

MMF: DARING TO FLY HIGHER!

India's man-made fibre industry is at cross-roads, and a now-or-never fighting spirit to corner a bigger global trade share is brewing. **Karthik Muthuveeran** presents a picture of the contentions and the claims.



For the man-made fibre industry (MMF) in India, its disgruntlement is turning into unceasing aggression. The reasons are many: China exports 65 per cent of manmade textiles out of its exports of \$650 billion while India's share of manmade textiles is hardly 20 per cent out of its exports of \$40 billion.

Worldwide, the consumption of manmade/synthetic fibres and textiles has gone up to 70 per cent against natural fibres share of 30 per cent. But it is the reverse in India.

What is hurting the MMF industry most is the lack of level-playing field with higher tariff barriers and a few neighbouring countries' rampant dumping of fabrics into the country. Only the MMF industry, which is backed by sufficient raw materials and huge global demand, can give a boost to the 'Make in India' movement in textiles, and it is high time the Government and the industry realise this to capture a bigger share in the global textile trade.

MMF industry is readying for the battle. "Manmade and synthetic textile products being high technology products can alone attract FDI. Vietnam and Bangladesh which have gone way ahead of us in terms of growth could do so following uniform tax structure and attracted FDI in manmade/synthetic textiles," says **Anil Rajvanshi, Chairman, Synthetic and Rayon Textile Export Promotion Council**, in a recent letter to Arvind Subramanian, Chief Economic Advisor, Government of India.

MMF industry has started knocking at all the doors in the corridors of the powers that be. India has missed the textile bus in the last decade, and today small countries, which had weaker textile base, are threatening to overtake India. Vietnam has already become the second largest exporters of garments. A huge 78 per cent of Bangladesh's export earnings come from textiles and apparel. "Hundreds

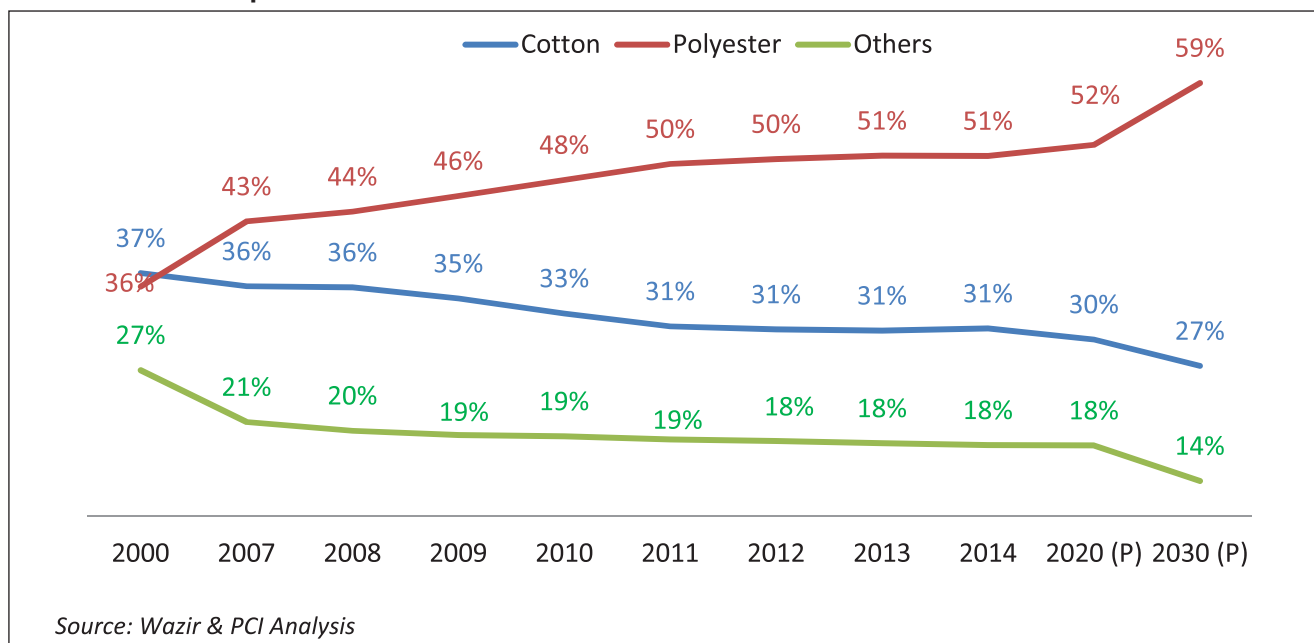
of years ago, India had a share of over 50 per cent in textile trade, and today we are struggling with a 4.5 per cent share," says the recently-appointed **Textile Commissioner, Dr Kavita Gupta**.

