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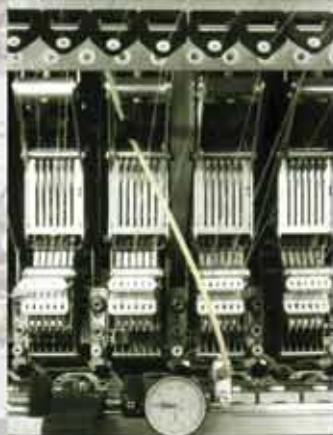
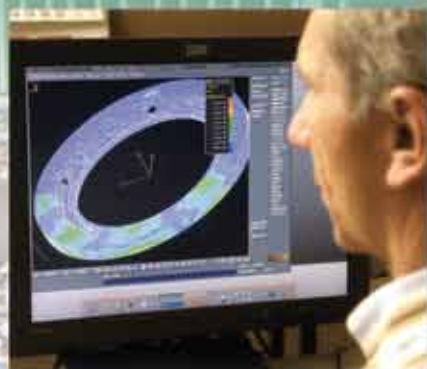
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Editorial

Sharma's cautious optimism

The export scenario is really grim, with overall exports from the country registering the sharpest fall of 14.8 per cent in the last three years at \$22.4 billion in July, rendering it extremely difficult to achieve the \$350 billion export target fixed for the current year. There has been a distinct fall in overseas demand for Indian products in general, particularly US and European enquiries for traditional textile products. The situation will deteriorate further in view of the uncertainties gripping the individual economies across the world, faced as they are with the worst-ever

industrial slowdown. This has caused widespread concern among industry circles. However, Mr. Anand Sharma, Minister for Commerce & Industry and Textiles, remains unfazed and has rightly predicted a turnaround in India's exports, especially textiles, after September-October. This optimism is based on the fact that textile exports for 2011-12 at \$34 billion easily exceeded the target of \$33 billion originally fixed.

This line of thinking must have influenced the Ministry to revise the export target for textile products for 2012-13 at \$40.50 billion against \$38.37 billion fixed earlier. As part of its export drive, the Government has also announced special incentives for the textile & garment sector, including those for exports to focus markets and exports of focus products. The comprehensive package covers financial assistance to textile exporters under the Market Development Assistance Scheme and the Market Access Initiative Scheme for enhancing the share in the existing markets as well as those unexplored so far.

Of far greater significance are the ongoing rescheduling of bank loans to the textile sector worth Rs. 35,000 crores and the recommended allocation of Rs. 15,886 crores for the Textile Upgradation Funds Scheme (TUFFS) in the 12th Plan. While the recast of loans, the biggest-ever so far, will provide the much-needed relief for the crisis-ridden textile mills, the funds for technology upgradation will help the industry keep pace with the modernisation trends worldwide. The ultimate objective, as has been repeatedly emphasised by Mr. Sharma, is to restore the ailing textile industry to health as speedily as possible.



R. Natarajan,
Managing Editor & Publisher

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Rs. 36,000-cr. loans to be restructured

The Government has issued directions to banks for restructuring of textile industry loans on a case-by-case basis in accordance with the Reserve Bank of India's prudential guidelines on restructuring of advances by banks.

Bank of Baroda Capital Market has, in its assessment report on stress in the textile industry, has estimated that the total fund based credit (including TUFs) extended to the textile industry was at Rs. 155,809 crores. With the addition of the estimated non-fund credit of Rs. 15,542 crores, the total exposure of banks to the textile industry amounts to Rs. 171,351 crores.

On the basis of revenues and cost projection of 303 companies for FY 12, Bank of Baroda Capital Market Ltd. has arrived at an EBIT of Rs.

13,311 crores. On that EBIT, there is a deficit to the tune of 25.8 per cent (or Rs. 4,630 crores) on a debt + interest payable of Rs. 17,942 crores per year.

On this basis, it is expected that the outstanding debt at the end of FY12 should be Rs. 100,617 crores, of which 25.8 per cent

needs to be rescheduled. This works out to Rs. 25,967 crores, and if another Rs. 10,000 crores is to be added, which would be the loss in value of the inventory, the total loans that need to be restructured should be about Rs. 36,000 crores.

The restructuring by banks under RBI's extant guidelines is to be completed in 90 days after the applications are submitted in the prescribed formats to banks.

A meeting on debt restructuring was chaired by the then Finance Minister where the following decisions were taken:

- The detailed study and the restructuring proposal by Bank of Baroda Capital Markets may be forwarded to the Reserve Bank for its consideration
- Individual banks will provide a window for restructuring of loans for textiles industry on a case-by-case basis
- The Administrative Ministry will mobilize the industry to formulate the case-by-case restructuring proposals
- An inter-ministerial group of officers may be constituted to help the industry sort out issues.

The study report was forwarded to RBI which, in its response on June 29, said:

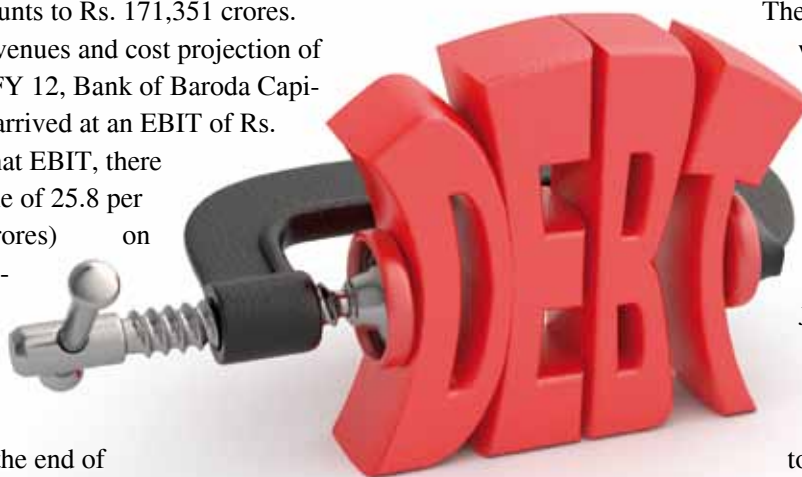
- (i) The case for asset classification benefit on second restructuring is not justified
- (ii) The concession sought on provisioning is not acceded to, as provisioning is the first defence against

expected losses

- (iii) RBI has expressed its 'no objection' to moratorium on repayment of principal amounts and conversion of working capital into working capital term loans repayable over a period of 3-5 years.

In pursuance of the RBI advice, the Ministry of Finance has issued directions to banks to create a special window for textile industry debt restructuring on case-by-case basis.

A group of officers was constituted by Government on June 13 to co-ordinate with banks and the textile industry for restructuring of loans. ♦





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Cotton yarn exports projected to rise by 11% this year

India's cotton yarn exports are projected to rise 11 per cent to 920 million kg. in the current financial year. The Cotton Yarn Advisory Board (CYAB) has reportedly forecast a 12 per cent rise in cotton yarn production to 3,500 million kg. On the other hand, consumption by powerloom and hosiery units is expected to come down, resulting in a decline in overall domestic demand. Further, the liquidity crunch in the textile sector is said to be worsening the situation. In fact, more than half of the total demand for cotton yarn is accounted for by powerloom and hosiery units.

Reports add that demand for garments has been lower than expected due to the global economic slowdown. This is said to be affecting domestic consumption. Data are quoted to show that the country's apparel shipments inched up by just 1.5 per cent to \$1.28 billion in February, the third worst monthly performance in 2011-12, as the crisis in Europe intensified. Apparel exports between April 2011 and February 2012, however, rose 19 per cent to \$12.14 billion, due to an initial pick-up and a 16 per cent depreciation of the rupee against the dollar that made overseas dispatches more remunerative. Apparel exports account for nearly half of the total shipments by the textile and garment industry.

It is stated that mills were caught off guard by a fall in local yarn prices last year after they had bought their main raw material, cotton at record high prices following a global shortage and large volumes of exports. They could not sell yarn locally at a profit, nor could they ship out products due to poor demand as well as export restrictions, resulting in huge losses.

To prop up the cash-starved textiles sector, the Commerce and Textile Minister had taken up the matter with the Prime Minister and the Finance Minister in November for restructuring of loans as well as interest subsidy to the garment and knitwear sectors which

were grappling with economic slowdowns of their biggest export markets – the US and the EU. A moratorium for two years from July 2011 on repayment of the principal amounts by the capital-intensive textile units, which account for 10 per cent of the industry's loans, and a one-year moratorium for other textile segments were sought.

However, since dozens of mills had already been granted loan restructuring during the sub-prime crisis



in 2008-09 the Reserve Bank was not keen to tweak the prudential norms that stipulate any repeated restructuring of loans be declared non-performing assets. It is stated that the textile industry accounts for around 14 per cent of industrial production and more than 10 per cent of the country's total exports. It is the country's largest jobs generator after agriculture, employing around 55 million people across various segments.



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Realization, the leading provider of real-time synchronization solutions for projects, has announced that the Trident Group has successfully met its 98.5 per cent utilization milestone for its newest yarn facility, TYS 5. The factory was commissioned and stabilized in a record-setting 15 months with the help of the Realization methodology. Thanks to the rapid construction of this new facility, Trident expects to create an additional \$60 million in annual revenue.

The Trident Group is a \$600 million enterprise spanning more than 60 countries with over 10,000 employees. It is a dynamic, growing group of companies with an expanding product portfolio, and its flagship company, Trident Ltd., is one of the world's leading terry towel manufacturers and one of India's largest yarn producers. Trident engaged Realization to help achieve its aggressive expansion goals, including plans

to double the company revenue.

As an important first project in its expansion initiative, Trident sought to increase its yarn production capacity, aiming to add \$60 million in additional revenue by increasing output to sell more yarn to the commodity market in India. In order to achieve this goal, Trident needed to build a new facility quickly and then ramp it up to maximum utilization as fast as possible. It set a



Mr. RAJINDER GUPTA, Managing Director of Trident Group

goal of 15 months for project completion for the TYS 5 project, with an estimated commissioning period of 12 months, followed by three months of stabilization.

By mid-December, the TYS 5 plant had met its 98.5 per cent utilization milestone in just 14 months, a 33 per cent improvement over the previous projects. “We have set a new project speed and productivity benchmark for the spinning industry and expect to continue to set new industry benchmarks moving forward,” said Mr. Rajinder Gupta, Managing Director of Trident Group.

In order to achieve the impressive TYS 5 project results, the executives at Trident did not follow the traditional, 100-year-old Gantt methodology for managing projects, which typically requires about 21 months to complete a comparable factory construction and com-

missioning project. Instead, Trident adopted Realization’s Real-Time Synchronization methodology, which helps organizations complete projects 20 to 50 per cent faster by eliminating multi-tasking and ensuring that all teams are always working on the highest priority tasks during execution.

The key elements of Real-Time synchronization that helped Trident were full-kitting, or the process of ensuring all key components were in place for each phase of the process before proceeding; synchronization across all parties, including external vendors, so all were working as a unified team; and priority compliance, to ensure that all tasks were completed in priority order, even as priorities shifted during execution to account for uncertainties. By implementing Real-Time Synchronization, Trident made a dramatic shift away



Mr. VAIBHAV MALHOTRA,
Implementation Director at Realization

from its traditional method for managing projects: fixed project plans and Gantt charts that would not enable project teams to adapt quickly to uncertainties during execution.

“The way Realization set up its processes helped me focus on only elevated issues. They helped me use my time more effectively, and my involvement in project execution is dramatically reduced because of their efforts,” said Mr. Rajneesh Bhatia, Business Head for Yarn at Trident.

“Trident turned to Realization because we have a track record of helping companies complete projects 20 to 50 per cent faster,” said Mr. Vaibhav Malhotra, Implementation Director at Realization. “We take pride in helping a prestigious global organization like Trident achieve aggressive growth goals.”

Trident Ltd. has interest in yarn, home textiles, paper, chemicals and captive power. The company enjoys respectable position in all business segments it operates in and is pioneer in adopting Good Corporate

Governance as a basic management principle.

Realization helps organizations do projects 20 to 50 per cent faster by replacing “fixed schedules” that cannot be followed when ground conditions keep changing, with Real-Time Synchronization. Realization provides a complete solution of software and services to help the industry take full advantage of Real-Time Synchronization.

Realization’s more than 200 clients include organizations like ABB, Amdocs, BHP Billiton, Dr. Reddy’s, L&T, Medtronic, NASA and the U.S. Air Force. Collectively Realization’s clients have realized \$3.5 billion in additional cash and profits by doing projects faster.

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GOTTFRIED ABRELL

Chief Executive Officer, Luwa Group

By K. Gopalakrishnan

Luwa is a global market leader in air engineering. Years of experience, profound know-how and proven European technology have helped Luwa provide customized solutions for almost all major customers in the Indian textile industry.

Luwa India Private Ltd., a subsidiary of Luwa Air Engineering AG, Switzerland, was established in 1993 with its manufacturing facility in Bengaluru. The company is now embarking on its next phase of expansion in India.

We spoke to Mr. Gottfried Abrell, CEO of Luwa Group, to elicit his views on global business expansion and the special plans for the Indian market:



EXCERPTS:

Question: At the recently concluded ITMA Asia, how was the response for Luwa?

Answer: We had very good response from customers across Asia. Not only have the existing customers visited us, but also a lot of new clients who wanted to discuss their new projects with Luwa.

Q: How is the business for Luwa globally, more specifically for the textile industry vertical?

A: Global business for Luwa Air Engineering in 2012 is still on a high level. Our diversification, besides our core business in traditional textile air engineering, in nonwoven, synthetic fibre, industrial air engineering and industrial heat recovery systems is giving us good volume despite slowdown in the textile industry.

Q: How was the business growth in 2011 compared to the previous year? How is the business during the first six months of the current year?

A: The year 2011 was one of the best for Luwa. Many orders have been booked and are now under delivery. The actual order intake has slowed down even though many projects are under discussion. Everybody is waiting.

Q: Can you sum up the products and solutions offered by Luwa for the textile industry?

A: Luwa offers all kinds of products related to air engineering, consisting of humidification plants, laboratory

Mr. GOTTFRIED ABRELL, CEO, LUWA Group

units, filtration systems, waste handling systems, including bale press systems, as well as OHTC and heat recovery systems to the textile industry.

The systems are known for their reliable and unmatched performance. A Luwa system makes textile machines operate at highest efficiency. Overall the best value for money.

Q: How is Luwa's business in India? How was the business during 2011 compared with the previous year?

A: Almost all of the large textile groups in India are using Luwa systems. The financial year 2011/12 was excellent as major investments of these groups have been realized. Besides being partner of large groups, Luwa is strongly penetrating into markets where customers were not thinking of buying Luwa. For example, many customers at Ichalkaranji, Bhiwandi and Tarapur having small weaving sheds with 12 or 24 looms are nowadays suc-

cessfully using Luwa humidification systems.

Q: How important is the Indian textile market for Luwa? What percentage of the global business does Luwa India contribute?

A: Very important. Together with our activities in industrial air engineering and synthetic fibres Luwa India is generating around 25% of Luwa's global sales.

Q: Are you planning any major

investments or expansion in India?

A: Yes, the Luwa Group believes in steady growth in India and attaches more importance to Luwa India's role. We cleared a major investment plan and bought land where we are in the process of starting construction of a new factory and office building.

Q: Can you name some of the major projects executed by Luwa





From left, Mr.P.K. Singh, General Manager - Industrial Air Engineering, Mr. Gottfried Abrell, Mr. Juerg A Staub, President, LUWA India

India in recent years?

A: Just to name a few projects and customers, all the big weaving projects in the North such as those of Abhishek Trident, Vardhman and Saluja. In Alok Industries Luwa systems are installed all across spinning, weaving and POY/FDY/PSF. For Reliance Industries we are right now executing their huge expansion in Silvassa, and in the power industry we are supplier to Siemens for power stations of the Torrent Group.

Q: Globally and in India, what will be the focus for the future for Luwa? Are you looking at adding

new products or services to the existing portfolio?

A: One of our core competences is being a trusted partner to the textile industry since many years. Around that we are planning to continue adding new products and services within the next years.

Q: Globally, everyone is talking about energy efficiency and green technologies? How do Luwa products help customers in this aspect?

A: There are two aspects on this very important topic.

First is innovative new equipment which is saving energy due to new

technology. For example, Luwa has developed a new axial flow fan which is saving 3 to 5% energy compared to the best available fans in the market. The other new Luwa product is the industrial heat recovery systems, which is saving huge quantity of fuel and pays back investments in very short time.

The second important aspect is to utilize all installed equipment in a most efficient way. Luwa, with its know-how and experienced team, is always providing the best designed systems which uses the required energy to ensure the most efficient textile manufacturing process. ♦

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Grasim completes acquisition of stake in Domsjö Fabriker

VSF business now gains access to quality pulp

Grasim has completed the acquisition of a one-third stake in Domsjö Fabriker (Sweden). This acquisition marks a major milestone for its VSF business, giving it access to quality pulp.

Grasim's efforts to solidly consolidate its pole position in the VSF business in which it enjoys a leadership status globally. Through a greenfield project at Vilayat (Gujarat) 120,000 tpa, Brownfield expansions at Grasim Harihar (Karnataka). 36,500 tpa and Domsjö Fabriker (Sweden) 45,000 tpa, the company intends to beef up its leadership position. These expansion projects will be commissioned during 2012-13. Collectively, these projects will ramp up capacities by 50 per cent to an impressive 498 ktpa.

Further, a 180,000 tpa greenfield plant in Turkey is in a planning stage. As a country, Turkey offers enormous potential, given its pre-eminence as a major textile hub. A detailed study and obtaining the requisite approvals to get this project going is underway.

In the VSF and related Chemicals businesses, Grasim's capex stands at \$700 million (Rs. 3,700 crores). This is largely towards the green-



Mr. KUMAR MANGALAM BIRLA, Chairman, Grasim

field and brownfield projects at Harihar and Vilayat.

In FY11-12, the prices of VSF and competing fibres corrected from their peak level. In anticipation of record crop, cotton prices declined during the first quarter. High inventory and a cautious approach adopted by the textile value chain amidst the Euro Zone uncertainties affected business sentiments and demand for VSF. There were spurts in demand to restore depleted inventory by the downstream players in the second half. Higher input cost and sharp ru-

pee depreciation impaired operating margins.

