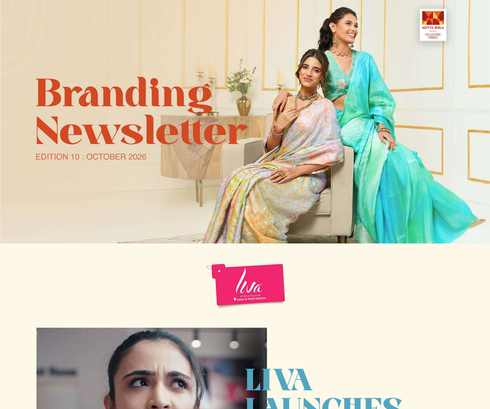
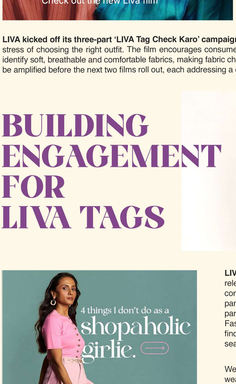


Branding Newsletter

EDITION 10 : OCTOBER 2026

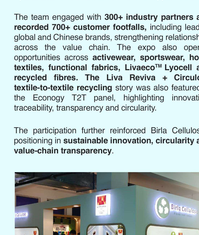


LIVA LAUNCHES 'LIVA TAG CHECK KARO' CAMPAIGN

LIVA kicked off its three-part 'LIVA Tag Check Karo' campaign with the first film, bringing a humorous take to the stress of choosing the right outfit. The film encourages consumers to look for the LIVA Pink Tag while shopping to identify soft, breathable and comfortable fabrics, making fabric choice one less thing to worry about. The first film will be amplified before the next two films roll out, each addressing a different shopping frustration.

BUILDING ENGAGEMENT FOR LIVA TAGS





LIVA's social media content continued to drive relevance through a mix of festive and trend-led content. Festive storytelling tapped into Ganpati pandal looks, while trending formats helped LIVA participate in timely, relatable social conversations. Fashion- and girlhood-led content further explored finding the right fabric and dressing for the festive season, with comfort at the forefront.

We continued to highlight LIVA's comfort and effortless wear, while reinforcing **the LIVA Pink Tag** as a key shopping cue. The activity kept LIVA culturally and socially relevant while strengthening Pink Tag recall.

Birla Cellulose
Fibres from nature

INTERTEXTILE SHANGHAI 2026

Unlocking new opportunities with sustainable fibre offerings



Birla Cellulose showcased it's sustainable fibre portfolio at **Intertextile Shanghai - Autumn Edition 2026, featuring 240+ collections** across Livaeco™ viscose, Livaeco™ Modal, Liva Reviva, Eco-enhanced Spunshades in woven, knits & flat-knit applications

The team engaged with **300+ industry partners and recorded 700+ customer footfalls,** including leading global and Chinese brands, strengthening relationships across the value chain. The expo also opened opportunities across **activewear, sportswear, home textiles, functional fabrics, Livaeco™ Lyocell and recycled fibres. The Liva Reviva + Circulose textile-to-textile recycling** story was also featured at the Econogy T2T panel, highlighting innovation, traceability, transparency and circularity.

The participation further reinforced Birla Cellulose's positioning in **sustainable innovation, circularity and value-chain transparency**.



YARNEX TIRUPUR 2026

Expanding applications & opportunities in Knit-wear

Birla Cellulose participated in **Yarnex 2026 in Tirupur,** strengthening engagement across the knitting, yarn, garmenting and downstream textile ecosystem while showcasing its sustainable fibre and yarn solutions for knitwear.

The showcase attracted **250+ LIVA customer footfalls** with strong interest in the new **Scuba Collection for knits** from retailers and customers, alongside Livaeco™ Modal, Livaeco™ Lyocell, & Birla Viscose Ecosoft, Bamboo and Lyocell solutions.

navyāsa
created by liva

NAVYASA FESTIVE ATELIER:

Launching a New Expression of Festive Dressing

Navyasa by Liva launched Festive Atelier, a **contemporary festive collection designed for women** who make every occasion their own. Featuring fluid fabrics, expressive colours, statement prints and modern silhouettes, the collection brings ease, movement and versatility to the saree through contemporary blouses, unexpected styling and elevated yet effortless details.

The launch strengthens **Navyasa's proposition of festive dressing** as an expression of individual style and personality, offering a fresh, fashion-forward way to approach occasion dressing while keeping the woman and her personal style at the centre.

NAVYASA X SONALEE KULKARNI

Extending the Brand's Fashion-Forward Festive Appeal

Navyasa by Liva collaborated with actress Sonalee Kulkarni to showcase a statement saree, bringing a fresh, elevated take to festive dressing. The collaboration strengthened Navyasa's positioning as a fashion-forward choice for the modern festive wardrobe, while delivering strong social visibility with **565K views and 11.7K likes,** helping drive engagement and reinforce the brand's contemporary festive proposition.

For more content,
visit our social media handles:

@livafashionin @birlacellulose @navyasabyliva