



Birla Cellulose
Fibres from nature



ADITYA BIRLA
CELLULOSIC
FIBRES



Birla ViscoseTM



FOR A SUSTAINABLY FASHIONABLE FUTURE

Birla Viscose

Birla Viscose is a nature based fibre that embodies the essence of sustainability. This fibre is 100% plant based, made from wood pulp, sourced from sustainably managed forests and manufactured in plants that adhere to highest global norms on environmental responsibility.



Benefits



100% Plant Origin



Soft Feel*



Skin Friendly



Moisture Absorption



Breathability



Longlasting Shine



Lightweight*



Unique Drape & Fluidity*



*Benefits apply to fabric made using Birla Viscose

Birla Viscose EcoSoft

Birla Viscose EcoSoft is a new variant of viscose, made from bamboo pulp. Bamboo being one of the fastest growing species, is widely considered less resource intensive to cultivate versus other natural fibres and hence increasingly seen as an eco-friendly solution for textile needs.

Ecosoft fibres and the resultant fabrics allow for high breathability.

Birla Viscose EcoSoft is embedded with a molecular tracer which allows the value chain to trace the supply chain journey through our GreenTrack platform.

Benefits



Moisture Management
providing comfort



Breathable



Soft & Silky*



Velvety Drape*


Global Recognition



Product
Portfolio

Sustainability Credentials	Ecosoft
FSC®	✓
EU BAT	✓
GreenTrack™	--
Unique Molecular Tracer	✓

*Benefits apply to fabric made using Birla Viscose Ecosoft



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.



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