

# CONSCIOUS FASHION

EMPOWER THE PLANET,  
CHAMPIONING THE SUSTAINABILITY  
UNVEILING THE LATEST TRENDS &  
CONSCIOUS CHOICES FOR THE NEXT SEASON!

## 01 CHAMPIONS OF SUSTAINABILITY AWARD 2024

## 02 ABY BECOMES FUTURE READY Renewable Energy Expansion

## 03 AUTUMN-WINTER 2025 COLLECTION

## 04 LAUNCH OF ABY INTELLICOLOUR YARNS



### ABY<sup>TM</sup> 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



**SLOVAKIA**  
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## CHAMPIONS OF SUSTAINABILITY AWARD 2024

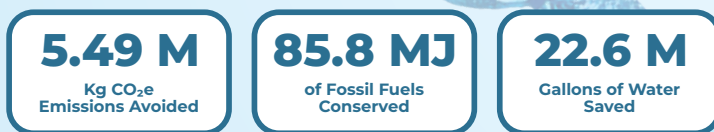


ABY's strong partnership with Unifi Manufacturing Inc., has once again reached a new milestone of transforming more than 128+ Million of PET bottles into Repreve recycled polyester fibre which was used by ABY to manufacture Recycled poly spun yarns. Unifi announced their seventh Annual Champions of Sustainability Award Winners on 16<sup>th</sup> May 2024 and ABY has again come out to be the winner amongst Textile partners of Unifi.

On 13<sup>th</sup> June, 2024, Mr. Harsh Rai (CEO - Aditya Birla Yarn ABY), received the 2024 Champions of Sustainability Award from Ms. Luka Yuan (Director of Sales and Marketing UNIFI APAC). Unifi's team appreciated ABY team's work with Unifi for years and sustainability efforts and commitment in the textile market. Mr. Harsh Rai expressed his gratitude for the recognition and reiterated ABY's commitment to sustainability.

For details: <https://repreve.com/champions-of-sustainability>

The impact of transforming above mentioned **128+ MILLION PET** efforts is significant and has helped us to further achieve below milestones:



We hope to continue this journey of keeping more and more number of plastic bottles out of the waste stream and remain the Champions of Sustainability even in the years to come.



These figures are based on UNIFI's cradle-to-gate Life Cycle Assessment (LCA) completed in 2023. This LCA was independently produced and reviewed according to ISO 14040 and ISO 14071 standards. It is important to note that the bottle counts are not directly tied to the LCA data. The assessment was issued on May 19<sup>th</sup>, 2024, by UNIFI, Inc.



## ABY BECOMES FUTURE READY

### Indo-Thai Synthetics Completes Phase Two of Solar Power Plant Expansion

In line with Aditya Birla Group's Sustainability goals, Indo-Thai Synthetics has successfully completed the second phase of its captive Solar Power plant. This significant milestone showcases our unwavering dedication to reducing our carbon footprint and fostering a more sustainable future. ABY is championing the transition towards cleaner energy sources, becoming future-ready.

For over five decades, Indo-Thai Synthetics (ITS) has always remained at the forefront of sustainable practices in Textile manufacturing. ITS continues to remain one of the few manufacturing facilities which is committed to true sustainability and seamlessly adapting to the modern age's needs for a cleaner and greener world.

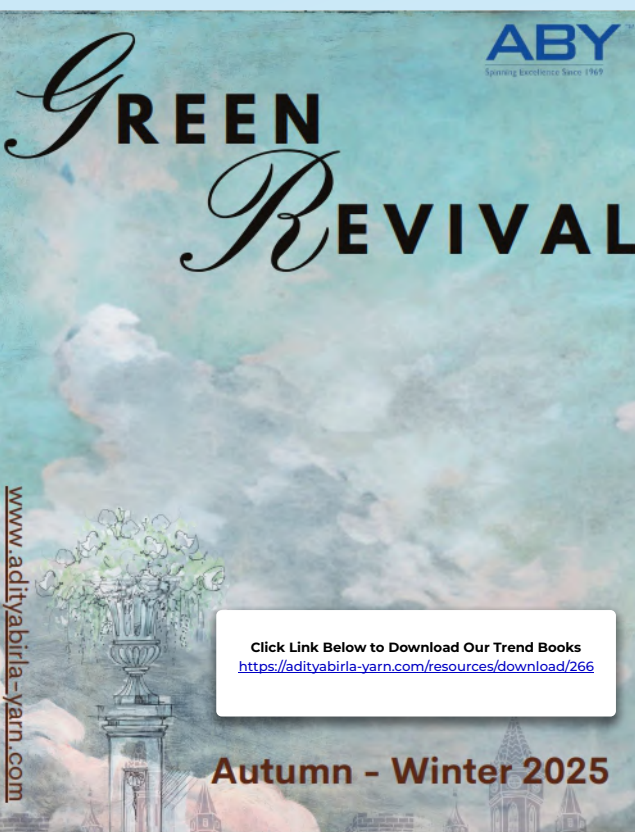
#### KEY BENEFITS AND ACHIEVEMENTS:

