



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.



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™
Birla Viscose 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.