RD Udeshi, President (Polyester Chain), Reliance Industries, one of the major players in the field of MMF, said, "India produces around 5 to 5.5 mn t of cotton and 4 to 4.5 million tonne (mn t) of MMF. To produce around \$110 billion of textiles, you need 110 mn t of fibre. If you want the industry to grow from \$110 billion to around \$400 billion, the total fibre consumption has to increase from present, i.e., 8-9 mn t to 25 mn t. From where these fibres will come? Do we have the capacity in cotton? India has no option but to look for alternatives like polyester, acrylic, synthetics, etc."

"Indian textile industry is largely cotton dominated, while the global market has more inclined towards MMF because of the various benefits they get. Out of the total fibre consumption in 2014, cotton took a major share of 55 per cent while polyester had a share of 38 per cent. However interesting times have been observed in the fibre consumption, wherein the share of polyester has been increasing in the recent years – rising from 34 per cent in 2000 to 38 per cent in 2014. Share of cotton fibre will fall majorly in the future due to price volatility. This will increase the demand for MMF-based products," avers **Manojkumar Patodia, Vice Chairman & MD, Prime Urban Development India**.

Rakesh Gaur, Sector Head – Polyester, Reliance Industries, thinks that there is a lot of investment happening around in the textile business. He says, "We are going to witness a big boom in textile investment. As per the current estimates, it is going to be around \$360 billion globally."

Global Fibre Consumption Trend



TexMin moots cut in excise duty on MMF

The Textiles Ministry has recommended to the Centre to reduce excise duty on man-made fibres (MMF) from 12 per cent to 6 per cent, according to an agency report. The recommendations came following Textile Commissioner Kavita Gupta's discussions with various export promotion councils and traders' bodies recently.

At a meeting with Tirupur Exporters' Association at Tirupur, Gupta said it was for the government to decide on the reduction, according to sources. The Textile

Commissioner also asked exporters to tap the huge potential in the technical textile sector, whose demand is rising worldwide. She said that if garment manufacturers from Tirupur, whose exports have crossed Rs 20,000 crore, enter the technical textile sector, the revenue would get a major boost.

The government has adequate funds to promote innovative products, she said and urged industrialists to come forward and utilise the funds for developing newer products.

