



CELLULOSEC  
FIBRES



**Birla Cellulose**  
Fibres from nature



**FIBRES FOR A SUSTAINABLE FUTURE**



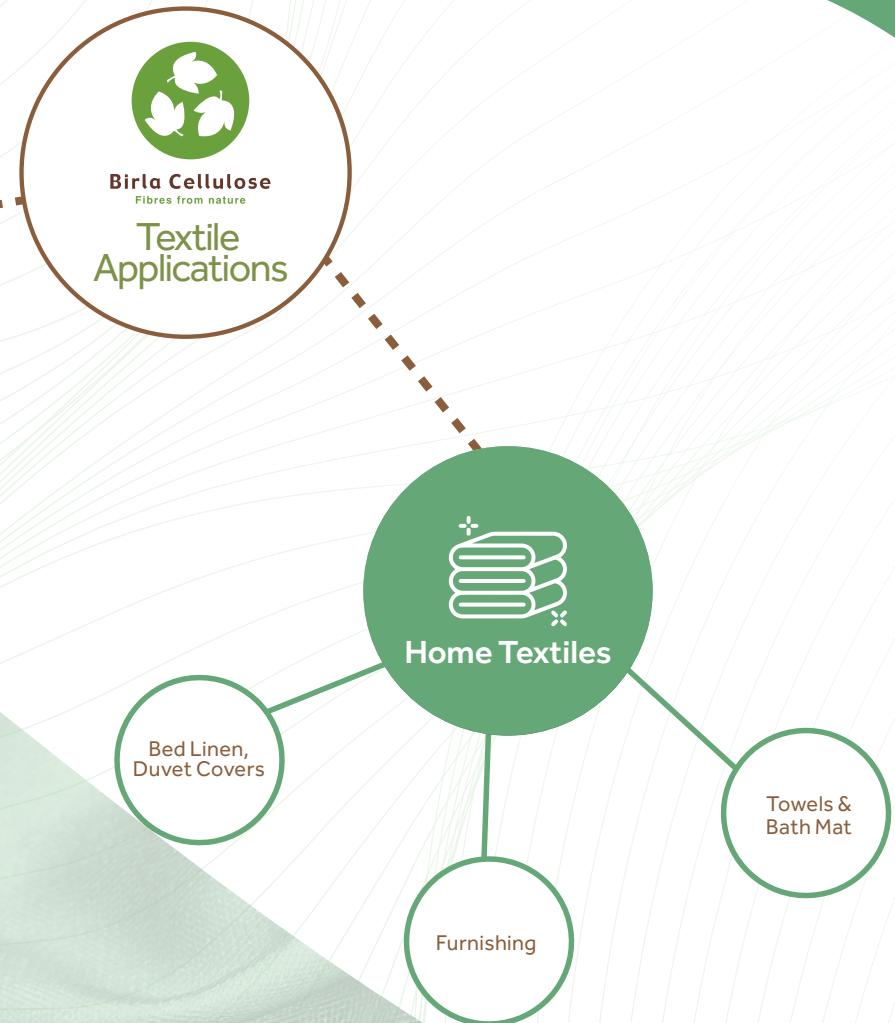
Birla Cellulose™, the Cellulosic Fibre Business of Aditya Birla Group (ABG), is a leading **sustainability focused man-made cellulosic fibre producer**. Grasim Industries Limited, a flagship company of ABG, ranks amongst the top publicly listed companies in India and operates Indian facilities of Birla Cellulose™. Birla Cellulose™ operates 12 pulp and fibre sites globally that apply closed-loop processes and environmentally efficient technologies that recycle raw materials and conserve natural resources. It's five global advanced research centers are equipped with state-of-the-art facilities and pilot plants. It's new generation innovative products like Livaeco by Birla Cellulose™ Liva Reviva, Birla Excel and Birla Spunshades are designed with superior sustainable credentials. With an aim to create bigger and broader impact, Birla Cellulose™ collaborates actively with its value chain partners and works closely with organizations like, Canopy, Cascase, Zero Discharge of Hazardous Chemicals (ZDHC) amongst others to continually learn and apply the best practices within its global operations and across its value chain.





