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- Supplies to major hubs across India, including Kolkata, Mumbai, and Delhi, contributing 40% of our total revenue.
- Currently 60% share of the business is in international markets, with strong demand from countries like Bangladesh, Morocco, Turkey, and Egypt etc.
- Operates the largest zero-water-wastage facility in Eastern India, setting standards in eco-friendly production.
- Producing a diverse range of premium denim fabrics, meeting the rising demand for sustainable and high-quality textiles.

### MISSION

Our goal is to reach the highest standards in global denim production, ensuring every piece embodies our dedication to craftsmanship and eco-consciousness.

#### VISION



To maximize our global potential and emerge as a preferred partner for denim brands worldwide, leading the industry in both quality and sustainability.

#### **GOALS**

Achieve 140% increase in manufacturing capacity by 2026

Target 50% annual sales growth, leading the industry in quality and sustainable production.



Anuj Jalan,
Director
Sandeep Dahiya,
Business Head

company vision

## DEDICATED TO INNOVATION AND OUALITY PRODUCTION

- Raw Material Selection: We source our yarn from India's premier spinning mills, including Vardhaman, Reliance, Nahar, Indorama Synthetics, and Sagar, ensuring superior quality for durable denim textiles.
- Warping: In our ball warping process, multiple yarns are wound onto a large beam for easier handling and consistent tension, preparing them for the next stage.
- Eco-Friendly Dyeing: Our rope dyeing technique utilizes eco-friendly indigo baths, minimizing water and energy usage while producing vibrant colors that enhance fabric quality post-wash.
- Rebeaming: We implement Long Chain Beaming (LCB) to maintain yarn tension and alignment, ensuring the final fabric's uniformity and quality.
- Sizing: Treating yarn ropes with protective sizing agents enhances their strength and reduces friction, contributing to improved weaving performance.
- Weaving: Our advanced looms produce a diverse range of denim fabrics, including classic twills and satins, ensuring durability and texture.
- Singeing: This finishing process removes surface fibers, creating a cleaner, smoother fabric and enhancing its overall quality.
- Heat Setting: Heat treatment during stentering stabilizes the fabric's dimensions, reducing shrinkage and ensuring a uniform finish.
- Desizing and Mercerizing: We remove sizing agents and treat the fabric with caustic soda, enhancing its luster and strength.
- Wet Finishing: Our wet finishing techniques refine the fabric through washing and softening, achieving desired effects like color fading and enhanced comfort.
- Inspection and Packaging: Each fabric is meticulously inspected for defects before being measured, folded, and packed, ensuring high quality before shipment.





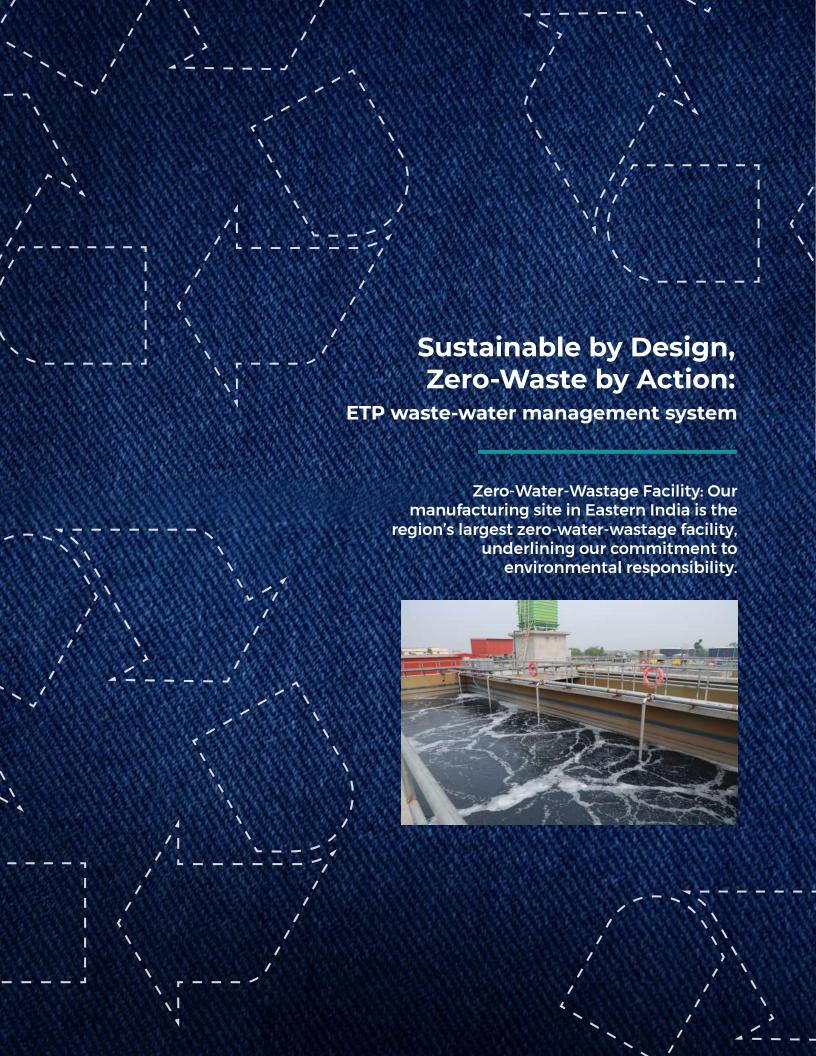
MORRISON Rope Dyeing Machine – Unrivalled Indigo Penetration USP: Capacity, Consistency & Quality

- High Capacity: The world's longest continuous rope dyeing machine with large-capacity dye tanks.
- Consistent Dyeing: Ensures deep, uniform, and high-quality indigo penetration.
- Premium Quality: Optimized for superior denim coloration and finish.



TOYOTA AIRJET 910 (230 cm) – High-Speed Weaving Excellence USP: Speed, Precision & Versatility

- High Speed: Advanced airjet technology ensures rapid and efficient weaving.
- Precision Weaving: Delivers superior fabric uniformity with minimal defects.
- Versatile Performance: Optimized for a wide range of denim fabric weights and constructions.





# FASHION FOR ALL

WOVEN AND KNITTED DENIM

Textures designed to impress.

STRUCTURED DENIM

Built for durability and modern silhouettes.

SPECIAL SHADES & STRETCH FABRICS SPECIAL SHAVES & SIRETCH FABRICS
Tencel, hemp, and bamboo, plus stretch options for unimage comfort.





### CERTIFICATIONS AND ACCREDITATIONS





































### LET'S DO BUSINESS

Connect with us today to explore our product range or discuss partnership opportunities. Together, let's shape a sustainable future for the denim industry



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