Global fibre consumption mix

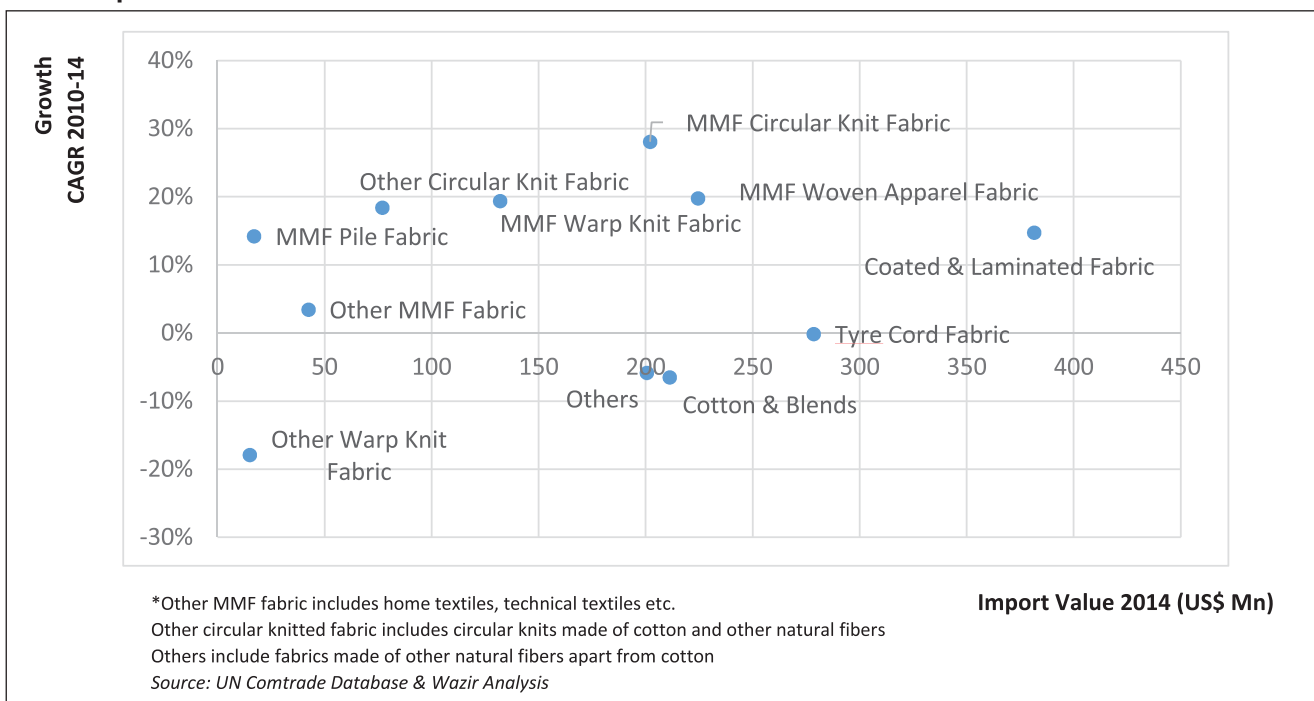
In 2014, the global fibre consumption was around 87 mn t, of which manmade fibres constituted around 62 mn t. Polyester occupied 51 per cent share while cotton had 30 per cent share in the total fibre consumption. All other fibres, although very important in the fibre mix in terms of functionality and performance, are insignificant in volume terms. Polyester is expected to dominate the global fibre consumption in the foreseeable future in almost all end use categories while cotton will gradually lose its share.

The textile and apparel in India is a \$800 billion industry, and \$1.6 trillion in terms of domestic market share. If we want to take our share of global textile and apparel industry from 5 per cent to 10 per cent, can we do it without the help of MMF-based textiles? The answer is NO, says **Prashant Agarwal, Jt MD, Wazir Advisors**.

He added, "This target cannot be possible without the help from synthetic textiles. India has to be with the global trends. Today around 60 per cent of the global textile industry is synthetic based and by 2020-30 it will move to 70 per cent. Out of \$300 billion exports of China, 65 per cent is synthetic based. So how do we survive? India is a cotton-focused country. So, India has to look beyond cotton."

Within MMF, polyester has a huge share of 76 per cent. Fibres like nylon, acrylic and polyolefin are more expensive and used mainly in specialised applications like technical textiles. Although cotton has always been and will continue to be a crucial raw material for the textile industry, but due to supply side pressure and price volatility, it might have to struggle in satisfying growing demand in future. This, in turn will tilt the balance

Fabric Import Trend in India



towards synthetic fibres, especially polyester. Factors like efficiency, cost and availability of manmade fibres will further reduce the dominance of cotton.

In the last few years, polyester has shown an impressive growth at around 7.6 per cent CAGR from 2000-2014 and has gradually eaten up the share of cotton and other manmade fibres as well. The share of cotton in global fibre consumption is expected to fall from 37 per cent in 2000 to 27 per cent in 2030 while polyester will grab a share of 59 per cent in the same time period. The sales of polyester fibre were nearly 47 mn t in 2014, of which 68 per cent was filament and rest staple fibre. Such a growth rate and sales volume clearly implies that the consumption of polyester fibre will witness higher growth than cotton or any other fibre.

