



ELEVATING THE LIVA PARTNERSHIP

A PARTNERSHIP BUILT FOR THE FUTURE

LAPF 2.0 is the next evolution of the LIVA partnership ecosystem, built on the belief that sustainable growth comes from stronger long-term collaboration across the value chain.

Over the years, LIVA and its partners have moved beyond traditional supply relationships, working together to build capabilities, adapt to market shifts, and expand opportunities across categories.

As competition increases and value sensitivity grows, LAPF 2.0 aims to strengthen ecosystem collaboration to **collectively create, protect, and build value.**

Designed to unlock long-term ecosystem value through:



Long-Term Partnership

Building relationships for long-term value creation



Capability Development

Building future ready ecosystems & processes



Market Development

Driving preference for responsible products

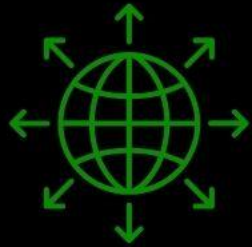


Shared Value Creation

Creating sustainable growth together

UNLOCKING THE NEXT PHASE OF GROWTH

As markets evolve and product expectations continue to rise, the next phase of growth will come from building stronger ecosystem capabilities, accelerating innovation, and creating greater downstream value.



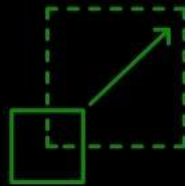
Global Reach
Domestic + Global expansion



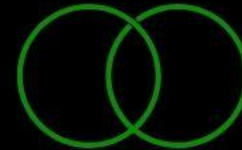
Innovation
Differentiated applications



Brand Engagement
Stronger downstream relevance



Ecosystem Value
Scalable growth



Strategic Partnerships
Long-term collaboration

A JOURNEY OF GROWTH & CAPABILITY

LAPF 2.0 is designed as a structured **THREE - TIERED RELATION FRAMEWORK** that recognizes capability and commitment, while creating a transparent pathway for partners to strengthen competitiveness and accelerate MMCF adoption in the India textile ecosystem.



Emerging capability with expanding ecosystem participation.



Established capability with stronger growth potential.



Advanced capabilities & with integrated innovation, research & development readiness

**The Journey
Focuses On**

Capability
enhancement

Innovation
development

Brand
partnerships

Global
competitiveness

RECOGNIZING CAPABILITY & COMMITMENT

LAPF 2.0 follows a capability-led approach to recognize partners who demonstrate strong manufacturing strength, innovation focus, downstream engagement & long-term commitment towards building a stronger MMCF ecosystem.

Partners are categorized based on below parameters:

- ✦ **Manufacturing Scale & Capability**

Strength of operational and manufacturing infrastructure

- ✦ **Brand Engagement & Presence**

Stronger downstream participation and market relevance

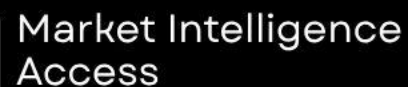
- ✦ **Compliance & Certifications**

Quality systems and global standards alignment

- ✦ **Innovation Infrastructure**

Focus on innovation, sampling, and product development

LAPF 2.0 is designed to **create long-term ecosystem value** by enabling stronger visibility, deeper collaboration, and greater access to growth opportunities.



Early access to market insights and trend movements



Joint product
and
fabric innovation



Participation in key textile and brand events



Stronger linkages to new markets and downstream partners



Stronger access to
global opportunities

DETAILED BENEFITS



OFFERING	Base	Silver	Gold
Product Innovation			
• Co-branded Catalogues	-	✓	✓✓
• Exclusive Fabric/Yarn development at TRADC/Outsourced	-	✓	✓✓
• Early access to Seasonal Collections Presentations	-	✓✓	✓✓
• Process Improvement Support (Handling MMCF quality)	-	✓✓	✓✓
Trade visibility			
• Co-partner at International Expo	-	-	✓
• Co-partner at Domestic Expo (including Confluence, hub & studio meets)	-	✓	✓
Directory			
• LAPF Certification	✓	✓	✓
• LAPF Directory (Exclusive circulation to global / major brands)	-	✓	✓
• LAPF Online Directory	✓	✓	✓
Brand support			
• Co-branding campaigns	-	✓	✓✓
• Social Media Presence	-	✓	✓✓
• Co-branded Merchandize	-	✓	✓✓

PROGRESSION PATHWAY

The **Qualification criteria** have been designed to ensure:



Long-term
ecosystem
credibility



Transparent
and fair
assessment



Capability-led
recognition



Continuous
improvement and
progression

Evaluation Parameters:

- ✦ Business performance
- ✦ Manufacturing capability
- ✦ Quality & compliance standards
- ✦ Specialty products contribution
- ✦ Innovation infrastructure
- ✦ Brand nominations and downstream engagement

FOUNDATION OF PARTNERSHIP EXCELLENCE

A comprehensive evaluation framework that brings together business strength, manufacturing capability, innovation focus, compliance standards, and downstream engagement to strengthen long-term ecosystem value.

