

New Generation Yarns and Fabrics



# Unparalleled Presence...

Over 40 years of reliability, integrity and reverence in the spinning and weaving industry, initially focussing on the high-end fashion fabric industry, now made available to the masses - a revolution created by modern day brands.





Our persistent presence at the bottom of the supply chain in this niche product has ensured a significant change in the way the fashion industry has viewed India. Despite managing to create a revolution of sorts in the textile scenario, we have remained grounded in terms of values amidst cut-throat competition. We currently lead the market for Viscose and Micro Modal yarns and fabrics in the South Asian sub-continent. Our quality products are well received across the globe in over 45 countries.



The revolutionary change in the spinning technology has been dramatic in the last decade. Pallava Group has taken the fullest advantage of one such technology - MVS (Vortex) and emerged as a true leader in this horizon, thanks to the younger generation on the board

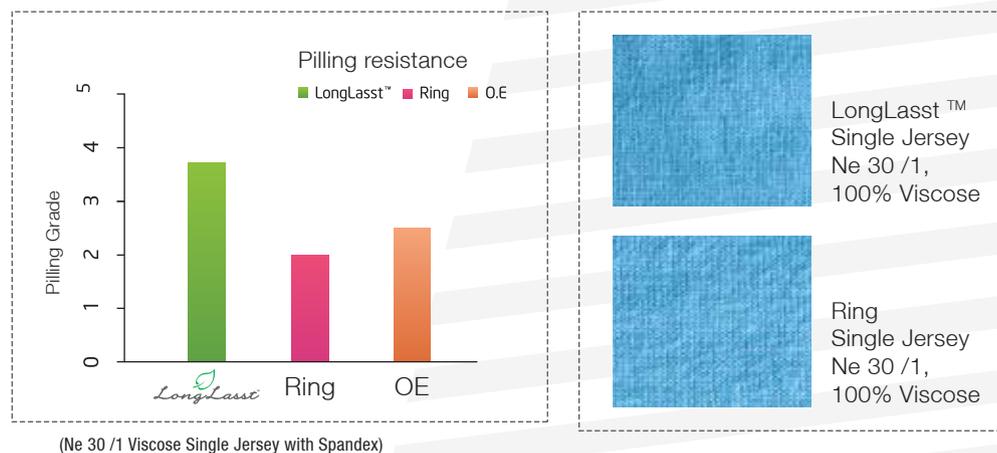
Creating  
Benchmarks



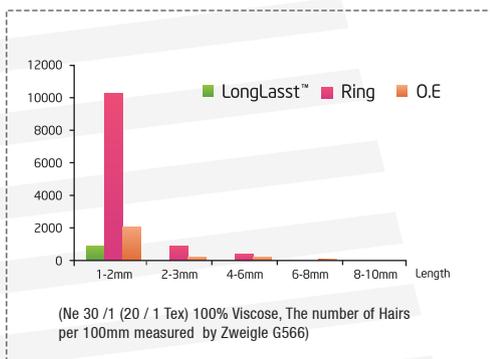
LongLasst™ is our brand made from the highly advanced Vortex technology that is ushering in a new era of yarn manufacturing which is attracting the global preference for the wide array of advantages it offers like retaining shape and low pilling and comes with all the value addition of Vortex yarn that makes Pallavaa, the largest supplier of new generation yarns and fabrics in India.

## Freedom from Pilling

- LongLasst™ yarns have low hairiness
- Yarn & Fabric have cleaner look

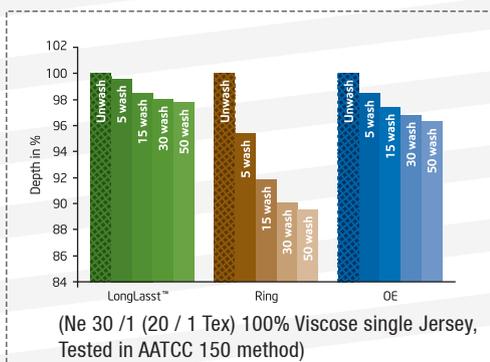


## Spun Yarn with Low Hairiness



## Wash Resistance

- Even after repeated washes, LongLasst™ can retain the fresh look and feel of the garment.
- Reduced color fading in Garments.



## Higher Productivity, Lower Production Cost

- FLUFF generation is low in knitting and machines remain clean.
- Minimum yarn breaks and hence higher productivity.
- Process loss reduced in Knitting & Dyeing.