Grasim operated all of its VSF plants at full capacity (excluding the shutdown period at its Nagda plant for water shortage). Production increased by five per cent with reduced shutdown days at the Nagda plant. Sale volumes improved marginally as compared to last year. A sharp depreciation in rupee, rise in energy prices and higher caustic and sulphur prices led to substantial increase in input costs. The average pulp cost was up by 11 per cent. In-

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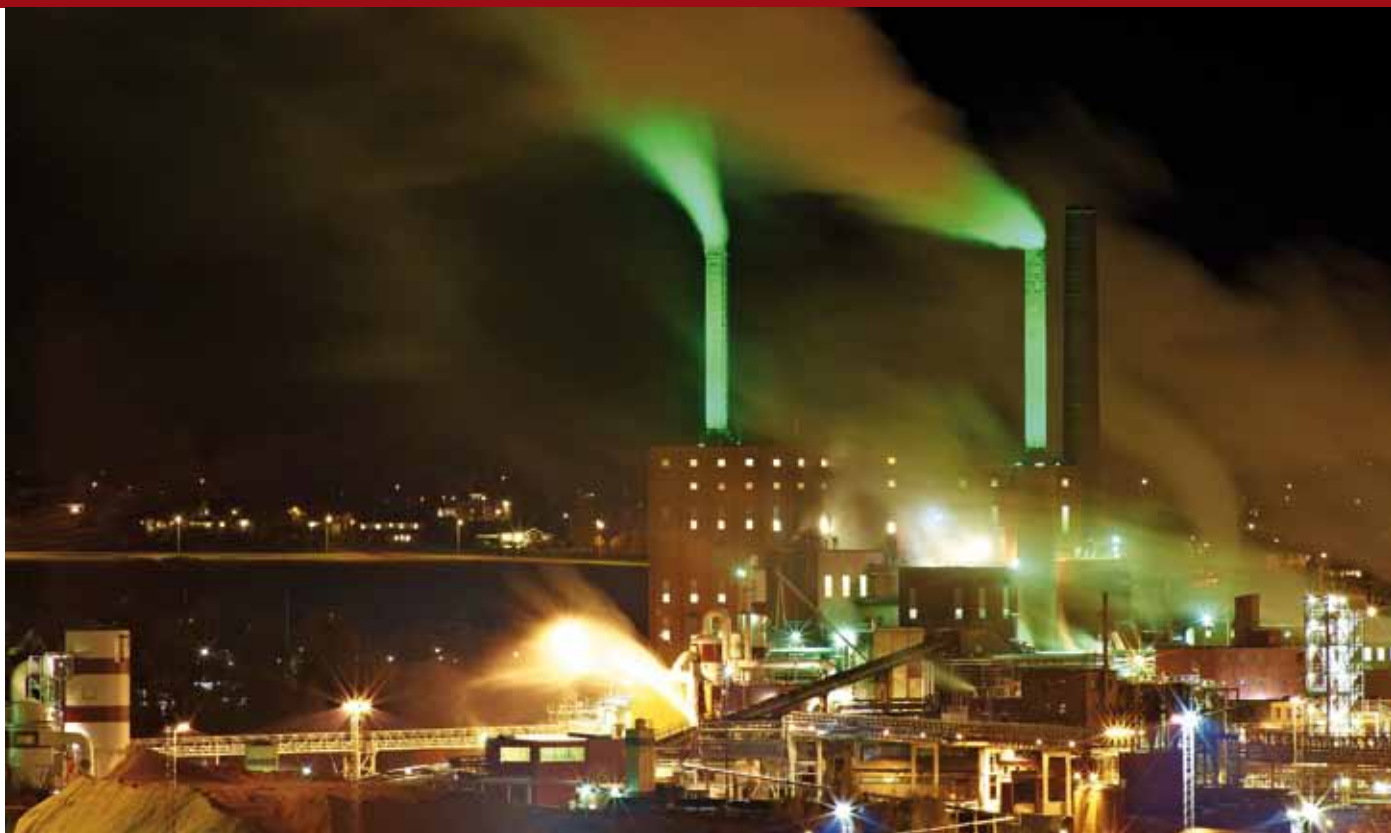
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crease in input costs resulted in lower PBIDT and operating margins.

The performance of pulp JVs was impacted due to the increase in energy cost coupled with softening of pulp prices. Difficult market conditions affected the performance of the fibre JV Birla Jingwei in China.

The VSF greenfield projects at Vilayat (120,000 tpa), Gujarat, and the brownfield expansion (36,500 tpa) at Harihar, Karnataka, are on track. The Vilayat project is slated for commissioning towards the end of FY12-13. The Harihar project is expected to be commissioned in two phases during the current year. A capital outlay of Rs. 2,700 crores has been earmarked on the above projects.

An additional water reservoir is being constructed at Nagda to create higher water storage capacity to meet the water requirements dur-

ing summers (pre-monsoon period). This will help in ensuring continuous plant operations at Nagda and avoid plant shutdown due to water shortage.

The demand for textiles will continue to expand as growing population and rising prosperity in the emerging markets will fuel consumption. With limited availability of arable land for cotton due to competition with other cash crops, VSF demand is expected to grow reasonably well in the long term.

In the short run, the market condition may remain volatile. New capacities in China may create pressure on markets. Stability in the Euro Zone and macro-economic policies will be the key factors influencing demand. Profitability will be governed largely by the dynamics of competing fibres, input and energy costs.

Business outlook

The focus of the company continues to be on specialty fibres. Its plan to produce specialty fibre at Vilayat will lead to market enlargement. The business will increase its efforts towards building a strong R&D, which will enable it to launch new product offerings. With the availability of increased volumes post expansion, VSF business will be able to achieve accelerated growth and increase its market share globally.

To expand global footprint, plans are on anvil to set up a greenfield VSF plant in Turkey. To this end, Grasim has invested one-third of the initial capital of ABES for acquiring land and meeting initial expenses during the year. ABES is in the process of undertaking a detailed study and subsequently seeking the necessary approvals.





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Danfoss

announces major in

Targets bigger marketshare in power electronics



Mr. NOEL RYAN, President, Danfoss India

The global climate change and energy challenge is a continuing one and in some cases getting bigger. Today, technology is facing higher energy, environmental and application demands that are putting pressure on how products and systems are designed and manufactured. Not just in developed countries but even in emerging economies, energy efficiency has become an important area of focus as energy costs are continuously on the rise. Customers are challenged with the need to be efficient on the energy side and be competitive globally. For a company providing solutions for these challenges there is no doubt a huge future growth opportunity.

Danfoss is one such company which offers customers solutions that significantly reduce energy consumption making machines and equipment more efficient. Danfoss has a 75-year history of effectively reducing energy consumption in the heating, refrigeration, air-conditioning and industrial control markets.

Danfoss Industries Pvt. Ltd., India is a 100 per cent subsidiary of Danfoss A/S, Denmark. The Indian entity commenced its operations in 1999 with its registered office



Mr. Puroshothaman Ravichandran, Sr. Director, Power Electronic

vestments in India

in Chennai. Danfoss India has 340 employees and revenues of Rs. 352 crores with offices in 10 locations across the country.

Mr. Noel Ryan, President of Danfoss India, says: “Till last year we were just a sales and marketing organization. We have now started focusing on making India an engineering, R&D hub, manufacturing base for India and Asia. We want to do more sourcing from India and have the full scale of activities across the value chain. India is an important market for Danfoss”.

Danfoss has devised a 2015 plan for the Indian market. The company is planning to build a state-of-the-art manufacturing facility near Chennai at an investment of Rs. 500 crores for both R&D and manufacturing. As part of the plan, Danfoss India plans to raise its headcount from the current 340 to

2000 by 2015.

Danfoss, in India, is committed to offer a global experience to the clients with its quality products. The company caters to a wide range of industries for their component and sub-system, be it the refrigeration and air-conditioning components and controls or the technologically innovative VLT Drives or heating and water controls.

Power Electronics is one of the five broad business units of Danfoss. The Danfoss Power Electronics Division includes three business units – Danfoss VLT Drives, Danfoss Customised Power Electronics and Danfoss Inverters for Solar and Wind.

Since 1968 Danfoss Drives has been dedicated to developing VLT electronics to control speed, torque, acceleration, synchronisation, positioning, and the overall perform-

ance of AC motors. The reliable and innovative VLT drives are designed to support any automation application and provide major energy savings. The modular design makes VLT drives extremely flexible, making it easier to deliver within days highly customised drives, tested from the factory.

There is a VLT drive for any textile application. The product range covers drives and solutions with geared motors and customer-dedicated, low-power solutions. Within the textile business Danfoss Drives holds a strong position in Asia. The textile industry was the proving ground for AC drives, and Danfoss has been an innovator in that application sector from the outset.

Mr. Purushothaman Ravichandran, Senior Director, Power Electronic, Danfoss Industries Pvt. Ltd., says: “Textiles is one of the most

traditional industries for Danfoss. We are the global market leaders in the textile industry. We do a lot of joint development with all the big OEMs in this industry. Our strength comes from working closely with our customers. We work with the top customers in the textile industry, both with machinery manufacturers and with end customers”.

High performance and reliability have always been critical to textile applications, especially when driving multiple motors at high speeds. VLT drives with MCO motion control offer the ultimate solution for textile machinery applications.

VLT drives are designed to meet all the challenging environment in textile manufacturing units. They are designed to be extremely reliable and easy to connect, operate and service. Today these drives are used in ring spinning, circular knitting, cone winding, fabric dyeing and other textile applications.

Danfoss VLT drives help save energy and reduce CO2 emissions. They help improve the efficiency of processes and the up-time of machinery and enhance safety and working condition. The drives have a number of features to improve tolerance towards low quality supplies, adding even more reliability to the process.

In the spinning segment, the VLT drives allow for



Mr. Michael Quitzau, Head of Design Center India, Sr. Director, Danfoss Power Electronics Division

smooth speed control of spindles enhancing productivity for textile companies. Danfoss has been working with prestigious firms like Rajapalayam Mills. VLT control optimizes spindle speeds with minimum variation according to the type of yarn, saving energy and maintaining high quality yarn. In textile applications, Danfoss VLT drives are a cost-effective replacement of conventional mechanical speed control. They also offer kinetic back-up providing control of both deceleration and acceleration in the case of power fluctuations.

“We are clearly in the business of saving energy for our customers, automating processes and improving productivity. We have worked with Rajapalayam Textiles for over two and half decades and helped them produce high quality yarns which are exported to different countries. We are working with our customers closely, understand what they need and adapt our products so that it is able to work and also offer the desired savings to customers”, says Mr. Ravichandran.

“We have set very high aspirations in India, looking at a 20% share of the market by 2015. We want to be the top 5 markets for Danfoss Power Electronics in the world and we have the potential opportunity to be there because of the significant opportunity that India offers. We are already market leaders in the textile segment and we want to replicate the same in the other verticals”, he adds. ♦



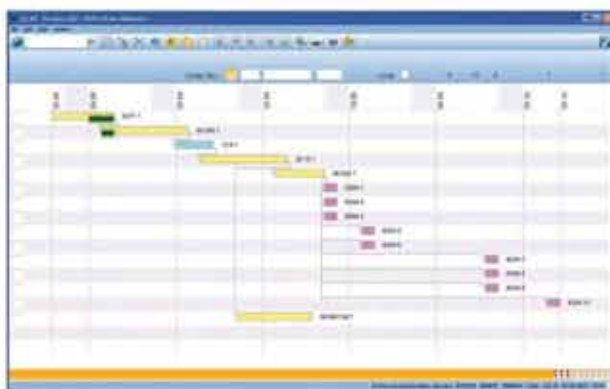
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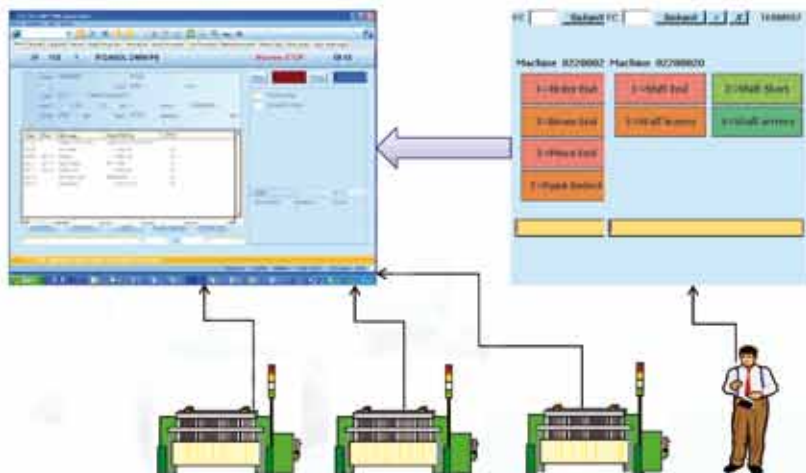
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Banswara Syntex' focus on overall capacity increase



Mr. R.L. TOSHWAL,
CMD, Banswara Syntex Ltd

Banswara Syntex Ltd. (BSL) clocked a turnover of Rs. 924 crores, a growth of 14 per cent over Rs. 809 crores in 2010-11. The company's turnover in value for yarn increased by 13 per cent, fabric by 14 per cent and garments by 29 per cent. This confirms the company thrust on value-added fabrics and readymade garments.

Production of synthetic yarn during 2011-12 increased to 279 lakh kg, up two per cent, and that of worsted yarn increased to 14.02 lakh kg, up by 16 per cent. Production of garments increased by seven per cent to 21.93 lakh pieces. During the year the company produced more of value-added fabrics and technical textiles. However, the overall production of fabric at 311 lakh metres was down by four per cent. Over the previous year the company started production of shirting fabric also.

During the year, the textile industry faced global recession and the Indian currency witnessed sharp fluctuations against the US dollar. The finance cost also increased

considerably. Profit before interest, depreciation and tax for 2011-12 was Rs. 136 crores against Rs. 139 crores in 2010-11.

During the year, the export turnover of the company, excluding export benefits, was at Rs. 472 crores as against Rs. 461 crores during 2010-11, up by about 2.37 per cent. The growth took place in all the three segments of yarn, fabric and garments. The export performance of the company was adversely affected by the sharp fluctuations in the exchange rate of the Indian rupee against the US dollar.

During the year, Banswara Syntex marketing as well as design and development teams collected feedback in the international market



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by participation in trade fairs, meeting customers, etc. The company has added a few more new customers worldwide. Its design studio for fabric and garments helped it tap new areas/customers domestically and internationally.

Expansion, diversification

During the year the company invested Rs. 82.64 crores for capacity expansion in all the areas of operation. The ring spinning capacity increased by 2,004 spindles, besides addition of 112 looms in the weaving section. One mercerizing machine and one raising machine were installed in the finishing house and one line each added for production of trousers and jackets. The company discarded/sold 4,908 spindles, 144 airjet spindles and 12 looms during the year.

The total production capacity of the company as at March 31, 2012, for yarn production was 1,43,416 ring spindles, including 14,400 spindles for worsted yarn spinning, 592 air jet spindles, 340 shuttleless looms, 28 air jet jacquard looms,

seven stenters with processing capacity of five million metres a month and 2.95 lakh pieces of garments per month.

The company has plans to invest about Rs. 34 crores for expansion and modernization of the plant during 2012-13. This would add 8,256 ring spindles, 6,720 worsted spindles, 30 looms and some yarn dyeing machines to increase yarn dyeing capacity by two MT per day.

Joint venture

Carreman Fabrics India Ltd., the

joint venture company, has a weaving unit with an installed capacity of 60 rapier looms of its own alongwith 17 additionally installed looms. The company has 50 per cent stake in JV with an equal stake from Carreman of France.

During 2011-12, the JV company produced 62.77 lakh metres of grey fabric as against 64.83 lakh metres in the previous year. Net profit increased 21 per cent to Rs. 29.21 lakhs from Rs. 24.13 lakhs.

BSL, as a measure of further diversification of business, has entered into another joint venture agreement with Treves S.A., France, with 50:50 partnership and incorporated a special purpose vehicle (SPV) to be known as Treves Banswara Pvt. Ltd. They will produce laminated knitted and woven textiles for internal furnishing of trains, buses and other automobiles.



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MATEX, a trustworth global textile machin

By K. Gopalakrishnan

The backbone of India's textile industry is undoubtedly the agents who represent domestic and global machinery and component manufacturers. Agents have been the face of machinery and component manufacturers for many decades now.



Mr. B.M. BINDAL, Director

Although some machinery manufacturers have established their direct presence, agents continue to play a very important role and have been responsible for the success of many global brands in India. Many of the agents have established strong relationships with their customers through their strong sales and service support and there is so much understanding between the two parties. Machinery manufacturers prefer to work with agents so far as the agent gives the right attention to the brand.

As part of our series on successful textile machinery agents in India, we have featured Mr. B.M. Bindal and Mr. Anand Agarwalla, Directors of Matex Ltd.

Matex is a renowned name in the marketing of high end textile machines. The company has been in the business of selling textile machines for more than 30 years and has obtained an envious position by sheer grit and the philosophy of putting customers first.

Headquartered in Delhi with branch office in Hyderabad, and representatives in Coimbatore, Mumbai and Bhilwara. Matex represents a large number of European, Japanese, American and Korean machinery manufacturers to serve a wide variety of customers throughout India. The main categories include machine for spinning, preparatory, weaving, processing of yarn,

hy Indian partner for ery manufacturers

dyeing and finishing, RF dryers, etc.

Matex has also been dealing in different projects, technical know-how for executing complete projects. It caters to a large variety of projects like total solutions for technical textiles, synthetic fibres, yarns, denim, corduroy and integrated textile projects, etc.

Mr. Bindal says: "Started in 1980, we initially represented many European machinery manufacturers. Later we had the opportunity to work with the Japanese machinery manufacturers in 1984-85. We started selling Nissan water jet and air jet looms. Nissan subsequently was taken over by Toyota. Since then it's been a long association with Toyota. We sell the airjet machines of Toyota to customers in the North and Western region. We have a very successful relationship with Toyota".

In the weaving segment Toyota is undoubtedly the market leader in the Indian textile industry. Matex has been marketing Toyota looms in India since many years and has played an important role in the successful journey. Matex has been part of many major successful projects for Toyota in India, including the Trident project which is one of the largest terry towel installations of airjet looms in the world. Another achievement has been the supply of nearly 1,000 airjet looms to Alok Industries.