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Fibres from nature



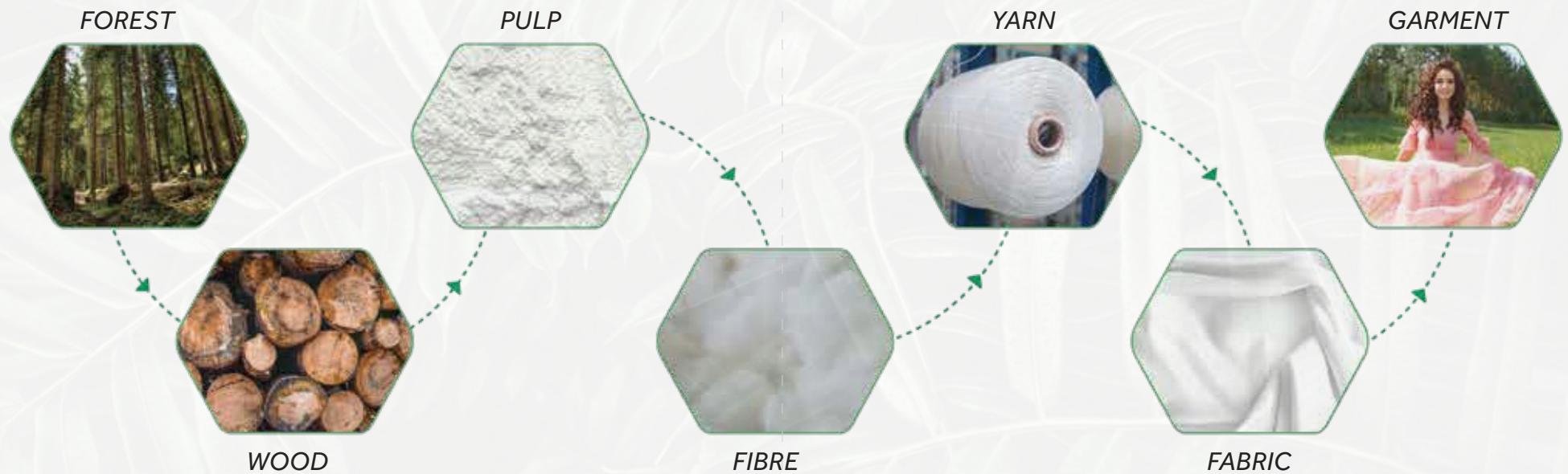


Birla Cellulose

Flours from nature

## The Journey from forest to fashion

Birla Cellulose fibres are **100% plant based**, made from wood pulp, sourced from sustainably managed forests and manufactured in plants that adhere to globally accepted environmental norms.





Birla Cellulose

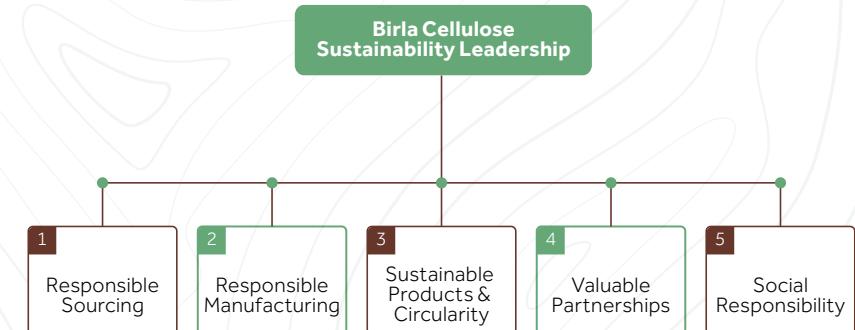
Plants your future

## Sustainability at the Core



## Our Sustainability Framework

Birla Cellulose™ has five-pillars of sustainability strategy:



## Responsible Sourcing: forestry and wood

Birla Cellulose™ has a comprehensive best-in-class forestry management system. The policies are complaint to global standards & partakes in conservation of endangered forests, High Conservation Value (HCV) forests & biodiversity.