Agarwal says, "About 60-70 per cent of their clothes portfolio in Zara, Forever 21, etc. are MMF-based. Earlier when consumer used to buy clothes, they used to check whether the stuff they are buying is cotton, but times have changed. Nowadays, they check for colour, finish, materials used, etc. They just need to feel comfortable."

He adds, "Another big market in sportswear and lingerie market in India. In sportswear, almost 90 per cent of the products are synthetic based. The sportswear market in India is around Rs 4,000 crore, lingerie is around Rs 1,600 crore, and outerwear is around Rs 10,000 crore.

These markets are growing at the rate of 10-25 per cent annually. By 2020, sportswear market will be around Rs 10,000 crore, lingerie market will be around Rs 3,000 crore, and outerwear around Rs 30,000 crore.

In terms of fibre consumption, Indian textile and apparel industry is largely cotton dominated, while the global market has been inclined towards manmade fibres due to various obvious benefits. Out of the total fibre consumption in 2014, cotton occupied a majority share of 54 per cent while polyester had a share of 38 per cent. However, an interesting trend has been observed in the fibre consumption wherein the share of polyester has been increasing in the recent years, rising from 34 per cent in 2000 to 38 per cent in 2014. Polyester has gradually taken over the share of cotton and it is expected that share of cotton fibre will further fall in the future majorly due to its price volatility and supply side pressure.

A leading Korean textile company Hyosung holds a dominant position globally in spandex fibre and fabrics. Apart from spandex, it also produces nylon and polyester fibre. Hyosung's strategy to market its fibres in complementary and branded manner enhanced its regional and global position in the high value adding sectors of the three main end use segments - apparel, home textiles and technical textiles.

Despite intense competition from China, Taiwanese and

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Japanese textile companies have strong hold on manmade fibre based textiles due to their focus on innovation and positioning in niche segments. Taiwanese companies hold leading position in the sportswear market by continuously innovating and developing value added performance fabrics. Japan adopted the strategy of importing labor intensive products (e.g. cut and sew garments) and manufacturing innovative products (e.g. specialty fibres). Innovation and sophisticated branding of textiles has made Japan a global leader in functional textiles.

Everest Textiles – a developer and supplier of value-added and innovative products to global leading brands in sports, outdoor, city, casual and industrial materials – ventured into sportswear market by establishing its own technology research centre and developing high value added functional fabric coating and lamination technology. It also developed sweat-repelling, waterproof and anti-UV fabrics in cooperation with international sportswear brands like Nike and Adidas.

Through constant technology innovation, Everest has been able to set up entry barriers in the niche segment of sportswear as a result of which it has been honored with various awards for innovation and has acquired

a number of patents which have been registered in Taiwan as well as overseas.

Toray – a developer of various products such as polyester, nylon and acrylic fibres, high-performance films, engineering plastic resins, carbon fibre composite materials, electronics and information related products, high-performance membranes, pharmaceuticals and medical products – has special focus on sportswear and outdoor apparel through its brands viz. Entrant, Dermizax and Fieldsensor. The fabrics under these brands are high value added functional fabrics.

Key fibre trends

The impressive growth and volume of polyester fibre is driven by the trends in the global market.

Following key trends have been identified:

- Consumer is getting fitness conscious and opting for sports and physical exercises due to which they look for clothing with combination of comfort and performance
- Fast fashion is the trend of the day; fashion cycles are becoming short and brands are introducing new products more frequently

Industry hails MEIS extension

The Indian Government has extended the 2 per cent export benefit under Merchandise Export from India Scheme (MEIS) for more countries including African and West Asian countries, Sri Lanka and Bangladesh with immediate effect. The move has been hailed by the entire textile industry, which has been reeling under severe stress.

In the latest notification issued on October 29, the Directorate General of Foreign Trade (DGFT) included African countries under MEIS for exports of cotton fabrics (woven and knitted) and made-ups. African countries included in MEIS list are Mauritania, Mali, Dar-Es-Salaam, Burkina Faso, Guinea-Bissau, Niger, Benin, Angola, Senegal, Togo, Ghana, Kenya and Tanzania. These countries offer a huge potential for exports of cotton fabrics from India, bringing the price competitive to other countries including Bangladesh, Pakistan and China.