Apart from Toyota, Matex represents Cubotex of Italy for yarn dyeing machines, Stalam for radio



Mr. Anand Agarwalla and Mr. B.M. Bindal, Directors

frequency dryers, Jaume Anglada Vinas S.A. of Spain for towel finishing lines, Gaston Systems Inc. of the US for the finishing and foam dyeing technology, IL Sung of Korea for stenters. It has sold more than 55 IL Sung stenters to major textile companies in India.

Gaston Systems

There is great future for the products offered by Gaston Systems that has developed foam dyeing technology. This is a green technology wherein you can dye a fabric with water as low as 30 per cent of the fabric weight without any effluent discharge.

The first machines will be shipped to a customer in India from Gaston Systems with foam dyeing technology for Indigo. This will be the first of its kind in South Asia. Similar machines are working in the Americas, Turkey and Spain. The target is to promote this machine to customers who are doing exhaust dyeing with jiggers and other technologies where the

liquor ratios are very high. Extreme discharge of effluents takes place.

The main focus is on markets like Tirupur where they are looking for technology or machines that conform to pollution and zero discharge norms, which are highly expensive. Efforts are on to adapt this technology for knitted fabrics. As far as woven fabrics are concerned, the company is extremely confident that it can deliver the right solution for dyeing of reactives, sulphurs and indigo.

The other area of application of the foam technology is finishing of textiles wherein you can apply virtually any type of normal chemical applications which could be impregnation, over dyeing, coating... can be done with this machine with the lowest wet pick up ratio. You save enormous amount on energy costs and significant reduction in effluent discharge. There is no effluent discharge in this technology, says Mr. Bindal.

Asked about the company's

long-standing relationship with its principals, Mr. Bindal says: “If you look after your customers well, understand their needs, provide the right service support to their operations. Do an honest job for your principals, the bonding stays forever”.

“It’s been 30 years of association along the ups and downs of the Indian textile industry. We have done our best and will continue to be a part of this industry. We feel that the textile industry needs to be modernized to a great extent and there will be a very big requirement for equipment in the future. Imports will continue especially for weaving machines and high quality dyeing and finishing machines”, he adds.

Technical textiles

Technical textiles is a segment which Matex is building expertise on. Mr. Bindal says: “We are looking for new projects as we also deal in machines for technical textiles for geo grid fabric which we have recently supplied to one of the customers. We have supplied a plant for manufacturing flex banner material. This is a big market and we expect this to be a growth market for the future. We also see a big market for hygiene products to be manufactured in India. We have expanded from core textiles to other related segments as we see a lot of future growth opportunity in these segments”.

The company recently executed a complete project in Himachal

Matex is a renowned name in the marketing of high end textile machines. The company has been in the business of selling textile machines for more than 30 years and has obtained an envious position by sheer grit and the philosophy of putting customers first.

Pradesh for one of its customers. The project is for high twisted cotton bandages which are both woven and from narrow looms. There is a complete bleaching plant for cotton fibre and there is a downstream production for cotton balls, production of face pads, cotton rolls and other products for the hygiene industry.

Matex has supplied the entire technology on a turnkey basis. Machines for this project have been sourced from Korea, Taiwan and Germany.

The success of any company, be it the manufacturer or agent, depends purely on the after-sales service offered. It’s the service which creates a sense of trust and confidence in the mind of the customer. Matex as a company has been very focused on that. “We have a team of service engineers in all major locations across India. We take complete responsibility for the after sales service. Our team is there right from the erection to commissioning and the after sales service. This has been one of the strengths for us to continue in the

business for so many years. We take care of the requirement of all our customers so that they can just focus on the business and leave the rest to us”, Mr. Bindal adds.

The biggest achievement in the last 30 years has been the success of Toyota air jet machines which has helped the company grow to this level, and the biggest breakthrough for the future from

new technologies is Gaston Systems as increasingly there will be a shortage of water and this will be the technology for the future. The company endeavor is to introduce new, efficient, green technologies and promote new projects which are not traditionally part of the textile industry and that which will help generate better margins for customers. It always tries to add products which complement its existing range.

Mr. Bindal feels that the only issue which is a matter of concern is the missing of one generation in the textile industry. The current generation of executives who are in the 30 to 45 age group are mostly in IT or in other streams of manufacturing. Textile was probably not a preferred industry for professionals in the last couple of decades and in the process we are now facing a huge dearth of technically qualified manpower. The future availability of qualified people is a matter of concern for the textile industry.

◆

RIETER doing well with strategic projects in the first half year

The first half of 2012 was characterized by widely diverging trends in the geographical markets of relevance for Rieter. Global economic uncertainties affected the markets for short-staple fiber machinery and components in China and Turkey. In India, demand remained weak also due to industry-specific reasons. Yarn inventories, which were still very large last summer, continued to decline. The overall margin situation at spinning mills improved, although regional differences persist.

Compared with the extraordinarily strong period in the previous year, orders received by Rieter declined in the first six months of 2012 by 40 per cent to 404.1 million CHF. Both of Rieter's business groups – Spun Yarn Systems (machinery, spare parts and service business) and Premium Textile Components (components business) – were affected by this downturn. However, order intake was higher than in the second half of 2011 and was broad-based in geographical terms.

Rieter booked the most orders in China, Turkey and other Asian countries, including Indonesia and

Pakistan. Customers in the Near & Middle East and Africa placed further substantial orders for staple-fiber machinery and technology components. In contrast, order intake in the important Indian market remained at a very low level. Orders in hand, some of which will be reflected in sales in 2013, totalled more than 515 million CHF at the end of the first six months (over 840 million CHF at the end of the first half of 2011).

The positive attributes of the product portfolios of both business groups enabled Rieter to further expand its strong market position worldwide, especially in China.

Machinery and components from Rieter create competitive advantages for customers in the success factors of yarn quality, productivity, material utilization and energy efficiency.

Rieter's sales of 487.3 million CHF were nine per cent lower than a year earlier. Rieter booked the most sales in Turkey, followed by China and other Asian countries. Sales in China were 17 per cent higher than in the previous year, but sales in India declined by more than half. Corporate output was 20 per cent lower due to the decline in the order volume, and amounted to 441.1 million CHF.

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Mr. ERWIN STOLLER, Chairman

corporate output. Expenditure on research and development amounted to 20.9 million CHF in the first half of 2012 (19.3 million CHF in the first half of 2011).

Lower profitability is also attributable to lower volumes, the weakness of the Indian market and increased pressure on prices for business invoiced in Swiss francs. Major efforts to cut costs and enhance productivity at all locations partly compensated for this.

Net profit declined compared with the previous year's outcome, amounting to 21.9 million CHF or five per cent of corporate output (91 million CHF and 16.5 per cent in the first half of 2011). This reduction was mainly due to the absence of the extraordinary capital gain of 42.3 million CHF arising from the sale of shares in Lakshmi Machine Works in India in the first half of 2011 and the lower operating profit.

Rieter employed a global workforce of 4,679 as on June 30, 2012

Compared with the first half of 2011, the operating profit before interest and taxes (EBIT) declined from 70.6 million CHF to 32.0 million CHF, equivalent to 7.2 per cent of corporate output (12.8 per cent in the first half of 2011). The operating profit before interest and taxes includes expenditures incurred in the reporting period for the steps completed in the investment program 2012/2013. The expenditures amounted to 12.5 million CHF and reduced the EBIT margin by almost three percentage points. The operating profit before strategic projects, interest and taxes amounted to 44.5 million CHF or 10.1 per cent of



(4,725 as on June 30, 2011). In response to the decline in orders, it reduced the number of temporary employees to 800 (1,893 a year earlier).

The seasonal increase in net working capital and the outflow of funds due to the investment program 2012/2013, resulted in lower free cash flow (-15.5 million CHF) than in the strong equivalent period of the previous year. The payment of a dividend of 27.7 million CHF out of the reserves from capital contributions reduced net liquidity at mid-year to 107.4 million CHF. Rieter continues to have sound finances and an equity ratio of 35 per cent after the dividend payment.

Spun Yarn Systems

Through its Spun Yarn Sys-

tems Business Group, Rieter is the world's only supplier offering machinery and systems covering spinning preparation processes and all four final spinning processes established on the market.

Orders received by Spun Yarn Systems totalled 330 million CHF in the reporting period. This figure was 40 per cent lower than in the first half of 2011, but considerably higher than in the second half of 2011. Sales of 400.6 million CHF were six per cent lower than in the comparative period of the previous year. The operating profit amounted to 27.9 million CHF or 7.6 per cent of corporate output (49.6 million CHF or 11 per cent in the first half of 2011). This includes the disposal gain of 6 million CHF arising from the sale of manufacturing capacity in the Czech Republic, which was

announced last year and completed in the reporting period.

Spun Yarn Systems presented mill-proven and new products at two major textile machinery trade shows in Turkey and China in the reporting period. Rieter machinery and systems met with an especially positive response from customers at the ITM Istanbul in April. The exhibits met the needs of the market, especially well in the areas of productivity enhancement and reduction of energy consumption. At ITMA Asia, Rieter launched the E 80 comber as a new model in a very successful product family. Premium Textile Components

Through its Premium Textile Components Business Group, Rieter is one of the world's largest suppliers of components for short-staple spinning mills. Premium Textile Components supplies technology components both to



spinning mills and also to various machinery manufacturers.

In the first half of 2012, the group posted order intake of 74.1 million CHF. This was 38 per cent lower than in the first half of 2011, but the trend was positive compared to the second half of 2011. Business with spinning mill customers was more dynamic than that with machinery manufacturers in the reporting period.

Sales by Premium Textile Components were 23 per cent lower at 86.7 million CHF. The operating profit before interest and taxes was 9.3 million CHF or 7.9 per cent of corporate output (21.9 million CHF or 14.6 per cent in the first half of 2011).

At the two major trade shows in China and Turkey, Premium Textile Components presented important new products by the Bräcker, Graf, Novibra and Suessen brands that

attracted considerable interest from customers. These included, for example, innovations in the components offering that enable customers to achieve greater energy efficiency in their installations.

The investment program announced in the Spring of 2012 proceeded as planned in the reporting period. At the close of the first six months of 2012 Rieter has completed the following important steps:

Expansion in Asia: Rieter inaugurated the first stage of a further manufacturing facility at its Chinese site in Changzhou. The new premises is already fully operational. Further completion of the main expansion stages is expected at the end of 2013.

Innovation: Important interim targets have been achieved in the establishment of the airjet spinning

process. For the first time a customer has installed a large integrated system featuring J 20 airjet spinning machines, i.e., both spinning preparation and the final spinning process. The J 20 airjet spinning machine also attracted considerable interest at ITMA Asia.

Process improvements: The project for global standardization of business processes is proceeding on schedule. The projects in the investment program are operationally and financially on track.

Outlook

Rieter will continue intensified investment activity through the 2012 financial year to lay the foundation for further profitable growth. Business activities are broadly based worldwide. Heterogeneous





market development is expected to continue in 2012. Due among other reasons to uncertain economic policies in major national markets, it is difficult to forecast textile machinery industry developments for the current year. Further trends depend on various factors, including currency exchange rate development, consumer sentiment in Europe and North America, fiber consumption growth in Asia, and raw material prices.

Rieter currently reckons in the second semester with a weaker trend in sales compared to the first semester as part of the order backlog reaches into 2013. Rieter expects operating profitability (EBIT) in the second semester to follow volume development and the planned investment activity in growth projects and process

improvements to further reduce operating margin (EBIT) by around three percentage points.

Investment program for further growth

Rieter expects that global demand for short staple fibers (natural fibers / staple man-made fibers) will grow by an average of 2.3 per cent annually until 2030. The additional spinning capacity this will require, the replacement demand and the trend toward greater automation, especially in the Chinese and Indian markets, will have a positive impact on demand for spinning machinery and components.

Against this background Rieter is aiming for overall annual average growth of five per cent, half of which should be organic. Rieter's strategic targets are to retain its leadership in the premium segment

and also to expand its position in the local markets in China and India.

In the implementation Rieter is focusing on further build-up of capacity in China and India; air-jet spinning, improvement of yarn quality, productivity and energy efficiency of machinery and components; and on operational excellence, global standardization and IT support of business processes.

In order to achieve rapid expansion in Asia and drive product innovation, Rieter is planning investments totalling some 90 million CHF in 2012 and 2013, somewhat more

than half of which will be completed in 2012. A total of some 50 million CHF is foreseen for the further improvement of global processes in 2012/2013, slightly more than half of which is budgeted for the 2012 financial year. These investments will be made in addition to regular maintenance expenditures.

Investments in the growth projects will reduce EBIT margin by about one percentage point in 2012 and 2013. Investments in process improvement projects will reduce EBIT margin by about a further two percentage points in these two years. Through this investment program, Rieter is seeking to achieve an EBIT margin of at least nine per cent over the demand cycle and greater than 12 per cent in peak years.



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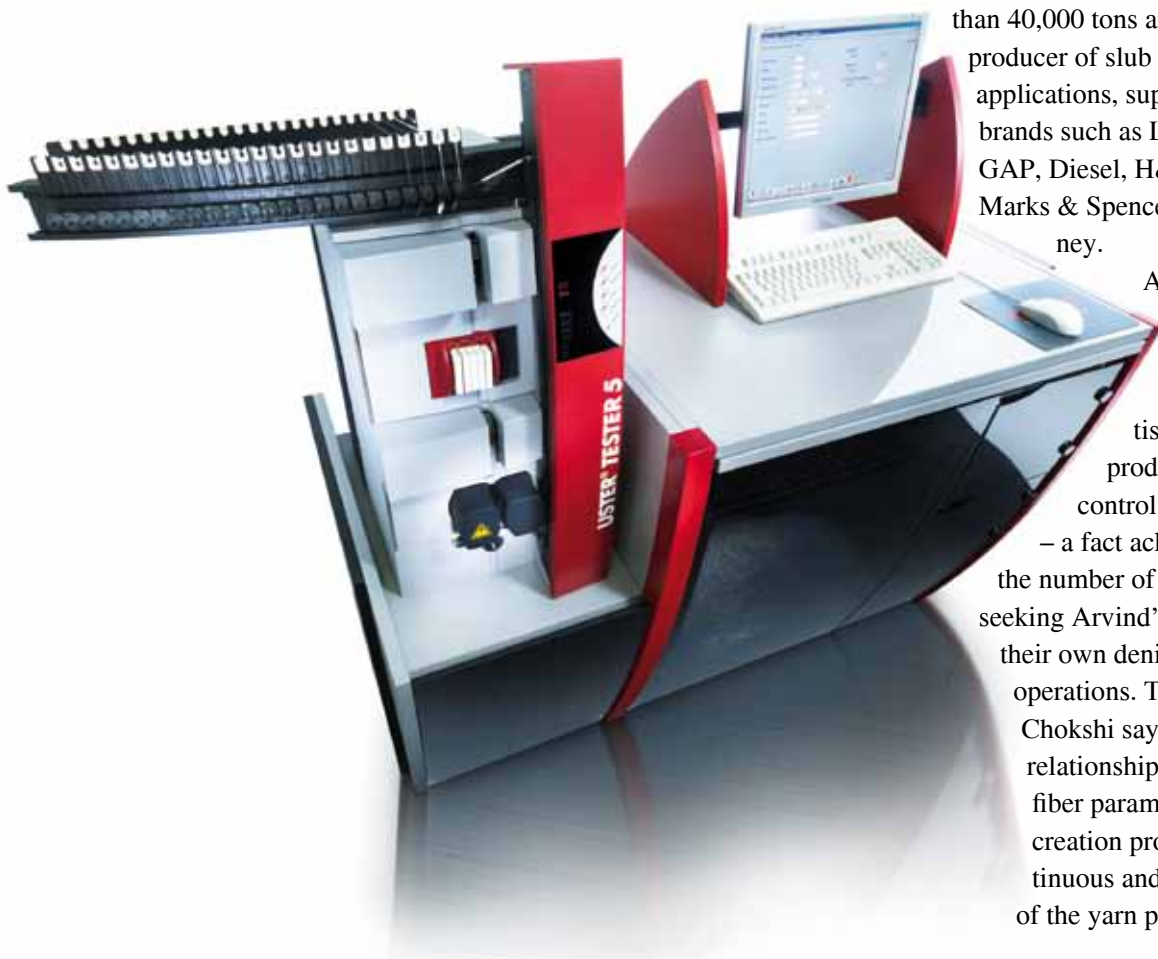
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USTER Fancy Yarn Profile aids Arvind denim business

Denim is a big story in India, accounting for about half of all garment fabric produced in the country. One of the major players is Arvind, growing its business in both domestic and international markets, and the company is clear about the key factor in its success: the use of quality-controlled fancy yarn effects to create the must-have denims the fashion business demands.

“Fancy yarn makes each pair of jeans look different, and this has captured the fashion trend to the point where, today, ‘standard’ denim hardly exists. Fancy yarns mean denim is now a fashion item, rather than an everyday choice strictly for informal wear,” says Nitin Chokshi, Chief Manager, Quality Assurance (Head-Fibre/Yarn/Fabric-Testing Lab) within Arvind Ltd. The company has an yearly output of more than 40,000 tons and is a large producer of slub yarn for denim applications, supplying leading brands such as Levis, Wrangler, GAP, Diesel, H&M, Walmart, Marks & Spencer and J.C. Penney.

Along the way, Arvind has built an outstanding expertise in the design, production and control of fancy yarns – a fact acknowledged by the number of other producers seeking Arvind’s help to improve their own denim manufacturing operations. Testing is vital, Chokshi says, to evaluate the relationship between cotton fiber parameters and the slub creation process for a continuous and reliable control of the yarn production proc-



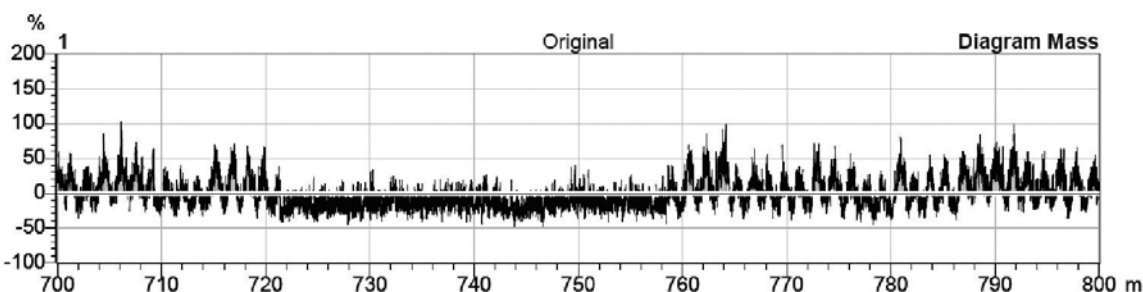
ess. The aim is to make apparently ‘random’ effects totally controllable and repeatable.

