



ADITYA BIRLA GROUP

ABYTM

Spinning Excellence Since 1969

NEWSLETTER VOL 21 | 2023

ABY CONSCIOUS FASHION

Fashion Developments
with a Purpose



ABYTM Manufacturing Plants :



INDONESIA

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



THAILAND

Indo Thai Synthetics Co. Ltd



GERMANY

Spinnerei
Lampertsmühle GmbH



SLOVAKIA

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THE DESK OF CMO

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- ABY in Istanbul Yarn Fair, June 1st-3rd
 - ABY in Premiere Vision Paris, July 4th-6th
-



MESSAGE FROM THE DESK OF CHIEF MARKETING OFFICER

Dear Readers,

I trust this message finds you in good health. I would like to extend our gratitude and appreciation to all those who have shared their valuable feedback and support in response to our previous newsletter.

I am thrilled to share the 4th edition to our Quarterly Newsletter, Conscious Fashion. As we continue to evolve, we strive to integrate ethical practices into our manufacturing processes. Our dedication to conscious fashion remains unwavering, and we consistently explore innovative ways to minimize our environmental impact and foster a more sustainable future.

In this edition, we are delighted to showcase our Autumn- Winter Collection. We will be highlighting some of our innovative and sustainable products which we have curated for you this season.

ABY Regel, an acrylic fiber crafted from recycled waste, is known for its features of warmth and comfort making it the perfect choice for Autumn and Winter garments, be it woven or knitted.

PBT Delight, a superior core spun yarn technology and novel technology twisted yarn, offers versatility for sweater knits and is well suited for denim range and other woven apparels.

Heat Trap, a product of innovation, combines a special anti-pilling acrylic fiber with viscose, providing warmth and comfort during winter. It makes an excellent option for winter innerwear and base layer.

ReQutun, known for its superior strength and durability, is manufactured through a sustainable closed- loop process of recycled cotton blended yarns, making it an ideal choice for knitted and woven apparel.

Wool Touch, an exclusive blend of special viscose and polyester fiber, offers inherent durability, a soft and comfortable touch, and easy care, making it a perfect companion for the winter season.

EcoHairy, combines Radianza gel-dyed acrylic with special viscose fiber. Its warmth, softness and wool- like texture make it a great option for winter sweaters.

We are also thrilled to share that we participated in Premiere Vision Paris, Istanbul Yarn Fair and did a customer meet in Thailand in the past few months. We express our gratitude to all those who visited our booths and extend a warm welcome to our new customers.

Thank you once again for being a continuous business partner and an integral part of our community. We are constantly dedicated to delivering the highest quality fashionable products with a conscious mindset.

Thank you.
Warm regards,
Anupam Dikshit
Chief Marketing Officer
Aditya Birla Yarn (ABY™)

Aditya Birla Yarn

AW 24

COLLECTION LAUNCH

WINTER HUES

Embracing Innovation and Sustainability: Introducing our A/W Collection for the Conscious Generation Z.

We are thrilled to present our Autumn- Winter Collection, designed with inspiration from innovation and sustainability. We have created a line that caters to the conscious Generation Z, known for their commitment to making a positive impact on the world. By infusing modern trends with classic designs, we have crafted a collection that resonates with their values and style preferences.

Drawing inspiration from timeless silhouettes, our collection showcases a harmonious blend of winter colours that evoke a sense of warmth and comfort. We believe that fashion should be a source of solace and inspiration, especially as we transition from the challenging times of the post-COVID era into a brighter, more optimistic future.



Themed as “Winter Hues”, ABY’s Autumn/Winter 24-25 collection encapsulates the essence of the season, celebrating the beauty of nature’s colours and yarn structures. With every piece, we aim to capture the serenity that winter brings, while simultaneously incorporating innovative and sustainable practices.

At the heart of our collection lies our unwavering commitment to responsible product development and manufacturing. We have carefully selected yarns that are consciously chosen, reflecting our dedication to preserving the environment and supporting sustainable practices. By prioritizing research and understanding today’s needs, this collection embodies our vision for a greener future.

Our Autumn – Winter Collection serves as a testament to our belief that fashion can be both forward- thinking and sustainable. Through responsible manufacturing and conscious choices, we strive to contribute to the well- being of our planet.





ABY™ PBT DELIGHT

Consistent Innovation is a constant at ABY and the launch of PBT Delight Yarns is yet another proof of our continuous quest for developing new products which are built on the principles of Innovation & Consumer delight. These uniquely designed PBT Delight yarns from ABY are offered in Superior Core Spun Yarn Technology as well as the Novel-technology Twisted yarns.

