



Birla Cellulose
Fibres from nature



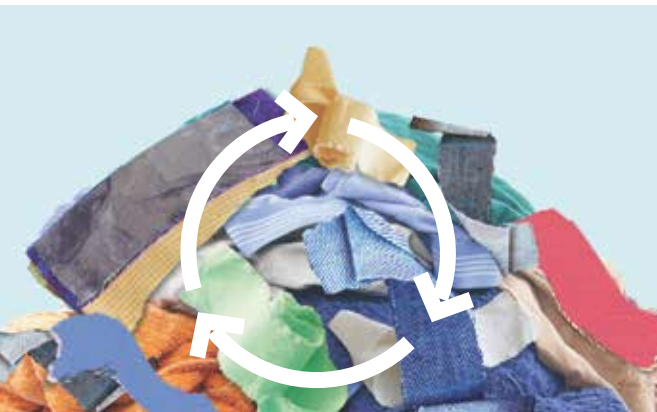
ADITYA BIRLA
CELLULOSIC
FIBRES

liva
reviva



Circularity

The Future of Fashion



LIVA REVIVA

LIVA Reviva™ are fibres that uphold the principle of circular economy and empowering a new era of sustainable clothing. Liva Reviva™ comprises of upto 30% textile waste blended with wood sourced from FSC® certified forests. Fabrics made with these fibres are characterized by their flawless drapes, impeccable fit and breathability while keeping you comfortable always. Liva Reviva™ is available in two variants – Liva Reviva™ Viscose and Liva Reviva™ Excel (Lyocell).

Benefits



100% Plant Origin



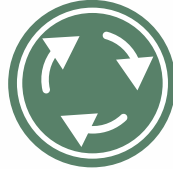
Unmatched Drape*



Soft Feel*

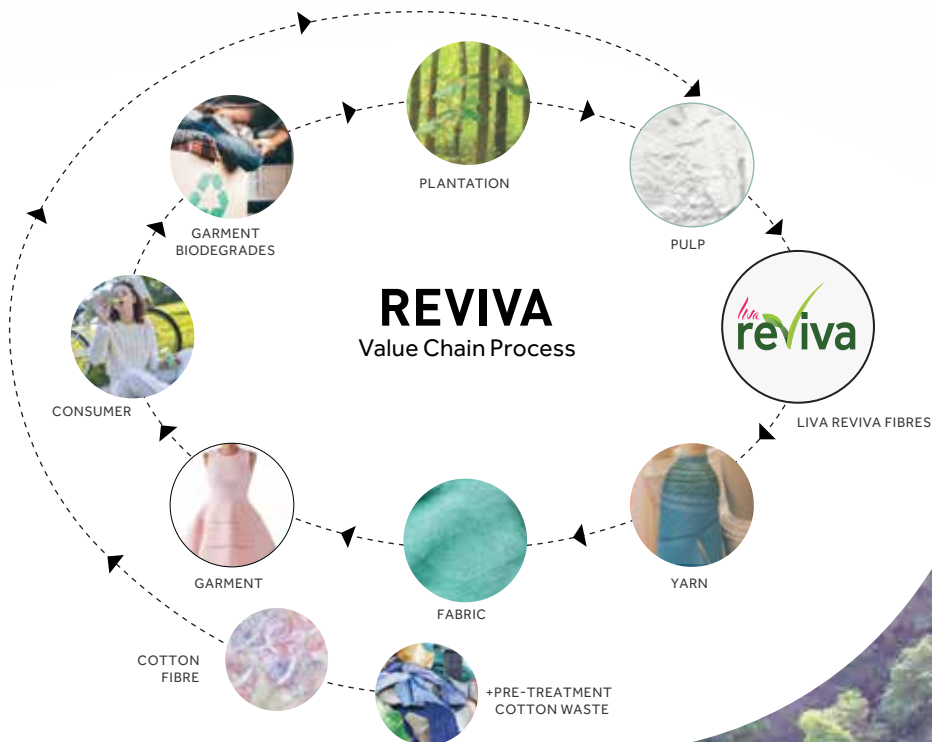


Skin Friendly



Promotes Recycling

As a commitment to circular fashion, Liva Reviva™ operates with a unique “reverse logistics” for procuring the textile leftovers, creating significant value addition.



*Benefits apply to fabric made using Liva Reviva™.

Sustainability at the Core

Liva Reviva™ emphasizes responsible manufacturing while remaining consciously fashionable. Around 15–30% of fabric is wasted during the cutting and stitching of garments, and both **pre-consumer** (production scraps) and **post-consumer** (discarded clothing) textile waste often end up in landfills or are incinerated—placing additional stress on natural resources and contributing to land and air pollution. Instead, Liva Reviva™ recycles this fabric waste and blends it with wood pulp to create a new class of fibres that retain the same high-quality properties as virgin fibres, enabling a more circular and sustainable textile ecosystem.