Earlier, the benefit was confined only to countries in Group A, Japan in Group B and Sri Lanka in Group C for fabrics.

The Southern India Mills' Association (SIMA and the Cotton Textile Export Promotion Council (TEXPROCIL) were the first to welcome the new proposal. Explaining the significance of this amendment, M Senthilkumar, Chairman, SIMA said allowing the 2 per cent export benefit under MEIS for export of fabrics and manmade fibre spun yarns to African and West Asian countries,

Sri Lanka and Bangladesh will give a great relief to the industry.

In the case of manmade fibre spun yarn, the benefit was extended only to countries in Group A and Japan in Group B. Now the benefit has been extended to all countries in Group A, B and C for both fabrics and manmade fibre spun yarn. For made-ups and garments, the benefit was available to all countries in Group A, but only Japan in Group B. Now this has been extended to all countries in Group A and B.

According to A Sakthivel, President, Tirupur Exporters' Association, said this relief would help enhance the competitiveness of knitwear garment exports from India. The Indian Texpreneurs' Federation Secretary D Prabhu said this move would help boost textile exports. The spinning industry should now consider moving up the value chain to make more fabrics and garments and capture a bigger share in the global market, he added.

The inclusion of African countries under the Merchandise Exports from India Scheme (MEIS) is likely to boost India's cotton fabrics exports by 10-15 per cent in the current financial year. Terming it as a positive step, which give give huge relief to the exporters of cotton textiles, RK Dalmia, Chairman, Texprocil said that exports of value-added and labour-intensive products such as cotton dyed and printed fabrics and made-ups to African countries will receive a huge boost.

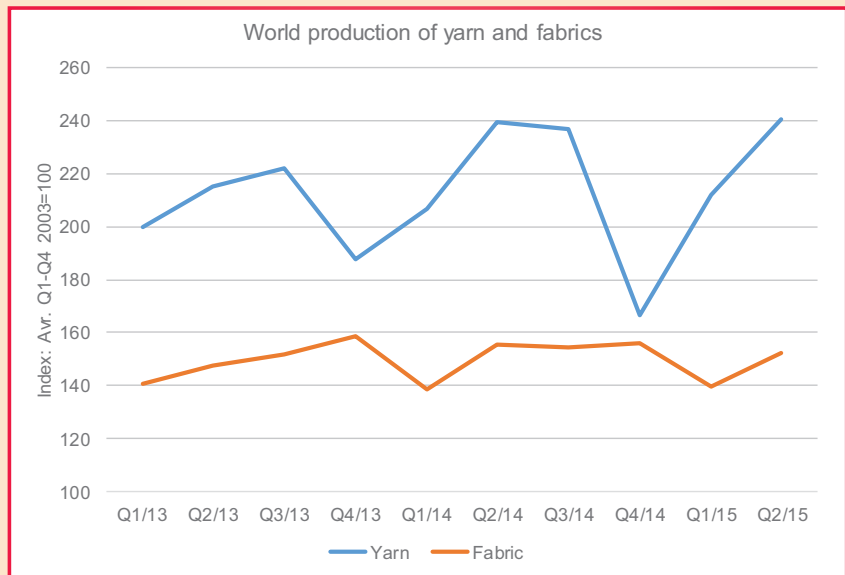
Global yarn and fabric output up

Global yarn production rose in Q2/2015 quarter-on-quarter (QoQ). Thereby, all regions experienced increases, whereby the strongest growth was measured in Asia and North America. It has to be noted, that due to a data error, the Asian yarn output for Q1/2015 was revised upwards, which also led to an upward revision of global output. On an annual basis, the global yarn production in Q2/2015 increased moderately due to positive developments in Asia and North America. Worldwide yarn stocks rose in Q2/2015 versus Q1/2015. Thereby, yarn stocks in Asia and South America were increased, while European stocks were reduced. Year-on-year (YoY), global yarn stocks increased. Yarn orders in Europe rose in Q2/2015 QoQ as well as YoY. In South America, however, they fell.

