ltd



GERMANY

Spinnerei
Lampertsmühle GmbH



SLOVAKIA

Spilatex, s.r.o.

Head Office :

Menara Batavia, 16th Floor,
Jl. K.H Mas Mansyur Kav.126
Jakarta 10220, Indonesia

Phone

: +62 21572 2442

Fax

: +62 21572 7177

Email

: info.aby@adityabirla.com

Website

: www.adityabirla-yarn.com



MESSAGE FROM THE DESK OF CHIEF MARKETING OFFICER

Dear Valued Business Partners,

Firstly, I wish you all a very Happy, Safe and prosperous New Year 2022. Hope this newsletter finds you all safe and in good health. Past two years have been difficult for everyone around the world. I am confident that Year 2022 will bring back the charm the pre-COVID era.

As before, through-out the last 2 years of the pandemic, we have connected with you through our newsletter and our digital swatch-book where we highlighted the new, innovative & sustainable products we have developed. Though this digital medium was new, we received overwhelmingly positive response to the same from you, for which we are very grateful. We did not let the lack of travel, meetings and tradeshow disturb our connect with you and with digital medium, could reach far and wide quickly. Going forward, even as we resume our physical visits and tradeshow, we will continue to connect with you digitally.

In this line, we are pleased to announce the launch of the 12th Edition of our Digital Product Library which covers some very innovative products with a sustainable theme. The details of the same are covered in the newsletter below.

On the business front, I think all of us had a very good last quarter in 2021 and I am hopeful that this quarter and ahead, we will all carry the same momentum, despite continued challenges on some fiber prices as well as stubbornly high freight rates. I thank all our partners personally and on behalf of ABY™, who not only continued to give us support during this time but even increased the width and depth of business with us.

Last but not the least, we are continuing our participation in the digital version of Premiere Vision fair from 7th to 11th Feb and hope all of you can visit the same. This digital show will highlight our latest generation sustainable and performance developments. Details of the show are in the letter below.

I thank you all again for all the years of business together and we at ABY™ continue to learn and improve due to your valuable guidance and we again pledge to provide you and your customers innovative & sustainable yarn solutions for the new age fashion.

Warm Regards,

Anupam Dikshit

Chief Marketing Officer

At ABY™, we are constantly endeavouring to develop innovative product offerings to respond to the changing consumer requirements and to stay ahead in the competitive global market. This newsletter highlights some wonderful product ideas in which the focus is on attributes like Sustainability, Biodegradability, Comfort, Performance, Aesthetic appearance, Quick drying and Easy care. This aligns with market requirements of the Spring-Summer season.

ABY™ Eco Poly – A truly sustainable and second generation Polyester ensuring circularity

ABY™ Eco Poly is a superior quality yarn which is composed of the next-generation polyester fibre based on special additive technology. This innovative technology yarn is a break-through invention in the world of Polyester based textiles as it is changing the narrative around Polyester's hazardous characteristic of not being able to breakdown when discarded in landfills or natural sea water. Yes, you read it right!! Our ABY™ Eco Poly yarns are made with special polyester which behaves like natural fibres, in terms of their break down process when they end-up as discarded used material in environment. This additive technology helps in creating biodegradable spots within such synthetic fibres, where microbes can break down the polymer chain. Breakdown rate of this special fibre is comparable to natural fibres in sea water, wastewater treatment plants or landfill conditions and has been tested as per globally accepted standards.

Hence, ABY™ Eco Poly yarns are eco-friendly and also ensure that marine ecosystem is not polluted with micro polyester fibres. This in turn helps in maintaining clean and safe living conditions for aquatic animals.

Features: Durable, Environmentally safe, Truly sustainable

Applications: Woven and Knitted Apparels, Home Textile

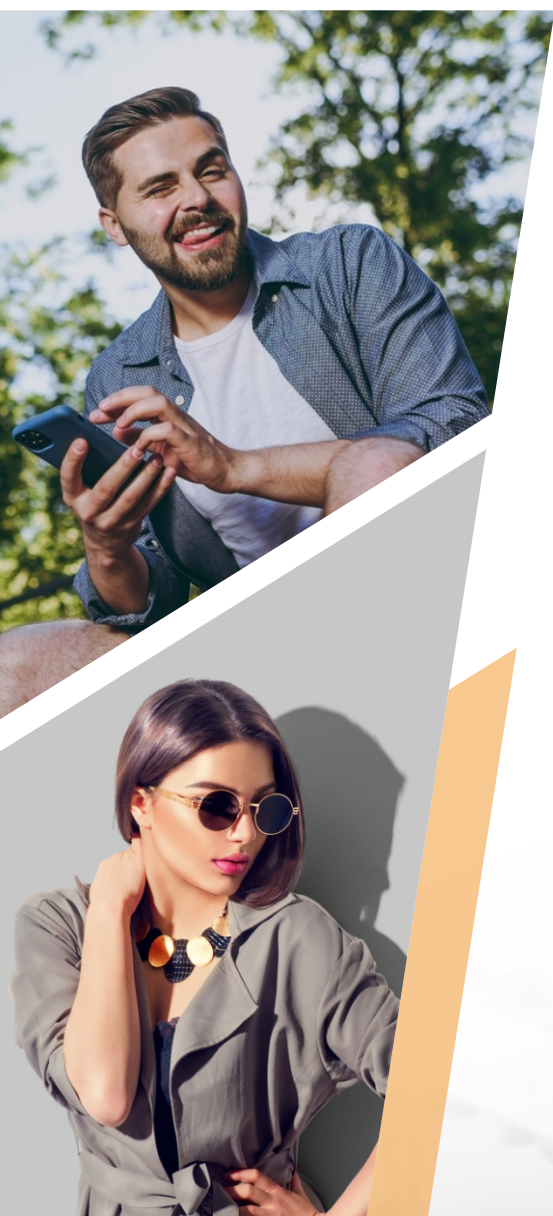
ABY™ ReQutun - GRS certified Sustainable yarns ensuring conscious buying

Be it Less-consumption, re-using an old article or making conscious buying decisions for a new textile article, Millennials and Gen-Z want to create a balance in the ecosystem in their own way but with the common objective of ensuring that our planet Earth remains safe and livable for our future generations. Consumer today understands the importance of buying an environment-friendly product. It is the need of the hour to shift from our linear approach of "Make, Sell & Dispose" to a circular approach of "Reduce, Re-use, Repair, Re-cycle and Share".

