



ADITYA BIRLA GROUP

ABY™

Spinning Excellence Since 1969

**ABY™
NEWSLETTER
VOL 18 | 2022**

ABY CONSCIOUS FASHION

*"Fashion Developments
with A Purpose"*

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PREMIERE VISION, PARIS

ABY™ Manufacturing Plants :



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



THAILAND
Indo Thai Synthetics Co. Ltd



GERMANY
Spinnerei
Lampertsmühle GmbH



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MESSAGE FROM THE DESK OF CHIEF MARKETING OFFICER

Mr. Anupam Dikshit

Dear Valued Business Partners,

First of all, thanks to all the readers of our quarterly newsletter and trust you continue to remain safe. We continue to get a lot of positive feedback from you on our previous editions of this letter. We are now proud to launch the 18th volume of ABY's quarterly newsletter series under a new name, "**Conscious Fashion**".

Conscious Fashion will be published every quarter and would shed light on ABY's new product developments along with other important business updates focused towards Customer Centricity, Sustainability initiatives, People Development and Overall Business milestones. I am confident that this will become a symbol of ABY's journey of Sustainable Innovation constantly creating new benchmarks in the global yarn industry.

This first edition of Conscious Fashion is mainly shedding light on our new products developed in Q2 of 2022. Keeping Sustainability at the core, we have added "AltMat blended yarns" and "Linen Rich Yarns" in our portfolio of Exotic Yarns which represent the premium and niche feel preferred by consumers who look for wholesome experience in their clothing. While our products of AltMat blends and Linen rich yarns are redefining comfort, our third development is of Liva Reviva Blended Yarns. With this, we have further diversified and extended the eco-enhanced attributes of Liva Reviva to other fibres as well giving it more useful attributes of performance and comfort. Do read and share your thoughts on these latest innovations from ABY.

I am also happy to share that ABY participated in the recently concluded Premiere Vision Exhibition in Paris. We showcased our latest yarn innovations for Autumn Winter 23 and received overwhelming interest and positive feedback on our vast range of newly developed products from our long term and also new customers.

Thank you once again for being a continuous business partner. I am sure **Conscious Fashion** will further strengthen our association together and make it more engaging. Happy reading.

Thank you.

Warm Regards,
Anupam Dikshit
Chief Marketing Officer
Aditya Birla Yarns

ABY NEW PRODUCTS

At ABY, we are constantly endeavouring to develop innovative product offerings to respond the changing consumer requirements and to service their needs and aspirations. This newsletter highlights ABY's latest developments with focus on diversification of our Sustainable products and on expanding our new Exotic Yarns range.



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ABY™ LIVA REVIVA BLENDS

Diversified Sustainability

The launch of ABY Liva Reviva blended yarns is an effort to extend our range for Sustainable viscose blended clothing built on the principles of Traceability, Circular Fashion and giving back to the nature. Known for its Fluid Fashion attribute and Sustainable Forestry, Liva Reviva is a true example of eco-enhanced, Responsible and Sustainable Fashion. Liva Reviva is also backed with block chain backed traceability feature which further ensures truly transparent supply chain from plantation till the final garment.

Liva Reviva products are known for their closed loop nature as the fibre consists of 20% cellulosic content extracted from the recycling process of pre-consumer cotton fabric remains of Industries. Remaining 80% of the Liva Reviva fibre has cellulosic content sourced from Sustainable Forestry methods. This makes Liva Reviva products truly Sustainable.

**RAW
MATERIAL
FEEDSTOCK**

20%
pre-consumer
fabric waste
80%
Wood Pulp



FEATURES

1. Soft Touch
2. Breathable
3. Sustainable Forestry
4. Traceability
5. Environment Friendly
6. RCS Certified

APPLICATION

1. Women Fashion Wear
2. Uniform
3. Casual Top Wear
4. Lounge Wear
5. Athleisure Wear

PRODUCT RANGE

Composition

Count Range (Ne)

Liva Reviva / Linen Blends	10s - 30s
Liva Reviva / Eco Poly Blends	10s - 40s
Liva Reviva / BCI Cotton	10s - 40s
Liva Reviva / Nyon Blends	10s - 30s

www.adityabirla-yarn.com



ABY™ LINEN RICH BLENDS

Our latest collection of Linen Rich Blended yarns is a step towards diversifying our range of Exotic Yarns. Linen continues to be one of the most sought after materials in the Fashion Industry and ABY Linen rich yarns is an extension of our yarns for comfortable, niche and cozy clothing which makes you feel cool and fresh. Sustainability combined with comfort and niche fashion is the redefining statement for our Exotic Linen Rich blended yarns.

FEATURES

1. Absorbent
2. Breathable
3. Sustainable

APPLICATION

1. Woven Shirting
2. Upholstery
3. Short / Bottomwear
4. Jacket / Blazers
5. Women Wear

PRODUCT RANGE

Composition	Count Range (Ne)
Linen / Viscose 55/45	10s - 20s
Linen / Modal 55/45	10s - 20s
Linen / Excel 55/45	10s - 20s

ABY™ ALTMAT BLENDS

ABY's collaboration with AltMat is an effort to launch yet another range of Earth-friendly yarn products made with fibres based out of Agricultural residue. AltMat's Altag materials are natural fibres extracted from agricultural/plant residues of crops such as oilseeds, fruits, medicinal crops, etc. AltMat is not regenerating the fibres but they are preserving the natural form to save chemicals, water and energy.

AltMat is offering a truly sustainable solution and abides the basic principles of circular fashion. Altag fibres are biodegradable and consume less than 1/4th the water usage of cotton. This is also generating additional income for farmers and hence offering enhanced livelihood opportunities on farms. This also prevents burning of Agri-waste and hence contributing towards minimizing of air pollution.

Altag fibres are naturally anti-bacterial. ABY has developed AltMat yarns in blends with sustainable fibres like LivaEco, Sustainable Polyester, Modal and Excel.

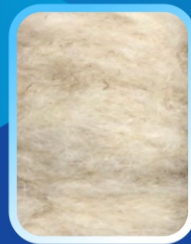
TRANSFORMING FOOD CROP WASTE INTO VALUABLE NATURAL TEXTILE



Farming for food
or other non-textile
reasons



Biomass waste
from food
crops



Fibres made
through
AltMat Technology



Altag yarns
(different counts
and blends)



Knitted & Woven
Fabric from
Altag Yarns

FEATURES

1. Naturally Anti-bacterial
2. Skin Friendly
3. Breathable
4. Sustainable

APPLICATION

1. Woven
2. Upholstery
3. Short / Bottomwear
4. Jacket / Blazers
5. Denim Wear

PRODUCT RANGE

Composition	Count Range (Ne)
Liva Eco / Altag	10s - 30s
Eco Poly / Altag	10s - 30s
Modal / Altag	10s - 30s
Excel / Altag	10s - 30s

ABY PARTICIPATION IN PREMIÈREVISION



ABY participated in the recently concluded Premiere Vision event in Paris after two years where we exhibited our latest range of products developed on the principles of Innovation, Performance & Sustainability.

The show was held from 5th to 7th July in Paris Nord Villepinte Exhibition Centre.



We presented our collection for Autumn Winter-23 and we are happy to be overwhelmed with a huge foot-fall and a lot of enquiries for our products under the categories of Sustainable, Performance, Fashion and Exotic Yarns. We thank all our customers, Partner Brands, and all our Business associates who took out time to visit our booth in this show. The trend to meet in person now reviving, we will make more than normal efforts to reach out and physically meet our old and new customers & partners in the coming weeks and months along with using the digital medium to bolster our contacting efforts as we believe we always work better when we work together.