USTER’s Fancy Yarn Profile tool, as part of the USTER TESTER 5, has made this possible and providing tangible benefits on a daily basis: “The ability to evaluate fancy yarn characteristics, their relationship with the manufacturing process and their effect on ultimate fabric appearance has given us great confidence in controlling the yarn quality with the help of the Fancy Yarn Profile from USTER,” says Chokshi.

The Fancy Yarn Profile is based on precise sensor technology to measure and analyze slub yarns and features specially-tailored software to provide users with detailed reports on all important characteristics of the yarn. Aspects such as slub length and frequency, mass increase and decrease at critical points are accurately calculated to determine numeric values for yarn quality.

New standard for slub yarn measurement

A novel feature of the latest software is the option to display a spectrogram with removed slubs, allowing the yarn to be checked for periodic faults. Mass diagrams can reveal potentially damaging long distances



in the yarn where slubs are missing (see the accompanying diagram).

A series of diagrams can also display graphically the major characteristics of the slub yarn.

Data from scatter plot and histogram analyses can be combined into three-dimensional graphics showing mass increase, slub length and frequency. Overview information from the system can provide management with a daily quality control report, including fabric appearance and details of any loss of production efficiency in knitting or weaving.

Practical customer experience underlines the value of the Fancy Yarn Profile and how it can be adapted



to solve various challenging issues. “It is most important to know all the parameters related to slub yarns, along with the matrix and all histograms. It helps to do sustainable R&D, to produce innovative fancy yarn effects. Most importantly, it offers the ability to deliver the required consistent fancy yarn quality – right first time through the instrument without producing

trial fabric and waste,” Chokshi unveils.

More benefits result when the company applies data from the various reports to specific

problems or defects, using each test parameter to help understand the effect of different cottons to produce a particular type of slub yarn. The most demanding tasks – mixing differing slub types and yarn counts and working with complex effect patterns – can only be accomplished by using the special software of the Fancy Yarn Profile. Knowing all this brings us to the conclusion that the USTER TESTER 5 is leading the denim revolution, thanks to the Fancy Yarn Profile tool.

◆



RSWM

sets target of Rs. 4, turnover by 2016

By K. Gopalakrishnan



Mr. ARUN CHURIWAL, Managing Director

RSWM is a leading manufacturer of synthetic and blended spun yarn, polyester viscose fabric and denim fabric. It is also one of the largest exporters of synthetic yarn from India and has a commanding position in the domestic market too. The company has its presence in the cotton yarn spinning and fabric processing segments.

The year 2011-12 was a mixed bag for RSWM. The first three quarters were tough and turbulent, but the last quarter was most encouraging. The damage done in the first three quarters was relieved to an extent by the last quarter.

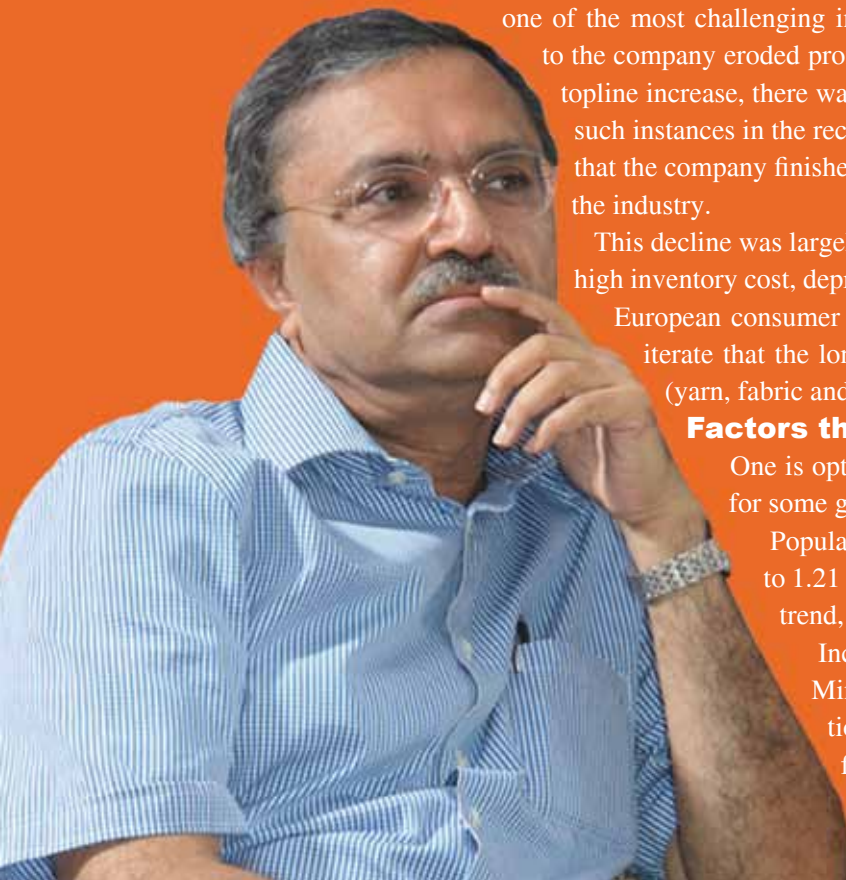
The turnover of the company during the year increased by 1.94 per cent to Rs. 2,000.15 crores from Rs. 1,962.16 crores in 2010-11. This growth was on account of higher volume and better realisation. Exports touched Rs. 730.35 crores.

As part of its 50th years celebration, RSWM announced the 'Lakshya 2016' programme with a targeted turnover of Rs. 4,500 crores involving a capex of Rs. 1,500 crores in a phased manner to be

achieved by 2016. The first phase of the programme has already been undertaken involving a capex of Rs. 355 crores.

The programme consists of expansion of capacity by 51,840 spindles for producing synthetic yarns, 10,632 spindles and 2,400 open-end rotors for making cotton yarn, as well as expansion of weaving capacity with matching spinning facility to increase denim fabric manufacturing capacity by 2.7 million metres. Of the proposed expansion, installation of 1,440 rotors and denim fabric manufacturing capacity have been completed successfully during the year under review. In carrying out these investments, the company continues to benefit from the Tech-

500-cr.



Mr. Ravi Jhunjunwala, Chairman, RSWM Ltd.

According to Mr. Ravi Jhunjunwala, Chairman, RSWM, the year 2011-12 was one of the most challenging in living memory where circumstances external to the company eroded profitability. The result was that despite a marginal topline increase, there was a net loss of Rs. 21.79 crores – one of the few such instances in the recent past. It would not be out of place to indicate that the company finished the year under review better off than others in the industry.

This decline was largely due to sharp fluctuations in raw cotton prices, high inventory cost, depressed economic conditions and reduced US and European consumer spends. However, it would be important to reiterate that the long-term prospects of the Indian textile industry (yarn, fabric and denim) remain bright.

Factors that will accelerate demand

One is optimistic of the prospects of India's textile sector for some good reasons:

Population growth: India's population rose 181 million to 1.21 billion in the last 10 years. Based on the existing trend, India will cross China's population by 2030.

Increasing affluence: According to data of the Ministry of Statistics & Programme Implementation, India's urbanisation is expected to increase from 30 per cent to 40 per cent over the coming decade. The 2.4 per cent CAGR is among the fastest urbanisation rates in the world.

Growing youth: Half of India's population is below 25. Interestingly, the working age

nology Upgradation Fund Scheme (TUFS).

Yarn business

RSWM offers one of the broadest range of products in terms of fibre blends, counts and shades. Fibres processed by the company include polyester, viscose, acrylic, cotton, wool, rayon, nylon, silk, polyamide and linen. In addition, it produces a range of speciality items made out of both unorthodox fibres such as soya protein, milk protein, bamboo, bamboo-charcoal, and branded fibres such as Tencel, Greenplus, Protex, X-static, Beltron, Huvis FR Polyester, Trevira CS, Coolmax, Coolplus, Birla Modal, Excel, Viloft, Cupro,

Lycra, Clima, Seacel, Dupont's Sorona, Teijin Conex, Tworon and Ingeo (PLA). Many of these yarns have been developed for specific applications and have functional qualities such as natural stretch, flame retardance and industrial usage.

Currently, the company's yarn business accounts for 82.80 per cent of the total turnover. Yarn production has increased primarily because of better plant management and commercial production from expansion taken up and completed during this financial year.

It may be noted that the yarn production figures do not represent production from Cheslind Textiles Ltd.

(CTL), which operates as a subsidiary of RSWM. The current yarn portfolio of RSWM can be classified into three main categories – greige yarn, dyed yarn and mélange yarn.

Greige yarn

Greige yarns are produced from different synthetic fibres such as polyester and viscose, blends of synthetic and natural fibres and pure cottons. Greige yarns are produced at the company's Banswara and Rishabhdev and partly at the Kharigram plant. Although greige yarn constitutes a relatively lower value-added segment vis-à-vis dyed and mélange, it is by far the largest in terms of volume and is crucial to

has declined sharply, generating higher disposable incomes. Close to 65 per cent of Indians of 20-60 years are working, leading to higher disposable incomes and lifestyle aspirations. Among the BRIC nations, India is expected to remain the youngest with its working-age population estimated to rise to 70 per cent of the total population by 2030 – the largest in the world.

Wealth at the bottom: Rural income is increasing significantly. Credible estimates suggest that a one per cent increase in India's rural income translates into \$25 billion of buying power.

These factors are expected to drive demand for textiles and yarn in India.

Buoyancy in the man-made fiber space: The domestic fibre consumption ratio in India is 41:59 between man-made fibres and cotton, while it is almost 60:40 at the global level. A growing paucity of agricultural land will tilt the ratio more in line with the global average. More importantly, the global ratio is expected to tilt in favour of man-made fibres due to limited cotton availability and growing land shortage.

India's growing focus on strengthening its food security (Union Budget 2012) is expected to result in favourable policies, making food crops more attractive and reducing the land availability for cash crops.

Considering an average eight per cent GDP growth in the current decade, domestic demand for man-made fibres/filament yarns is estimated at 4.2 billion kg in 2014-15 and about 6.48 billion kg in 2019-20 (after adjusting for likely exports and imports). This implies capacity additions of about 1.8 billion kg (2014-15) and 4.6 billion kg (2019-20), which will require an investment of around \$2 billion by 2014-15 and \$5.1 billion by 2019-20.

The game plan

At RSWM, we are investing in sophisticated capacity creation. We are investing in fully-automated, state-of-the-art units to house contemporary equipment, requiring lesser land, people and utilities to produce quality, niche products with global acceptance.

This has been reflected in our 51,840-spindle unit at Kharigram, reinforcing our position as one of the largest players in India's spinning segment and 18,000 spindle addition in our denim unit. We should commence operations by the end of the first quarter of 2012-13. Our Lakshya is 7,00,000 spindles by 2016, enabling us to capitalise on emerging opportunities in India and the world.

Our dual strategy of combining capacity and technology will position us among leading global textile players.

the product portfolio offered to customers.

Dyed yarns are produced at the company's Kharigram and Ringas plants. These are relatively higher value-added products and made according to customer specifications of blends, counts and shades.

Melange yarns are premium products made from cotton and its blends and are used in the production of knitwear and hosiery. Today, the company is one of the largest manufacturers of mélange yarn in the country with 44,016 spindles. While this segment is still quantitatively small compared to the greige and dyed yarn business of the com-

pany, it commands the highest value addition in RSWM's overall yarn portfolio.

The fabric and denim business segment comprises fabric manufacturing capacity, which consists

of the blended fabrics division with fabric processing plant at Mordī (Rajasthan) and the fully integrated state-of-the-art denim plant from spinning to value-added denim fabrics at the same location.





Blended fabrics

RSWM manufactures a range of blended suiting fabrics and has a significant presence in the domestic market with its 'Mayur' brand. The company's process house at Mordi is fully integrated with weaving and processing, with an annual capacity of 10 million metres. The company has been regularly coming out with new ranges catering to changing customer needs.

The company had launched new ranges with the latest colour palette like Vivanta, Alberto, Dorma, Brostal, Domino, Fantum, Anniva

and Old Trafford. The strategy for branding and innovating to address the customer needs and preferences is likely to reap benefits for the company in the near future.

RSWM has a fully integrated state-of-the-art denim manufacturing plant at Mordi, with an annual capacity of 14 million metres of fabric. This project also includes a yarn spinning facility to aid in maintaining superior quality and higher degree of reliability and client servicing. The facility also has an in-house small garmenting department to cater to development of denim apparel

samples for the benefit of customers. The business is in line with the company's strategy to move to higher value-added segments for a more broad-based growth in the future.

Manufacturing capacities

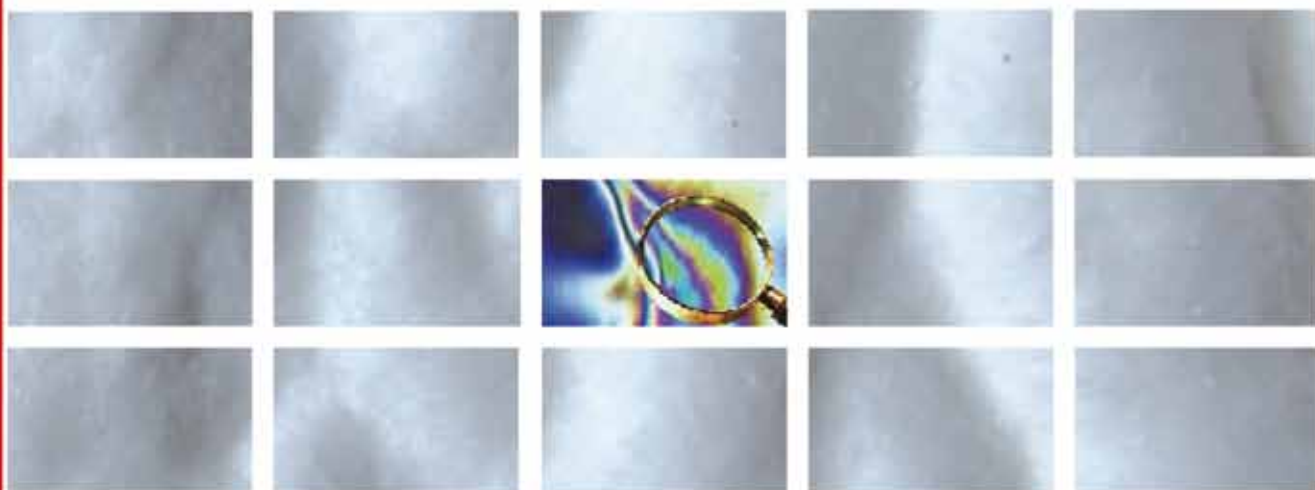
RSWM currently has eight manufacturing facilities at six locations, namely, Kharigram, Mandpam, Banswara, Rishabhdev, Ringas and Mordi. All these locations are in Rajasthan and are self-sustainable units with manufacturing facilities, captive power generation, utilities and residential colonies for the staff and workers. The company also has its presence in two more locations, in Tamil Nadu and Pondicherry, through its subsidiary CTL.

All the plants specialise in production of specific product categories and are capable of producing intra-segment variants. Ringas, which is one of the smaller units of the company, specialises in dyed blended yarns. The Kharigram plant produces both dyed and greige blended yarns. The unit at Mandpam specialises in fibre-dyed mélange yarns and 100 per cent cotton dyed yarns. The Rishabhdev plant produces blended greige yarn from synthetic fibres. The Banswara unit, which is one of the larger facilities, focuses on blended greige yarns from synthetic and natural fibres and cotton yarns.

There are two plants located at Mordi: an integrated unit with a process house and weaving for manufacture of blended fabrics and a fully integrated unit with spinning and weaving facilities and process house for manufacture of denim fabrics.

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PICANOL

strengthens presence with new Indian headquarters

Highly optimistic about growth prospects

By K. Gopalakrishnan

There is a rare interesting picture taken at Picanol's Ypres factory in Belgium in 1960, which shows an Indian Sardar working in the plant for weaving machines. Another picture taken in 1961 shows Picanol machine getting unloaded at one of the Indian mills. It just goes to show the long association the Picanol Group has had with India and the Indian textile industry. Picanol's association with India dates back to 1956 when the first machines arrived. Since then, there have been many milestones in the long history of the company.

But August 3, 2012, was a red letter day in the history of Picanol. It is on this day that Picanol started a new chapter in its history by inaugurating the Indian headquarters in New Delhi. Picanol has created this

infrastructure for the Indian market considering its long-term plans and objectives. The new office is located right in the heart of the capital in a state-of-the-art business center.

The new office was inaugurated

by the Deputy Prime Minister of Belgium and Minister of Foreign Affairs, Mr. Didier Reynders. It clearly goes to show the strong commitment of Picanol to the Indian textile industry. The other



Mr. LUC TACK, Managing Director of the Picanol Group

dignitaries present at the inaugural ceremony were Mr. Pierre Vaesen, Ambassador of Belgium to India. Mr. Luc Tack, Managing Director of the Picanol Group, and Mr. Kamal Oswal, Vice Chairman of Nahar Industrial Group.

Mr. Luc Tack said on the occasion: “The opening of our new Indian headquarters represents

another milestone in the long history of Picanol. As India is not only one of the key textile markets in the world, it is also a market of crucial strategic importance to Picanol. Today, we are celebrating the official opening of our new headquarters in New Delhi. But our ambition does not stop here. With the broadest product range in the market, im-

proved local services and presence, Picanol remains highly committed to India and plans to increase its leadership in weaving systems for the entire Indian weaving sector.

Picanol has been successfully serving the Indian market since 1956. It is interesting to note that some of the machines supplied in the 1950s and 1960s are still run-



Mr. P. KASIVISWANATHAN, Head of Indian Operations, Picanol

ning in mills like President Mills and Madura Mills. The company was initially operating through agents till 2008 when it decided to establish an Indian subsidiary in view of the potential and expected growth of the Indian market.

Since then, Picanol India, headed by Mr. Palanisamy Kasiviswanathan, has been looking after local sales and service activities. Today, the company is focusing on sales of Picanol weaving machines, installation and commissioning of machines, complete service and sales of original Picanol spare parts and accessories and repairing of PCBs for the repair of electronic circuit boards of Picanol looms.

Mr. Kasiviswanathan says: “We are excited to expand our operations and move to a new facility.

