



Birla Cellulose
Fibres from nature



ADITYA BIRLA
CELLULOSIC
FIBRES



Birla ExcelTM



NATURAL EXCELLENCE IN FIBRES

BIRLA EXCEL

The third generation in man-made cellulosic fibre, **Birla Excel, a lyocell fibre is truly environment friendly and is made through a unique closed loop process with 99.7% solvent recovery.**

Excel fibre is produced by using **solvent spinning process** which is entirely different from the viscose and modal processes. There is a direct dissolution of cellulose or pulp in an organic solvent called **N-Methylmorpholine N-oxide (NMMO)** without use of any other chemicals/solvents and hence there are no gaseous emissions from the process.



C L O S E D L O O P P R O C E S S

Exceptional Attributes



100% Plant Origin



Safe For Planet



Strongest
Cellulosic Fibre



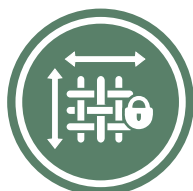
Moisture regain is 2x higher
compared to cotton



Skin Friendly due to its
smooth surface coupled
with high water absorbency



Excellent Lustre &
High Colour Depth



High Dimensional Stability
with wet to dry tenacity



Unique Drape & Fluidity



Breathable

Sustainability is the way forward

Forests, with their high conservation value and high carbon lands are very valuable to our planet. With a focus on forest conservation and bio-diversity, Excel fibres are produced by application of **Globally Benchmarked sustainability practices across the value chain and not only within its manufacturing process.**



Product Portfolio

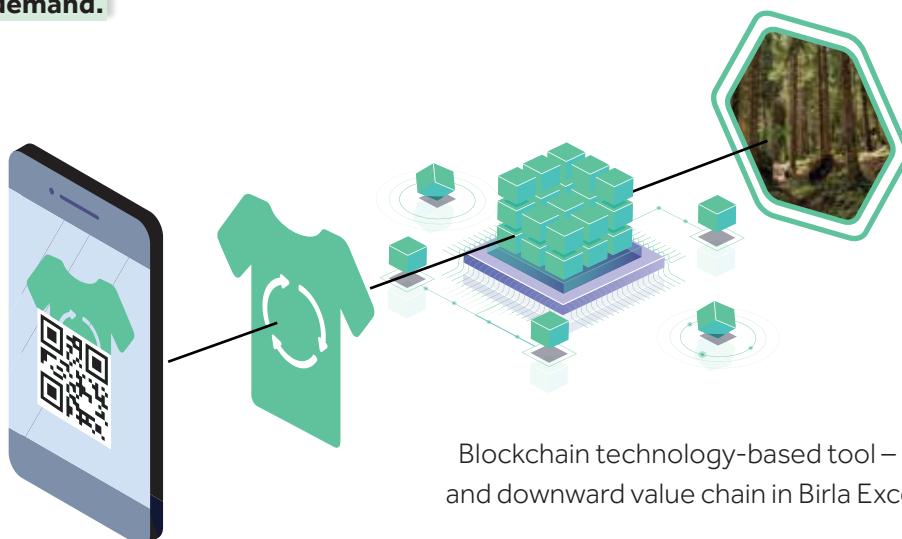
Sustainability Credentials	Excel	EcoExcel
FSC®	--	✓
GreenTrack™	--	✓
Unique Molecular Tracer	--	✓

Global Recognition



Trace the Source


Birla Excel has a unique molecular tracer in its fibre, this tracer 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. **This fibre with the tracer is available on-demand.**



Scan to know more about GreenTrack™

GreenTrack™

Blockchain technology-based tool – GreenTrack™ is used to trace upward and downward value chain in Birla Excel to provide supply chain traceability.



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.



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