



Birla Cellulose
Fibres from nature



ADITYA BIRLA

CELLULOSIC
FIBRES

Iva
reviva **M**

Shaping

Future Fashion with Mechanical Recycling



The true cost of fast fashion is devastating—and we're charging it to our planet. Every year, the world generates a staggering 92 million tonnes of textile waste, and if we continue on this path, that number is expected to reach 134 million tonnes by 2030. Shockingly, 57% of discarded clothes end up in landfills, while 25% are incinerated, polluting our land, air, and future. These aren't just numbers—they're a wake-up call and we hear it loud and clear.

Introducing Liva Reviva™-M—a bold step towards closing the loop on fashion waste. Made with mechanically recycled post-consumer textile waste, Liva Reviva™-M brings sustainability and circularity to the forefront of fashion. It's not just a fibre—it's a movement toward mindful manufacturing, responsible choices, and a cleaner tomorrow. Because fashion shouldn't come at the cost of the Earth.

FIBRE BENEFITS



SUSTAINABLE BENEFITS





BLEND TYPES

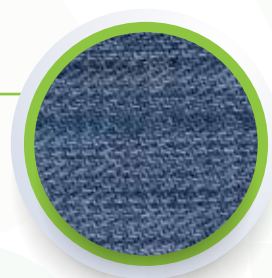
Recipe	Post Consumer Waste (%)	Birla Excel (%)	Spunshades (%)
Liva Reviva™-M (White)	30	70	0
Liva Reviva™-M (Spunshades 20)	30	50	20
Liva Reviva™-M (Spunshades 35)	25	40	35
Liva Reviva™-M (Denim)	30	70	0

PRODUCT APPLICATION

LIVA REVIVA™-M DENIM- SUSTAINABLE DENIM INNOVATION

Liva Reviva™-M denim is specially crafted cellulosic rich recycle fibre, ideal for manufacturing denim fabrics using mechanically recycled denim waste. Exclusively collected used denim with **source-verified** and **free from hazardous chemicals**, ensuring a safe and sustainable input material.

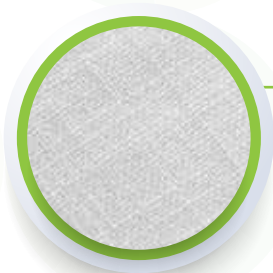
Through a mechanical recycling process, the collected denim is converted into fibre, which is **evenly blended** with our sustainably produced **Birla Excel™ fibre**, creating the unique **Liva Reviva™-M denim fibre**. This innovative blend offers excellent spinnability and performance, enabling it to be transformed into high-quality denim yarns suitable for a wide range of denim fabrics and end products.



LIVA REVIVA™-M WHITE - SUSTAINABLE FIBRE INNOVATION

Liva Reviva™-M white is specially crafted cellulosic rich recycle fibre, ideal for manufacturing various home textile products like terry towel, bed covers, rugs, runners, table top and heavy weight jackets and over shirt for men and women.

Liva Reviva™-M white fabrics are made using mechanically recycled cellulosic rich textile waste. Exclusively collected used cellulosic textile waste with **source-verified** and **free from hazardous chemicals**, ensuring a safe and sustainable input material.



LIVA REVIVA™-M FIBER FIBE PROCESS FLOW

DEMONSTRATED FOR APPLICATION



CERTIFIED, CIRCULAR AND SCALABLE

Liva Reviva™-M fibres are GRS (Global Recycled Standard) and FSC® (Forest Stewardship Council®) certified, and come with full traceability through GreenTrack™ – Birla Cellulose's blockchain-based platform that enables end-to-end tracking from source to shelf. This ensures transparency for brands and empowers conscious consumers to make better-informed choices.

Partner with us in shaping a greener future with Liva Reviva™-M, a revolutionary step towards a more sustainable and responsible textile ecosystem.

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