

Review: **Tex-India, Yarnex Tirupur**

Textile companies in India growing well and expanding too

Many yarn and fabric companies across India are happy as their business is comparatively better than last year and furthermore positivity is expected. Some of them are expanding their capacities, going for forward integration and adding new product offerings. Along with export or supplying to the exporters mainly, now these companies are more focused on domestic brands for increasing their customer base. Interestingly, many players believe that the ongoing tussle with US and China can bring little more business to India which will be a huge benefit for them also. All these and much more were observed by Team Apparel Online during the recently concluded 7th edition of Tex-India and 13th edition of Yarnex Tirupur, organised by SS Textile Media. Most of the exhibitors were happy with the fair as it witnessed good visitation from the apparel industry.

Kumaragiri Spinners, Erode; Eveready Spinning Mills, Tirupur; Sanathan Textiles, Mumbai; Trident Group; and Alok Industries, Mumbai are few of the names who are investing for further expansion or are moving forward in different directions. The good thing is that focus is not only on growth but also on product development and sustainability. “This year proved good and I feel that next year shall be better than the current year; some policy changes in India and the ongoing development between US and China are the reasons behind my hope,” said **N. Karthi, VP (Global Marketing), Kumaragiri Spinners, Erode**. He further added that due to issues between US and China, if 3 per cent extra business comes to India, India will not even be able to complete supply for the same. So far **Kumaragiri Spinners** was mainly into yarns but last year it added fabric also. Supplying its products to famous global brands, the company is further expanding across weaving and knitting as its new unit is expected to start working by July

2019. Totally 50 knitting machines shall be installed in two phases. “In the next few years, recycled products and sustainable approach will be having the upper hand. MMF will be more in demand, so we are also active in the same direction,” he emphasised.

Having the same positivity about the market, **S Saravanakumar, MD, Eveready Spinning Mills, Tirupur** shared that his focus is now tilted towards the domestic. “We are now adding domestic brands with us as domestic market is giving good business.” The company is having expertise in a variety of yarns like viscose yarns, dyed yarns, melange yarns, blended yarns, open end yarns apart from shifting its focus from basic cotton to value-added yarns. Expanding further, the company is targeting to offer ready fabric. The company had participated for the first time in this event and received good response too.

Working with clients like Raymond, Grasim, Siyarams, D- Decor and many more, **Sanathan Textiles,**



N. Karthi, VP (Global Marketing), (L) and Chella Pandi, Managing Partner, Kumaragiri Spinners



S Saravanakumar, MD, Eveready Spinning Mills

Mumbai currently has 70,000 spindles and further it will install 80,000 spindles by March next year. The company recently added capacity of 20 tonnes for IDY (industrial yarns). **Raj Kapadia, President-Sales and Business Development** shared, "Now growth is there in the market and it depends on the company how it wants to grow. We are continuously adding our product offering and are also looking at how we can be more sustainable, as we are mainly into polyester which is not very eco-friendly." The company offers fancy yarns and produces 600 matrix tonnes of polyester yarns per day. DDY FDY and cotton finest yarns are also some of its interesting offerings.

Some companies like **Alok Industries Ltd.** are facing challenges but its team is geared up for good business. The company beautifully presented its products at the show. **Sunil Krishnan, VP- Knits Division** shared, "Demand is shifting from basic cotton fabrics towards synthetic fabrics and performance fabrics and we are ahead as far as developments are concerned. One can create more value in such fabrics..." The company is adding clients like FBB as Sunil feels that there is a shift from bulk foreigner buyers to Indian buyers due to the boom in Indian retail. The company displayed bottom width in knits. Focusing on sustainability, the company is in the process to get associated with Sustainable Apparel Coalition (SAC).

As the majority of visitors in the fair were from Tirupur, exhibitors shared that the good thing about Tirupur is that along with exports, production for the domestic market is also growing here. **Anurag Parasrampuriah, Chiranjilal Spinners, Salem** echoed the same voice and said that this advantage of Tirupur is creating more opportunities for companies like them. He was also of the strong opinion that India should take benefit of the business opportunities which have been left by China owing to its ongoing trade war with US. "I am not saying to head-on China but India should definitely capitalise upon this chance as there is a lot of scope coming up due to this rift," he said. The company added some new customers recently as it started

production with Vortex (a kind of air jet spinning) which is also sustainable. The company is further geared up for forward integration and will start selling fabric also.