Birla Cellulose has a stringent 'Wood Sourcing Policy' and procures wood & pulp following the global standards such as FSC® or PEFC.

The business engages closely with leading not-for-profit Canopy based in Canada for its wood sourcing practices. We have achieved the 1st position in Canopy's Hot Button Report 2024 and retained the 'Dark Green Shirt' for the 5th consecutive year. This rating is the result of our continuous efforts on the conservation of ancient and endangered forests, and robust initiatives to scale circular business model.



Birla Cellulose

From trees to nature

## Responsible Manufacturing

Responsible Manufacturing is the mainstay of our business and this is achieved by adapting the best available technologies, applying benchmark best practices and strengthening of the closed-loop manufacturing processes.

## Valuable Partnerships

Valuable Partnerships is our endeavour to work together with our stakeholders, understand each other's expectations and obligations and convert them into meaningful long-term partnerships for shared benefit.

We also collaborate actively with global benchmark organizations on sustainability such as **Cascale, Canopy, Zero Discharge of Hazardous Chemicals (ZDHC)**, Textile Exchange, and other global institutions to apply their best practices in our value chain.

## Sustainable Products

Sustainable Products are the outcomes when we listen to our customers and give them innovative solutions, while minimizing the negative impact on human and environment health and promote circularity.

Our fibres have been crafted to provide **excellent sustainable advantages** like reduction of greenhouse gas emissions, effluent discharge, water consumption as well as accommodate the usage of recycled textile waste.

## Social Responsibility

Social Responsibility is a way of life and aims for inclusive growth and development of the communities, our employees, our partners and the under-developed section of society who need it the most.

Guided by the '**We Care**' philosophy of the Aditya Birla Group (ABG), Birla Cellulose's socio-economic interventions have helped to transform the lives of communities.

Birla Cellulose's projects focus on education, healthcare, sustainable livelihood, infrastructure development and social reform, epitomizing a holistic approach to inclusive growth.



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Fibre. Fibre. Fibre.

## GreenTrack™

Birla Cellulose provides an end-to-end traceability solution powered by blockchain technology - GreenTrack™ Fibre Traceability platform. Now presenting version 2.0 with enhanced user interface and intuitive navigation.

GreenTrack™ offers 2-fold provenance tracking: Value Chain Traceability & Source Verification.

### Value Chain Traceability with GreenTrack™

GreenTrack™ provides live mapping of the material journey from Forest to Fashion which enables brands real-time access to the chain of custody at every stage of the production process across the complex textile value chain, which can be further extended to consumers through a simple scan of the QR code.

Digital mapping using blockchain technology



### Source Verification through Molecular Tracer

Unique molecular additive inside the fibre for source verification at any stage – fibre, yarn, fabric & garment, negating any possibility of counterfeit or dilution.



Source verification via  
Unique Molecular Tracer in the fibre



# Our Textile Portfolio





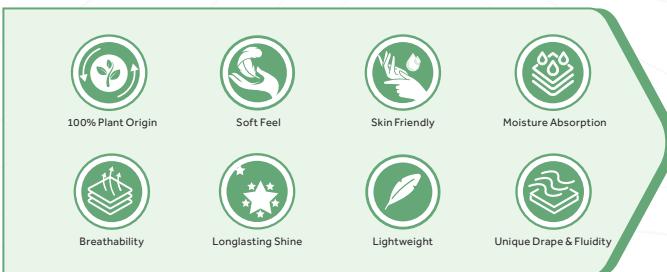
Birla Cellulose

## 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 globally accepted environmental norms.



### Benefits



## 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 and aiding in thermo-regulation.

**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



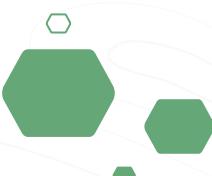
Soft & Silky



Velvety Drape

### Product Portfolio

Sustainability Credentials	Viscose	Viscose EcoSoft
FSC®	✓ (Available on-demand)	✓
EU BAT	✓ (Applicable to plants in Vilayat, China and Thailand)	--
GreenTrack™	--	--
Unique Molecular Tracer	--	✓





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Fibres from nature

## Livaeco™

Viscose (Livaeco) is made from pulp procured from sources that are certified by the **Forestry Stewardship Council (FSC®)** and follows **EU BAT Standards** that can be tracked across the entire journey from source to the finished garment. Livaeco™ Viscose fibres contain a unique molecular tracer which helps in source verification across the value chain. A complete information on the journey of material from forest to fashion is available through a unique **QR Code** which can be made available to the consumer conveniently. Our blockchain technology-based tool – **GreenTrack™** is used to trace upward and downward value chain.



