



MARKETING NEWSLETTER

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Quick Reads



Innovation through Excel Blends in 100% Cotton Open End Yarn

Birla Cellulose, a pioneer in sustainable textile solutions, is revolutionizing the perception of Open End (OE) yarn with its groundbreaking product, Excel.

[Read more](#)

Birla Cellulose Champions Circular Solutions in Collaboration with Zara and Evrnu

Birla Cellulose, a pioneer in sustainable textile production, is proud to announce its involvement in a groundbreaking circular initiative alongside sustainable clothing manufacturers, Zara and Evrnu.

[Read more](#)



Liva by Birla Cellulose: A Catalyst for Change in the Handloom Sector

Hand-spun and woven handloom fabric have always been integral to India's rich cultural identity. Each state and region has unique handloom weaving designs and crafts passed down through generations.

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Looking beyond the "Made in..." Tag - Telling Consumers the True Story

In an era where conscious consumerism is on the rise, it is crucial for brands to provide transparency and accountability in their value chain networks.

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Event Wrap-up



Premiere Vision Paris: 4th July – 6th July 2023

PV Paris was a key opportunity for Birla Cellulose to showcase itself as a leading provider of sustainable and circular fibre solutions. Despite lower footfall due to local unrest, the opportunity was utilized to strengthen connections with clients and highlighted consumer acceptance of products like Livaeco over the past year.

Yarnex 23rd Edition, Delhi Exhibition: 6th July – 8th July 2023

Birla Cellulose had a successful presence at Yarnex, which was inaugurated by Mr. Nitin Prasad (MD, PVH Supply) and Mr. Shirish Srivastava (Head Sourcing Puma). With 350+ exhibitors and 220+ customer footfalls, the event showcased Liva's newly launched SS24 Collection, Men's Collection and Baranazi Collection. All of them receiving positive feedback from the attendees. Key customers like W, V Mart, Mafatlal, and others visited the stall. The event was also graced by a panel discussion by Mr. ManMohan Singh at the DYCHEM Show.



CMAI, Mumbai Exhibition: 18th July – 21th July 2023

CMAI organized its 75th National Garment Fair in July 2022, featuring 869 exhibitors and 1096 brands. Being a premium CMAI member, Birla Cellulose showcased their sustainable and innovative fabric solutions at the exhibition. The theme of their stall was based on sustainability and specialty products, featuring collaborations with four partners leading to captivating 520+ customers and generating over 200 inquiries along with 2-3 Lac meters of orders, strengthening Birla Cellulose's domestic business connections.

Intertextile Shanghai Apparel Fabrics Autumn Edition: 28th - 30th August 2023

Intertextile gave Birla Cellulose a chance to engage with prominent global brands like Bestseller, Uniqlo, Target, C&A, PVH, Inditex (Zara), and many more. They also succeeded in garnering interest from over 50 new brands looking for Modal and Modal mix fabrics. A vast value chain of 300+ entities, including garment/fabric/trading companies, showed interest in their range of fibres. Key partners like Wuxi Jinmao Group and Goldtex Group visited the booth, along with over 60 spinners, including Suzhou Zhenlun and Dalian New Material.



Surat Dreams – Noida: 21st - 22nd August 2023

Surat Dreams, a textile industry collaboration, featured a wide fabric range and drew manufacturers from across India. This event facilitated valuable networking for buyers, retailers, and wholesalers. Attendees from India and Bangladesh made it a significant textile business platform. Over 600 participants displayed products, and 15 Liva Partners secured orders for 50,000 sarees during the event.

Hub-meet Highlights



Tanda Hub Meet - 6th June

Attendance: 80 + Value chain Partners - Weavers, Fabric Wholesalers, Yarn Agents.

Product Showcase:

- LIVA Collection SS 24
- Stoles & Dupatta Collection from Erode, Amritsar and Ludhiana hubs
- Specialty Catalogues (Modal, Excel & Spunshades)

Salem Hub Meet - 27th July

Attendance: 180+ Value chain Partners - Weavers, Yarn Dyer and Yarn traders

Key Attendance:

- Sumeet Synthetics, Salem for dyed single and double yarn,
- Local Weavers & Entrepreneurs using Birla Cellulose yarns
- The Chennai Silk (Tirupur),
- Rammyam (Tirupur)
- Sri Pallavi Creations (Bangalore),
- Mahalaxmi Sarees (Chennai),
- SPT Silk (Coimbatore).

Product Showcase:

- LIVA Saree from South - Cotton Excel, 100% Excel loom finished & Tie N Die Printed saree
- Poly Modal Sarees, Nylon Modal Sarees, Kota Modal Sarees, Kota Excel Sarees from South Hub.
- LIVA Sarees from Varanasi, Surat, Bhagalpur, Kolkata, Bhuj etc. -
- Poly Modal, Nylon Viscose, Poly Viscose, Bemberg Modal, Cotton Excel Sarees, Silk Modal, Silk Excel etc.
- Dyed Birla Cellulose yarn catalogues.