Global fabric production rose in Q2/2015 against Q1/2015 with all regions showing increases. It has to be pointed out that Asia's production is usually significantly higher in the Q2 compared to Q1. Due to Chinese New Year holidays, which traditionally are around the end of January or beginning of February, China has less working days in the first quarter than during the rest of the year, which affects output in Q1 negatively. The global fabric production in Q2/2015 fell compared the same quarter of the previous year. World fabric stocks were increased QoQ in Q2/2015. YoY, they also rose with increases in nearly all regions except for North America. Fabric orders in Q2/2015 decreased moderately in Europe QoQ and rose in South America. On an annual basis, European orders rose, while they fell in South America.

Estimates for yarn production for Q3/2015 are positive in Asia and in North America, while they remain unchanged in Europe. Estimates for fabric production for Q3/2015 are positive in Asia and unchanged in Europe. The outlook for yarn and fabric production for Q4/2015 is unchanged in Asia and in Europe.

In Q2/2015, global yarn production rose by 13 per cent QoQ after a rise of 27 per cent in Q1/2015. Thereby, Asian yarn output in Q2/2015 rose by 14 per cent QoQ. In Europe, North and South America output increased by 2 per cent, 5.6 per cent and 1.4 per cent, respectively. Global yarn output rose moderately in Q2/2015 versus Q2/2014 by 0.4 per cent. Thereby, yarn output rose by



0.7 per cent in Asia and by 3 per cent in North America.

In Europe and South America it fell by 8.7 per cent and 1.4 per cent YoY, respectively. Global fabric production increased by 9 per cent in Q2/2015 against the previous quarter. Strong increases were measured in Asia with 9 per cent. Europe and South America recorded increases of 3.3 per cent and 2.6 per cent, respectively. YoY, global fabric output fell by 2 per cent. Thereby, Asian production fell by 2.2 per cent, European output fell by 4.3 per cent and in South America it decreased by 7.3 per cent.

Global yarn inventories were increased by 2 per cent in Q2/2015 QoQ. Thereby, European inventories fell by 2.2 per cent, while South American stocks recorded a strong rise of 26 per cent. On an annual basis, global yarn inventories increased by 4 per cent due to a strong rise in South America (+25.6 per cent). In Asia yarn stocks rose by 4.6 per cent YoY, while they fell in Europe (-6 per cent).

Worldwide fabric stocks rose by 4.3 per cent in Q2/2015 versus Q1/2015. Stocks in Asia and South America were increased by 0.3 per cent and 15.7 per cent, respectively. Global fabric inventories in Q2/2015 climbed by 3.7 per cent YoY. While fabric stocks were increased by 0.4 per cent in Asia, by 4 per cent in Europe and by 14 per cent in South America, they were reduced by 0.7 per cent in North America.

In Q2/2015, European yarn orders rose by 3.5 per cent QoQ and by 2 per cent YoY. In South America they fell by 27 per cent QoQ and by 47 per cent YoY. European fabric orders in Q2/2015 fell moderately by 0.2 per cent QoQ and increased by nearly 4 per cent YoY. Fabric orders in Q2/2015 in South America increased by 3.8 per cent QoQ and fell by 4 per cent YoY.

A ray of hope for textile industries

- M Duraisamy, Chairman, PDEXCIL

The Government of India had issued new foreign trade policy 2015-2020, which will be in force for the next five years. According to the said policy, various incentives available for exporters of textiles available under the erstwhile policy stand withdrawn and in its place a new scheme viz., merchandise export from India scheme (MEIS) was introduced. Under the new MEIS, 2, 3 & 5 per cent duty credit scrip is provided. However, this was available only to selected countries under A categories, ignoring emerging and potential market for textiles covered under B&C categories.

The powerloom industry in India was passing through one of its worst position due to lack of demand in domestic as well as export market and thereby accumulation of stock, leading to either partial working or total closure. The export of textiles, even other products, dropped considerably in the past few months, which was matter of concern for all.