## Reduction in Dyeing Cost

- LongLasst™ helps in better exhaustion and optimum color absorption; hence low dyeing cost.
- Clean & clear print design is ensured.

## Improved Moisture management

- LongLasst™ has the ability to absorb moisture better, leading to greater comfort.

## Low Spirality

- LongLasst™ yarns enable low spirality in knits
- LongLasst™ gives garments an enduring life and Wrinkle – free look



Consistent growth in the Indian and International hi-fashion industry supported our capacity expansion to produce fine yarns from smart fibres with soft touch. And the success has come due to the support of unstinted vibrant work force.

# Diligence and Dedication

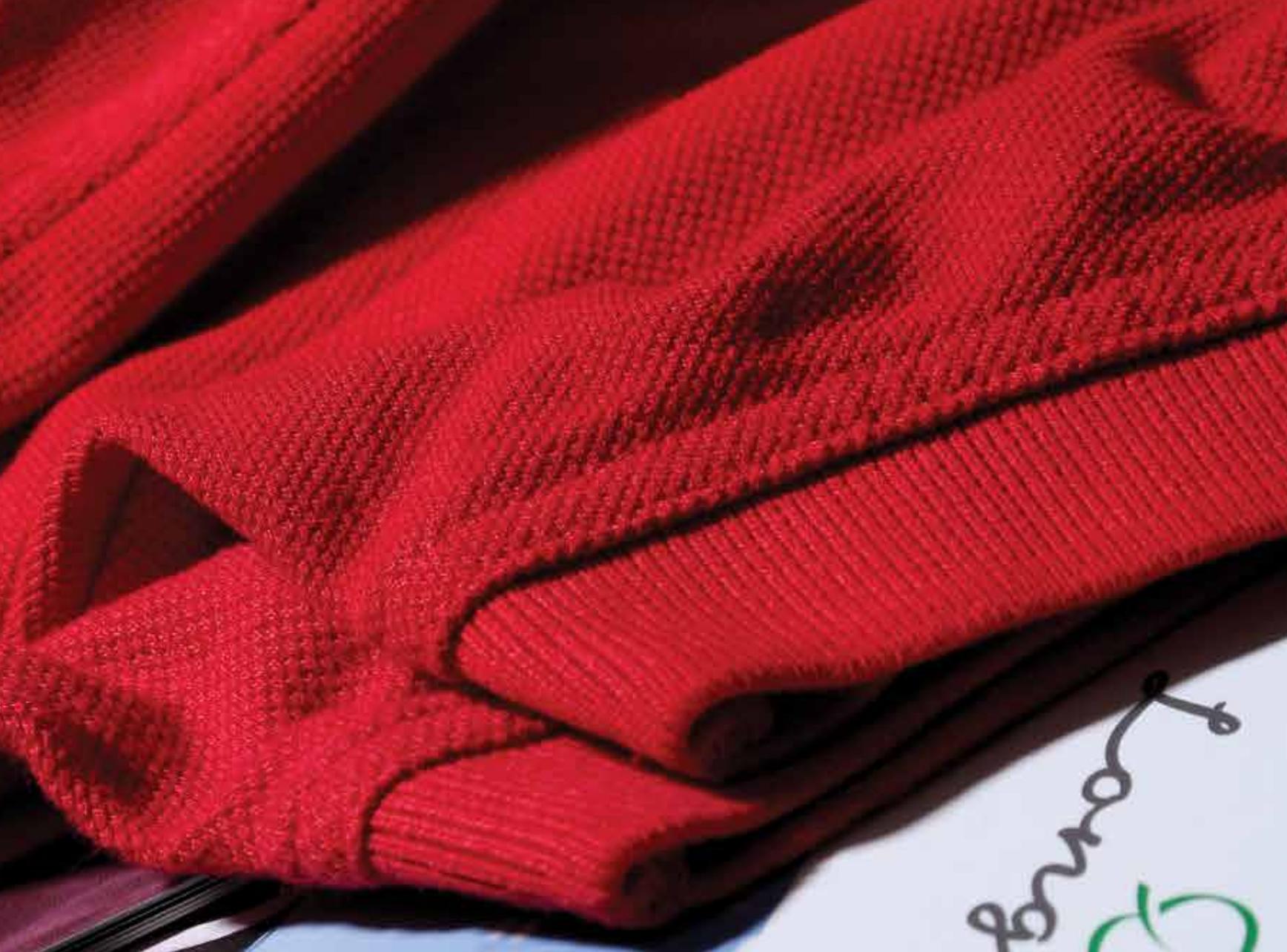




CLASSIC FOLD



**PALLAVAA**  
GROUP



WE CARE PROPER FOR

Long & Low  
G



Spinning the  
joy of Quality

## Spinning Division

### Pallava Textile Limited Shri Cheran Synthetics India Limited



Parameter	LongLasst™ ☒ (MVS)	Ring Spun ⚡ Ring
Count range (Ne)	16 - 50	12 - 60
Installed Capacity	2,670 positions	1,24,000 spindles
Production (Tons / Day)	30	70

Specialty Yarns	Core Spun Yarns AMSLER TEXTILE EFFECT SYSTEM	Amsler Slub Yarn AMSLER SLUB TEXTILE EFFECT SYSTEM
Installed Capacity	15,000 spindles	9,000 spindles
Production (Tons / Day)	9	5



Our State-of-the-art machinery ensures consistent quality of our products.

**304 Shuttleless Looms**

**Toyota Airjet - 280**

**Sulzer - 24**

**Sizing**

Benninger BEN SIZE  
TEC Sizing Machine  
with a 20 - beam  
creel capacity

**Variety of packing  
Techniques**

- Roll, Bale & Pallet
- 100% fabrics inspected in American point system

## Weaving Division



Largest producer of fine fabrics for dress materials made from regenerated cellulosic fibers in South Asia