### Product Portfolio

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

## Benefits





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## Livaeco Modal

**Livaeco Modal represents the second generation of regenerated cellulosic fibres** offering significantly higher performance & benefits. Livaeco Modal fibres are **100% plant based**, made from wood pulp, sourced from sustainable managed forests and manufactured in plants that adhere to globally accepted environmental norms.



### Product Portfolio

Sustainability Credentials	Livaeco™ Modal
FSC®	✓
EU BAT	✓
GreenTrack™	✓
Unique Molecular Tracer	✓

## Benefits





Birla Cellulose

Flame Retardant

## Birla Excel™

The third generation in man-made cellulosic fibres, **Excel**, a lyocell fibre is environment friendly and is made through a unique closed loop process with 99.7% solvent recovery.

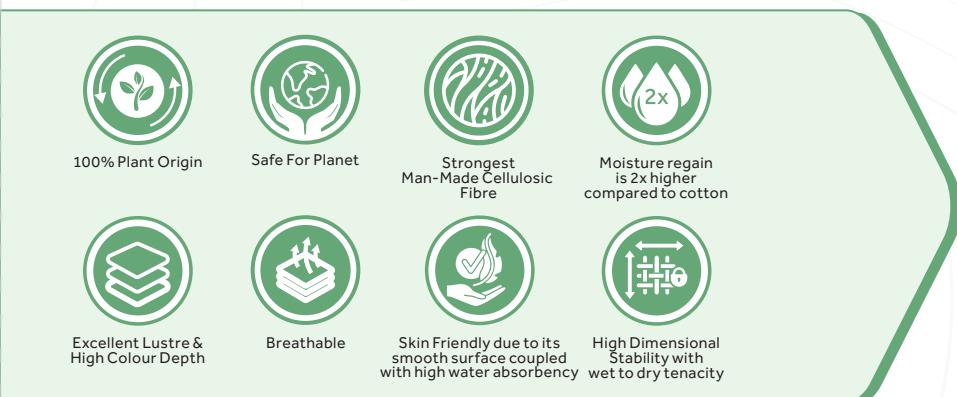
Excel fibre is produced by using **solvent spinning process** more than which is entirely different from the viscose and modal processes. There is a direct dissolution of cellulose or pulp in an organic solvent called **N-Methyl Morpholine N-oxide (NMNO)** without use of any other chemicals/solvents and hence there are no gaseous emissions from the process.



### Product Portfolio

	Sustainability Credentials	Excel	EcoExcel
FSC®	--	✓	
GreenTrack™	--	✓	
Unique Molecular Tracer	--	✓	

## Benefits





Birla Cellulose

Places Green Around



## Benefits



100% Plant Origin



Soft Feel



Skin Friendly



Fade Resistant



Safe For Planet



Flow

## Birla Spunshades

Birla Spunshades represent our dope-dyed range of viscose fibres that offer breathability while keeping you comfortable. Our unique Colour-Lock™ technology makes the fabric fade-resistant and ensures best in class colour consistency even over long periods of usage.

### Product Portfolio

Sustainability Credentials	Spunshades	Spunshades Eco-Enhanced
FSC®	--	✓
EU BAT	--	✓ (Applicable in specific production sites)
GreenTrack™	--	✓
Unique Molecular Tracer	--	✓ (Applicable to select shades in India)





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## 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).

Liva Reviva™ is available with Circulose, Circ, SaXcell and Once More with 30% recycled pulp. It comes with a RCS certificate, is traceable and can be mapped with GreenTrack.

