



ABY™
Spinning Excellence Since 1969

NEWSLETTER Q4 | FY 24

ABY CONSCIOUS FASHION

Blossom with Purpose:
Unveiling the Latest Trends in
Conscious Style for the Season!

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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ABYTM
Spinning Excellence Since 1969

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CHIEF MARKETING OFFICER**

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**ABY NEW PRODUCT
DEVELOPMENTS**



MESSAGE FROM THE DESK OF CHIEF MARKETING OFFICER

Dear Valued Partners,

I hope this message finds you thriving and filled with anticipation for the vibrant season ahead. Your ongoing support and insightful feedback have been instrumental in shaping our journey, and for that, we extend our heartfelt appreciation.

In Quarter 1 of 2024, the industry emerged from the challenges of 2023, which was a tough year for fashion and business. Many brands and retailers experienced good Christmas and Holiday season sales, revitalizing the supply chain with significant orders and raw material planning. ABY also thrived from January to March, promptly servicing global customers and securing promising order bookings for the upcoming months. Freight costs have begun to normalize after a sharp spike in December and January, while overall inflation has moderated, so the outlook for business is positive.

With great excitement, we present our latest Quarterly Newsletter, "Conscious Fashion." We warmly invite you to delve into the essence of sustainability as we unveil our Spring-Summer collection, "InnoEssence." This collection epitomizes our steadfast dedication to responsible fashion, featuring innovative and sustainable products with a strong focus on circularity. We are confident you will find these offerings captivating, and we encourage you to promote them to your customers and end brands. They include:

ABY RTexPoly: Redefining fashion's carbon footprint, RTexPoly pioneers textile-to-textile recycling, transforming waste, conserving resources, and shaping a greener future.

ABY EcoIndigo: Experience the fusion of tradition and innovation with our EcoIndigo, embodying a contemporary twist on classic indigo aesthetics.

ABY Bamboo Lyocell: Crafted for comfort and conscious living, ABY Bamboo Lyocell is the epitome of luxury and sustainability.

ABY Viscose Nylon Blends: Striking the perfect balance between stretch and resilience, ensuring garments maintain their shape and flexibility throughout their lifespan.

ABY Reviva Excel: Our sustainable Lyocell fiber epitomizes eco-friendly fashion, comprising 70% sustainable Lyocell fiber and 30% pre-consumer fiber.

We look forward to hearing from you on these products apart from our established core sustainable products like –

Livaeco Viscose, Livaeco Modal, Excel, Liva Reviva, Green Poly, Eco Poly, Recycled Cotton, Bamboo, Wooltouch, Heat Trap, Regel, PBT Delight and others.

We express our gratitude once again for your continuous partnership and invaluable contribution to the ABY community. Our commitment to delivering the highest quality fashionable products with a conscious mindset remains steadfast.

Thank you.
Warm regards,
Anupam Dikshit
Chief Marketing Officer
Aditya Birla Yarn (ABY™)



ADITYA BIRLA GROUP

ABYTM

Spinning Excellence Since 1969

INNOESSENCE

Sustainable Threads, Infused with Innovative Trends
and Timeless Essence

SPRING-SUMMER 25

Collection Design Inspiration

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Spring/ Summer Collection

INNOESSENCE



CONCEPT INTRODUCTION

InnoEssence Spring-Summer 24/25 Collection is a harmonious blend of sustainability, Innovation, and Modern Elegance. This collection redefines the essence of fashion, focusing on timeless basic elevated by innovative design elements.

Sustainability Takes Center Stage: At the heart of InnoEssence, sustainability is more than concept; it's a commitment. Each piece in this collections crafted with eco-friendly practices and sustainable materials, reflecting our dedication to responsible fashion.

InnoEssence introduces a fresh perspective to basic through a dynamic interplay of ruffles and contrasting colors, breathing life into classic styles.