ABY™ works on the same principles and hence we have adopted Sustainability as a part of our DNA at Aditya Birla Yarn. Our latest development of ABY™ ReQutun yarns showcases our commitment towards our drive for closing the loop of lifecycle of a product. ReQutun yarns are the recycled cotton blended yarns and a reflection of ABY's yet another progressive step of minimizing waste generation by re-using the pre-consumer recycled cotton products. This also helps in diverting such surplus cotton by-products from going into land-fills and hence reducing the detrimental impact on environment.

Features: Soft Handle, Superior Strength, Breathable, Durable

Applications: Woven and Knitted Apparels, Home Textiles



ABY™ NovCel – A unique package of product offering Smoothness combined with Quick Drying and Reduced pilling

ABY™ NovCel yarn is yet another value added creation and is based on the novel technology yarn powered by Eastman Naia™ fibre. These latest technology yarns are composed of Naia cellulosic fibre blended with fibres like Polyester, Modal or Excel. ABY™ NovCel showcases our commitment towards innovation and building a sustainable Fashion industry. Products made with NovCel yarns exhibit supremely soft and smooth handle. This fibre is responsibly sourced from sustainably managed forest and designed to ensure the lowest possible environmental impact. It is produced in a nearly closed-loop process in which all solvents and waste are recycled and reused.

Features:

Supreme Softness - The incredible softness of NovCel endures wash after wash, providing a sense of ease every time it touches the skin.

Quick Drying - If you are sweating, it takes moisture away from you quickly and hence making you feel comfortable. Its property to dry quickly ensures easy laundry and hence uses less energy. Drying rate improves when blended with Modal or Excel fibre.

Reduced Pilling - Last but not the least important benefit that one gets from our NovCel blended yarns is property of reduced pilling attribute.

Applications: Fashion Wear, Casual Wear, Uniform, Socks, Yoga wear, Sports wear.

Naia™ is a registered trademark of Eastman, USA

ABY™ Airy Magic - Experience the magical air-pockets imparting Superior Bulk

Innovation is at the core of all the new inventions at Aditya Birla Yarn and ABY™ Airy-Magic is a classic example of one such development. As name suggests, this yarn does the magic to your finished textile product with the magical air pockets within the yarn structure. Be it your knitted apparel which will showcase better bulk, superior softness and drape or your woven shirting which exhibits luxurious look and feel, our premium quality ABY™ Airy Magic yarns does it all! Applications are diverse and not just restricted to Apparels but also applicable to wide range of Home Textiles products. Be it your Terry towel which will showcase better bulk after every wash or your Bedsheet which exhibits superior softness, our premium quality ABY™ Airy Magic yarns does it all! Hence, ensuring a joyful after-bath experience with the Absorbent & Airy Towels and a comfortable sleeping experience with the soft-feel bedsheets. This special attribute is exhibited by the fully processed and scoured fabrics at temperature of 95+ degree.

Features: Ultra Soft Structure, Quick Absorption, Voluminous, Better Durability, Retains softness after every wash, Superior Drap

Applications: Woven and Knitted Apparels, Home Textiles



DIGITAL PRODUCT LIBRARY :

12TH EDITION ABYTM NEW PRODUCTS VOL.2 2022

The Aditya Birla Yarn Company remains at the forefront of developing new manufacturing technologies for yarn. We work at all stages of the yarn manufacturing pipeline, developing new processes and creating new product which are both innovative and aimed at adding value to create new responsible opportunities.

We are excited to present you with our latest DIGITAL PRODUCT LIBRARY: 12TH EDITION – ABYTM New Products VOL. 2 2021 – by clicking to the link:

<https://newproducts2022.adityabirla-yarn.com/>

Our latest edition of Digital Product library gives you all a detailed product understanding of our latest innovations at Aditya Birla Yarn.



Premiere Vision, Paris | Global Event for Fashion Professionals:

We're excited to announce that Aditya Birla Yarn (ABYTM) will be exhibiting in the Digital show of Premiere Vision Paris from 7th Feb to 11th Feb, 2022. ABYTM is ready to showcase its latest innovations for the Fashion Industry in a new hybrid world. Visit us at our e-marketplace in PV's Digital Week and add newness to your collections for Spring Summer 23. Take inspiration and diversify your collection with ABY's Fashion & Exotic Yarns and strengthen your range with ABY's Sustainable & Performance Yarns.

Our digital booth, (<https://marketplace.premierevision.com/en/aditya-birla-yarn-abytm-3999.html#about>) will feature our latest and innovative product portfolio, catering to various segments and applications for every customer's needs. Our focus continues to remain on sustainability, by lowering the impact of fashion on the environment. We are creating and promoting products from natural or replenishable sources or products which are biodegradable and have lower water & power usage. Looking forward to see you at our e-marketplace.