The diversified possibilities of making special PBT filament at Core in combination with staple fibre blends on sheath of the yarn showcases ABY's flexible and state-of-the-art production infrastructure. These yarns recommended for Sweater knits are gaining popularity and preferred by all fashion brands globally.

PBT Filament yarns twisted with spun yarns is yet another range of product under ABY's PBT Delight yarns. Latest in demand, these twisted yarns are suitable for your Denim range along with various other woven apparels.

UNLEASH
YOUR CREATIVITY,
EMBRACE UNRIVALED
QUALITY WITH
**UNMATCHED
VERSATILITY**

FEATURES

- Softness
- Stretch & Shape Recovery
- Flexibility
- Easy Care

APPLICATION

- Denim
- Sweater
- Sweatshirt / Hoodies
- Pullovers

PRODUCT RANGE

Composition	Count Range
Blends of PBT & Rayon	10/2s - 30/2s
Blends of PBT & Rayon & Nylon	10/2s - 30/2s
Blends of PBT & Acrylic	10/2s - 30/2s
Blends of PBT & Acrylic & Rayon	10/2s - 30/2s

ABY™ REGEL

Regel™ fibre is an attempt to solve the problem of “waste generation & waste management” in our industry that has been highlighted by a process of extensive feedback from brands, retailer and our value chain customers.

Regel™ is an acrylic fibre that is made by recycling acrylic waste. Regel™ fibre is an Oeko-Tex and GRS certified acrylic fibre, manufactured with an authentic and intimate chemical recycling process which ensures that it has similar features and benefits as conventional acrylic fibre like warmth, comfort and vibrant shades.

FEATURES

- Acrylic fibre made by recycling waste
- Thermal comfort
- Natural Hand-feel
- Vibrant Shades
- Traceability

APPLICATION

- Woven and Knitted Apparel

PRODUCT RANGE

Composition	Count Range
Regel Acrylic 100%	Ne 10s - Ne 40s
Regel Acrylic / Viscose blends	Ne 10s - Ne 40s
Regel Acrylic / Modal blends	Ne 10s - Ne 40s
Regel Acrylic / Cotton blends	Ne 10s - Ne 40s
Regel Acrylic / Poly blends	Ne 10s - Ne 40s

GREENER FUTURE

THE PIONEERING YARN
MADE WITH ACRYLIC FIBER HAVING

75% RECYCLED CONTENT



**WHERE
COMFORT
MEETS
PERFORMANCE**
FOR A WINTER LIKE NEVER BEFORE



ABY™ HEAT TRAP

ABY™ Heat Trap is yet another innovative solution at Aditya Birla Yarn in which special anti-pilling micro denier acrylic fibre blends with fibres like viscose, modal or excel, generates heat and keeps the wearer warm and comfortable in bitter winter cold. ABY™ Heat Trap Yarns have relatively low heat conductivity compared with cotton blended yarns and keeps you warm. They are made up of fibres finer than cashmere, Egyptian cotton and feels very soft and smooth to touch. Fabrics made with these yarns can be dyed with vibrant & lustrous colours and are suitable to develop comfortable and smooth fabrics.

FEATURES

- Light weight heat retaining thermals
- Bright colors
- Ultimate soft and smooth touch
- Anti Pilling

APPLICATION

- Innerwear and Base Layer
- Thermal Underwear
- Sweaters and Scarves
- Socks
- T-shirts and Tops

PRODUCT RANGE

Composition	Count Range
Blends of Special Acrylic & Viscose	10s - 40s
Blends of Special Acrylic with Micro Modal	10s - 40s
Blends of Special Acrylic with Modal	10s - 40s
Blends of Special Acrylic with Excel	10s - 40s

ABY™ REQUTUN

Be it Less-consumption, re-using an old article or making conscious buying decisions for a new textile article, Millennials and Gen-Z wants to create a balance in the ecosystem in their own way but with the common objective of ensuring that our planet Earth remains safe and livable for our future generations. Consumer today understands the importance of buying an environment-friendly product. It is the need of the hour to shift from our linear approach of "Make, Sell & Dispose" to a circular approach of "Reduce, Re-use, Repair, Re-cycle and Share".

ABY™ works on the same principles and hence we have adopted Sustainability as a part of our DNA at Aditya Birla Yarn. Our latest development of ABY™ ReQutun yarns showcases our commitment towards our drive for closing the loop of lifecycle of a product.

