ADITYA BIRLA
CELLULOSIC FIBRES

Branding Newsletter

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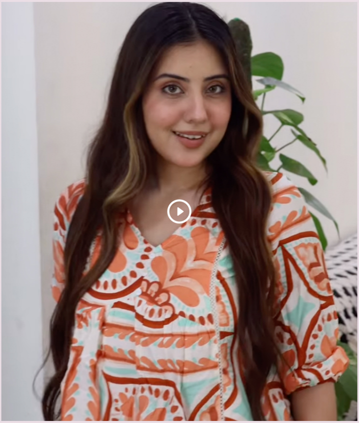
liva
BY BIRLA CELLULOSE
natural fluid fashion



LIVA's Creator-Led Summer Campaign Drives Seasonal Relevance

LIVA collaborated with over **15 fashion, lifestyle, and UGC creators** to create summer and monsoon content highlighting the breathable, fluid comfort of LIVA fabrics. The objective was to increase awareness of LIVA as a suitable fabric for hot and humid weather while encouraging consumers to consider fabric quality when purchasing apparel.

The campaign increased conversations around LIVA during the summer and monsoon season, highlighted the benefits of breathable, fluid fabrics, and encouraged greater consideration of fabric quality among consumers.

The campaign delivered an average **engagement rate of 7%, reaching 166K+ people and garnering 358K views,** reflecting strong audience engagement and resonance with the content.

Derma Experts
Bring Credibility to LIVA's Proposition

LIVA launched the **first phase of its Skinfluencers campaign** by partnering with **4 dermatologists** to create educational content on the connection between skin health and fabric choice, especially during hot and humid weather. The experts shared practical insights on how breathable fabrics like LIVA can contribute to everyday skin comfort. The campaign added credibility to LIVA's proposition of **natural-origin, breathable fabrics**, built consumer trust through expert voices, and educated audiences on an often-overlooked aspect of garment selection.

The campaign reached **45K people and garnered 58K views**, highlighting steady engagement with expert-led content.

Birla Cellulose
Fibres from nature

LIVA Strengthens Industry Presence at Global Fabric Expo, Surat

LIVA participated in the **5th edition of Global Fabric Expo, Surat,** bringing together key stakeholders from across the textile value chain. The event featured **140+ exhibitors, welcomed 15K+ trade visitors, and the LIVA stall recorded 300+ customer interactions** with leading textile manufacturers, fabric processors, and industry partners.

steamhouse
BHATHWARI
ASHOK JIRAWALA
DR. JAYRAMBHAI GAMIT

The expo was inaugurated by industry leaders, including **Dr. Jayrambhai Gamit, Shri Murugan, Shri Ajay Ajmera, Shri Amit Dobariya, and Shri Rajnesh Datt.** LIVA also engaged with key partners such as Belcon, SK Weaving, Archroma, Venkatesh Fabrics, Nakoda Agency, Khemchand, Shahlon Group, Modi Silk Mills, and Raghani.

LIVA showcased its latest innovations, including the **SS27 LIVA Collection, Serafina Collection, Livaeco, Livaeco Lyocell, Lyocell**: Linen blended shirting catalogues, Master Designer Collection, Knits Collection, Surat fancy fabric developments, and a portfolio of sustainable Birla Cellulose fibre blends.

The expo strengthened partnerships, enabled new business opportunities, and provided valuable market insights on evolving fabric trends and customer preferences. The positive response to Livaeco, Livaeco Lyocell, and Lyocell: Linen blended fabrics further strengthened Birla Cellulose's commitment to sustainable textile innovation while enhancing brand visibility and customer relationships.

Aditya Birla Group Inaugurates Third Public School in Tamil Nadu

The Aditya Birla Group opened its **third Aditya Birla Public School in Tamil Nadu**, bringing quality, future-ready education to Pallipalayam.
Established under the **Grasim Jan Seva Trust and inaugurated by Mrs. Rajashree Birla, Chairperson, Aditya Birla Centre** for Community Initiatives and Rural Development, the school reinforces the Group's long-standing commitment to community development through meaningful social infrastructure.

Smt. Rajashree Birla
TOKEN OF
GRATITUDE

For Grasim Pulp & Fibre, the initiative reflects its deep-rooted connection with the Erode region, where industry and community have grown together for decades.

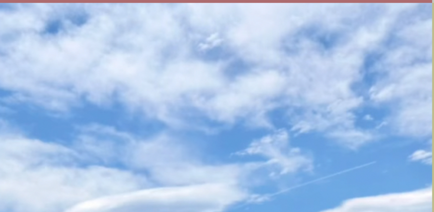
By bringing world-class education closer to home, the school creates opportunities for the next generation while strengthening the region's social fabric.

navyāsa
created by liva

Redefining Modern Workwear with Navyasa by LIVA

Navyasa by LIVA introduced **Workday Chic,** a collection designed for women who bring confidence, individuality, and style to every workday.

Featuring **contemporary prints, refined colour palettes, and elegant sarees crafted from breathable, fluid LIVA fabrics,** the collection was launched to address the evolving workwear needs of modern women, moving beyond conventional office dressing with designs that transition seamlessly from desk to dinner. The launch strengthened Navyasa's proposition as a distinctive choice for contemporary workwear and expanded the brand's portfolio with a differentiated offering.



A Global Style Moment with Sonalee Kulkarni

X
Navyasa

Navyasa by LIVA collaborated with **actress Sonalee Kulkarni,** who showcased two distinct Navyasa looks during her international travels. The collaboration highlighted how Navyasa's contemporary prints, fluid drapes, and elegant silhouettes seamlessly complement global fashion, demonstrating that the brand extends beyond traditional Indian occasions.

By featuring the collection across international settings, the campaign reinforced Navyasa's versatile and fashion-forward appeal while expanding its visibility among a wider audience. The collaboration generated strong **engagement, with 24K likes and 595K views.**

For more content,
visit our social media handles:

@livafashionin

@birlacellulose

@navyasabyliva