## Benefits



100% Plant Origin



Soft Feel



Skin Friendly



Promotes Recycling



Safe For Planet



Flow





Birla Cellulose

Fibres from nature



## Liva Reviva™ M

The fashion industry produces 92 million tonnes of textile waste each year — expected to reach 134 million tonnes by 2030. Traditional recycling can't keep up. Liva Reviva™ M can.

Introducing Liva Reviva™ M, a next-gen fibre crafted from post-consumer textile waste using a pioneering mechanical recycling process. No hazardous chemicals. No shortcuts. Just discarded garments reborn into high-performance fibre — reducing landfill waste and advancing true circularity. This is more than innovation. It's a shift in how fashion is made, used, and revived. Crafted consciously, Liva Reviva™ M leads the charge in sustainable style — where waste transforms into value, and fashion finds its second life.

## Benefits



100% Plant Origin



Versatile Applications



Skin Friendly



Circular Innovation



Sustainable Composition

## FIBRE PRODUCT MIX (CURRENT OFFERING)

Recipe	Post Consumer Waste (%)	Birla Excel (%)
Liva Reviva-M (White)	30	70
Liva Reviva-M (Denim)	30	70





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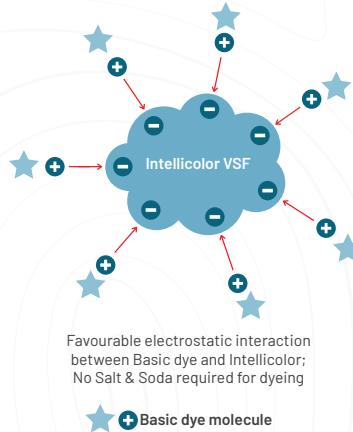
## Intellicolor

Intellicolor is a breakthrough in the process of dyeing using cationic or basic dyes, reducing the dye input and enabling up to 95% dye bath exhaustion. The process helps achieve brighter shades with high tinctorial value and color depth compared to reactive dyes with the same concentration of dyes. The process also stands out for its lower impact on environment.

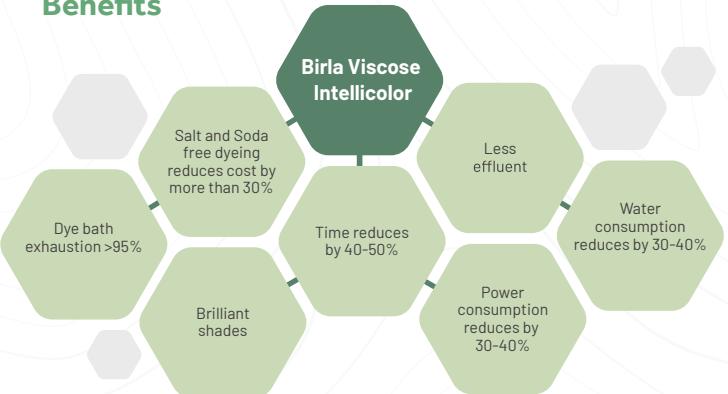
### Reactive Dyeing



### Basic Dyeing



### Benefits



## Applications

Checkered with a blend of Intellicolor and Viscose



Melange with a blend of Intellicolor and Viscose



Dyeing possible for Intellicolor Cationic Polyester Blend



Dyeing of Intellicolor and Viscose with two different dyes in one bath.



## SaFR™ Flame Retardant Fibres

**SaFR™ fibre is a sustainably produced inherently flame - retardant cellulosic fibre.** This fibre is 100% plant based, made from wood pulp, sourced from sustainably managed forests and fibres manufactured in plants that adhere to globally accepted environmental norm.



### Benefits



Flame Retardant



Breathable



Skin Friendly

Moisture Management  
providing comfort

### Fibre Portfolio

1.5dx40mm

1.5ddx44mm

2dx51mm

#### Fibre Properties (Applicable to some available variants)

Denier	Tenacity	Elongation
1.81	3.1	14.61
1.53	2.85	14.08

**SaFR™** fibre properties are equivalent to viscose fibres.

Standard 100 OEKO-TEX - **SaFR™** fibre is OEKOTEX certified and listed on ACP.



