




The Aditya Birla Yarn has been in the spinning business for more than five decades. We are renowned as global leaders in Synthetic, Manmade & Natural Spun Yarn production. Our products are synonymous with quality assurance, consistency and innovation. With 5 manufacturing plants in three countries – Indonesia, Philippines and Thailand. We have a strong presence in every major textile and garment manufacturing market in the world.

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ABY Manufacturing Plants :

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

 **PHILIPPINES**
Indo Phil Textiles Mills, Inc

 **THAILAND**
Indo Thai Synthetics Limited

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1. MESSAGE FROM HEAD SUPPLY CHAIN



Dear Partners,

Thank you for giving us an opportunity to serve you, and may you have a successful 2020!.

The half year gone, had its ups and downs but we rode through the storm with your unflinching support. On behalf of ABY, I would like to express our gratitude to all valuable customers – we appreciate your business.

As I look back, it is remarkable how much we have accomplished, amid a period of profound political and economic volatility. Our steadfast dedication towards customer delight, led to a complete revamp of our back-end processes, thereby ensuring that we listen to our customers ever more intently and provide quick & proactive response, timely and efficient delivery.

The supply chain refers to the resources and processes needed to deliver goods and services to a customer. Not surprisingly, the importance of supply chain management is an integral part of most businesses and is essential to company success and customer satisfaction. To leverage synergies, improve overall efficiency, share risks and unlock value, we have consolidated our supply chain across Indonesian and Thailand units. With impeccable internal cross-functional alignment, the new integrated Supply Chain Solution is already helping our business partners reduce their working capital through improved order visibility and faster deliveries leading to customer satisfaction and helps us optimize productivity. Our Supply Chain team will be the fulcrum for ABY & customers.

Over the year, we will further strengthen our processes and most importantly, leverage data analytics to improve planning & decision making. To deliver high quality experience and be an organization that is always there for its customers, ABY in collaboration with technology partners, is developing an online portal for efficient & secure communication across all touchpoints – Enquiry, order booking and management, order tracking, alerts for unforeseen delays, complaint handling, exchange of documentation, invoicing & payments. We endeavor to strengthen our relationship with customers by understanding their needs & challenges and aligning ourselves to ensure their needs are met.

In this crowded competitive space today, what continues to differentiate us is INNOVATION. Our cross-functional teams relentlessly invest resources and time to develop truly fascinating products. The source of innovation at ABY comes from having a deep sense of empathy and I am confident that together, we can do so much more! It would be a privilege to have you with us at our Product Studio in Karawang & Jakarta to take our journey of co-creation and product development to the next level.

We hope that 2020 will bring new business opportunities for us and together, once again, we will achieve new heights.

Upendra Shekhawat
Head Supply Chain ABY



2. ABY SUSTAINABLE INITIATIVE

ORGANIC COTTON YARN

In addition to being one of the most widely grown crops in the world, growing conventional cotton is also one of the most chemical intensive. These chemicals have tremendous impact on the earth's air, water, soil, and the health of people in cotton-growing areas. They are among the most toxic chemicals as classified by the Environmental Protection Agency.

The problem is even worse in developing countries with uninformed consumers, and lack of stable institutions and property rights. In addition to destroying the land, thousands of farmers die from exposure to these chemicals every year. By contrast the non-organic cotton industry is a huge source of global environmental pollution, using almost one quarter of all the world's insecticides and 10% of pesticides, social conditions for cotton growers can be poor, with poverty, health problems and suicide common, and thousands of chemicals are used to turn raw material into clothes, towels, bedding and other items that we put next to our skin every day."

Organic cotton is grown using methods and materials that have a low impact on the environment without the use of toxic and persistent pesticides and synthetic fertilizers. Organic production systems replenish and maintain soil fertility, reduce the use of toxic and persistent pesticides and fertilizers, and build biologically diverse agriculture and the reduced cost of production improves social conditions.

As commitment to ABY Green Initiative, ABY is offering ABY Organic Cotton Yarn a natural, renewable and biodegradable cotton organic yarn certified by **The Global Organic Textile Standard (GOTS)** to verify that organic producers use only methods and materials allowed in organic production.

BENEFITS

1. It's better for the farm environment.
2. It's better for workers in the developing world.
3. It avoids genetically modified cotton.
4. It doesn't use harmful manufacturing chemicals.
5. The end garments are residue free.