ReQutun yarns are the recycled cotton blended yarns and a reflection of ABY's yet another progressive step of minimizing waste generation by re-using cotton waste. The recycled cotton is majorly the pre-consumer waste and includes the scraps created by yarn and fabric by-products. This also helps in diverting such cotton waste from going into land-fills and hence reducing the impact of discarded waste products on environment.

FEATURES

- Soft handle
- Superior strength
- Breathable
- Durable

APPLICATION

- Woven and Knitted Apparel
- Home Textiles

PRODUCT RANGE

Composition	Count Range
Cotton / Recycled Cotton Melange	10s - 30s
Cotton / Recycled Cotton	10s - 30s
Cotton / Recycled Cotton / Recycled Poly Triblend	10s - 30s

INSPIRE CHANGE
THROUGH
ECO-FRIENDLY
RECYCLED
COTTON
YARNS

ABY™ WOOL TOUCH

ABY™ Wool Touch Yarns are an exclusive blend of special viscose and polyester fibers. They mimic the appearance and feel of real wool yarn without using any animal fibers and they give the fabrics the drape and finish like wool. At a first glance these type of yarns are hard to differentiate from original wool, even to trained eye.

They have inherent durability quality & are perfect for high mileage wear all day garments and they provide warmth and softness that you won't be able to keep your hands off. Wonderfully soft and available in a range of fashionable effects.

FEATURES

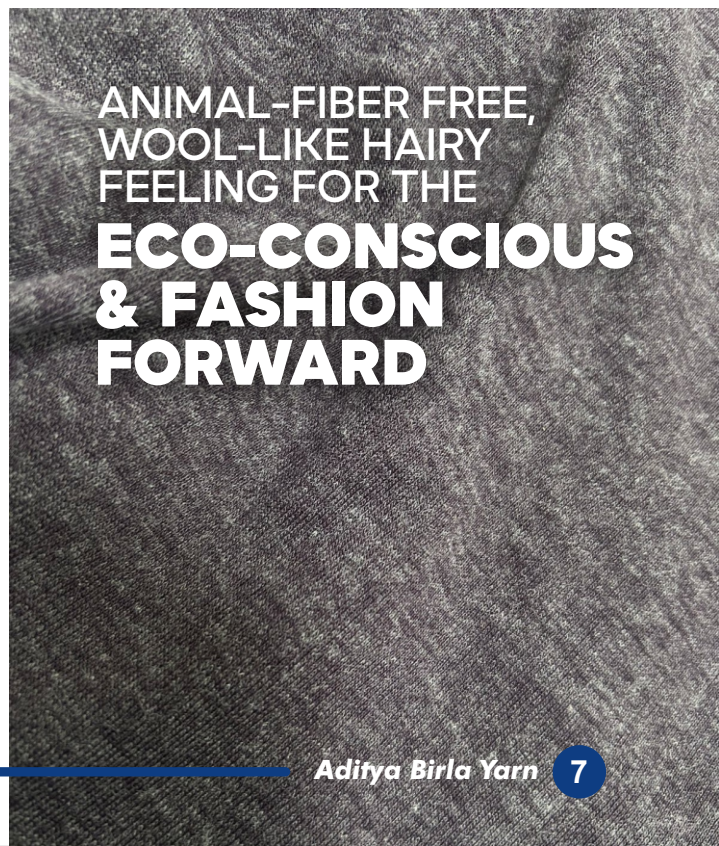
- Unique blend
- Appealing wool like hairy effect
- Soft and comfortable
- Easy care

APPLICATION

- Knit Apparel

PRODUCT RANGE

Composition	Count Range
65% Polyester - 35% Viscose	Ne 10/1 to 24/1
80% Polyester - 20% Viscose	Ne 10/1 to 30/1



ABY™ ECO HAIRY

ABY™ Eco Hairy yarns have an appealing hairy effect like wool without using any animal fibres. They are an exclusive blend of Radianza™ gel dyed acrylic and special viscose fibres. Fabrics made out these yarns do not need subsequent dyeing & thus savings in energy & water, low production lead time and less effluent load. They provide warmth and softness that you won't be able to keep your hand off. Multiple fashionable styles can be created by using different gel dyed acrylic fibres.