Birla Cellulose

India's Textile Partner

## LAPF LIVA Accredited Partner Forum

At Birla Cellulose, we understand the importance of partnerships to create a sustainable and prosperous business. That's why, we've created a platform that brings together a diverse and ever-expanding network - LIVA Accredited Partner Forum (LAPF).

LAPF is a one-of-its kind consortium of over 450+ Value Chain Partners from India producing best in class Viscose, Modal and Lyocell based yarns and fabrics.



Technical Support



Marketing and  
Buyer Link Support



Market Intelligence  
Support



Design and  
Development



Sourcing Support

### What we do

At LAPF, we make sourcing quality products a stress-free, transparent and seamless experience providing direct access to buyers with LAPF partners through our expansive network and our one-of-a-kind digital marketplace that let's you experience our fabrics like never before.



**LAPF Studio- New York**  
Birla Cellulose Studio,  
525 7th Avenue, Suite #308,  
New York

**LAPF Studio- Tirupur**  
Ganesh Tower,  
114/15, 3rd Floor, Avinashi Road,  
Near SAP theatre,  
Tirupur -641603

**LAPF Studio- Noida**  
A-50-52, A Block,  
Sector 2, Noida,  
Uttar Pradesh 201301

**LAPF Studio, Bandung**  
Jl. Ir. H. Juanda No.121, Lb. Siliwangi,  
Kecamatan Coblong, Kota Bandung,  
Jawa Barat 40132, Indonesia

**LAPF Studio- Jaipur**  
511, Jaipur Centre,  
Tonk Road and B2 Bypass Junction,  
Sector B-4, Near Airport,  
Jaipur - 302 018, Rajasthan

**LAPF Studio- Surat**  
Milestone Canal Point, 209-212,  
2nd Floor Besides INS Hospital,  
Vesu Canal Rd, Surat, Gujarat



Scan to book an  
appointment



Birla Cellulose

## Home Textile

### Bed Linen

Bed linens so soft that a good night's sleep is no longer a dream. Its soft texture makes the linen comfortable and soothing to touch.

- Super soft eco-friendly bedsheets
- Stylish with high sheen
- Luxurious softness inviting to snuggle in
- Skin friendly



### Furnishing

Furnishings that give a whole new meaning to the comfort of one's home. Birla Cellulose's ornate and rich range of tapestry and upholstery will weave magic into your homes and make it look like artistic expressions. Its brilliant colours and high sheen add to the radiance and cosiness of your home. Birla Cellulose Fibre based Chenille make it more exciting through the use of Slubs and Spunshades. Birla Cellulose's soft and natural fibre gives the furnishing a soothing and classy feeling.

- Excellent drape for upholstery
- Long lasting shades
- Vibrant colours • Soft on skin



### Floor Covering

Floor coverings so soft that it gives you the feeling of walking on flowers with every step you take. Carpets with elaborate designs and ornamented Durries radiate shimmer and sheen thanks to the natural properties of Birla Cellulose. Birla Cellulose based floor coverings make your home look warm and luxurious.

- Stylish • Bright shades with high sheen
- Silk like look and feel • Softness



### Bath Linen

High absorbency and ultra soft texture of fibres by Birla Cellulose make them favourable for bath linen. Birla Cellulose Fibres in their 100% or blended form are trendy and impart a natural invigorating texture. The bath linens are feathery soft on the skin and will leave one feeling rejuvenated and refreshed. Birla Cellulose bath linens are a luxurious addition to your linen collection without compromising on the comfort factor.

- Highly absorbent • Super soft
- Luxurious feel • Durable • Remains soft after multiple washes



### Kitchen Linen

Birla Cellulose kitchen linens will add class to your dining experience by their brilliant natural colours that are retained even after repeated washes. Birla Cellulose's natural texture and vibrant colours will make even mundane kitchen linen look beautiful, making it the dream linen of every homemaker who wants to have a modern yet comfortable living.

- Easy to maintain • High sheen • Bright shades
- Stylish • Ultra soft • Luxurious texture





Birla Cellulose

From tree to fibre

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

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