Fine fabrics	Metres / month		Also Customised Products	
Birla Viscose	20 Lacs	(2 million)	BCI	Organic Cotton
MicroModal®	10 Lacs	(1 million)	TENCEL®	Bamboo
Cotton	10 Lacs	(1 million)	Linen	Polyester blends
Cotton core spun yarns (CSY- stretch fabrics)	5 Lacs	(0.5 million)	100% Indian & Pima Cotton	
<b>TOTAL CAPACITY</b>	<b>45 Lacs</b>	<b>(4.5 million)</b>		

- Viscose / Linen
- Viscose Crepe Fabric
- Cotton / Linen
- Cotton Satin
- Cotton Voile
- Cotton Poplin
- Cotton Cambric
- Cotton Crepe
- Cotton Twill & Drill
- Stretch Poplins (High Twist)

Special fabrics of high pilling resistance for INDUSTRIAL & INSTITUTIONAL WEAR using LongLasst™ (MVS) brand Vortex spun yarns of POLYESTER blends: Tencel / Polyester, Polyester / Viscose, Polyester / Cotton, 100% Polyester.



# Smart Fibers for Smart Yarns

## **Birla Viscose**

Viscose is the first generation cellulose fiber and used for classic summer clothing with a soft flowing look. For knitwear, it is blended with polyester to introduce a natural flow and breathability.

*Pallavaa's LongLasst™ Viscose and POLY VISCOSE blended spun yarns offer unique experience of pill free knitwear with better stability.*

## **TENCEL®**

Raw material for Tencel is extracted from aromatic eucalyptus wood. Tencel offers a unique combination of the most properties of man – made fibers and natural fibers: soft as silk, strong as polyester, cool as linen, warm as wool and as absorbent as cotton.

Tencel absorbs excess liquid and quickly releases it again into the atmosphere.

Tencel is pure. Bacteria have a touch life on Tencel. The enormous moisture absorption nips the formation of bacteria in the bud since it is immediately moved to the inside of the fiber. Therefore, no film of moisture forms on the fiber, preventing the basis for the growth of bacteria.