"**The Global Organic Textile Standard (GOTS)** is the worldwide leading textile processing standard for organic fibres, including ecological and social criteria, backed up by independent certification of the entire textile supply chain."

"The aim of the standard is to define world-wide recognised requirements that ensure organic status of textiles, from harvesting of the raw materials, through environmentally and socially responsible manufacturing up to labelling in order to provide a credible assurance to the end consumer."

3. ABY PRODUCT



ABY PILBLOC™

ABY Pilbloc Imagine a fabric devoid of pilling even after countless washes? Well, now it's for real. Presenting ABY Pilbloc™ a range of performance, anti pill acrylic yarn known for its softness and unique hand-feel. Pilbloc™ resists pilling over repeated use and washing. As a result, it slows down the ageing process of the apparel. This is why knitwear and other apparel woven out of ABY Pilbloc™ look as good as new after every wash. Fabric made from Pilbloc™ resists pilling throughout its lifetime. What's more, Pilbloc™ blends quite easily with other fibres as well and enhances their pill performance. Garments made with Pilbloc™ have cashmere feel, vibrant colours, bright and natural luster, excellent wash and easy care aesthetics.



ABY AMICORE™

ABY Amicore™ is performance, acrylic yarn which use one of the most premium anti-microbial fibre brands in the world. Amicore™ brand anti-bacterial and anti-fungal performance fibres provide effective and durable microbial control across all textile materials. The growth of microbes in textiles causes odour-problems and allergies. ABY Amicore™ protects the textile material from these microbes and helps in preventing allergy and infections caused by some of these bacteria and fungi. Amicore™ brand is endorsed by a number of internationally renowned certifying authorities like the British Allergy Foundation, Allergy Seal of Approval, Red Cross Hospital Barcelona and a measurable benchmark from the World Health Organization, which makes Amicore™ the best choice for consumers.



ABY TROPIX™

ABY presenting Tropix™ from Birlacrill™ as cotton-look and cotton-touch value added acrylic. ABY Tropix™ can be spun as 100% or can be blended with other kinds of cotton, polyester and viscose. By using ABY Tropix™ one can ensure yarn or the garment to look like cotton, feel like cotton but having better and brighter dyed shade compared to cotton made articles. The garment from Tropix™ would be lighter in weight, easy to dry and easy to use. The product is highly useful in summer sweater, dress material and furnishing cloth, bed cover/table cover, socks, etc.

4. INTRODUCING NEW CHIEF MARKETING OFFICER

Mr. Anupam Dikshit



Dear Colleagues,

We are pleased to share the joining of Mr. Anupam Dikshit in the Textile Businesses as Chief Marketing Officer – Overseas Spinning w.e.f. 22nd July. Anupam will be based at Jakarta, Indonesia. In this role, Anupam would be responsible for formulating and leading global sales, marketing of new products and overall marketing strategies for Overseas Spinning Business. This will include developing strategic marketing and promotion plans to achieve global targeted sales and profit objectives at (ABY) through existing as well as new markets/customers/segments/channels.

He will also be responsible for Business. Sustainability & Growth, Brand Management & Promotion, Commercial Strategy of Yarn Sales, Market Research & Intelligence, Customer Satisfaction, Front end Innovation and Customer Value Creation, New Product Development and People Development. Anupam is passionate about Sports and likes to catch up on news around the world. In his spare time, he enjoys listening to music and currently wants to focus on reading non-fiction books. He hails from Lucknow City in Uttar Pradesh, India.

Please join me in welcoming Anupam and wishing him all the success in his new assignment. He can be reached at anupam.dikshit@adityabirla.com

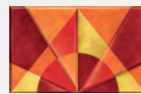
ABY participation in :

CLOUD OF FASHION
**PREMIÈRE
VISION**
PARIS
BOOTH
No. **6E50**
SEPT 2019 ,17th -19th

**CHINA
YARN EXPO**
SPRING AUTUMN
BOOTH
No. **8.2-F56**
SEPT 2019 ,25th -27th

5.
**ABY
GALLERY**





ADITYA BIRLA GROUP

ABY[™]

We spin excellence

6. INVITATION

We cordially invite you to visit at our booth **No.D30** and we will appreciate your confirmation on convenient date and time to schedule the meeting during the show.

techtextil

INDIA

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NOVEMBER 2019

YOUR PARTNER IN
TECHNICAL TEXTILE

**D30, Hall 4,
BOMBAY
EXHIBITION CENTRE
Mumbai**