The collection draws inspiration from the vibrancy of nature, seamlessly incorporated into classic styles. From the playful elegance of ruffles to the bold statement of contrast colors, InnoEssence captures the spirit of the season while maintaining a timeless allure.

InnoEssence Spring-Summer 24/25 is not just a collection; it's a celebration of fashion that transcends trends. Embrace the essence of sustainability, revel in innovative designs, and indulge in the classic yet vibrant styles that define InnoEssence.



MOODBOARD



#D12C5F



#FD8D20



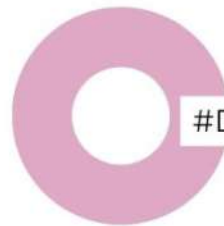
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#BE9C62



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A GLIMPSE OF INNOESSENCE COLLECTION TRENDS AND INSPIRATION

Discover the epitome of style and sustainability in our menswear and womenswear collection. From timeless classic to eco-conscious innovations, each piece tells a story of sophistication and eco-friendly allure, ensuring fashion meets ethical responsibility with every wear

ABY
WOOL
Touch



ABY
LINEN  **RICH**
blends



Waeco
MODAL





Aditya Birla Yarn

NEW PRODUCT DEVELOPMENTS

Introducing our latest innovations in product development!

At ABY, we're dedicated to crafting innovations that not only revolutionize industries but also champion sustainability, paving the way for a greener, brighter tomorrow.

Proudly present:

ABY
RTEXPOLY

ABY
eco indigo

ABY
BAMBOOLYOCCELL

ABY
VISCOSE NYLON Blends

reviva**excel**

ABY RTEXPOLY



ABY RTEX POLY

Aditya Birla Yarn is dedicated to implementing sustainable solutions in the textile industry. Our latest innovation, ABY RTex Poly, is a result of textile-to-textile recycling. It addresses the waste issues in the fashion industry, valorizes underutilized waste streams, and offers a solution for the scarcity of RPET raw materials. This circular economy approach ensures that these yarns, produced with RPET, consume less energy and water while significantly reducing carbon emissions compared to both virgin and bottle flake RPET.

ABY RTex Poly stands as a testament to our commitment to creating a more sustainable and responsible future for textile manufacturing.

FEATURES



Textile to Textile
Recycling



Thermo-
Mechanical
Processing



CO₂ Reduction



Energy Saving

PRODUCT RANGE

Composition	Count Range (Ne)
RTex Poly 100%	10s-40s
RTex Poly Blends with Cotton	10s-40s
RTex Poly Blends with Linen/ Hemp	10s-40s
RTex Poly Blends with Viscose/ Modal Lyocell	10s-40s

TECHNOLOGY

- Ring Spinning
- Open End

APPLICATION

- Knitted/ Woven Apparel
- Uniform
- Denim
- Canvas
- Socks

ABY eco indigo



ABY ECO INDIGO

Introducing Eco Indigo, a yarn innovation featuring Special Engineered Yarn. This progressive yarn integrates PET/RPET fibers at its core, seamlessly enveloped by cotton fibers. The resulting fabrics showcase a captivating irregular texture with a lasting indigo hue that remains vibrant with reactive dye processing. For a more weathered appearance, a simple garment washdown achieves the desired effect.

Not only do these yarns offer a unique aesthetic, but they also contribute to environmental sustainability. The distinctive yarn structure enhances physical properties, minimizing imperfections and providing superior resistance to pilling. Experience style with a conscience with our Eco Indigo yarns.

FEATURES



Vibrant Indigo
Hues



Better Pilling
Resistance



CO₂ Reduction

PRODUCT RANGE

Composition	Count Range (Ne)
CVC with Virgin Polyester 60/40	10s-40s
CVC with RPET 60/40	10s-40s

TECHNOLOGY

- Ring Spinning
- Open End

APPLICATION

- Knitted/ Woven Apparel
- Uniform
- Denim
- Canvas
- Socks

CERTIFICATION



STANDARD
100

ABY BAMBOO LYOCELL



ABY BAMBOO LYOCELL

Experience the unparalleled luxury and sustainability of ABY Bamboo Lyocell. With its exceptional strength, natural antibacterial properties, and silk-like handle, ABY Bamboo Lyocell offers a truly indulgent experience.

