

JAYA SHREE YARNS



CONTENTS

ABOUT JAYA SHREE TEXTILES

ABOUT LINEN

WHAT MAKES LINEN TRULY UNIQUE

WHAT SETS JAYA SHREE LINEN YARN APART

PRODUCT RANGE

SUSTAINABILITY INITIATIVES

ABOUT ADITYA BIRLA GROUP



ABOUT JAYA SHREE TEXTILES

Jaya Shree Textiles, part of the illustrious Aditya Birla Group, is INDIA'S LARGEST INTEGRATED LINEN MANUFACTURING FACILITY. A leading player in the domestic linen and worsted yarn segment, the company has significantly revolutionised the Indian textile market by being the PIONEERS OF LINEN in India.



- **SPINNING AND WEAVING** excellence since 1949
- **LARGEST** linen yarn spinner in **INDIA** and the **4th LARGEST** in the **WORLD**; with over **41500+** spindles
- **FIRST** and **LARGEST** integrated Linen factory in India
- Certified by CELC (European Confederation of Flax and Hemp) as a mark of sourcing **HIGH QUALITY AUTHENTIC FLAX** from Europe



ABOUT LINEN

Flax, the raw material for linen is **ONE OF THE OLDEST FIBRES IN THE WORLD**. Flax is cultivated only in the coastal part of Western Europe, making it the **ONLY PLANT TEXTILE FIBRE THAT ORIGINATES IN EUROPE**.

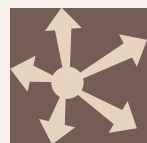
Flax requires a very specific soil and climate condition and therefore European flax has still never been duplicated elsewhere on the planet. Flax constitutes less than 1% of the overall global fibre output, making it **TRULY ONE OF A KIND**.

WHAT MAKES LINEN TRULY UNIQUE?



INIMITABLE FEEL

Unique texture and feel



VERSATILITY

Ultra-versatile; can be used in home décor, fashion and even quilting



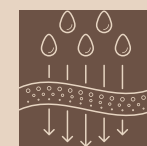
STRENGTH

The strongest natural fibre in the world



FOR A LIFETIME

Gets softer the more it is washed



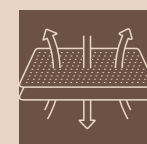
MOISTURE ABSORBENT

Absorbs twice as much moisture as cotton



UV PROTECTION

Protects the skin from harmful UV Rays and sun allergies



HIGHLY BREATHABLE

Insulating in winter and breathable in summer



ANTI-BACTERIAL

A "Health Fabric" because it is inherently antibacterial



WHAT SETS JAYA SHREE LINEN YARN APART?

A) SUPERIOR RAW MATERIAL:

We source the best quality flax from France & Belgium. We are certified by CELC, a guarantee of traceability for premium linen fibre grown in Western Europe



Confédération Européenne du Lin & du Chanvre (CELC)
Global Trademark for Authentic European Linen

B) ADVANCED EUROPEAN TECHNOLOGY:

- Imported Russian Ring Frames
- European Hackling machines
- Italian Lorries Bellini Bleaching
- German-make winding technology with latest yarn clearer
- In-house yarn dyeing facility to process lots from 9kg to 600kg





C) HIGHEST QUALITY STANDARDS AND FRAMEWORKS AT EVERY STEP

- ZDHC Roadmap to Zero
- SAC Higg Index
- Global Organic Textile Standard (GOTS)
- OEKO-TEX®


D) WIDE PRODUCT RANGE

Wide range of 100% linen yarns from 5
Lea to 120 Lea and premium linen blends

TYPES OF YARN

- NATURAL
- BLEACHED
- MULTIFOLD





**PURE
LINEN**

**LINEN
COARSE
COUNTS**

**LINEN
SUPERFINE
COUNTS**

**LINEN
SPECIALTY
BLENDS**

Linen/Silk
Linen/Wool
Linen/Nylon
Linen/Poly

CERTIFICATIONS



ISO 14001 : 2018
ISO 45001 : 2018
ISO 50001 : 2018
ISO 26000 : 2010



SA 8000 : 2014



OekoTex 100 for Linen



Global Organic
Textile Standard (GOTS)
and Organic Content Standard –
for Organic Linen



