



Birla Cellulose
Fibres from nature



ADITYA BIRLA

CELLULOSIC
FIBRES

*Waeeco*TM **LYOCELL**

**SHAPED BY
NATURE.
FOR THE FUTURE**



Natural Excellence. Engineered for Performance.

Livaeco™ Lyocell is a third-generation man-made cellulosic fibre engineered through an advanced closed-loop solvent spinning process with upto 99.7% solvent recovery.

Derived from FSC®-certified wood pulp, it delivers an exceptional balance of strength, smoothness, moisture management, and dimensional stability, redefining performance within sustainable textiles.

Manufactured by Birla Cellulose, Livaeco™ Lyocell combines environmental responsibility with measurable technical superiority.

Why Livaeco™ Lyocell performs?



Made from FSC®-certified responsibly sourced pulp



GreenTrack™ end-to-end traceability



Rich colour depth with elegant natural lustre



Amongst the strongest man-made cellulosic fibre



2x higher moisture regain



Naturally smooth, skin-friendly surface

Benefits



Dimensional Stability

Livaeco™ Lyocell blends demonstrate improved dimensional stability compared to other natural fibres, enabling predictable processing, lower rejection rates & consistent garment performance across manufacturing cycles.



Colour Depth & Shade Stability

Livaeco™ Lyocell fabrics demonstrate excellent dye uptake & colour fastness in line with global textile benchmarks, ensuring rich shades & long-lasting visual consistency through repeated use & care cycles.



Superior Tensile Strength

According to globally recognised textile performance standards, Livaeco™ Lyocell fabrics exhibit strong tensile performance, including excellent wet strength, contributing to enhanced durability across apparel & home textile applications.



Seam Slippage Resistance

Fabric constructions incorporating Livaeco™ Lyocell show strong resistance to seam slippage under standard performance testing, supporting durable stitching & structural stability in garments & home textile products.



Clean Surface, Reduced Pilling

The naturally smooth morphology of Lyocell fibres helps fabrics achieve high pilling resistance under standard testing conditions, resulting in a cleaner surface appearance & longer garment life.

Applications

Performance Across Textiles

TEXTILE

Womenswear

- Fluid drape
- High colour brilliance
- Smooth hand feel
- Ideal for dresses, blouses, scarves, and occasion wear

Menswear

- Crisp structure with breathable comfort
- Ideal for shirts, chinos, trousers, and contemporary tailoring due to its durability

Denim

- Softer hand feel
- Excellent dye uptake
- Improved recovery & fall
- Durable

Athleisure & Innerwear

- Higher moisture absorption
- Skin-friendly comfort
- Reduced friction & anti-chafe properties



WOMENSWEAR

ATHLEISURE

MENSWEAR

DENIM

HOME TEXTILES

Bedding

Strength with dimensional stability, breathable, shade-stable & luxuriously smooth.

Towels

Superior absorbency combined with durability.

Curtains & Upholstery

High tensile performance with elegant drape & rich colour absorption.

Fillers

Enhanced loft, resilience & moisture dispersion.