The event also had exhibitors from North India like the popular **Trident Group**. For this company, the business is growing by nearly 30 per cent CGAR and further, there are expansion plans too. It highlighted its knits segment and displayed melange and fancy yarns at the fair as its collection was for A/W '19 and S/S '20. Working with top exporters of Tirupur and other hubs also, the company is further geared up to expand its client base. **Ashish Ahuja, Chief Marketing Officer- Yarn Marketing** of the company shared, "As far as the business of fancy and melange yarns is concerned, industry's interest is more into product development as this particular business is not price-driven. As we are ahead in product development and also have the novelty factor in products, we get an edge of the same. It takes 6 months for someone to offer products like us." The company, leading in sustainable initiatives, has a partnership with IKEA regarding sustainable activities and is doing a commendable job in educating on the same.

Working with many top clients, **Alkey Synthetics, Thane** had beautifully displayed its products at the fair. Focusing on dyed yarn and indigo dyed, space-dyed yarn, **Samir Shah, Director** of the company claimed that they have presented yarns in a new way which enhances the use of the same, especially in such items which are currently not being prepared by these yarns. The company is also expanding its production capacity.

Accessories companies too enthusiastic

The positivity is not limited to textile companies only. Some of the accessories' companies which participated in the fair were also very upbeat about the present market and were seen expecting good growth in the coming season.

Creative Print & Pack, Hyderabad, offering complete print and packaging solution to the garment manufacturers, is expecting to cross the turnover of Rs. 100 crore



Sunil Krishnan, VP- Knits Division, Alok Industries Ltd (C) with his team



Raj Kapadia, President- Sales and Business Development, Sanathan Textiles



Anurag Parasrampuriah, Chiranjilal Spinners, Salem



Ashish Ahuja, Chief Marketing Officer- Yarn Marketing, Trident Group



Team Alkey Synthetics, (L-R) Dhurvin Shah, Manish Shah, Parita Shah, Samir Shah, and Rajkumar Duraiswamy



Bheemesh Chowdary, K, Branch Manager, Creative Print & Pack



Sandeep R. Deshpande, ED, Sky Hemmay



Shilesh (R) Netflex with his colleague Abu Talib

ESSENTIALS

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this year. **Bheemesh Chowdary, K, Branch Manager** of the company shared that as the company is expanding its business across India, its production capacity will be also expanded. The company is already present in various textile and apparel manufacturing hubs in India. Moving ahead, the company is planning to start its manufacturing operations in Bangladesh and Cambodia. It is also working to offer fully recycled packaging material and transparent material with printing and its new products will be totally eco-friendly from all aspects. "We always follow global trends, be it in design or in eco-friendly aspects. We also offer packaging material up to 400 GSM. We have created our own packaging lab and have hired NIFTIANS for the various developments," averred Bheemesh. According to him, his company's material (ITC boards) is of superior quality, although they are a little higher priced than others. The company is nominated by many famous international brands like Puma and Jockey.

Many more companies are also coming in the market with newer products to get more orders from clients. **Sky Hemmay, Bhiwandi** recently started recycling spandex tape which is a replacement of the knitted elastic and mobilon tape. At the event, the company gave a live demo of how this recycle spandex tape is used. **Sandeep R. Deshpande, ED** of the company shared that compared to price, payment on time is a big issue as various stakeholders of the supply chain are asking too much depending on the credit period.

Known for lace, nets, crochet, warp knitted mesh and variety of value-added fabrics, Netflex recently added few clients in North India. The company is working with many exporters and buying house of Mumbai and South India. **Shilesh** from the company shared, "We are trying to upgrade our product offerings. Earlier products like foil and glitter were mainly coming from China which has now comparatively decreased. Many clients are taking the same from us as we are fulfilling all export-related parameters, specifications." The company does have the advantage of having its own eco-friendly dyeing house.