Enjoy the breathability of cotton and the refreshing, hypoallergenic feel, all without the use of toxic chemicals. Crafted for comfort and conscientious living, ABY Bamboo Lyocell is the perfect choice for those seeking both luxury and sustainability in their bedding and apparel.

FEATURES



Excellent Strength



Antibacterial & Bacteriostatic Properties



Silk Like Handle & Good Drapability



Breathable Like Cotton



Made Without Toxic Chemical

PRODUCT RANGE

Composition	Count Range (Ne)
Bamboo Lyocell 100%	Ne 10s- Ne 40s
Bamboo Lyocell/ Rayon	Ne 10s- Ne 40s
Bamboo Lyocell/ Recycled Poly	Ne 10s- Ne 40s
Bamboo Lyocell/ Modal	Ne 10s- Ne 40s
Bamboo Lyocell/ Linen	Ne 10s- Ne 40s
Bamboo Lyocell/ Cotton	Ne 10s- Ne 40s

APPLICATION

- Bedsheet
- Towels
- Innerwear
- Bathrobe
- Socks

TECHNOLOGY

- Ring Spinning
- Siro Compact
- Vortex
- Compact
- Open End

ABY
VISCOSE NYLON
Blends



ABY VISCOSE NYLON BLENDS

Introducing ABY Viscose Nylon Blends, where comfort, versatility, and sustainability converge to redefine knitwear. Crafted with meticulous attention to detail. Enjoy the perfect balance of stretch and resilience; ensuring garments maintain their shape and flexibility throughout their lifespan.

From cozy sweaters to chic cardigans, ABY Viscose Nylon Blends offer versatility for any occasion, effortlessly blending style with sustainability.

FEATURES



Luxurious Soft
and Bulk Touch



Excellent Stretch
and Recovery



Sustainable



Wash Endurance



Excellent
Fitting



Comfort
to Skin

PRODUCT RANGE

Composition

Count Range (Ne)

Viscose Nylon Blends

Ne 10s- Ne 40s

APPLICATION

- Sweater & Cardigan
- Socks
- Caps
- Scarf

TECHNOLOGY

- Ring Spinning
- Compact & Siro Compact

liva
revivaexcel



ABY LIVA REVIVA EXCEL

Introducing ABY Reviva Excel, where sustainability intersects with innovation in textile manufacturing. Our sustainable Lyocell fiber epitomizes eco-friendly fashion. Comprising 70% sustainable Wood Pulp and 30% pre-consumer waste, ABY Reviva Excel represents a harmonious blend of eco-consciousness and innovation.

Through our closed-loop process, we not only minimize waste but also optimize efficiency, ensuring responsible utilization of every fiber. By fostering a circular economy, we actively reduce environmental impact while championing sustainability.

FEATURES



Bio
 Degradable



100% Sustainable
 Forestry



Traceability
 Service



Low Greenhouse
 Gas Emissions



Better Dimensional
 Stability



Skin Friendly

PRODUCT RANGE

Composition	Count Range (Ne)
Liva Reviva Excel 100%	Ne 10s- Ne 40s
Liva Reviva Excel/ Rayon	Ne 10s- Ne 40s
Liva Reviva Excel/ Cotton	Ne 10s- Ne 40s
Liva Reviva Excel/ Rec. Poly	Ne 10s- Ne 40s
Liva Reviva Excel/ Modal	Ne 10s- Ne 40s
Liva Reviva Excel/ Linen	Ne 10s- Ne 40s

APPLICATION

- Bedsheet
- Trousers
- Denim
- Shirting

TECHNOLOGY

- Ring Spinning
- Siro Compact
- Vortex
- Compact
- Open End