With the broadest product range on the market, improved local services and considerable presence, Picanol remains highly committed to India and plans to be the leading provider of weaving systems for the entire Indian weaving sector. We appreciate all of the support that we have received from both the State and local officials, and would therefore like to express our utmost gratitude

to the Belgian and Indian government representatives for the excellent co-operation in India”.

In recent years, Picanol India has seen a steady growth in its market share, which has led to it becoming the leading provider of weaving machines on the local market today. India is a market of crucial importance for Picanol as it is one of the key textile markets in the world.

As part of its further growth plans, Picanol India purchased new headquar-

ters in downtown New Delhi at the end of 2011. The print repair shop and the office, which were located in separate buildings, have been brought together in the new building. The inauguration of the new offices marks a major milestone for Picanol in India. Picanol India also has regional offices in Mumbai and Coimbatore and currently employs 35 people.



This picture taken in 1961 shows a Picanol machines arriving at an Indian mill

Mr. Luc Tack says:
 “Over the last seven-and-a-half decades the Picanol Group has played a pioneering role as developer and manufacturer of highly productive weaving systems. In 1971 we were the first in the world to introduce the electronically controlled weaving machine. We were also the first weaving machine manufacturer in the world to get ISO 9001 certification. In recent decades, together with our customers, we have constantly pushed

our limits with regard to weaving machines, which has taken us to the leading position amongst world weaving machine manufacturers”.

Currently, nearly 2,600 weaving mills worldwide have chosen Picanol weaving machines, with over 130,000 machines running worldwide. In 2011 the company clocked a turnover of Euro 466 million. The company employs 1,900 persons.



Symbolic handing over of the first Omniplus Summum machine in India by Mr. Luc Tack to Mr. Kamal Oswal, Vice Chairman, Nahar Group

Picanol provides complete weaving solutions for the apparel, household and technical textile industry. It also offers a wide range of weaving machines to cater to all possible requirements. Picanol has more than 15,000 machines working in customer locations across India. The increase in the number of Picanol machines in India prompted the company to establish a sales and

service organization to interact with customers directly and serve them better.

An important highlight of the inaugural event was the presence of Mr. Kamal Oswal, Vice Chairman, Nahar Group. The event marked the formal handing over of the first Picanol OmniplusSummum machines to the Nahar Group, which has placed a major order for the new range of machines.

Mr. Kamal Oswal said: “We have been associated with the Picanol Group since 1995 when we started with 72 looms. Now we have around 1,000 looms. We are very satisfied with the performance of Picanol machines because of its innovation and reliability. I congratulate Picanol on inauguration of the new facility”.

A sardar seen at the Picanol plant in Belgium in 1960



Asked about the outlook for the Indian textile industry, Mr. Luc Tack said: “The outlook for the Indian textile industry is very good. In the next 10 years, we expect 500 million people worldwide to come out of poverty and this will drive demand in the textile industry particularly for markets like India which can capture a part of this potential. Also the growing domestic market and equal growth in exports will benefit the Indian textile industry. I am very bullish on the Indian textile industry in the long term”.

Mr. Kasiviswanathan observed: “The Indian Government is providing a lot of encouragement for the upgradation of the weaving sector. For the first time, in 2012, the customs duties have been completely removed for weaving machines without any export obligation. Also under TUFS there is 10% capital subsidy. The potential for weaving machines is huge as the Government is encouraging the weaving segment even in the decentralized markets like Bhiwandi and Ichalkaranji to go for technology upgradation. India is in the best position for taking the lead in the weaving segment”.

Despite the slowdown in global economy and the Eurozone crisis, Picanol continues to do well. The



Mr. Didier Reynders, Deputy Prime Minister of Belgium and Minister of Foreign Affairs, inaugurating the new facility



**Mr. Frederic Dryhoel,
Corporate Communications Manager, Picanol**

global market for textile industry and in particular for weaving machines is not so strong at the moment, but Picanol has been outperforming in such a scenario. In fact, the company has recently announced hiring of people at its Ypres facility to support the increase in production due to good order intake from many global markets. The new OmniplusSummum range launched at ITMA in 2011 has been very successful. India is the second largest market for Picanol, next only to China.

The new Indian headquarters of Picanol is not just a corporate office. It has a fully equipped electronic PCB repair shop with experienced service engineers. The repair shop takes care of the requirement of the customers across India. “Our print repair Centre is fully equipped to handle the prints of even 25 year old looms supplied in India. The responsibility to provide service and technical support rests on Picanol India”,



PCB repair shop in the new Picanol Indian headquarters



Central spare parts ordering system which is directly connected to the warehouse in Belgium

Mr. Kasiviswanathan assures.

Another important function housed in the new office is the Central Spare parts ordering department. Spare parts orders are placed from here on real time basis online to the warehouse in Belgium, and they are shipped immediately from there directly to the customer anywhere in India.

“I am convinced that Picanol has all it takes to con-

tribute to the further expansion of the Indian textile industry. As the Managing Director, I will make sure that we will continue to deliver the best weaving machines and the highest services to our valued Indian customers. Because, after all, our success depends on the success of our customers”, added Mr. Luc Tack.



KPR's capacity addition and modernisation in progress



Mr. K.P. RAMASAMY, Chairman

KPR's journey into textiles began in 1984. In 1989, the group ventured into garment exports. Today KPR is a leading garment exporter as well as a top vertically integrated apparel company, engaged in manufacturing and marketing readymade knitted garments, knitted fabrics and cotton yarn.



KPR Mill has a cumulative capacity of 3,36,960 spindles to produce 86,000 mt of yarn per annum, the knitting facility to produce 21,000 mt of fabrics, the garmenting facility to produce 63 million pieces of ready-made knitted apparel and the processing facility to process 9,000 mt per annum.

KPR clocked a turnover of Rs. 1,275 crores for 2011-12. During the year, its exports increased 32 per cent to Rs. 395 crores from Rs. 300 crores of the previous year. Yarn sales moved up by 19 per cent to Rs. 689 crores from Rs. 579 crores. EBITDA was Rs. 187 crores (Rs. 251 crores) and the net profit Rs. 33 crores (Rs. 72 crores). Exports constituted 36 per cent of net sales.

During the year, the company successfully installed value-added capacities of compact yarn. The melange yarn capacity addition and modernization of the Sathyamangalam plant are nearing completion. The company drive towards 100 per cent self-sufficiency in power is also on course through its co-gen-cum sugar plant at Bijapur.



Shima Seiki machines designed for 'New Era of Knitting'

Computerized flat knitting machine manufacturer Shima Seiki of Wakayama, Japan, celebrates its 50th anniversary this year. For such a technology-driven company, this is not only an occasion to celebrate a milestone but an opportunity for reflection and self-improvement as well.

This also comes at a time when the knitting industry is similarly experiencing a turning point. Having taken on the role of the world's garment manufacturing center, China, now with its higher wages, shortage of labor and slow lead times, has not quite lived up to the initial expectations placed upon it as a sustainable centralized global mega factory. Add to that the rapidly rising demand in domestic consumption, and a production shortage is inevitable.

Caught off-guard, many in the industry realize that change is critical, but most are slow to react. One thing is clear: The knitting industry cannot sustain itself in its current



Mr. MASAHIRO SHIMA, President

state for very long. How individual companies perform in this upcoming 'New Era of Knitting' depend entirely on their ability to rethink the status quo, complemented by their technological capability.

To make matters worse, the cost of manufacturing knitwear has plunged since the introduction of inexpensive machinery to the Chinese market. The situation is especially severe for knit manufacturers of exported goods, as they are finding it more and more difficult to remain profitable. The result

is diminished investment, which extinguishes any hope for further progress by the industry. This is the beginning of an unfortunate spiral of events, which the knitting industry must avoid at all cost. Shima Seiki intends to help.

At ITMA Asia, Shima Seiki introduced new machine technology and developments in design software and demonstrated how customers can exploit them immediately in preparation for the 'New Era of Knitting'.

In these trying times, it is easy



to lose sight of long-term goals in the pursuit for immediate profit. Through its exhibits, Shima Seiki reminds its customers about the value of investing in a progressive company with the true potential to revitalize and sustain knitting industries in China and Asia, and beyond.

Description of main exhibits

There is something distinctly different about Shima Seiki's exhibits at ITMA Asia. The familiar workhorse models that currently make up the backbone of many of the world's knit manufacturing bases, including China – NSSG, NSIG and SIR – were not present. Shima Seiki instead returned to the original ITMA tradition of launching brand-new technology. Six of the

eight knitting machine models are first-time introduction in China. Six are also capable of WHOLEGARMENT knitting. More significantly, seven models featured Shima Seiki's original SlideNeedle.

Also shown for the first time were a compact version of the popular SIP-160F2 textile printing machine as well as the latest version of its all-in-one 3D design system SDS-ONE APEX3 with brand new functions. True to the company tradition, these products represented technology that is unavailable elsewhere.

Pioneered by Shima Seiki, WHOLEGARMENT knitting is the world's first "complete garment" production method. Whereas knitwear is normally produced by knitting body panels and sleeves

separately and sewing them together, WHOLEGARMENT knitwear can be produced entirely on the knitting machine without the need for linking or sewing.

SlideNeedle is a new type of knitting needle developed by the company to replace the conventional latch needle in certain applications. A slider mechanism replaces the conventional latch, expanding possibilities in knit and transfer, with increased number of knitting techniques, wider gauge range, higher quality fabrics, better efficiency and the ability to support a variety of production methods, including shaping, integral knitting and WHOLEGARMENT production.

♦

ALOK

bets big on technology for future growth

Plans to double capacity across all s

By K. Gopalakrishnan

The global economies in 2011-12, witnessed slowdown. The Euro zone was the worst affected. The US economy, though impacted, has now started showing signs of mild recovery. The Chinese and Indian economies, which were driving the global economy for some time, are also showing signs of slowdown.

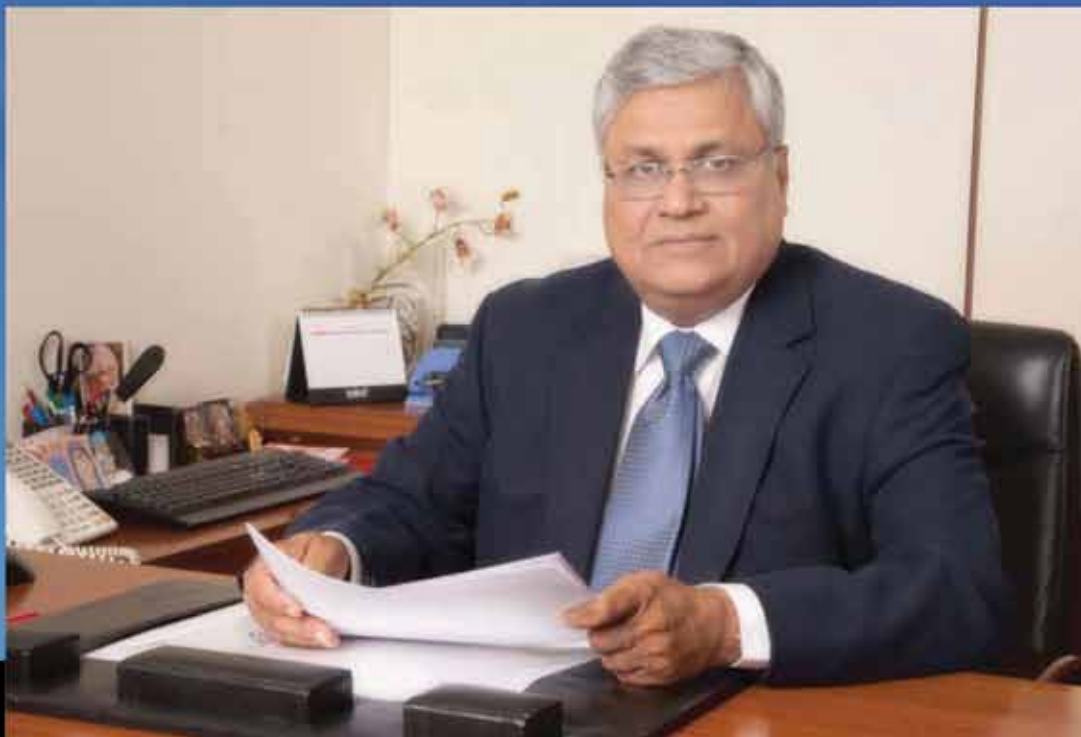
Mr. Ashok B. Jiwrajka, Executive Chairman, Alok Industries Ltd., says: "Surely, the prevailing economic environment has had an impact on the global apparel and textiles industry. Having said so, we strongly believe that economic cycles will always exist and companies like Alok, which have a long-term vision will have to rely on identifying and delivering on pockets of opportunity that are always there even in the worst of economic conditions".

Alok's domestic sales in 2011-12, were up 41 per cent to Rs. 5,871 crores. Exports were up 37 per cent to Rs. 3,030 crores and total sales were up 39 per cent to Rs.



gy

segments



Mr. ASHOK B. JIWRAJKA, Executive Chairman



8,901 crores. Operating EBIDTA increased by 40 per cent to Rs. 2,625 crores, while operating PBT moved up by 22 per cent to Rs. 762 crores.

This ability to deliver even in difficult times is attributable to Alok's strategic positioning as an integrated business across both the cotton and polyester value chains catering to diversified global markets.

On the supply side, Alok has integrated production facilities right from raw material processing to the finished garment manufacturing for both cotton and polyester. The market goes through various ups and downs in each segment of the value chain, and the integrated facilities help Alok focus on the specific segments that provide the company with greatest value.

On the demand side, the company continues to penetrate newer markets in terms of geography and products. Today, exports account for close to 34 per cent of the company's stand-alone sales, and it has established strong relationships with leading global brands.

Exports are well diversified with 36 per cent for the US, 29 per cent in Asia, 18 per cent in South America and 14 per cent in Europe. The diversification helps de-risk against local market downturns. Also, the customer base is well distributed between traders, converters and



Mr. DILIP B. JIWRAJKA, Managing Director

final product users.

Similarly, the presence in cotton and polyester, which are often treated as substitutes in the market, gives the company the scope to best leverage market conditions. In fact, today, polyester's share in the company's total sales has grown to 34 per cent and the focus on value-added polyester products like Cationic yarn is paying dividend.

The major capex programme for developing this large integrated production capacity was completed by March 2012. Going forward, in the next few years the focus is on value-added and balancing capex-related capital investments. The new capital investment would, however, be limited to the extent of the annual depreciation

so as to generate free cash flow.

Clearly, the company is moving from a phase of large investments to create global scale capacities to a phase of consolidation when efforts will focus on getting optimum

returns from these capacities. There are three fundamental goals in this phase – maximising ROCE (return on capital employed), monetising and exiting non-core businesses, generating free cash flow and deleveraging the company.

Maximising ROCE

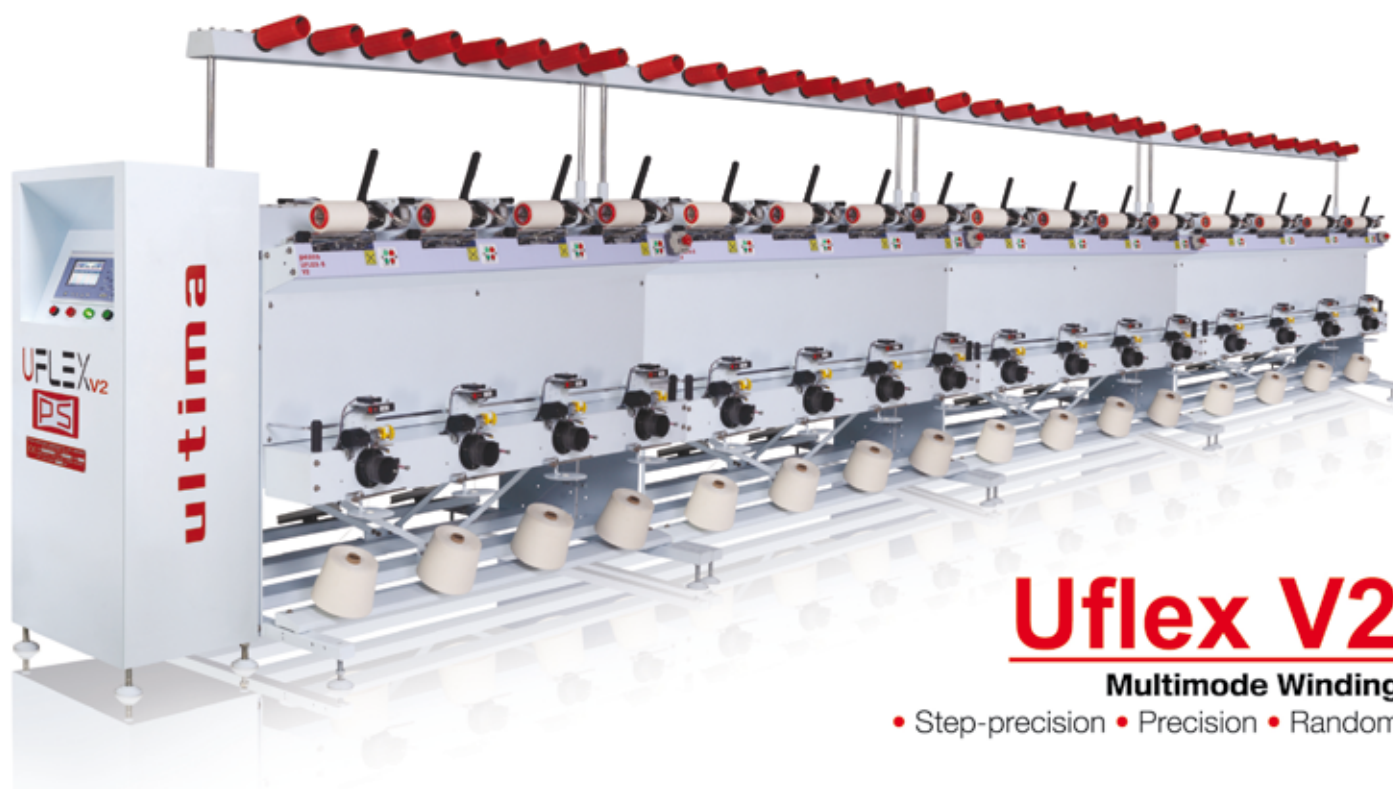
Alok is implementing a change management programme across its facilities that is specifically targeting for efficiencies in terms of optimising cost of operations to maximise ROCE. This programme is progressing well, and one expects to see substantial positive results soon.

