



## MESSAGE FROM PRESIDENT & CMO

Dear Valued Customers

It is my pleasure to talk to you again through this edition of our news letter.

We are pleased to highlight our capabilities to produce various performance yarns that ABY™ can offer to the customers. We are also now offering the dope dyed OE yarns in solid black and black melange in 100% Viscose from Indo Liberty. We also offer black dope dyed RS yarns in 100% Polyester, 100% Viscose, Poly Viscose and dyed acrylic from Indo Thai Synthetics and Indo Phil Textiles. We can also now offer 100% Polyester & TR yarns in MVS, Compact as well as Siro Compact from Elegant Textiles.

We have received good response from the customers during Premier Vision (Paris) and Yarn Expo (Shanghai) and they liked our products. It is your appreciation which encourages us to regularly develop new products to serve you better.

ABY™ has always been customer centric, however we have recently taken a focussed drive to better understand & meet multiple needs of our valued customers. Our newly launched project 'Mission Happiness' will help us to get more closer to you.

We always seek your valuable feedback and thank you very much for your continuous support.

Best Regards,

**Kapil K Agarwal**

President & Chief Marketing Officer

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## ADITYA BIRLA YARN (ABY™)

### INDONESIA

- ▶ PT Indo Liberty Textiles
- ▶ PT Elegant Textile Industry
- ▶ PT Sunrise Bumi Textiles

### Thailand

- ▶ Indo Thai Synthetics Limited

### Philippines

- ▶ Indo Phil Textile Mills, Inc.

Total Annual Production -  
170,000 MT in large variety of  
yarns covering all the 3 spinning  
technology - RS, OE & Vortex.

## MESSAGE FROM WORKS HEAD

At PT Elegant Textiles, we are now offering MVS yarns with fibres like Polyester & TR from earlier offer of only Viscose yarn.

Here, we have created a dedicated resource to produce Compact & Siro Compact yarns in TR and Polyester adding flexibility for us to meet the customer's requirements.

We have also created additional facility to produce multifold yarns with increased capacity of 150T / month from earlier 60-70 T / month. This will help us to meet the customer's requirements with overall Lead time reduction.

Our team is very enthusiastic in delivering their 100% efforts to serve all their customers.

Best Regards,

**Nirdosh Kumar Singh**

Works Head - PT Elegant Textiles

## NEW INITIATIVES

### CORE SPUN YARNS

ABY™ produces core spun yarns - core of the yarn with Spandex (as per requirement) covered by Cotton, Cotton / Poly, Poly / Viscose and Poly.

This type of yarns are widely used for denim end use applications. Spandex core gives a stretch effect, making garment suitable for skin fitting, dimensionally stable and stretchable over repeat washes, good moisture absorbency properties. It is also used in bi-stretch for denim.

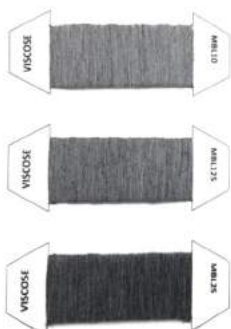
Cotton CSY is good in moisture absorbency.

USP	Possible Composition
<ul style="list-style-type: none"> <li>▶ Super Stretch and Good Recovery Property</li> <li>▶ Moisture Absorption</li> <li>▶ Fit to Body</li> </ul>	<ul style="list-style-type: none"> <li>▶ Cotton / Spandex</li> <li>▶ Cotton / Poly / Spandex</li> <li>▶ Poly / Spandex</li> </ul>
Count Range	Applications
<ul style="list-style-type: none"> <li>▶ Ne 8 to Ne 20</li> </ul>	<ul style="list-style-type: none"> <li>▶ For Denim Garments</li> </ul>

## OPEN END - DOPE DYED



MELANGE  
SHADE CARD



MELANGE  
SHADE CARD



- ▶ Successful start of Viscose Open End Dyed yarn production at Indo Liberty Textiles for colours like Black & Melange to begin with.
- ▶ Now ABY™ can supply dope dyed yarns in 100% Viscose initially with different melange shade combinations.
- ▶ Soon, ABY™ will supply dyed yarns in 100% Cotton, Viscose / Cotton as well as Polyester / Cotton composition also.
- ▶ **Yarn Count Range : Ne 7 - Ne 34.**

# ABY™ PERFORMANCE YARNS

To offer innovative products to the customers, ABY™ is working very closely with all the leading performance fibre suppliers. These yarns are available with flexibility of different fibre composition as well as variety of yarn counts @ ABY™.



## COOLMAX®

Yarn produced from speciality fibres having cooling & drying performance characteristics. Most suitable yarn to meet performance needs in the end product.

Composition	Count Range	Applications
<ul style="list-style-type: none"> <li>▶ 100% Coolmax®</li> <li>▶ Cotton Coolmax® (50 / 50)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Ne 10 to Ne 30</li> </ul>	<ul style="list-style-type: none"> <li>▶ Activewear</li> <li>▶ Denimwear</li> <li>▶ Socks</li> <li>▶ Outdoor Apparel</li> </ul>

## THERMOLITE®

Yarn produced from speciality fibres that provide warmth & comfort without weight. Apparel made out of this fibre / yarn keeps user warm & dry. Suitable for cold weather.