The Powerloom Development & Export Promotion Council (PDEXCIL) has been representing along with other EPCS to the government for coverage of the MEIS scheme for all A,B,C group of countries. The government has now issued notification extending the MEIS benefits for export

of almost of all kinds of fabrics (cotton fabrics, blended fabrics and man made fibres based fabrics by providing 2 per cent MEIS benefit to all category of countries. Thus giving some hope for the revival of textile exports from India and to capture potential markets with competitive pricing, as compared to competing countries especially who were enjoying the benefit of depreciation of their currency. The Chairman of PDEXCIL complimented the government especially Rita Teotia, Commerce Secretary and Anup Wadhawan, DGFT for understanding the reality and taking corrective steps.

The powerloom sector is mainly exporting to B&C categories countries, including African countries. Therefore it will be a positive measure from the government to the exporting community. However the powerloom sector, a weaker segment of the textile chain, need more support considering its production capacity and mass employment. Therefore PDEXCIL has again taken up with the concerned authorities for enhancement of MEIS benefit to 4 per cent for all types of fabrics. Also it should be made with retrospective effect from April 1, 2015 instead of October 29, 2015. The government should also announce the interest subvention immediately for export of all textile products which was awaited since long.

- Global consumer has become demanding and is seeking good quality at affordable prices
- As more and more people are becoming aware about the environmental issues, the concern for sustainability is growing
- There is an increasing demand for low-cost and high performance material for automotive and industrial use

Polyester is most suitable fibre to cater to all the above requirements. It is the most cost-effective and adaptable fibre type and has picked up the bulk of business growth. It can be recycled, blended with other fibres like cotton, nylon, spandex, etc. and can be processed to fulfill various performance requirements. That's why, it has wide acceptance in various end use categories like activewear, leisurewear, women's fashion wear, home textiles and technical textiles.

Opportunities in manufacturing MMF-based textiles in India

The major opportunities for investment in MMF textiles can be looked at in terms of the following broad areas:

Import substitution potential: Globally MMF based products are gaining more and more acceptance. MMF textiles are expected to lead the demand in future. While



India is strong in manufacturing of man-made fibres and yarn but it needs to improve its competency in manufacturing of MMF based finished fabric. As the demand of MMF based apparel is increasing in domestic and export markets, our garment manufacturers are importing these fabrics, majorly from Korea, Taiwan and China.

Total fabric import in India reached US\$ 1.8 Bn in 2014, having grown at 5% CAGR in the last five years. MMF based fabric occupied 70% share of the total fabric imported in 2014. Major categories witnessing high demand in the last five years include MMF based circular knit fabric, woven apparel fabric, pile fabric, warp knit fabric and coated & laminated fabric. All these fabric categories have grown at 10%+ CAGR since 2010.

With increasing costs of manufacturing in China, Korea and Taiwan, there is an opportunity for India to substitute the imported fabrics by local manufacturing of these qualities.

Growing export opportunity: Global buyers still look at India as the cotton products supplier due to which we are losing opportunity in the global trade of textiles and apparel. India's presence is still insignificant in global trade of manmade fibre based products. Out of total 856 textile and apparel commodities (at 6 digit HS code level) traded in 2014, there are 383 commodities in which India's share is less than 1 per cent. The collective trade in these commodities was \$ 283 billion, while India's trade was only \$928 million which is just 0.3 per cent of the global trade value. Amongst the top traded 15 categories, India has a comparatively higher share in categories like polyester filament yarn, T-shirts, dresses and blouses. However, in remaining 11 categories, our share is very low (<3 per cent). India needs to focus on these product categories in order to improve its exports significantly.

Global fabric trade has been growing at 5 per cent CAGR since 2010 to reach \$140 billion in 2014. MMF based fabrics constituted around 40 per cent of the total fabric trade. The trade of MMF-based fabric categories like circular knit fabric, woven apparel fabric and coated & laminated fabric have grown at 8 per cent + CAGR in the last five years. It is expected that the trade of these categories will further grow at a significant pace in the future. Hence, developing excellence in manufacturing MMF based textiles in India is required to tap the underlying potential in the export market.