In addition, the company is pursuing a specific strategy to improve asset turnover of the integrated cotton business by increasing the volume of value-added products like yarn dyed (structured) fabrics, technical textiles and institutional workwear. The stress is also on



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growing the share of the polyester business where asset turnover and ROCE is significantly higher.

Exiting and monetising non-core businesses

The company has in principle decided to exit all non-core businesses. Active steps are being taken to sell the commercial real estate that the company had invested in. For Ashford Centre and Peninsula Business Park, Alok has appointed a leading global real estate consultant and has already entered into around Rs. 500 crores worth of transactions. Cash flows from these are expected by the end of the second quarter of 2012-13. New strategies are being developed for the retail businesses in India and the UK to make them thin on capital intensity and bring some of the capital invested in these ventures back into Alok.

Generating free cash flow

With the intensive capex pro-



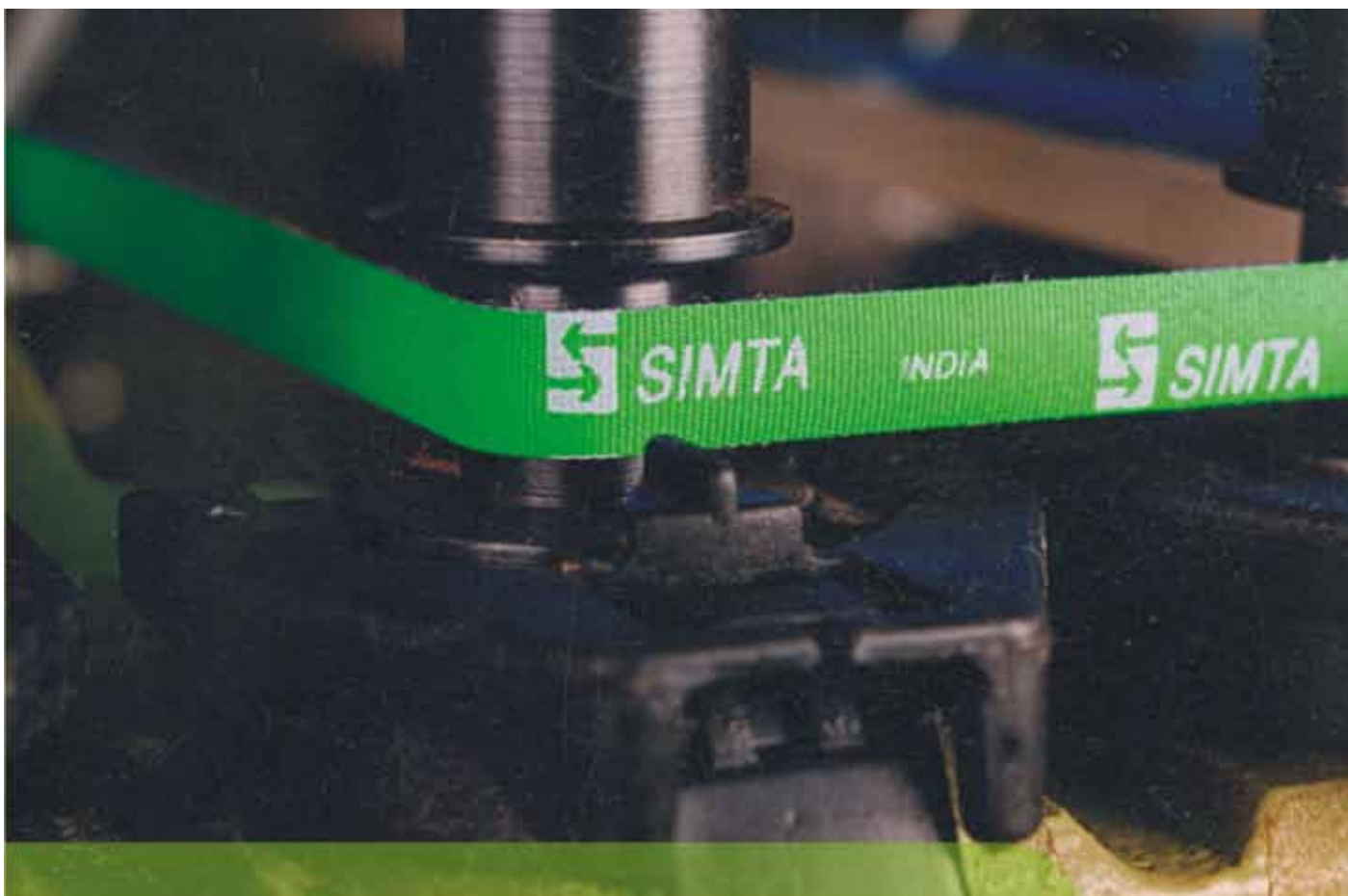
Mr. SURENDRA B. JIWRAJKA, Jt. Managing Director

gramme almost complete, the efforts at monetisation of non-core business assets and improvement in working capital cycle, one expects improved cash flows in Alok's system. This improved cash flow with the decision to undertake marginal

incremental investments would result in generation of free cash flow. In this way, with a clear focus on operations and 'sweating assets' it should be possible to substantially reduce debt burden and deleverage the company.

Going forward, the company expects the macro-economic conditions to be subdued in the next couple of years. Alok has the integrated capacity base in place supported by strong customer relationships. It is going to leverage both these to gain market share and continue with the growth path. The company remains cautiously optimistic on delivering results with a strong focus on improved returns on





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capital employed.

In fact, apart from competing and delivering in the domestic market, the company is ready to drive India's export thrust in global markets. In the last 10 years global textile trade has been dominated by China. But, recently, China is witnessing an increase in labour costs, currency appreciation and environmental concerns that have affected their competitiveness. In the long run, the need to cater to a growing domestic demand with the shift to becoming an advanced economy that has less emphasis on sectors like textiles will provide an opportunity to countries like India to expand their market share. This opens up opportunities for Alok.

Mr. Dilip B. Jiwrajka, Managing Director, observes: "Our objective now is to be seen as the

innovation leader for our industry. This focus cements our commitment to customers to continually improve the value proposition we offer. With optimization of new expanded capacities and the completion of the balancing capex programmes, we anticipate our sales, profits and cash flows to improve substantially from fiscal year 2013. Going forward, the objective would be to focus on innovation, expanding our position across new mar-

kets and to leverage our dominant position to accelerate growth. Alok now embarks on the most important leg of its journey thus far. This is an exciting time for the company, and we expect sustained growth and continued improvement in shareholder returns since all building blocks are in place".

Spinning

Alok's Spinning Division was set up in 2007, as a backward integration measure. Commencing opera-



tions with a rather modest 50,000 ring spindles and 900 rotors, Alok has consistently added capacities to become one amongst the largest spinning units in the country with 4,11,000 ring spindles and 5,960 open end rotors.

The technology adopted is highly modern and automated. The unit is capable of producing a wide range of cotton / blended yarn starting from 6 OE count to 120 count ring yarn, both compact and regular. It also has in-house gassing and doubling capacities for higher applications.

Says Mr. Sapan Mukherjee,

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13 as the company optimizes capacities and increases the running speed and efficiency of the looms. Alok produces a wide range of fabrics with different weaves such as plain weave, satin weave, twills, dobbies, jacquard, yarn dyed and technical fabrics, amongst others.

Says Mr. Tulsi Karnani, Chief Executive

Officer - Spinning, “Since our inception, we have crossed many milestones and reached good levels of productivity and quality of yarns. Almost 95% of our production is consumed in-house in our weaving and knitting units. The requirement, however, of our weaving, knitting, terry and yarn dyeing divisions is much higher than our production with our division contributing to about 60% of the total yarn requirement. In view of this, we may consider adding some more capacities in spinning in the near future to de-risk vagaries of the markets”.

Alok has identified technical and specialized fabrics as its area of growth in future, and towards this end, the company is setting up a dedicated spinning unit of 11,332 spindles and 360 rotors capable of producing specialized yarn, thus becoming an integrated technical textiles producer as well.

“In the years to come we will further improve aspects like productivity, quality to make this business unit even more profitable.

We are ready to face challenges of a tougher, competitive and uncertain market. We will continue to put in our best efforts and retain skilled workforce through good training programs which will be vital when we add capacities and achieve greater milestones”, Mr. Mukherjee adds.

Achieving the highest level of productivity with the lowest possible input cost and maintaining the highest level of quality across products lines will be the key area that the company intends focusing on.

Weaving

Alok’s weaving unit manufactures normal width and wider width greige fabrics. The year 2011-12 in many ways was a landmark year for the weaving plant. The company has the largest number of airjet/rapier looms at one location in the country. Also, with about 800 airjet looms under one shed, the company possesses probably the largest weaving shed in the world.

In the year under review, Alok achieved a record production and hopes to break the record in 2012-

Officer - Weaving: “We continuously put in efforts to improve efficiency, reduce inventory and make our products more competitive. We also continuously explore efficient means to reduce our cost per pick (thereby cost per meter), shrink our total lead times and enhance customer satisfaction by producing quality products and introducing new developments”.

“For example, in the case of woven apparel fabrics, yarn dyed fabric, our value-added product segment, we reduced the overall lead time of 131 days in April-2011 to 60-65 days in February-2012 / March 2012. Similarly, we improved the production of this value-added fabric during the year. We are further increasing the production of this value-added yarn dyed fabric and expect to double it from the present level in the next few months by increasing yarn dyed capacities”, Mr. Karani adds.

Processing

Alok’s modern plants cover almost all kinds of narrow and wider width fabrics, knits, yarn dyeing

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and terry towel possess dye-print-finish capabilities of the highest order. Being at the end of the final value chain for finished fabrics, the company imparts maximum value addition to the fabrics. The quality of products is testified to by the fact that the company is a preferred vendor to blue chip retailers, importers and brands around the world and in the domestic market.

Alok has invested heavily in the processing segment and boasts of having the highest processing capacity in the country. Its processing facilities have the pride of place not only for the company but also for the country.

Says Mr. S.S. Aich, Chief Executive Officer - Processing: "With the most versatile and largest processing capacity, we are quite naturally and justifiably proud of

our set-up and aim to turn it into the best in the world, in terms of production, cost and quality. We have targeted higher productivity with lower cost of production by intelligent use of our resources and conversion of fuel from CNG to coal within the third and fourth quarter of the current year. In addition to this, rationalization and development of right skills in employees has also been initiated to tackle shortage of skilled manpower".

With strategic focus on value-added fabrics such as yarn dyed, technical and specialty fabrics, Alok will be expanding capacities

in order to capitalize on the opportunities available to the Indian textile industry, as also to better balance out the integrated set-up of the company.

Knitting

Mr. Arvind Maurya, Chief Executive Officer - Knits, says: "Last year was a bit challenging year as our major markets, USA and Europe, witnessed slowdown. But,

biggest weft knitted fabric supplier in the SAARC region by the end of fiscal 2012-13. The other important area where it would be focusing on this year is the technical wear and sportswear fabric segment. To support this technical endeavor, it is setting up a competent and world class R&D facility.

India is on the threshold of an exciting new phase of prolonged



we believe, challenges do not come alone, they bring with them opportunities and glory. Accordingly, we were able to sight opportunity to grow our business on the domestic turf and recorded a growth of 11% in sales which increased to Rs. 268 crores in 2011-12 as compared to Rs. 241 crores in 2010-11. Looking at the growing opportunities in domestic and export markets, we are increasing our knitting capacity from the current 18,200 tons to 25,000 tons per annum in the current fiscal year."

It would be the company endeavor to establish itself as the best and

growth in textiles with the domestic market also offering sizeable opportunities. The company goal would be to make the most of this situation and position its division as a preferred / nominated vendor for global buying houses and retailers with its quality, cost and delivery (QCD) parameters.

Embroidery

Mr. Sanjay Bhatt, Chief Executive Officer - Embroidery, Alok Industries Ltd., observes: "At our embroidery plants, we produce an exquisite range of schiffli and multi head embroidered products that impart high value addition to

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dress materials, garments and home furnishings. Last year was challenging for us as our major market, the African Continent, was facing a downturn no different from the rest of the world. We managed to tide over it and posted sales of Rs. 161 crores, including exports worth Rs. 105 crores”.

He adds: “We were co-promoted by Alok and an Austrian collaborator as an independent company called Grabal Alok Impex Ltd., but with the amalgamation of our business with Alok during 2011-12, we have become an integral part of our parent company. We see a lot of synergy in our business merging with Alok and hope to provide an incisive edge to Alok’s already formidable range of products. We can rightfully classify as having the largest embroidery capacity in the country and amongst the largest in the world too.

Alok believes in a simple philosophy which has helped it grow its business year on year. It believes that “our customer’s shop is our

shop and our factory is the customer’s factory, and complementing each other we have grown because of our customers, and our customers look up to our support in terms of new designs and developments to grow their business”.

The company caters to various markets, domestic and overseas. The marketing strategy is rather unique in the sense that it adds two or three markets every year. Also, to maintain exclusivity of designs and as a measure of comfort to the existing clients, it avoids adding new customers in the existing markets.

As a strategic initiative for 2012-13, the company proposes to penetrate the South American market to sell its products.

Apparel fabric

Alok is a leader in the woven apparel fabric segment, and its range is wide enough to capture almost all requirements of the demanding customers. It’s also a major revenue segment for Alok, constituting about 43.41 per cent of the total

revenue of the company. In 2011-12, total woven apparel fabric sales achieved a growth of 41 per cent at Rs. 3,863 crores from Rs. 2,731 crores in 2010-11. Export sales recorded higher growth of 108 per cent at Rs. 568 crores from Rs. 272 crores in 2010-11. The average price realisation increased from Rs. 103 per metre to Rs. 107.

Mr. Rohit Seru, President - Apparel Fabrics, says: “Alok is looking forward

to a robust business plan in woven apparel fabrics. We shall strive to continue to hold a leadership position in this segment. Our passion is to continuously strive for high standards of quality and delivery and have a delighted the customer always. Our focus in 2012-13 would be to achieve sales growth by focusing on volume growth and improvement in the overall average rate per meter, change our product mix in line with our focus on value added products, such as yarn dyed woven fabric business, printed apparel and institutional business and increase our presence in the specialized WorkWear and technical textile business”.

The company is also planning to develop business with major WorkWear brands in the US and Europe and target international defence business in the uniform and specialty business. With its fully integrated business set-up, large-scale, modern plants and infrastructure, Alok is best equipped to derive maximum advantage of the emerging opportu-

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Terry towel

For Alok's Home Textile Division, already with a strong foothold in the sheeting business, investment in terry towels was just a step towards making Alok a one-stop destination for home textile buyers. Its Terry Division, started two years ago, has recently doubled its capacity to 1,100 tonnes/month, with plans to further double this in the next two years.

Mr. Sanjay Deora, Chief Executive Officer - Terry Towels, comments: "We achieved revenues of Rs. 159 crores (about \$30 mn) in sales for fiscal 2011-12 and are targeting to double sales in the current year backed by the additional capacities and a strong order book. Currently our major markets are the US, the UK, Japan, Australia and New Zealand. We are exploring new markets like Russia and South America and will be constantly looking to expand our markets".

"In the competing environment, especially from domestic companies, we are making our mark with major retailers worldwide through strong R&D. In two years we have launched new technologies like Cloud Zero, Dura and quick dry towels, giving us a leading edge with many leading retailers. Our major focus remains introducing terry towels through innovation in new fiber and process technologies.

With automization at every stage of production we are confident of achieving better margins and high economies of scale as we add capacities", he adds.

Though markets globally are a bit slow and India's terry capacity is poised to increase further, the company boasts an overflowing order book for the next 9 months. It aims to position itself as the best in the terry industry and plans to aggres-

As we look ahead, prospects seem bright for the garment business at Alok. Till date, we were oriented towards fashion garments. We are, however, now focusing on new emerging opportunities in industrial and WorkWear garments. There are some prerequisites to be strictly adhered to in this segment, like constant innovation, networking and better supply chain management with ability to link up to the



sively increase its market share year on year. "We would continue our endeavor to be a one-stop source for our home textile buyers and are confident of growing our business by delighting our customers with our service and product innovation".

Garments

Mr. Romi Agarwal, Chief Executive Officer - Garments, says: "The previous year was a satisfactory one for us. Despite slowdown in our major markets we could achieve revenue of Rs. 217 crores, representing a growth of 25 per cent.

global value chain. This would also complement our Technical Textile Division, where we make specialized fabrics for various applications.

Though the Garment Division is presently export oriented, the company firmly believes that the readymade garment segment will be the principal driver of growth in the domestic industry once FDI in the retail sector is opened up, which is just a matter of time.

Having built up the right size with the right infrastructure, Alok is ideally placed to take on competi-



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tion by offering large volumes at competitive prices with attractive lead times. Alok, with its vertically integrated operations and a varied product basket, offers itself as an ideal partner for any brand in the Indian and overseas markets.

The “Women Empowerment Program” started in 2007 has brought about a social change and given a productive and stable workforce. It has made the division grow by almost 500 per cent since then.

Every individual in the division is tuned to operate with a marketing focus rather than production, as with a marketing focus one operates from a position of servicing a client while with production focus one operates mainly from a position of cost. This continues to remain the company mantra for success.

Polyester & retail

The Polyester Division recorded sales of Rs. 2,979.22 crores in 2011-12, a growth of 76.48 per cent over 2010-11. Revenues from polyester constituted about 33.47 per cent of the overall revenues of the company.

The CP plants are set up with state-of-the-art technology from Chemtex- USA, POY machinery from Barmag- Germany, FDY machinery from TMT- Japan, and Barmag- Germany, and polyester staple fibre from CTMTC.

With this unique set-up, the company offers a wide range of products that include POY, DTY, FDY, polyester chips, cationic yarn and



PSF for diverse applications. The distinguishing feature of Alok’s Polyester Division is its focus on finished products that constitute almost 70 per cent of its polyester capacity.

Polyester business is highly volatile in nature on account of large fluctuations in raw material prices which are linked with movement in cotton prices as well as crude oil and global demand and supply.

Mr. Reshabh Raizada, Chief Executive Officer - Polyester & Retail, says: “Our objective is to mitigate this risk effectively and position ourselves as a dominant player in the segments that we operate. Our philosophy is to produce products with a wide range of applications at the lowest possible cost in order to be competitive with the product quality exceeding global standards for customer delight. The entire strategy is to place our volumes in niche markets globally for a wide array of specialized applications. With the launch of PSF in the second half of this year, we should be

able to offer a larger product basket and higher profitability”.