Varanasi Hub Meet - 23rd August

Attendance: 100 + Partners (Weavers, Fabric Wholesalers, Yarn Agents), 50+ Students and Faculty Members of IIHT

Product Showcase:

- LIVA Collection SS 24
- Stoles & Dupatta Collection from Erode, Amritsar and Ludhiana hubs
- Specialty Catalogues (Modal & Excel)

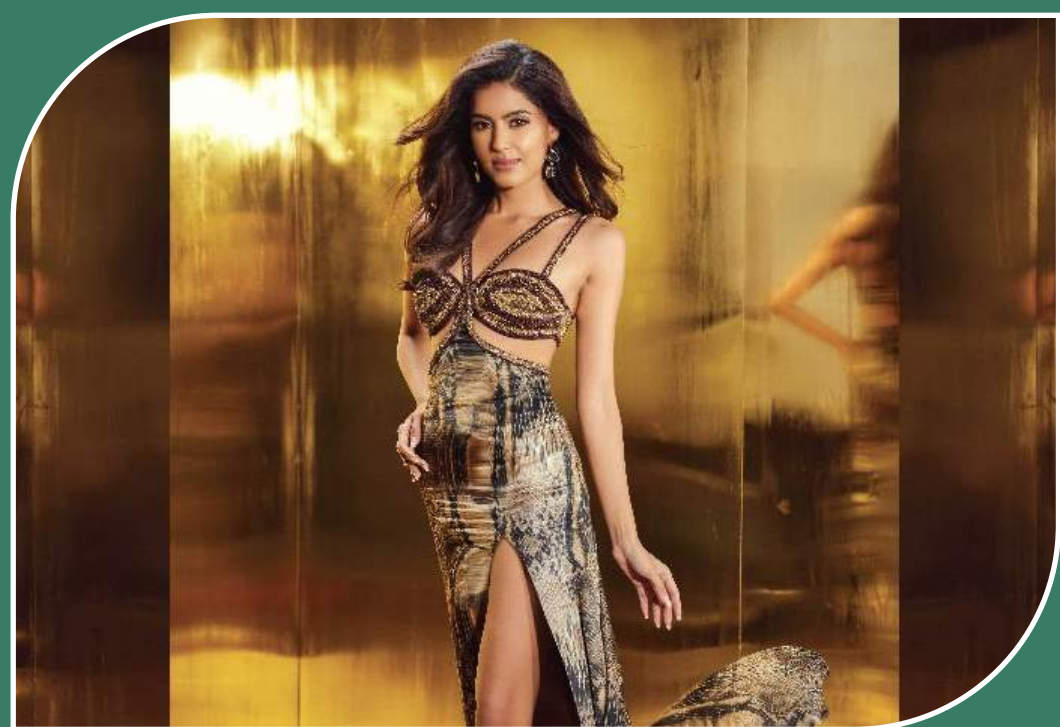
Liva Story



LIVA proudly enters its fourth year of collaboration with the prestigious beauty pageant, **Miss Diva 2023**. The association continues to be a strong reflection of Liva's vision of bridging the gap between sustainability & fashion. The 2023 event takes it a step further, with the central theme of "Naturally Fluid, Naturally You" with natural fabrics being central to all designs.

To build momentum for the event, Liva had launched dedicated consumer engagement campaigns for consumers. **"Diva by Nature"** campaign was launched to get consumers to showcase their practices & interpretations of sustainable fashion **"Miss Popular Choice"** was launched to allow audience to choose for their preferred participant based on performance. Consumers had the opportunity to win exciting prizes, including the grand prize of an all-expenses-paid trip to attend the LIVA Miss Diva 2023 finale.

For the first time, an internal engagement contest, **"Birla Cellulose Sustainability Icon"** was created for all P&F employees, with highest participation from Birla Cellulosic Kharach Unit.



Liva expanded its designer engagement with bringing **Preetii Jain (Label Nirmooha) & Nikhita Mhaisalkar** for creating the pageant costumes. They had successfully used blends of **Livaeco, Reviva, Modal & Excel** to create stunning silhouettes which were widely appreciated. Liva also engaged with a fashion designing college to create capes, seeding the fabric qualities with the young designers.

The 2023 event was a return to a physical event, eliciting participation from across the country. 16 participants were shortlisted for the finale, which saw **Ms Shweta Sarda** being crowned as the Liva Miss Diva 2023. The finale was a glittering event with captivating performances & celebrity attendees. Liva fabrics and their unique properties were showcased with a stunning fabric installation and also prominently spoken about throughout the event.

The campaign had seen the highest ever brand engagement, reflecting the impact & relevance of Liva's communication. The entire journey of the campaign can be viewed on the Official Liva Instagram handle ([Click Here](#))

The full finale is also available for streaming on Jio Cinema ([Click Here](#))



For further information, contact us at www.birlacellulose.com
Email ID: BD_India@adityabirla.onmicrosoft.com