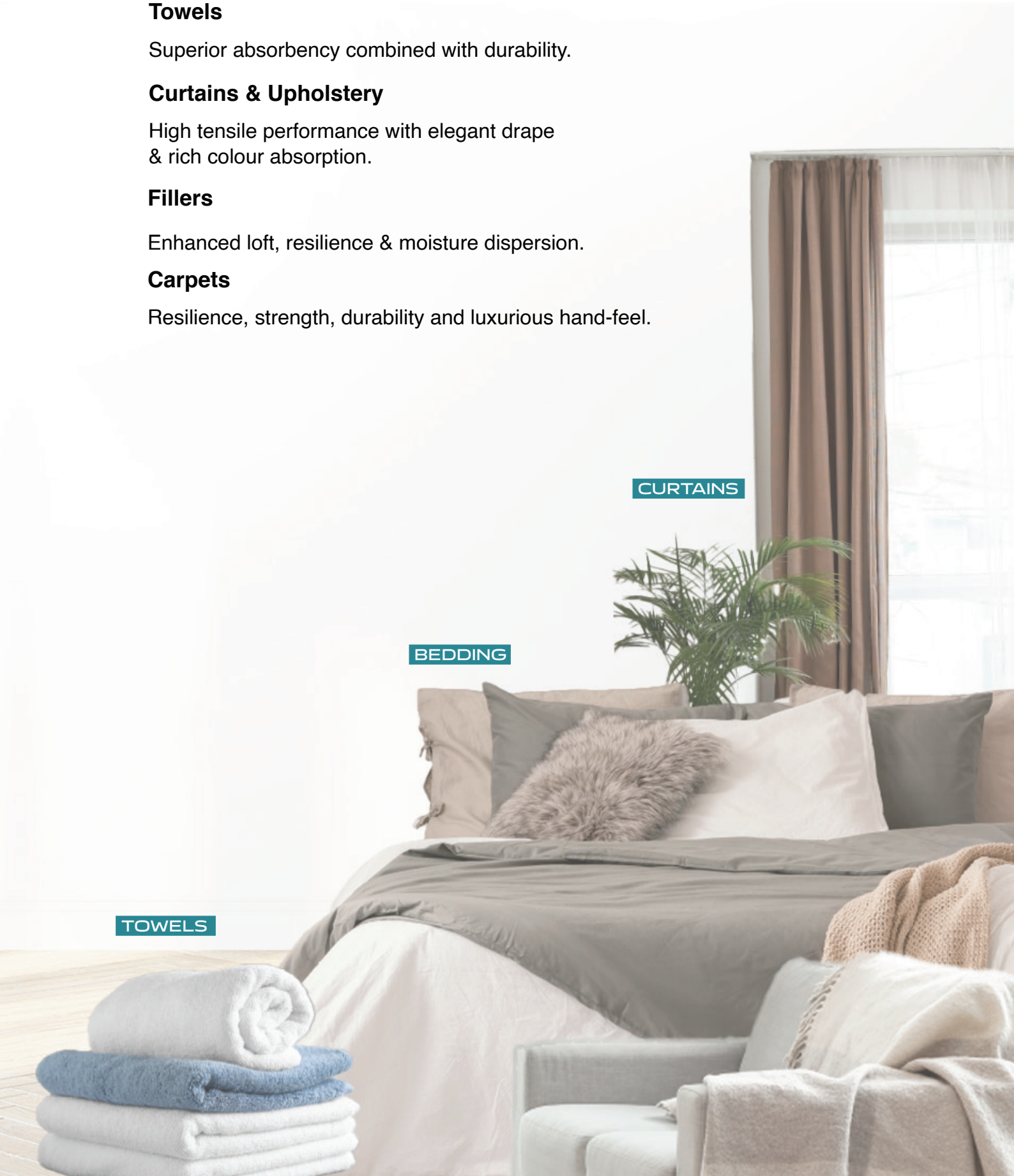
Carpets

Resilience, strength, durability and luxurious hand-feel.

CURTAINS

BEDDING

TOWELS



Transparency. Recognition. Value.

GreenTrack™ Traceability

Birla Cellulose provides an end-to-end traceability solution powered by blockchain technology - GreenTrack™

Characterized by a user-friendly interface & intuitive navigation, for global audiences, GreenTrack™ offers a 2-fold provenance tracking

- ✔ Value Chain Traceability
- ✔ Source Verification.

Value Chain Traceability

GreenTrack™ is the only platform that provides live mapping of the material journey from Forest to Fashion enabling brands real-time access to the chain of custody

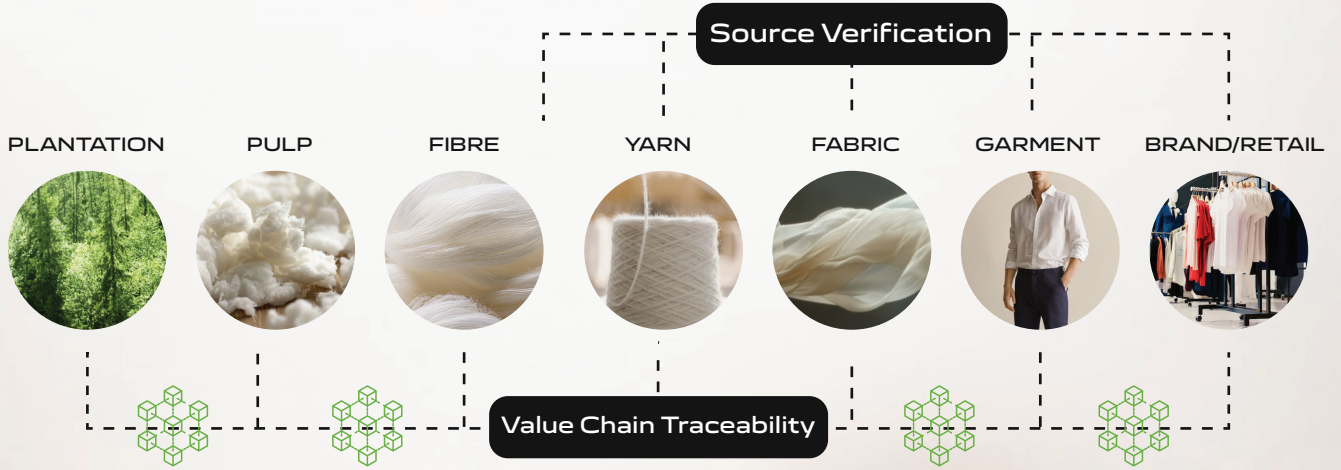
Manufacturers can view the status at every stage of production across the textile value chain, which can be further extended to consumers through a simple scan of the QR code.

Digital mapping using blockchain technology



Source Verification through Molecular Tracer

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





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CONTACT

India: BD_India@adityabirla.onmicrosoft.com

India.salesteam@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, visit us at www.livabybirlacellulose.com

Marketing Head Office: Hub Town Solaris, 5th Floor, 501A & 502, Prof N. S. Phadke Marg,
Andheri (East), Mumbai - 400 069 INDIA.

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