The key initiative of the company for the current year would be to place at least 75 per cent of the company production (which would be a wide range of products like dope dyed yarn, cationic yarn, full dull yarn and micro filament) in the overseas market where margins are better. Its large investment in automation should result in better product quality with minimal damage and a superior product for the customer.

“We are confident about the prospects of the Indian textile industry, and will contribute our part in making it a reality. The innovation in polyester in improving its feel and breathability to provide similar comfort like cotton should be the order of the day for the growing Indian domestic market. We look forward to the future with quite optimism”, he adds.



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INVISTA, a world leader in integrated fibers and polymers, has collaborated with Attiva India, a lifestyle sportswear company, to help develop a new apparel range for emerging alternative sports with Lycra Sport fabric. INVISTA's Lycra Sport fabric combines stretch fiber technology and meets demanding fabric performance requirements, designed specifically for sport and outdoor apparel.

Attiva India's apparel range with Lycra Sport fabric includes sportswear, swimwear and cycling jerseys. The range is available through popular online shopping sites like Yebhi.com as well as multi-brand sport outlets such as Total Sports, Champion Sports and Diamond Sports across India. The range carries the Lycra Sport fabric hand tag, an assurance of superior quality of the product. In internal as well as independent research studies, Lycra Sport fabrics were shown to perform better than those containing generic spandex on the key parameters of recovery power, shape retention and freedom of movement.

Mr. Abhay Chhapiya, Owner, Attiva India, observed: "We are pleased to associate with a global company like INVISTA, who are known for their fibers and textile innovations. Consumers everywhere are constantly looking for better quality products, and we are committed to offer them that. INVISTA's Lycra Sport fabric provides freedom of movement, stretch, comfort and long-lasting fit – qualities that will definitely meet the growing demands of our consumers. The presence of the Lycra Sport fabric hand tag has been an added advantage as it is a very well made tool to communicate the benefits of the technology to the consumer. We are witnessing a

good growth in demand of our garments as our customers are looking at real high performance products in activewear".

Mr. Avinash Chandra, Marketing Head, South Asia, INVISTA, said: "There is increasing interest among Indian consumers towards swimming and cycling, and we are delighted to enable Attiva India to offer such products to them. Lycra Sport fabric is specifically designed to support active people and athletes to perform better in their sporting activities. It delivers stretchability and recovery power, designed to help consumers move and perform better while providing comfort."

INVISTA is one of the world's

uces apparels with a Sport fabric

largest integrated producers of polymers and fibers, primarily for nylon, spandex and polyester applications. INVISTA's global businesses deliver exceptional



Mr. AVINASH CHANDRA,
Marketing Head, South Asia, INVISTA

value for customers through technology innovations, market insights and a powerful portfolio of global trademarks, including COOLMAX fabric, CORDURA fabric, freshFX fiber, LYCRA fiber, SUPPLEX fabric, TACTEL fiber, and THERMOLITE fabric.

The Lycra fibre brand is an integral element in many of the world's leading fashion brands but is often misunderstood. "Lycra" is not a fabric or type in its own right. It is not the name of the category of stretch fabrics or clothing. It is the world's leading brand of elastane fibre and other premium stretch fibres and fabrics that can be combined with many other fabrics such as cotton, wool, leather or even cashmere. It is a brand that delivers the consumer promise of comfort, fit and freedom of movement.



A touch of Lycra fibre ingredient can help make garments and the people that wear them look better and feel better. The branded fibres are essential ingredients in fashion today, driving innovation and working with designers and brands to produce stylish, beautiful clothes. The branded fibres are found in all types of garments from underwear and swimwear, jeans and tailored suits to sportswear, hosiery and sweaters. ♦

Autonics providing world class electronics at affordable cost



Mr. R. Sundarraj, Managing Director, NAREN Electronics

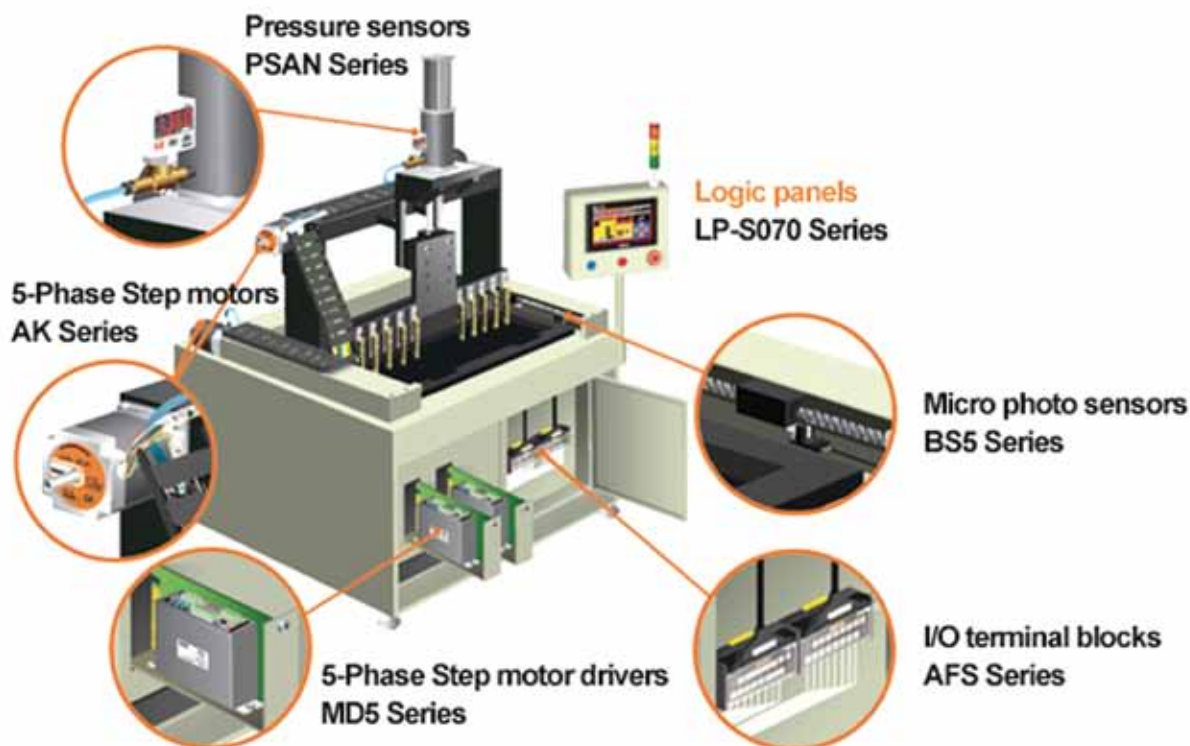
Autonics Corporation, established in 1977, is a leading manufacturer of sensors and controllers in Korea and the No.1 exporting company as well. The company produces over 6,000 items that are marketed in more than 100 countries worldwide satisfying customer needs in different fields of industrial automation.

Autonics always tries to achieve customer satisfaction with a wide range of products and services through constant R&D efforts and quality management. Also, the company has invested a lot in development of ultra precise and high quality control equipments and has introduced advanced and unique quality control systems. As a result,



■ Application sample

* Control the operation of mobile LCD inspection equipments



it has obtained the global quality certifications such as ISO 9001, UL, CE, RoHS, etc.

A reliable partner in the worldwide industrial automation market, the company's mission is to develop new products and meet customer needs at an affordable cost. The company provides a variety of products and supports customers to achieve higher productivity by offering total solutions.

With expanding overseas operations by over 130 distributors in more than 100 countries, Autonics is committed to customer satisfaction worldwide. In order to provide reliable products and quality serv-

ice, it remains committed to global customers by sending engineers from the headquarters to locations worldwide to educate the local staff and share technological knowhow.

Technical seminar well attended

NAREN Electronics and Services, India's biggest distributor of Autonics products, held a technical seminar in Coimbatore recently.

The program, which was well attended, started off with a small introduction and welcome speech by the company Managing Director, Mr. R. Sundarraj. This was followed by live demonstration of all the Autonics products that set a

benchmark in the field of "Industrial Automation".

Autonics technicians presented their practical experiences, insights and views that offered a clear understanding of the many perspectives in industrial automation.

The seminar mainly focused on various industrial automation products from Autonics, and participants in the interactive session that followed were extremely impressed with the proceedings.

The feedback from the participants confirmed that the seminar was very much appreciated by all those who attended it.

◆

Automatex' automation solutions for varied textile applications

By K. Gopalakrishnan

Automatex, a Canadian-based company, is specializing in automated cutting and sewing equipment primarily in home furnishings and institutional industries, which include bedding, towels and kitchen linens. Its presence all over the globe is supported through its alliance with the Swedish ES Automatex Solution AB enterprise, represented by Eckhard Zimek and Stefan Persson, and a significant network of sales agents. To meet the marketing needs of its technologies on all continents, it can rely on the competence of a team of professionals attuned in understanding the needs of its customers.



Mr. Chuck de Sousa, Director - Business Development



Automatex recently concluded an agreement with Jensen AG Burgdorf, Switzerland, under which Jensen has appointed Automatex as its exclusive worldwide distributor for folding machines for the



textile industry. Automatex has also received permission to adapt its technology to Jensen's textile folding line and redesign if deemed necessary. Many of the clients need complete production lines, including folding machines, so the folding lines will be totally adapted to the sewing automates from Automatex. It will be convenient to the clients to have access to service and technical support from one supplier as a "total solutions" package is offered. The entire products range from cutting of home textiles to folding of home textiles is manufactured at the company's facilities in Montreal.

At the moment the strongest markets for Automatex are Argentina, Brazil, Turkey and France. The company has executed some major projects in Brazil, where whole bed textile and terry towel facilities have been built up. Another major project has been executed in France for bed textiles. Automatex has been witnessing 100 per cent growth in sales and turnover year-on-year.

Automatex feels India is one of the most important markets in the future. Its products will have a big potential for the Indian market, since automatization will be unavoidable in India in the future.

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Kornit Paradigm helps Bowker widen printing applications

Bowker Printing has chosen Kornit Digital to provide a digital add-on solution, the Kornit Paradigm, for its screen printing carousels in order to produce complex designs for world famous brands such as Adidas, Reebok, Polo Ralph Lauren and Calvin Klein Jeans.

Following a competitive pitch, Bowker Printing has selected Kornit Digital's Paradigm printer for it to combine traditional screen printing methods with digital printing technology to create innovative printing applications. Kornit Digital impressed Bowker Printing with its commitment to excellent customer service and technical support, earning Bowker's decision for Kornit Digital to be the sole supplier of digital printing solutions for the company.

Kornit Digital developed the Kornit Paradigm specifically to cater to the needs of traditional screen printers. The product is compatible for both manual and automatic screen printing carousels and is capable of producing a variety of combined digital and screen applications. This printer is the best solu-



Mr. WILLIAM MOK, Director, Bowker Printing



tion for garment decorators and screen printers looking to adapt to the growing needs of the fashion industry.

Said Mr. William Mok, Director at Bowker Printing: “Kornit Digital really understands our needs, fulfills our expectations for quality and has all of the capabilities we need in-house, which really speeds up the sampling and manufacturing processes. Managing the production of complex print, for example, gradient look and photorealistic images has been integral to making



TEXTILE PRINTING



Mr. Eyal Manzoor, Managing Director,
Kornit Digital - Asia Pacific.

Bowker Printing being ahead of its competitors.”

“We are delighted to have been selected by Bowker Printing to provide digital printing solution. We believe that speed and efficiency are important for garment printers, and we are committed to delivering quality solutions to our customers,” said Eyal Manzoor, Kornit Digital’s Managing Director for Asia Pacific.

Kornit Digital develops, manufactures and markets industrial and commercial printing solutions for the garment, apparel and textile industry. Leading the digital textile printing industry with its integrated pre-treatment solution and its unique pigment inks, it directly caters to the needs of both designers and manufacturers. With its immense experience in the direct to garment market, it is revolutionizing the roll fabric industry by enabling printing with one ink set on all types of fabric.

Founded in 2003, Kornit Digital is a global company with offices in the US, Asia Pacific and Europe and serves customers in more than 100 countries worldwide.

Bowker Printing Factory (He Yuan) Co. Ltd. is a principal member of Win Hanverky Holdings Ltd. It operates three factories in China and is able to handle over 2.4 million prints per month.





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DATACOLOR

launches latest technology for quick, accurate chemical dosing

Datacolor, the global leader in color management technology, has announced availability of Ahiba QuickDose, a patented dosing system for the Ahiba Infrared lab dyeing machine to enable safe and easy addition of liquids and powders to the dyebath. Most commonly used in exhaust dyeing with reactive and acid dyes, QuickDose has three independently operated dosing capsules that don't need to be removed or opened. The textile industry has never had an easier, quicker or more accurate process for chemical dosing.



Mr. JEFF FAIN, Product Manager, Datacolor

Proper chemical dosing in a textile lab results in a much closer match between lab dyeing and production dyeing, reducing the need for color corrections in production. With Ahiba QuickDose, this process can now be quicker, safer and more precise. Using three independent quick-actuating and color-coded capsules, all beakers can be actuated in less than one minute and filled with either liquid or powder.

Each chemical can be quickly dosed at the proper time in the dyeing cycle, and thanks to the option to use powders, changes in temperature to the dyebath are minimized. Made of high quality 316L stainless steel, the system is both durable and easy to clean and maintain.

The Ahiba QuickDose serves as a more practical tool for operators who would usually have to do the same chemical dosing work manually. Injection/syringe systems are time consuming and use chemicals that must be diluted prior to injecting them in the dyebath affecting the liquor ratio. Powder systems currently in the market do not grant a choice of which auxiliaries to add, but rather add all of them at once at temperature.

The Ahiba QuickDose eliminates all these issues while lowering maintenance costs, utilizing both liquid and powder, and reducing time spent on the process as a whole.

“Without a chemical dosing system, an operator would have to manually remove the beakers and manually add chemicals,” said Jeff Fain, product manager, Datacolor. “With the



QuickDose – An unique option available for Ahiba IR only

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new Ahiba QuickDose, we replace time-consuming and unsafe dosing operations with an easy-to-use and efficient system. With this addition to the Ahiba product line, we can offer greater reproducibility between lab dyeing and production dyeings”.

The QuickDose system requires no new installation or set-up to be able to use with the Ahiba Infrared systems. Pre-filled capsules can hold up to 5 gr of powder or 7 ml of liquid. It is only available for 300cc, 500cc, and 1000cc beakers with Ahiba IR or Ahiba IR Pro dyeing machines.



Oerlikon Barmag's WinTrax-A carbon-fiber well tested

Further trials later this year

The automatic version of the WinTrax carbon-fiber winder from Oerlikon Barmag has successfully completed rigorous testing under real-life conditions. Further trials under production conditions are planned to take place in the fourth quarter of this year.

With this automatic special winder, the Chemnitz-based subsidiary of the man-made fiber processing solutions provider has set yet another milestone in the processing of high-end fibers: carbon fibers form the basic framework for many fiber compound materials. These, in turn, provide solutions wherever light, but nevertheless stable, structures are required. With their considerably lower weight and simultaneously higher resistance to pressure and greater tensile strength, these materials are being deployed in the auto-



mobile construction sector, in the civil aviation industry, in sports, in wind power systems and in architecture.

The special winder is not only convincing in terms of its superlative energy efficiency – the WinTrax-A is e-save certified – but generates additional cost advantages in downstream process-

ing as a result of package weights that are well above the market standard.

The manual version of the carbon-fiber winder from Chemnitz, Germany – the WinTrax-M – was on show at ITMA Asia in Shanghai. This special winder, launched in 2007, has been successfully operating in large numbers through-

out the world for four years now. 90 years of textile technology exports

Oerlikon Barmag, the tradition-rich, globally-successful company located in Remscheid-Lennep, celebrated its 90th anniversary on March 27 last.

Founded in 1922 in Wuppertal Barmen as “Barmer Maschinen-

Oerlikon Barmag is the market leader for spinning systems and texturing machines for polyester and polyamide. At its headquarters in Remscheid-Lennep, around 750 highly-qualified engineers and experts develop and manufacture technologically sophisticated textile machines for the world market.

Oerlikon Barmag made a decisive breakthrough in high-speed spinning with the development of the world’s very first high-speed winder in 1969. Further, the company laid the foundation-stone in the 1980s for a rapid increase in the productivity in man-made fiber production with a completely new method for depositing the yarn on spun packages. And in 2007, the new WINGS winder revolutionized the man-made fiber manufacturing technology.

“We are particularly proud of this development as it enables us to grow further and acquire further international market shares, hence securing the future of both Oerlikon Barmag and its employees”, explains Stefan Kroß, the responsible Managing Director at Oerlikon Barmag.

The backbone and the engine of the company are the highly-qualified employees, comments Head of HR, Uwe Model: “Well-educated, motivated employees are simply irreplaceable in our high-tech business, as they guarantee the solutions for the demanding challenges of the future with their knowledge and expertise.”

Correspondingly, training and further training is a core component of the corporate philosophy at Oerlikon Barmag. After all, the company plans to celebrate many more anniversaries at its HQ in Remscheid-Lennep in the future.



fabrik AG” (Barmag for short), the purpose of the new West German company was to construct machines and systems for the rapidly-expanding man-made fiber industry. Today, the company is, and has been since 2007, part of the Oerlikon Textile segment, a subsidiary of the Swiss high-tech group OC Oerlikon.

Setting international standards

Over the long history of the company, many Oerlikon Barmag developments have set new standards in man-made fiber production, with most of the innovations creating and continuing to create the trail-blazing direction for the entire sector.