- **Impressive Generation:** From Aug 2020 till April 2024, ITS has generated over 17.5 + million units (Kwh) of electricity through our solar power plant.
- **Reduced Carbon Footprint:** By utilizing solar power, we have successfully reduced over 8,000+ tonnes of CO2 emissions, contributing positively to our environmental goals.
- **Environment Friendly Operations:** Our commitment to utilizing the latest technologies and innovative solutions ensure that our operations are not only efficient but also environmentally friendly.
- **Enhanced Solar Power Capacity:** The completion of the second phase has significantly boosted our solar power generation capacity, enabling us to meet more of our energy needs sustainably.

Join us in celebrating Indo-Thai Synthetics' achievement as we embrace a brighter and sustainable tomorrow! Mr. Naresh Saneja, the Unit Head of Indo-Thai Synthetics extended his heartfelt gratitude for unwavering support and dedication from all levels. Together, we are not only making ABY future-ready but also contributing to a Greener and cleaner planet for future generations.



# AUTUMN-WINTER 2025 COLLECTION



Click Link Below to Download Our Trend Books  
<https://adityabirla-yarn.com/resources/download/266>

Autumn - Winter 2025

Sustainable Fashion, Responsibly Crafted, Winter Radiance



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## Introducing the Autumn Winter 2025 Green Revival Collection and Winter Pulse

We are thrilled to unveil our Autumn Winter 2025 collection which is a reflection of our responsible manufacturing practices and also portrays our efforts to identify the latest consumer fashion trends. AW-25 is based on two pillars and themes, namely **Green Revival** and **Winter Pulse**:

Our **Green Revival Collection** is a harmonious blend of sustainability, climate awareness, and social responsibility. This collection champions environmental stewardship through innovative methods like textile-to-textile recycling and low water consumption technology, ensuring minimal environmental impact while delivering cutting-edge designs. With Green Revival our objective is to embrace sustainability, celebrate innovative design, and revel in the timeless elegance of winter with our thoughtfully curated pieces. Our Green Revival collection also features the latest trends, such as **Cross Hatch Patterns, Woodland Prints, and Circular Print Trends**. Inspired by nature's intricate details, these designs bring a contemporary yet timeless feel to the winter wardrobe.

Our **Winter Pulse Collection** is focusing on trends around **Abstract Art Prints, Shadow Flowers, and Leopard Prints**. These patterns highlight the importance of fabric in creating captivating designs. Additionally, **Muted Metallics** and **Urban Fades** have been identified by ABY as key trends for the season, adding a touch of modern sophistication and urban edge to the collection. Central to our innovation is the use of ABY Fashion Yarns, which enhances these trends with superior texture and durability.

Green Revival and Winter Pulse are more than just fashion; they are movements towards a more responsible and radiant future. Embrace sustainability, celebrate innovative design, and revel in the timeless elegance of winter with our thoughtfully curated pieces. Join us on this journey to a sustainable and stylish future.





## ABY INTELLICOLOUR

### FEATURES



Reduce Chemical  
Consumption



Less Dyes  
Discharge



Lower Utility  
Usage



Superior Wash  
Fastness



Shorter Dyeing  
Process (PV Blends)

ABY launches Intellicolour Yarns that reduces the dye input and help in achieving brighter shades with higher tinctorial value and color depth compared to reactive dyes with the same concentration of dyes. These yarns uses Cationic or Basic dyes and boasts an exceptional dye exhaustion rate exceeding 95%, far surpassing traditional methods. Additionally, Intellicolour eliminates the need for salt and soda ash, streamlining operations while significantly reducing environmental impact.

This innovative technology not only addresses immediate needs but also aligns with the sustainability goals of leading brands, shaping a more environmentally conscious and vibrant future for textiles.

### PRODUCT RANGE

| Composition                             | Count Range (Ne) |
|---|------------------|
| Viscose blends with Intellicolour       | 10s - 40s        |
| Acrylic blends with Intellicolour       | 10s - 40s        |
| Poly Cationic blends with Intellicolour | 10s - 40s        |

### TECHNOLOGY

- Ring Spinning
- Open End
- MVS

### APPLICATION

- Woven and Knitted Fashion Apparel
- Uniform