*End users: Children's wear, Bedding*

## **Bamboo**

The bamboo fiber is a recycled cellulose fiber specially made from the bamboo pulp, which has the natural property of anti – bacteria and odor – proof. *This fiber is good for the production of the fabrics for knitted underwear's, towels, bedding articles and leisure clothes.*

## **LENZING® Modal®**

Lenzing Modal is produced from beech wood. The superior softness of Lenzing Modal keep fabrics pleasant to the touch even after repeated washing. *Ideal for lingerie, loungewear, night & day wear of terry cloths.*

## **LENZING® MicroModal®**

Lenzing modal is also available in a micro variant. The extra fine fiber makes textiles even lighter. It feels like "skin on skin". A super – soft and luxurious feeling. *Lingerie and home wear of Lenzing MicroModal are something special.*

## **Polyester Blends**

Polyester when blended with cellulosic fibers including cotton increases the popularity of the product. LongLasst™ blended yarns (Poly Viscose, Poly Cotton, CVC etc.) enhances and differentiates the product attributes when used in *Uniform wear and Institutional wear.*



Lenzing Modal is Edelweiss, because the fiber from Austria is carbon-neutral. Thanks to full integration at the manufacturing site, Lenzing Modal can be produced in a carbon-neutral way.

# Even nature loves it!



we care. mother earth

"the planet earth is not inherited from our ancestors but, we have borrowed it from our grand children"



Our constant efforts to keep our promise to Mother Earth have brought about revolutions...

- Vortex spinning technology, a one-of-its-kind in the textile value chain eligible for carbon credit as it saves energy of over 30% compared to conventional spinning technologies.
- Regenerated cellulose fibers manufactured from wood ensures the principles of sustainability whereby valuable by-products are recycled which guarantees its eco-friendliness.
- Fibres free from any harmful substances and accredited with Oeko-Tex standard 100.
- Sustainability is a key aspect that is monitored for all products and raw materials at all stages of development of our products.
- Pallavaa group generates 65% of its energy requirement through its own wind power.



## Water Footprint

The water footprint of an individual, community or business is defined as the total volume (cubic meters per year) of fresh water that is used to produce the goods and services consumed by the individual or community or produced by the business.

Water foot print (Global average virtual water content in litres) :		
Products of cotton	Product weight (g)	Total volume of water (l)
1 Jean pair	1000.00	10,850.00
1 Single bed sheet	900.00	9,750.00
1 T-Shirt	250.00	2,720.00
1 Johnson's cotton bud	0.33	3.60

Cut / Staple fibers	Volume of water consumed (Litres per kg of fiber)	Required acreage / ton
Tencel	263.00	0.24
Viscose	319.00	0.33
Modal	472.00	0.70
Cotton	5,800.00	1.07

## Wide range of spun yarns

Smart Fibres		Perfect Blends	LongLasst  (MVS)	 Ring Spun
 <b>Birla Viscose</b>	★	100% Viscose Knitting	Ne 20, 24, 30, 34, 40	Ne 20, 24, 30, 34, 40
	★	100% Viscose Weaving	Ne 20, 30, 40	Ne 16, 18, 20
	★	Viscose/Cotton 50/50	-	Ne 24, 30, 34
 <b>Modal</b>	★	100% Modal	Ne 24, 30, 40	Ne 24, 30, 34, 40
	★	Modal/Cotton 45/55	-	Ne 24, 30, 34, 40
 <b>MicroModal</b>	★	100% MicroModal	Ne 30, 40, 50, 60	Ne 30, 34, 40, 50, 60
		MicroModal/Supima** Blend	-	Ne 30, 40, 50
 <b>TENCEL</b>	★	100% Tencel STD	Ne 20, 24, 30	Ne 20, 24, 30
		100% Tencel LF or A100**	Ne 20, 24, 30	Ne 20, 24, 30
		Tencel LF/Cotton 50/50**	-	Ne 20, 24, 30
 <b>Bamboo</b>	★	100% Bamboo	Ne 20, 24, 30	Ne 20, 24, 30
		Bamboo/Cotton 50/50**	-	Ne 20, 30, 40
Polyester blends	★	Polyester/Cotton 40/60, 65/35	Ne 24, 30, 34, 40, 45	-
		Polyester/Viscose** 52/48, 65/35	Ne 30, 34, 40	-
		100% Polyester**	Ne 20, 30, 40, 50	-
 <b>Cotton</b>		100% Cotton	-	Ne 30, 40
		Cotton/Spandex - Core Spun Yarn (CSY)**	-	Ne 30, 40
 <b>AMSLER SLUB</b>		Viscose, Viscose/Cotton 50/50, Modal, Modal/Cotton 45/55	-	Ne 20, 24, 30

\*\* Special Qualities, Ring Compact spun yarn and  Viscose yarns are manufactured on specific request

★ These qualities are available regularly



**European Flower**

The European Eco-label guarantees the Eco-friendliness of Lenzing Fibres





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