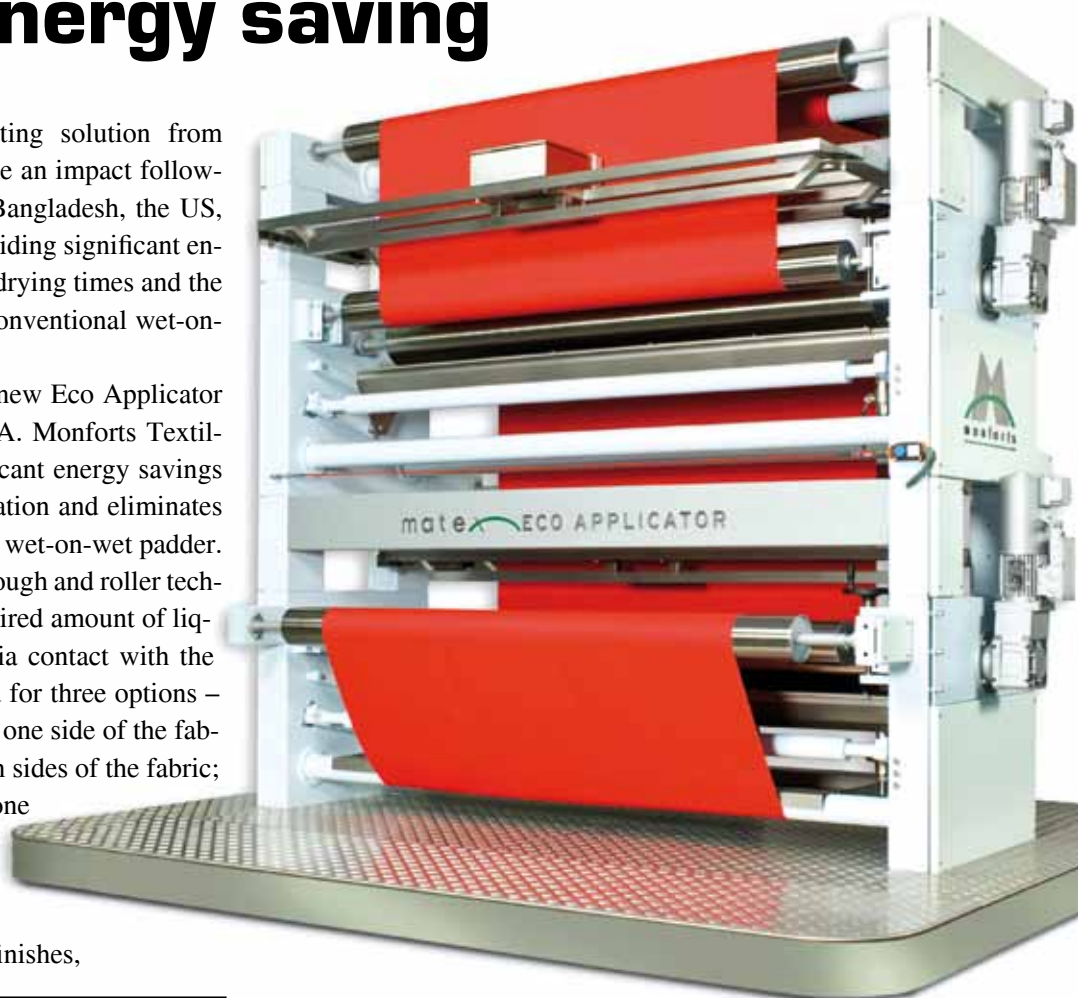
Monforts' Eco Applicator proves highly energy saving

The improved soft coating solution from Monforts continues to make an impact following launches at shows in Bangladesh, the US, India and ITMA Asia, providing significant energy savings with reduced drying times and the possible elimination of a conventional wet-on-wet padder.

The recently introduced new Eco Applicator soft coating process from A. Monforts Textilmaschinen provides significant energy savings with reduced liquor application and eliminates the need for a conventional wet-on-wet padder.

The new process using trough and roller techniques applies just the required amount of liquid/coating to the fabric via contact with the roller. It has been designed for three options – to apply a liquid/coating to one side of the fabric; to apply a liquid to both sides of the fabric; and to apply a liquid to one side and a different liquid to the other side.

The Eco-applicator range is suitable for felt finishes,



coated materials and medical textiles. Applications include nano coating, water repellancy, softeners, flame retardency and insect repellent.

When used for clothing applications, the soft coating process can, for example, apply soil- or water-repellency to one side of the fabric and softener or water absorption, respectively, to the second side. The new process can eliminate the need for a conventional padder, applying the liquid/coating via a roller. A twin-roller is used for double-sided applications.

Compared with a padder operation, the initial moisture content of 60 per cent is reduced to 40 per cent using the Monforts soft coating process; ensuring a reduction in drying times and reduced energy costs.

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Sales of textile-based automotive airbags to pick up fast



Sales of textile-based automotive airbags are set to increase rapidly after a tough phase during 2008 and 2009 when global sales of light vehicles fell sharply, according to a report from **Textiles Intelligence**.

In 2010 the world market for automotive airbags stood at 258 million units, but by 2017 this figure is predicted to rise to 446 million units, representing an increase of 73.2 per cent.

Front airbags are expected to re-

main the biggest category of airbag in 2017. However, forecasts for the seven years to 2017 suggest that they will form the slowest growing category, whereas sales of side-impact airbags, inflatable curtains and knee airbags will grow considerably faster.

As a result, the share of front airbags in the total market for airbags will drop from 42.2 per cent to 37.9 per cent between 2010 and 2017, although sales of front airbags are still forecast to increase by 55.2 per cent.

The fastest increase, at 539 per cent, will be in sales of knee airbags. However, these will continue

to represent by far the smallest category with sales of just 33 million units in 2017, representing 7.4 per cent of the market.

Sales of side-impact airbags are set to rise by 74.7 per cent to 128 million units, representing a 28.6 per cent share of the market, while sales of curtain airbags will increase by 65.2 per cent and account for a 26.1 per cent share.

Geographically, growth in the mature markets of developed countries is likely to be sustained by new regulations and technological innovation as vehicle production in these countries is still recovering following the global financial crisis.



Clariant Chemicals' net sales up 8.5%

Clariant Chemicals (India) Ltd.'s net sales for the quarter ended June 30, 2012, is up at Rs. 282.1 crores from Rs. 260.1 crores for the corresponding period of the previous year. Profit (before exceptional items) for the period stood at Rs. 44.1 crores (Rs. 43.7 crores). After considering the exceptional items and tax expenses, net profit amounted to Rs. 30.8 crores (Rs. 30.4 crores).

For the six-month period ending June 30, 2012, net sales rose from Rs. 488.3 crores to Rs. 521.4 crores, in comparison with the corresponding period of the previous year. Net profit for the period amounted to Rs. 62.5 crores (Rs. 253.9 crores).

The Board of Directors of the company has considered payment of an interim dividend of Rs. 10 per share for 2012.

Clariant has undergone a fundamental change in recent years. After successfully completing a restructuring phase, it has resolutely aligned itself for profitable growth. It wants to become the global leader in specialty chemicals – competitive, innovative, and sustainable – with outstanding value creation for all its stakeholders and partners.

In the US, the National Highway Traffic Safety Administration (NHTSA) is already focused on improving standards of protection against side-impact crashes. Such improvement is expected to open up new areas of growth, such as inflatable curtains.

The scenario in emerging markets such as Brazil, China and India is very different. Demand for new cars in these countries has been growing significantly in recent years thanks to rising employment levels, economic prosperity and increases in discretionary income.

This has boosted automotive production in these countries and the

trend likely to continue as vehicle ownership rates per head are lower than those in developed markets. Indeed, whereas light vehicle production in Japan, Western Europe and the US is forecast to remain below the 2007 levels until at least 2017, production in the rest of the world is set to more than double over the 10-year period.

Rising demand in Asia in particular presents enormous commercial potential for the automotive industry and therefore for the airbags sector.



Technopak Leadership Forum discusses major T&A sector challenges



Mr. ARVIND SINGHAL, Chairman, Technopak Advisors

Some of the renowned panelists and speakers on the occasion were Mr. Bashir Ali Mohammad, President - ITMF & Chairman, Gul Ahmed Textiles Mills; Mr. Dilip Jiwrajka, Managing Director, Alok Industries Ltd.; Mr. S.K. Gupta, Group CEO, Raymond UCO Denim Pvt. Ltd.; Mr. Rakesh Biyani, Joint Managing Director, Pantaloon Retail (India) Ltd.; Mr. Ashish Dikshit, CEO of Madura Fashion & Lifestyle; Mr. Shailesh Chaturvedi, Managing Director & CEO, Tommy Hilfiger; Mr. Rajesh Mandawewala, Managing Director, Welspun India Ltd.; Mr. Amir Akhtar, CEO, Lifestyle Fabrics, Denim, Arvind Mills Ltd.; Mr. Ra-

The eighth Technopak Leadership Forum on Fashion- Textiles and Apparel was successfully conducted in Mumbai on July 24. The event had a presence of the who's who of the textile & fashion industry sharing their wide experience in this field, as they joined Technopak for panel discussions on various issues relevant to the textiles industry.

Mr. Arvind Singhal, Chairman of Technopak Advisors, welcomed the gathering and also moderated the first session of the day on "India's Textile & Apparel Industry: Strategy for a stronger and more profitable growth".



Mr. Bashir Ali Mohammad, President - ITMF & Chairman, Gul Ahmed Textiles Mills

In conversation with Mr. Dilip Jiwrajka, M.D., Alok Industries Ltd.



Alok Industries is undoubtedly India's largest textile company with its turnover crossing Rs. 12,000 crores in 2011-12. Textile exports alone crossed the one billion mark during the same period. In an interesting one-to-one session with Arvind Singhal of Technopak, Mr. Dilip Jiwrajka took a walk down the memory lane.

Alok Group started as a trading house in the 1980s and quickly understood that to make it big in this industry, it has to move from trading to manufacturing. It is interesting to note that Mr. Dilip Jiwrajka started his career as a trainee in Bombay Dyeing in its finance department before he ventured into the trading business.

He recalls the initial years of manufacturing as a very challenging phase with lots of government regulations and the quota regime which remained a stumbling block. With the launch of the TUFS by the Government in 1999, the company took full advantage of it. Since then there was no looking back.

With the world population estimated to touch 8.5 billion by 2020 from the current 6 billion, Mr. Jiwrajka feels there is enough opportunity available for textile companies, particularly Indian manufacturers. What is important is to invest in technology, modernize equipments, become more efficient, focus on innovation and ensure that the cost per piece is the lowest possible.

To take advantage of the growing demand, Alok is planning to double its capacity across the board from spinning to garmenting in the next 3 to 4 years. In fabric, from 11 lakh metres, the company is planning to double its capacity to 22 lakh metres. Mr. Jiwrajka says: "India is on the threshold of a golden era in textile industry, which would last for another 20".

Efficiency, faster delivery and flexibility will be the most important factors that will differentiate the winners from the losers. Alok, for example, has the flexibility to weave 70 gsm to 700 gsm fabric, 44 inches to 132 inches width size. Having large-sized units under one roof also helps cut costs.

Alok has its spinning facility with a capacity of 4,75,000 spindles all under one roof. The company which is planning to double this capacity still continues to be managed by one person. That cuts management cost and saves a lot of money.

Mr. Jiwrajka says: "I want my factory to bring down cost by 10% every month. Those companies which don't invest in technology and change with times will fall by the wayside. Companies which keep modernising and developing new products will be more successful in the future. We need to innovate and not wait for your buyers to ask for it. We need to invest on R&D in developing new products and also actively work on bringing down cost".



Mr. Amit Gugnani, Sr. Vice President, Technopak

jiv Malik, Managing Director - International Sourcing & India Retail Development, GAP Ltd.; and Mr. Sunil Porwal, Principal Secretary - Textile, Government of Maharashtra.

In his address, Mr. Amit Gugnani, Senior Vice President, Fashion - Textiles & Apparel Division of Technopak, said: "The changing dynamics of global textile and apparel (T&A) trade provides a very strong opportunity for the Indian T&A industry. The expected growth in the domestic market from the current levels of \$58 billion to an expected level of \$141 billion by 2021 itself makes the overall opportunity very promising".

Mr. Mohammad said: "It is a very interesting time, and India will have to take the lead in the T&A sector".

Mr. Ajay Amalean, Director of MAS Holdings, was very optimistic, and said: "I see India as a bullish market, and people need to find a hybrid solution in terms of differentiation, execution and satisfying consumer demands".

Through this forum, Technopak was instrumental in bringing the key stakeholders in the textile and apparel industry on the center-stage and addressed the relevant issues in the T&A sector. The topics

largely covered were the Changing Face of South Asian Textile & Apparel Industry; Strategies for Managing Profitability and Growth in Apparel Retail; De-leveraging the Indian Textile Industry; and What Next for Indian Textile and Apparel Industry.

Technopak is India's leading management consulting firm with more than 20 years of experience in working with organizations across consumer goods and services. Founded on the principle of "concept to commissioning", it partners its clients to identify their maximum-value opportunities, provide solutions to their key challenges and help them create a robust and high growth business model.

Drawing from the extensive experience of more than 175 professionals, Technopak focuses on six major divisions – Fashion – Textile & Apparel, Retail & Consumer Goods, Healthcare Strategy & Design, Education, Food Services & Agriculture, and Leisure & Tourism.

The Technopak Leadership Forum has been designed for various sectors like Fashion- Textile & Apparel, Retail, Healthcare, etc. It is a platform for a select group of about 150 leaders of the industry to brainstorm, share and gain key insights into the present and future of this resurging, dynamic sector.



A section of audience attending the TLF



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Indian Textile Industry Handbook of Statistics 2012 also releasing soon

DyStar-A.T.E. interactive session on textile printing



Mr. V.R. SAI GANESH,
General Manager (Business Development), DyStar



Mr. G. ELANGO
General Manager (TEG Processing), A.T.E.

DyStar and A.T.E. recently conducted a professional training at Tirupur on “Best Practices in Textile Printing” to share technical knowledge, new innovations, best practices and know-how with processors and technicians with the aim of helping improve overall industry productivity.

The welcome address by Mr. V.R. Sai Ganesh, General Manager (Business Development), DyStar, was followed by the introductory speech by Mr. G. Elango, General Manager (TEG Processing), A.T.E.

The key focus of the program was on best practices to enhance production of quality products, with modules designed to cover technology, machinery and chemis-



try. The new digital printing concepts were also discussed to enhance the knowledge of audience.

The key trainers were Mr. Sushil Nair from A.T.E. and Mr. Ghan-shyam Mishra from DyStar, who covered the machinery and technical

aspects of textile and digital printing respectively.

The program received overwhelming response from industry customers who came from different parts of Tamil Nadu, Karnataka and Kerala.

Mr. C. Selwyn Devaraj, Senior

Manager of A.T.E. anchored the session, and Mr. N. Somausundaram, Tirupur Branch Manager, DyStar, ended the session by proposing a vote of thanks.

♦

DyStar completes 115 years of technical indigo synthesis

DyStar and its owner, the Zhejiang Longsheng Group, celebrate 115 years of technical indigo synthesis at Ludwigshafen, Germany, where the first commercially feasible manufacturing process was launched.

The history of synthetic indigo goes all the way back to 1897, with the introduction of, “pure indigo” from BASF. Demand for synthetic indigo dyes was so huge that by 1913, natural indigo had been almost entirely replaced. To date, more than 260,000 tons of the dye has been produced at the Ludwigshafen plant. This is sufficient to dye about 26 billion pairs of jeans which, if lined up end-to-end, would cover the distance from the earth to the moon 87 times.

With its patented DyStar Indigo Vat 40% Solution, DyStar has contributed to the continuing success story of synthetic indigo. “Pre-Reduced indigo is a very consistent and clean type dye”, notes Dean Barley, Denim Dye Department Manager from Mount Vernon Mills. “Having a consistently clean indigo helps us produce more first quality denim day in and day out. More first quality goods also generate more money to

the bottom line.”

The constant improvement of the manufacturing process over the years has paved the way for DyStar’s current success. The numbers speak for themselves with double-digit growth rates in the major denim manufacturing areas, e.g., 40 per cent growth in South Asia.



“In anticipation of greater demand for DyStar Indigo Vat 40% Solution and an increased market share, the DyStar Group is planning to expand capacity at its Nanjing indigo plant in China,” said Harry Dobrowolski, CEO of the DyStar Group. The expansion reaffirms DyStar’s commitment to the denim industry.

As global awareness of environmental issues created by the textile supply chain increases, brands, retailers and their industry partners are looking for more sustainable solutions for their businesses. With the recently announced project to develop electrochemical dyeing of indigo in collaboration with RedElec, DyStar is maintaining its position as the leading sustainable solution provider.

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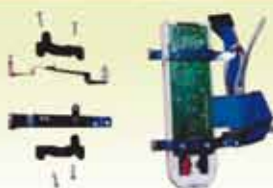
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The target with clearing limits for yarn clearers is to remove disturbing faults (outliers) without touching frequently-occurring events, which is defined as the 'yarn body'. These frequently occurring events do not represent faults and therefore normally do not have to be cut. Conventional clearers used the so-called "class clearing" and/or "channel clearing" to reach this objective. Both methods are less effective since they could either leave disturbing faults in or result in too many unjustified cuts mainly because the yarn body was difficult to monitor and display.

The USTER QUANTUM 2 CAY (computer-aided yarn clearing) was a major step towards identifying the yarn body and defining limits based on the yarn body. Now, thanks to the powerful new sensor and processing electronics in the innovative USTER QUANTUM 3, the yarn body is finally visible. For the first time ever, smart technology enables it to analyze and 'capture' the yarn body after less than two minutes of running yarn through the clearer.

For spinners, the benefits are instant. Firstly, the task of defining the right clearing limits is dramati-

cally shortened and simplified, since the boundary of the yarn body is visible in real-time on the display. Secondly, clearing limits can follow the boundary of the yarn body and prevent outlier thick and thin places from getting into the final fabric resulting in consistent quality. Thirdly, the yarn body visualization also prevents the setting of clearing limits which would cause unnecessary cuts in the yarn body area to remove defects which are not disturbing. As well as reducing winding productivity, such cuts require additional splices that could lead



to breaks during weaving. Therefore the system maximizes the yield.

In other words, thanks to the revolutionary yarn body visualization, clearing limits are optimized for both quality and productivity!

The yarn body representation with the USTER QUANTUM 3 also reflects the raw material, spinning process, spinning elements settings and yarn count. Therefore, yarn body profiles are unique to each yarn article, which is also why in practice every mill has limits optimized to its own conditions. For instance, the

yarn body of a compact yarn spun from cotton from one region is different from that of a similar yarn made from cotton from a different region. Similarly, the yarn body of a carded yarn is different from that of a combed yarn.

In conclusion, the concept of yarn body-based clearing gives a higher degree of quality assurance than ever before, as well as being suitable for all types of applications. From a textile technology point of view, this is a major breakthrough, especially as the yarn body represents raw material, process and count.

This makes it possible to establish patterns based on experience and ultimately to correlate patterns so that changes in raw material or process can be identified.

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