



Livaeco™ LYOCELL



Product Name Update: Birla Excel to transition into Livaeco™ Lyocell

We would like to formally inform you of an upcoming update to the product naming of our Lyocell fibre portfolio. This communication is intended to provide clarity on the scope of the change and to assure you of complete continuity in product quality, specifications, and supply.

What is changing

With effect from **01 July 2026**, the product name **“Birla Excel”** will be transitioned to **“Livaeco™ Lyocell.”** This update reflects the unification of our Lyocell offering under the Livaeco™ platform and the alignment of FSC pulp and tracer enablement across both our Nagda and Kharach manufacturing units.

Where you will see the change

The name **Livaeco™ Lyocell** will appear on:

- Product invoices
- Packaging materials (Bales & Product stickers)
- Commercial and technical documentation
- Marketing and customer communication material
- GreenTrack™ Certifications (Transaction Certificate and Tracer Test Report)

What is NOT changing

It is important to emphasise that this change is limited exclusively to the product

name. There are **no changes whatsoever** to material codes, fibre specifications, performance parameters, quality standards, or approved end use applications. All existing commercial terms, technical approvals, and supply arrangements remain fully valid and unaffected.

- ✓ **NO changes to material codes**
- ✓ **NO changes to product specifications**
- ✓ **NO changes to quality, performance, or end use**
- ✓ **NO changes to existing commercial agreements**

The product remains exactly the same—**only the name is changing.**

Traceability & Documentation

- Invoices issued up to **01 July 2026** will continue to carry the name ***Birla Excel***
- Invoices issued from **02 July 2026** onwards will carry the name **Livaeco™ Lyocell**
- GreenTrack™ Transaction Certificate: The Birla fibre name will be reflected in line with the name mentioned on the corresponding Birla invoice.
- GreenTrack™ Tracer Test Report (GreenTrack™): “Birla Excel” will now be reflected as “Livaeco™ Lyocell.”
- Existing Birla Excel inventory held by customers remains fully valid, traceable, and fit for use, with no requirement for segregation, reclassification, or corrective action.

Our Assurance

This transition has been carefully structured to ensure zero disruption to ongoing operations, continuity of traceability, and full compliance with audit and certification requirements. Should you require any clarification or support, we encourage you to reach out to your Birla Cellulose representative.