EMBRACE
WARMTH & STYLE
WITH A
FASHIONABLE
HAIRY TWIST

FEATURES

- Hairy Effect as Natural wool
- Keep you warm
- Comfortable to skin
- Excellent color fastness
- Sustainable & Eco-friendly

APPLICATION

- Ladies Top & T-shirts
- Winter Cap
- Shawls
- Sweater
- Sweatshirts

PRODUCT RANGE

Composition

Radianza™ Black Acrylic 85% Special Viscose 15%

Radianza™ Brown Acrylic 85% Special Viscose 15%

Count Range

10s - 30s

10s - 30s



Aditya Birla Yarn Becomes

FUTURE READY

CONTENTS:

- 1 100% Renewable Energy Powered-
PT. Elegant Textile Industry
- 2 Green Solar Power at
Indo Thai Synthetics Co. Ltd

RENEWABLE ENERGY AT PT ELEGANT TEXTILE INDUSTRY

Aditya Birla becomes future-ready! We celebrate a significant achievement in our green journey as we proudly announce that PT Elegant Textile Industry, one of our flagship production units in Indonesia, now meets 100% of its power requirements through renewable energy sources.

We are on a green journey and this new milestone is just one step towards our group's goals of becoming a net carbon-neutral organization, reducing our carbon footprint, and ensure responsible manufacturing practices to build a sustainable and greener world



**555,000 +
TONNES**

of CO₂ emissions reduced by using Renewable Energy in last 6 years (from FY 2018 to FY 2023) under our "Target Carbon Neutral Program"



**746,000 +
MEGAWATT**

units of electricity consumed by ABY during FY 2018 to FY2023 is generated by Renewable Hydro Power



**75% + REDUCTION
IN GHG EMISSIONS**

achieved in FY 23 (over the base year of FY 18)



**100% RENEWABLE
ENERGY POWERED UNIT**

Under our "Target Carbon Neutral Program"



GREEN SOLAR POWER AT INDO-THAI SYNTHETICS

ABY takes another momentous step towards the future, embracing sustainable practices and responsible manufacturing with a commitment to reducing our environmental impact. We are proud to have started utilizing solar power in our unit, Indo-Thai synthetics in Thailand.

Established in 1969, Indo-Thai synthetics is the first yarn manufacturing unit of ABY and we are thrilled to walk this path of sustainability along with our dedicated team in Thailand.

**Aditya Birla Yarn
proud to be a:**

SOLAR ENERGY POWERED UNIT

Under our "Target Carbon
Neutral Program"

6000 + TONNES

of CO_{2e} emissions reduced
by using Solar Power since
August 2020 till April 2023

12,000,000 + UNITS

of green solar electricity by
ABY since August 2020 till
April 2023





Aditya Birla Yarn 2023 Participations & Collaborations



19th ISTANBUL YARN FAIR 2023

Istanbul 19th Yarn Fair was held at the Tuyap Fair Convention and Congress Center in Istanbul. We, Aditya Birla Yarn are delighted to have participated in this exhibition from 1st to 3rd of June. We had the opportunity to showcase our range of products. Among the highlights of our collection were Regel, PBT Delight, Heat Trap, Ecopoly, Regutun and many more. Each of these collection we thoughtfully crafted to provide the different quality, style and functionality, catering to diverse preferences and needs.





PREMIÈREVISION PARIS

Established in 1973, Premiere Vision Paris is an annual trade show that serves as a significant gathering for creatives and professionals in the fashion industry. We at Aditya Birla Yarn are delighted to have participated in this exhibition from 4th-6th which was held at Paris Nord Villepinte Exhibition Centre.

We had the opportunity to showcase our Autumn- Winter collection launch. Some of our key products that were highlighted during the show were Regel, PBT Delight, Heat Trap, Ecopoly, Requtun and many more. Each of these collection we thoughtfully crafted to provide the different quality, style and functionality.





FEATURES



Durable



Environmentally
Safe



Sustainable

ABY Eco Poly

Powered by: **CiCLO**[®]
SUSTAINABLE TEXTILE TECHNOLOGY

We are pleased to kick-start our partnership with CiCLO[®] Textiles as the preferred partner to manufacture and offer truly sustainable EcoPoly spun yarns powered by CiCLO[®] polyester which is designed to reduce micro- plastic pollution.

CiCLO[®] polyester fibres behave more like natural fibres if they end up as pollutants in the environment. Conventional polyester persists indefinitely, but microorganisms in sea water, soil, landfill and wastewater treatment plants can break down CiCLO[®] polyester, leaving behind only natural element.