



Birla Cellulose
Fibres from nature



ADITYA BIRLA
CELLULOSIC
FIBRES



Birla ExcelTM



NATURAL EXCELLENCE IN FIBRES

BIRLA EXCEL

The third generation in man-made cellulosic fibre, **Birla Excel, our lyocell fibre is made through a unique closed loop process with 99.7% solvent recovery.**

Excel fibre is produced by using **solvent spinning process** which is entirely different from the viscose and modal processes. There is a direct dissolution of cellulose or pulp in an organic solvent called **N-Methylmorpholine N-oxide (NMMO)**. This solvent is non-toxic and has a low environmental impact compared to solvents used in other fibre production methods.



Exceptional Attributes



100% Plant Origin



Strongest man-made Cellulosic Fibre



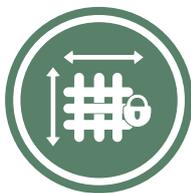
Moisture regain is 2x higher compared to cotton



Skin Friendly due to its smooth surface coupled with high water absorbency



Excellent Lustre & High Colour Depth



High Dimensional Stability with wet to dry tenacity



Unique Drape & Fluidity*



Breathable

*Benefits apply to fabric made using Birla Excel

Sustainability is the way forward

Forests, with their high conservation value and high carbon lands are very valuable to our planet. With a focus on forest conservation and bio-diversity, Excel fibres are produced by application of **Globally Benchmarked sustainability practices.**

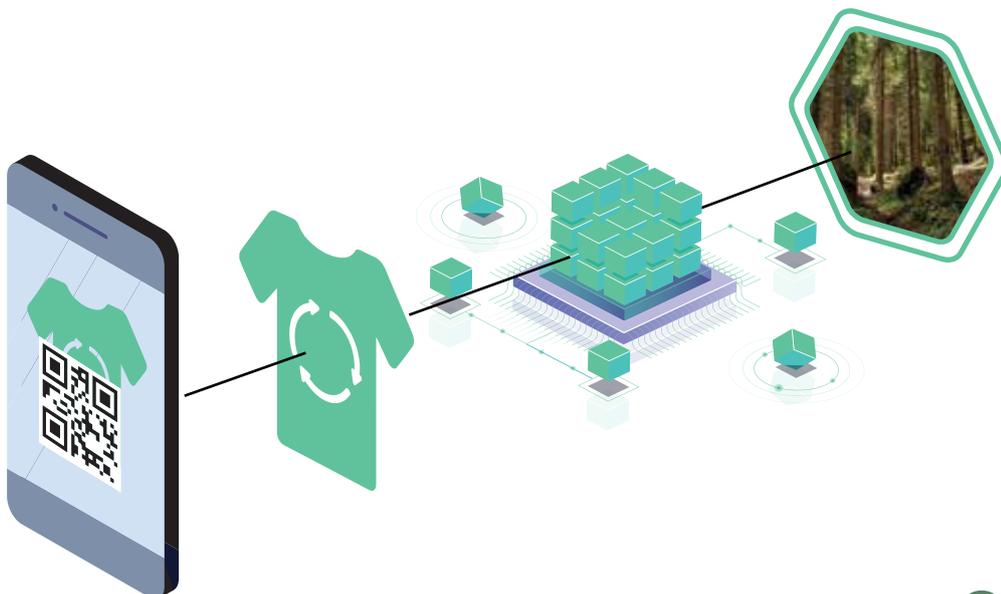


Global Recognition



Trace the Source

Birla Excel has a unique molecular tracer in its fibre, this tracer helps in source verification across the value chain. A complete information on the journey of fibre from forest to fashion is available through a unique QR Code which can be made available to the consumers conveniently. **This fibre with FSC® and tracer available on-demand.**



Scan to know more about GreenTrack™

GreenTrack™

Blockchain technology-based tool – GreenTrack™ is used to trace upward and downward value chain in Birla Excel to provide supply chain traceability.



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.



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