Business Performance

MMCF volume contribution
Minimum VAP commitment

Compliance & BIC Practices

Global certifications
Quality and brand compliance protocols

Downstream Presence

Existing brand relationships
Market and exhibition participation
Digital and market visibility

Capability & Innovation

Advanced weaving / knitting / processing
infrastructure
Dedicated sampling and product development
capabilities

QUALIFICATION CRITERIA



Criteria

Metrics

Business Performance

MMCF Volume Basis individual Tiers

Min VAP% contribution 5% of total volume

Capability & Innovations

Woven State of the Art weaving plant consisting of | Airjet and Rapier including Shuttless / Sulzer / Jacquard

Knits Knitting machines (SJ / Rib/IL) , Right Processing Stenter , Relax Dryer and compacter

Processing Singeing for woven/ Soft Flow / CBR / Jigger / CPB / Printing machine / Ager / Soaper / Stenter / Sanforiser
For Knits - Soft flow / CBR & CPB / Slitter & Padder / Relax dryer / Stenter / Compactor / Printing / Ager / Soaper

Fabric Innovation

Woven Dedicated Sampling Looms > 4 | Product design facility (CAD/Centre) # CCI (Deskloom m/c)

Knits Dedicated Sampling Capacity & more than 5 Product development (Swatches to be submitted at EOY)

Processing Dedicated sampling capacity with dyeing machines

BIC Practices

Certifications ISO / Oekotex / ZDHC

System, Processes & Quality compliance Brands protocol followed - M&S, GAP, C&A or equivalent (including T1 domestic brands)

Servicing Domestic or Global Brands Existing brand nominations

QUALIFICATION CRITERIA *(re-assessed every 2 years) **

Categories	Criteria	Silver	Gold
Business Performance	MMCF Volume	> 15TPM	> 25TPM
	Min VAP% contribution	5%	5%
	Woven	>35 Machines	>70 Machines
Capabilities & Innovations	Knits	>20 Machines	>30 Machines
	Processing	Complete machinery Line-up	Gold + CBR & CBP
Fabric Innovation (Sampling facilities)	Woven / Knits	-	Dedicated Sampling Looms > 4 # Product design facility (CAD/Centre) # CCI (Deskloom m/c)
	Processing	-	> 5Kg Dyeing Machines
	NPD	> 10 Products / year	> 15 Products / year
BIC Practices	Certifications	Any One	Any Two
	System, Processes & Quality compliance	Brands protocol followed - T1 domestic brands	Brands protocol followed - M&S, GAP, C&A or equivalent (including T1 domestic brands)
Downstream Presence	Servicing Domestic or Global Brands	>3 Brand Nominations	> 5 Brand Nominations
	Exhibition presence	> 1 Annual participation	> 2 Annual events
	Digital - Presence on platforms (Social, WA, Website etc)	> 1 Platform	>2 Platforms

PARTNER COVERAGE

LAPF 2.0 is designed to create stronger ecosystem impact by focusing on capability-led participation and deeper long-term engagement.

751

Total Ecosystem
Partners

74

Silver & Gold
Eligible Partners

10%

Current Ecosystem
Coverage

Selective by Design

LAPF 2.0 focuses on partners who demonstrate stronger alignment in capability, commitment, and larger ecosystem participation.

As program expands, coverage will be limited to 15% of overall base

ROLLOUT ROADMAP & TIMELINES

A phased implementation approach designed to enable stronger alignment, smoother onboarding, and long-term ecosystem governance.

PHASE I

DESIGN & ALIGNMENT

Program framework development and ecosystem readiness

PHASE II

PARTNER OUTREACH

Partner communication, engagement, and onboarding

PHASE III

PROGRAM LAUNCH

Rollout activation and ecosystem participation

PHASE IV

REVIEWS & GOVERNANCE

Continuous evaluation and long-term ecosystem progression

GROWING THE INDUSTRY TOGETHER

Building sustainable growth through stronger partnerships, shared ambition, and long-term ecosystem collaboration.

Stronger Together. Built for the Future.



THANK YOU



ADITYA BIRLA

—
**CELLULOSIC
FIBRES**



Birla Cellulose

Fibres from nature