Lower
Water Consumption



Lower
GHG Emissions

Global Recognition

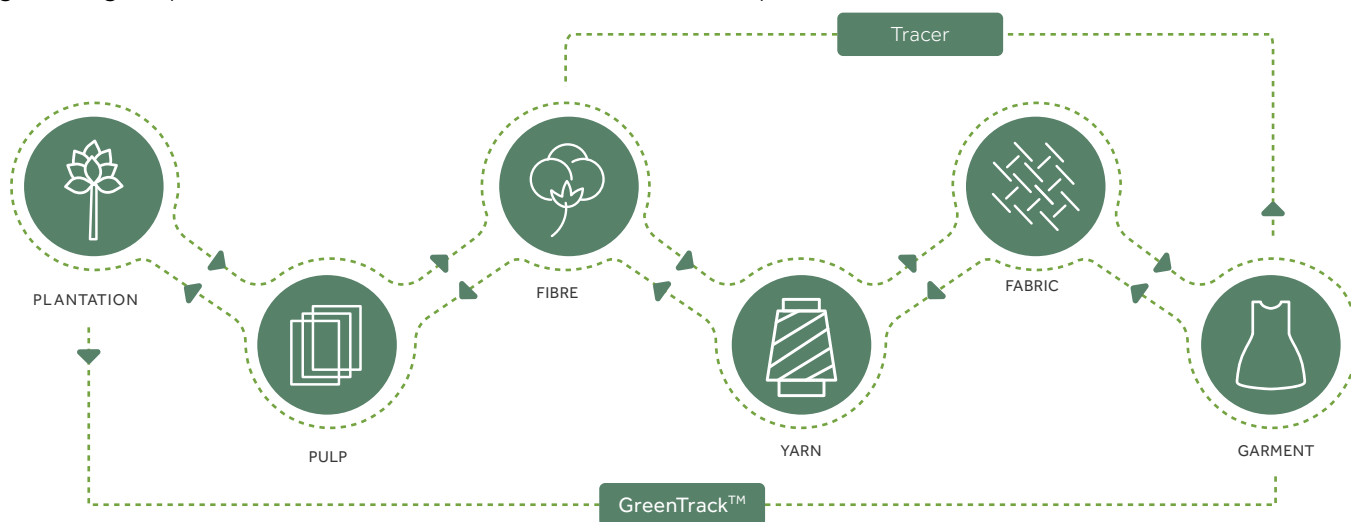


GreenTrack™

LIVA Reviva fibres can be tracked across the entire journey from source to the finished garment. Our proprietary **GreenTrack™** tool leverages blockchain technology to trace the upward & downward value chains, and verify through a **unique molecular tracer**, ensuring transparency. Partners can view this sustainability journey by registering on the **GreenTrack™** page through a quick scan of the QR code and make an informed purchase decision.



Scan to know more
about GreenTrack™



Liva Reviva with Circulose

Liva Reviva™ is available in two sustainable fibre variants: **Liva Reviva™ Viscose** and **Liva Reviva™ Excel**, each made with 30% recycled pulp and designed to meet global circularity standards. Liva Reviva™ Viscose is crafted using recycled pulp from **CIRCULOSE®** and **Once More**, while Liva Reviva™ Excel uses recycled pulp sourced from **Circ®** and **SaXcell**. Both variants are **RCS (Recycled Claim Standard) certified, fully traceable, and can be mapped using GreenTrack™**

Our commitment to the environment and to our customers has always been strong. Today, the alignment of values between them is what drives us to bring new and better products to our industry. With our global presence throughout the entire value chain- from plantation to pulp, to fibre and to fashion - we, through our business development platforms, facilitate our value chain partners (spinners, weavers, processors and garmentors) to build business bridges across geographies.

Contact Us

India: BD_India@adityabirla.onmicrosoft.com

Turkey: BD_turkey6907@adityabirla.onmicrosoft.com

Bangladesh: BD_Bangladesh@adityabirla.onmicrosoft.com

China: BD_China@adityabirla.onmicrosoft.com

Indonesia: BD_Indonesia@adityabirla.onmicrosoft.com

USA: BD_USA@adityabirla.onmicrosoft.com

For further information, contact us at www.livabybirlacellulose.com

Media Owner, Publisher and Producer: Birla Cellulose™

LIVA Reviva is the sole copyright of Aditya Birla Group

Any information, texts, pictures, drawings, descriptive and visual elements, claims or photographs (including all marketing materials) contained in this Leaflet are protected by copyright and are the sole intellectual property of Aditya Birla Group, its affiliates or third parties providing the information for the benefit of Birla Cellulose™.

This brochure contains information provided by Birla Cellulose™, which has been thoroughly researched and studied. However, Birla Cellulose™ does not guarantee the accuracy, quality, or precision of the information contained in this leaflet, including any claims related specifically to Birla fibres. Birla Cellulose™ reserves the right to modify, add, or remove information from this leaflet, as well as to temporarily or permanently cease its publication. Any errors in typographical or printing are not the responsibility of Birla Cellulose™. The use of any Birla trademarks, brands, technology names, copyrighted materials, or marketing claims contained in this leaflet requires prior permission from Birla Cellulose™ and does not grant any rights or licenses.