Joe Kuruvilla Appointed As CEO of Raymond Lifestyle

Raymond has appointed Joe Kuruvilla as the Chief Executive Officer (CEO) of Raymond Lifestyle. Raymond Lifestyle is the flagship division of the company which includes branded textile and apparel business including brands like Park Avenue, Colour Plus, Parx, ethnix and Khadi.

"Raymond has announced the reinforcement of its management team at Raymond Lifestyle with the appointment of Joe Kuruvilla as the Chief Executive Officer," the company said in a filing.

"Raymond has announced the reinforcement of its management team at Raymond Lifestyle with the appointment of Joe Kuruvilla as the Chief Executive Officer," the company said in a regulatory filing. Prior to joining Raymond, Kuruvilla was the Vice President - digital transformation, media and e-commerce for east Europe at Unilever.

Raymond said its Chief Operating Officer, Ganesh Kumar, will work with him to execute the transformation agenda for the business as it emerges from the nationwide lockdown due to the global pandemic.

"Further, he will be responsible for digital adoption, and alignment to emerging consumer needs while Ganesh Kumar will continue to focus on internal organisation, omni-channel distribution, driving operational efficiencies and enhanced process alignment," the company added. Kumar will also lead the fabrics and garmenting businesses.

Trigger HealtHive, Medical Protective Gear From KG Denim

KG Denim, Coimbatore has launched the Trigger HealtHive, a wide range of health and hygiene related products, featuring the game-changing, ‘BioRefresh' technology. The emergence of an indigenously manufactured health and hygiene product range including face masks and PPE coveralls, come as a boon for Indian manufacturing expertise.

The products designed with the next – gen technology, BioRefresh, harness the power of washing detergents to renew its antimicrobial and antiviral characteristics. "We offer anti-microbial effectiveness for 80 washes ; garments made out of these fabrics contains active chlorine on its surface, which gets recharged with a treatment of chlorine containing detergents", said B. Srimanulu, Managing Director, KG Denim Limited.

Why BioRefresh?

The products designed with the next – gen technology, BioRefresh, harness the power of washing detergents to renew its antimicrobial and antiviral characteristics. "We offer anti-microbial effectiveness for 80 washes ; garments made out of these fabrics contains active chlorine on its surface, which gets recharged with a treatment of chlorine containing detergents", said B. Srimanulu, Managing Director, KG Denim Limited.

These fabrics are tested under AATCC 100:2012 standards and the treated fabrics exhibit antimicrobial and antiviral performance of 99, 5% and consistent on repeated washes under recommended conditions.

A.T.E. Huber Envirotech: One of Top 3 in Waste Water Treatment

A.T.E. Huber Envirotech (AHET) has become one of the top 3 waste water treatment companies catering to the textile industry. The company joined hands with Huber Se, Germany, to become a dominant technology solution provider in this particular area.

The joint venture's successful innovative treatment technology for textile waste water, AAA®, is an advanced solution for textile effluents. It is a proven method that drastically reduces the chemical consumption and sludge generation by almost 70% and it is also an biological-friendly treatment process. Apart from AAA® technology, AHET offers another innovative technology, SUFRO, a unique system that protects downstream reverse osmosis membranes and upstream biological treatment simultaneously.