



Birla Cellulose
Fibres from nature



ADITYA BIRLA
CELLULOSIC
FIBRES



Birla Modal™



THE FUTURE OF FASHION

BIRLAMODAL

Birla Modal represents the second generation of regenerated cellulosic fibres offering significantly higher performance & benefits. Birla Modal fibres are **100% plant based**, made from wood pulp, sourced from sustainable managed forests and manufactured in plants that adhere to highest global norms on environmental responsibility.



Fabrics made with Birla Modal are characterized by **flawless drapes, impeccable fit, luxurious softness while being high on resilience & strength.**

Benefits



100% Plant Origin



Safe For Planet



Closed Loop Process



High Wet Modulus



Unmatched Flow



Impeccable Fit & Finish



Moisture Absorption



Soft Feel



Wrinkle Recovery



Longlasting Shine



Skin Friendly



Resilience & Sustainability at the Core

Birla Modal fibres are designed to ensure high quality premium product that can be easily blended with other fibres and deliver softness, fluidity and luxurious touch to any fabric. **Our fibres are produced in units following a closed loop process that are compliant with the highest norms on responsibility.**

Dimensional Stability:

Fabrics made with Birla Modal display high dimensional stability due to the morphological structure which imparts excellent elastic properties.

Moisture Absorption:

Birla Modal absorbs moisture faster than natural fibres. The micropores inside the fabric absorb any water or sweat they come into contact with.



Superior Performance:

High tenacity, wet modulus and elongation, makes fabric last longer with a luxurious look and feel.

Brilliant Colours and Unmatched Lustre:

Perfectly even & deep color deposition, thereby bringing out the natural brilliance.

Resilient Colours with Repeated Wear:

Birla Modal fabrics look new longer than other fabrics. Fabrics are highly resilient to sun bleaching, color bleeding and staining even after repeated washes.

Eco-enhanced Modal

Eco-enhanced Modal is made from pulp procured from sources that are certified by the Forestry Stewardship Council®(FSC®) and follows a stringent protocol that can be tracked across the entire journey from source to the finished garment. Eco-enhanced Modal fibres contain a unique molecular tracer which helps in source verification across the value chain. A complete information on the journey of fibre from forest to fashion is available through a unique **QR Code** which can be made available to the partners conveniently. Our blockchain technology-based tool – **GreenTrack™** is used to trace upward and downward value chain in Eco-enhanced Modal to make an informed decision.



Scan to know more about GreenTrack™


Global Recognition



Product Portfolio

Sustainability Credentials	Modal		Micro Modal*	
	Modal	Eco-enhanced Modal	Micro Modal	Eco-enhanced Micro Modal
FSC®	✓ (Available on-demand)	✓	✓ (Available on-demand)	✓
EU BAT	✓ (Applicable to plants in Vilayat, China and TRC)	✓	✓ (Applicable to plants in Vilayat, China and TRC)	✓
GreenTrack™	--	✓	--	✓
Unique Molecular Tracer	--	✓	--	✓

*Micro Modal fibres are specialized fibres with denier of 0.9 – 1.0.



Our commitment to the environment and to our customers has always been strong. Today, the alignment of values between them is what drives us to bring new and better products to our industry. With our global presence throughout the entire value chain- from plantation to pulp, to fibre and to fashion - we, through our business development platforms, facilitate our value chain partners (spinners, weavers, processors and garmentors) to build business bridges across geographies.



Contact Us

India: BD_India@adityabirla.onmicrosoft.com

Turkey: BD_turkey6907@adityabirla.onmicrosoft.com

Bangladesh: BD_Bangladesh@adityabirla.onmicrosoft.com

China: BD_China@adityabirla.onmicrosoft.com

Indonesia: BD_Indonesia@adityabirla.onmicrosoft.com

USA: BD_USA@adityabirla.onmicrosoft.com

For further information, contact us at www.birlacellulose.com

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