Domestic market opportunity: Increasing price volatility and upward trend of cotton price has made Indian apparel brands to gradually shift the fibre mix in favor of synthetic fibres, especially polyester. Improvement in technical properties of polyester fibre has also supported this shift. A definite trend can be observed of higher share of polyester & viscose fibre in shirting and suiting fabrics, especially as blend with cotton. There is also a trend of using lower GSM fabric for saree, which is leading to increased consumption of polyester filament yarn (FDY).

Growth in women's wear category is highest in domestic market. There has been a continuous rise in the number of working women in Indian organised sector and it is expected to constitute more than one-fifth of the total workforce of organised sector by 2020. This has not only increased the consumption of western office wear but also dresses suitable for party wear. Global brands, which have

entered Indian market, are offering such products and increasing sourcing from Indian manufacturers. Indian women's wear brands are also increasing the presence of office wear and party wear in their product mix. Fabrics with 100 per cent MMF content or in blend with other natural fibres are very much suitable for such products.

Indian consumers are also experimenting a lot with their wardrobe including lingerie. Increased consumer education efforts and communication from leading lingerie brands have made Indian consumers conscious to use right type of lingerie suitable for a particular dress, e.g. low rise panties for the low waist jeans, t-shirt bras for body hugging upper wear, sports bras for playing sports & exercising, strapless brassieres for the halter neck tops, etc. Use of polyester & nylon fibre is very high in such lingerie products and this growth will continue, especially for warp and circular knit products.

Young population, better performance of Indian players in International sports events and better sports infrastructure in urban India are supporting the growth of sports activities in India. In fact, Indians across all age groups are trying hard to remain fit and active. This is increasing the usage of activewear/sportswear, especially among urban population. Consumption of MMF-based performance fabric will keep on increasing in India.

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Uniforms is another category to see significant growth in coming future. Uniforms can be majorly classified under two categories – school uniform & corporate uniform. Increasing number of school going children, usage of different uniform for different days by many private schools and usage of uniform by increasing number of schools are making this segment to grow. Corporates are also increasingly becoming image conscious and using uniforms, especially for consumer facing activities. Various Government departments like Municipal Corporations and PSUs have also started adopting uniform code for their employees to promote equality and team work in their organisations. Polyester based fabric of higher GSM is used in such garment construction and demand of such fabric will grow significantly in coming years.

Technical textile market is still at a nascent stage in India and almost all categories will observe significant growth in coming time, which will lead to increased usage of different types of fibres. There are three major trends, which will impact consumption of MMF in technical textiles in India.

It is estimated that less than 15 per cent women use sanitary napkins in India today. The figure is abysmal as compared to any developed markets, where almost 100 per cent women of that age bracket use sanitary napkins. This low penetration is due to combination of three major reasons – low awareness level about hygiene among women of that age group, last mile gap in distribution and higher price of the product. Increased literacy rate among women,

continued efforts from Government of India and enhanced focus of NGOs are improving this scenario. The market of sanitary napkins is projected to grow by 11 billion if additional 20 per cent women start using it in the next five years. Consumption of MMF will improve proportionately.

India has become a global manufacturing hub for automobiles. Major international auto manufacturers have already set up their plants in India and will keep on increasing the capacity as those bases are not only for catering the increasing demand from domestic market but partly covering the export markets of this region as well. It is estimated that the passenger vehicle production in India will increase from 3.2 Mn in 2014-15 to 10 Mn by 2020-21. As per the prevailing industry model, ancillary units are present near the car manufacturing units to supply material just in time. The increased manufacturing of cars will have a proportional increase in the demand of seat belts, airbags, seat covers and headliners, which all are MMF based. Compliance norms are becoming stricter worldwide. Coupled with it the Indian industries and industrial workers are also becoming more and more informed and conscious about the health and safety issues at workplace. This is increasing the usage of protective wears like flame retardant apparel, high visibility apparel etc. MMF are extensively used in protective wear category and its consumption will grow many fold with the growth of protective wear market.

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- With inputs from Wazir Advisors