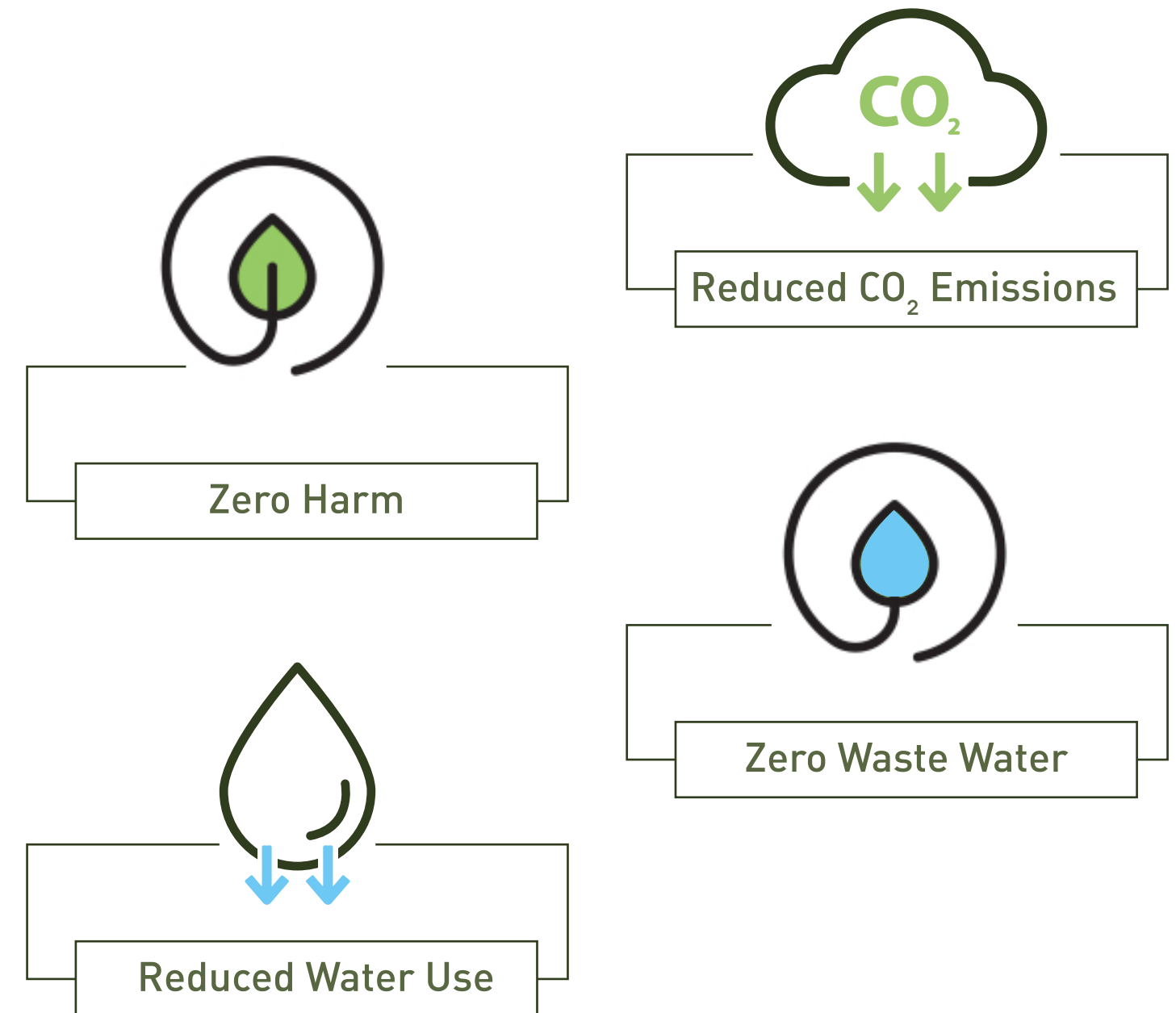
AATCC antibacterial
100 ms2 bacteriophage



SUSTAINABILITY INITIATIVES

Jaya Shree Textiles is committed to be socially responsible with continuous improvement in business practices by balancing economic growth and constantly reducing our environmental footprint for the benefit of all stakeholders.

SUSTAINABILITY MISSION



At Jaya Shree Textiles, we are committed to a safe and healthy environment and are conscious of our responsibility towards society. We ensure environment-friendly processes at our unit. We are also constantly involved in organising social welfare programs that empower our communities and aspire for a better future.

OUR ENVIRONMENTAL POLICIES

- Optimising use of energy
- Maximising reusing and recycling of water
- Maintaining a safe working environment
- Training employees on environmental issues



ABOUT ADITYA BIRLA GROUP

- A US \$48.3 billion corporation, Aditya Birla Group is in the League of Fortune 500
- With an extraordinary force of over 120,000 employees belonging to 42 nationalities, the Group is built on a strong foundation of stakeholder value creation
- With over decades of responsible business practices, our businesses have grown into global powerhouses in a wide range of sectors – metals, pulp and fibre, chemicals, textiles, carbon black, telecom and cement

Today, over 50% of Group revenues flow from overseas operations that span 36 countries in North and South America, Africa and Asia.

ABG stands on Sustainable Business pillars of Responsible Stewardship, Stakeholder Engagement and Future Proofing.

The group is one of the principal players in the global textile and fibre industry spanning from fibre to fashion. We pride ourselves of being a leading global player in Viscose Staple Fibre, a leader in the Indian branded garments market and the force behind India's largest fast fashion and lifestyle brand.



For more information about our operations and products, please visit our website: www.jayashree-grasim.com