

Export growth...Mission India!!!

Step out of the comfort zone and venture into the growth zone...

We at Suvin are on the verge of completing 15 years of consulting services, witnessing the swing ride of our textile industry as it jumps high, falls back, and again rises to the very top. I thought it was time to share the wisdom I have gained with my dearest textile industrialists about the extraordinary businesses that are growing today by taking the leap and trying out-of-the-box strategies.

The geopolitical dynamics, UK FTA, upcoming US tariff, in pipeline EU trade policy, sustainable solutions, and the pragmatic Chinese impact, etc. are all the phenomena that are expected to change the tides for favourable manufacturing in India. New opportunities are opening up. In case of textile industry, shifting of manufacturing units to India has not yet materialized into a scalable opportunity, or are we lagging in grabbing the opportunity?

Today we have the best of the technologies at our disposal, there is no longer a dry patch as far as innovation is concerned. Accelerating production, cutting-edge technology, Innovative product portfolio, circular economy, 360 degrees of sustainability, traceability and Customer focus are the few most looked at terms for textiles today. So, what's holding us back? I feel as textile entrepreneurs there is always a risk associated with trying new and being pioneers that is where our big foot falls short.

We are simply the best at following innovation and finding practical multiple uses for these innovations. However, the monopoly fear of being the First to fall is always what keeps the foot small. And the strategy has played in our favour for decades. But now the era is

By Mr. Avinash Mayekar, Managing Director, SUVIN

different today be the change and invest in appropriate strategy and decide your product portfolio.

The Indian government is introspecting the risk factor and has taken right steps to go a long way and bring in favourable FTAs. These FTAs are going to be our shield in trying out something new with a calculated risk factor. The government has come up with a solution for safeguarding the interests of the textile Industry.

India's first FTA with a European bloc (Iceland, Liechtenstein, Norway, and Switzerland) - India-EFTA TEPA is the first to include commitments on trade and sustainability, investment, and employment generation. India has also recently signed an FTA with the UK, this agreement aims to double bilateral trade to \$120 billion by 2030 and includes tariff reductions on 90% of British products, with 85% becoming tariff-free within a decade. The agreement is expected to boost Indian exports in sectors like textiles, toys, jewellery, and auto parts. Apart from this Indian government is also currently negotiating FTAs with several other regions and nations, including



New Zealand, the US, the EU, Oman, Peru, Qatar, and Sri Lanka. All these FTAs will be our express ticket toward the growth and increase our exports substantially.

As an entrepreneur, one should always be on the watch to venture into a product with attractive & consistent demands that reap high profit margins at minimum project cost. Many times, instead of looking around and exploring what the market demands, we tend to oversee things that are trending in the market and follow the trend that is already flourishing. Just take the example of sustainability; for many years there have been talks about adopting sustainable practices, but it is today that everyone is on their foot to get things done to be a sustainable producer. Taking forward this attitude of doing at the bare necessity, we might stay in the race but never be the front runner to grab the golden opportunity.

Let us talk about trends of today with great potential. Today bio-based fibres, revolutionizing Meditech innovation, traceability, and global standardization are the concepts that are creating a space for themselves. It is still a niche area as far as the production scale is concerned. But today's niche space is tomorrow's biggest market.

RECYCLED FIBRES:

Global brands are encouraging their customers to wear/use recycled products through a buy-back mechanism. Recycled fibres are being promoted by brands in their high-range product portfolio

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Mango invests in The Post Fiber and launches the first collection with post-consumer recycled fibres for its Teen line

From Tecoya NewsDesk

MUMBAI, JULY 02— post-consumer textile waste to produce new fibres for garment manufacturing.

Mango, one of the leading international groups in the fashion industry, is advancing on its path towards sustainability by becoming the first major brand to enter the capital of The Post Fiber, an innovative start-up that is driving the transition of the fashion industry towards a circular model, by focusing on the management and recycling of

The investment, which will be channelled through Mango StartUp Studio, the company's fashion start-up accelerator, makes the company one of the first fashion companies to incorporate post-consumer recycled fibres into its collections.

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RSWM joins ITMF as Corporate Member

MUMBAI, JULY 02—

RSWM Ltd., the flagship company of LNJ Bhilwara Group (India), is one of the leading manufacturers and exporters of synthetic, cotton, and blended spun yarns as well as knitted and denim fabric in India. The company exports a wide range of yarns and fabrics as well as denim products to over 70 countries across the globe.

Mr. K.V. Srinivasan, President of ITMF, expressed: "At ITMF we are very pleased to welcome RSWM as a Corporate Member of ITMF. As an integrated textile company RSWM has a broad and in-depth knowledge and understanding of the global textile value This will strengthen the collective knowledge of and discussions within ITMF. It also underlines the relevance of ITMF as a unique global platform for information exchange, discussions, and industry networking.

We are convinced that RSWM will benefit from the various services ITMF offers like statistics, reports, surveys, webinars, and of course the networking opportunities at our conferences, workshops, or excursions."

Mr. Rajeev Gupta, Joint Managing Director of RSWM Ltd. stated: "It is a privilege for RSWM Ltd. to join the International Textile Manufacturers Federation (ITMF), a global platform dedicated to shaping the future of the textile industry. As we align with fellow innovators and leaders across continents, we look forward to contributing to meaningful dialogue, advancing sustainable practices, and furthering the spirit of collaboration that defines this community. Our association with ITMF reinforces our commitment to driving excellence and global competitiveness in the textile value chain."



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