Composition
<ul style="list-style-type: none"> <li>▶ 100% Thermolite®</li> <li>▶ Cotton Thermolite® (50 / 50)</li> </ul>

Count Range
<ul style="list-style-type: none"> <li>▶ Ne 10 to Ne 30</li> </ul>

Applications
<ul style="list-style-type: none"> <li>▶ Activewear</li> <li>▶ Socks</li> <li>▶ Outdoor Apparel</li> </ul>



## ANTIMICROBIAL

ABY offers variety of antimicrobial products which offers protection against a broad spectrum of bacteria and can withstand up to 100 laundings.

Composition	Application
<ul style="list-style-type: none"> <li>▶ Antimicrobial Acrylic(Amicor™) in blends with Modal, Viscose, Cotton.</li> <li>▶ Antimicrobial Polyester - 100% or in blends with Polyester, Cotton, Viscose.</li> <li>▶ Chitosan Viscose - 100% or in blends with Polyester, Cotton &amp; Viscose as well.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Innerwear</li> <li>▶ Infant &amp; Kidswear</li> <li>▶ sweatshirts</li> <li>▶ Hospital textiles etc</li> </ul>
	Count Range
	<ul style="list-style-type: none"> <li>▶ Ne 10 to Ne 30</li> </ul>

## LUMINESCENT

Luminous in line with the use of textile, environmental protection requirements, can be widely used in specific day to day ends uses.

Composition
<ul style="list-style-type: none"> <li>▶ Luminiscent Polyester / Polyester (50 / 50)</li> <li>▶ Luminiscent Polyester / Viscose (50 / 50)</li> </ul>
Count Range
<ul style="list-style-type: none"> <li>▶ Ne 10 to Ne 30</li> </ul>

Application
<ul style="list-style-type: none"> <li>▶ Night Operations</li> <li>▶ Fire Emergency</li> <li>▶ Construction and Decoration</li> <li>▶ Transportation</li> <li>▶ Entertainment Clothing</li> </ul>



Coolmax® & Thermolite® are registered trademark of Invista™.

# TRADE FAIR PARTICIPATION



## PREMIERE VISION

PARIS, 19-21 September 2017

- ▶ Premiere Vision, Paris is a good platform for ABY™ to enhance our presence for Europe & Turkey market. It gives opportunity to ABY™ to meet all the existing customers from this region to show case our newly developed products under one roof and at the same time meet the customers who are visiting the fair from all over the world.
- ▶ Participating in this fair always serves purpose of reaching one step closer to our customers who are visiting the fair regularly.
- ▶ **ABY™ participates regularly in Premiere Vision, Paris.**



## YARN EXPO

Shanghai, 11-13 October 2017

- ▶ Yarn Expo, Shanghai is a good platform for company like ABY™ to enhance the visibility of our company as well as our products. It gives us good exposure to the new customers all over the world who are visiting this fair in search of new & innovative products.
- ▶ The wide & deeper product basket of ABY™ serves as a one stop solution for customers.
- ▶ **ABY™ participates regularly in Yarn Expo, Shanghai.**



# SUSTAINABILITY @ ABY™

- ▶ We endeavour to become a leading industry benchmark for sustainability processes and performance by 2020.
- ▶ Apart from using sustainable raw materials like Recycle Polyester and BCI cotton, as a part of our sustainable drive, we are recycling the soft waste generated to produce Open End yarns.
- ▶ We use plastic cones of recycle material – approx 10% - of our total usage.
- ▶ We follow rain water harvesting system for water usage in our humidification plant.

## High Index Score % (Environment Module)

- ▶ PT Sunrise Bumi Textiles - 83
  - ▶ PT Elegant Textiles - 83
  - ▶ PT Indo Liberty Textiles - 72
- \*2015 - 2016

## CUSTOMER CENTRICITY

In 2017 ABY™ has taken various initiatives to reach closer to its customers. Some of the initiatives are external and some are internal. These initiatives will help all ABY™ customer base to experience a new level of service and improvement in overall efficiency which will enable the customer to feel happy about its association with ABY™.

1. Mission Happiness
2. Hello Bosstomer
3. KAM (Key Account Management)

These initiatives helps us to record all the customer feedback, review it timely, take necessary improvement actions and deliver back to customer to make them happy and feel satisfied.



Toward's its commitment to Green supply, ABY™ can now supply BCI yarn from its PT Sunsrise Bumi Textile unit with full traceability as per BCI guideline.

### Count Range

- ▶ Ne 10 to Ne 40

### BCI Registration No.

- ▶ 1002931

### Composition

- ▶ BCI cotton blend with Polyester
- ▶ Recycle Polyester
- ▶ Modal
- ▶ Linen
- ▶ Viscose

## R&D FACILITIES

- ▶ Spinning Pilot Plant (Ring Spinning)
- ▶ Knitting Pilot Plant (Circular & Flat)
- ▶ Fabric Dyeing & Finishing Plant
- ▶ Garment Sampling Line
- ▶ Design Studio

## ABY™ BRANDED PRODUCTS

- ▶ ABY™ Unifeel
- ▶ ABY™ Style
- ▶ ABY™ Flexo
- ▶ ABY™ Colourlast
- ▶ ABY™ Snow
- ▶ ABY™ Creeper
- ▶ ABY™ Wool Touch
- ▶ ABY™ Glitter

## FEW OF ABY™ VALUE ADDED PRODUCTS

- ▶ Birla Modal
- ▶ Birla Excel
- ▶ Birla Rayon
- ▶ Triblend
- ▶ Linen Blends

## MARKETING HEAD OFFICE

### We welcome your feedback

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