

LETTER

CONFEDERATION OF INDIAN TEXTILE INDUSTRY

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Kasturi Cotton redefines Indian cotton with enhanced quality

In a groundbreaking move, Kasturi Cotton is transforming the landscape of the Indian cotton industry by setting a new benchmark for quality and transparency. Through a rigorous specification-based standard, Kasturi Cotton delivers a consistently superior product that stands out for its softness, strength, and cleanliness. This innovation promises to elevate the standards of home textiles and apparel, ensuring that finished products are of the highest caliber.

Central to Kasturi Cotton's strategy is its cutting-edge blockchain traceability platform. This technology provides 100% authenticity and transparency of the cotton's journey from the farm to the final product. Stakeholders, including consumers, can trace the cotton's path through every stage of production, fostering trust and accountability. The platform is designed to adapt to evolving regulations, ensuring that it meets both current and future requirements of the global supply chain.

Kasturi Cotton's commitment extends beyond product quality to include sustainability and education. The company collaborates with Indian Farmer Producer Organizations (FPOs) to enhance awareness among farmers about best practices and sustainable farming techniques. By partnering with the Better Cotton Initiative, Kasturi Cotton ensures that its products meet stringent sustainability criteria while maintaining the high standards of Kasturi Cotton. This initiative is complemented by similar partnerships with Regenagri Cotton and Organic Cotton, broadening the scope of sustainable cotton offerings.

Since its inception, the Kasturi Cotton program has made a remarkable impact on the Indian cotton industry. It has successfully shifted perceptions of Indian cotton, highlighting its potential for excellence. Early adopters of Kasturi Cotton, including major industry players such as Trident Group, Arvind Ltd., Indo Count, and Vardhman, have reported significant benefits. These companies have experienced enhanced operational efficiencies, reduced turnaround times, and superior quality outputs, underscoring the program's effectiveness in delivering high-quality cotton.

Encouraged by these positive responses, Kasturi Cotton is exploring opportunities to further expand its offerings. Plans are underway to introduce new variations, besides the current 29 mm and 30 mm staple lengths, consisting of Extra Long Staple (ELS) cotton with fiber



lengths of 31 mm and beyond. This expansion aims to cater to the growing demand for luxury cotton products, adding a new dimension to the brand.

The emphasis on superior quality, environmental responsibility, and comprehensive traceability positions Kasturi Cotton as a premier choice for brands and consumers worldwide. As the program continues to evolve, it is set to redefine the standards of Indian cotton and strengthen its global presence. With its innovative approach and commitment to excellence, Kasturi Cotton is poised to become a leading force in the international cotton market, offering products that meet the highest standards of quality and sustainability.

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India's textile industry expected to grow to US\$350 bn by 2030 and add 3.5 crore jobs: Ministry of Textiles

Indias textile industry is expected to grow to US\$350 bn by 2030 and add 3.5 crore jobs. This was stated by Union Minister of Textiles, Shri Giriraj Singh during the Curtain Raiser event of Bharat Tex 2025 in New Delhi. He further expressed hope of India being recognised by its Bharat brand and green sustainable textile products at the world stage. Singh asserted that the Union Governments PLI scheme for textiles will enable the apparel industry to boost production and promote their branding. The Minister also added that the PLI scheme will enable linking of the textile value chain and lure FDI in the country. Singh emphasised that the Indian demographic dividend will aid Indias growth ahead of China and urged the state governments to equally participate in the event. With innovation, collaboration, and the Make in India spirit at its core, this event is an embodiment of the 5F vision of the Honble Prime Minister- Farm to Fibre to Factory to Fashion to Foreign, he added.

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Bharat Tex 2025, India's Largest Textile Exposition, scheduled to be held from February 14-17, 2025

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Secretary, Ms. Rachna Shah and other senior officials of the Ministry also graced the event.

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Bharat Tex 2025 is a global textiles event being organised by a consortium of Textile Export Promotion Councils (EPCs) and supported by the Ministry of Textiles. Scheduled to be held from February 14-17, 2025 BHARAT TEX 2025 is positioned as a global scale textile trade fair and knowledge platform.

The event will be held simultaneously at two state-of-the-art venues, of Bharat Mandapam, New Delhi and India Expo Centre and Mart, Greater Noida. While the main event will be held from February 14-17, 2025 at the Bharat Mandapam and will cover the entire value chain of textiles, exhibitions pertaining to handicrafts, garment machinery, ethnic apparel will be exhibited from February 12-15, 2025 at the India Expo Centre and Mart, Greater Noida.

Bharat Tex 2025 aims to build on the resounding success of the last edition in 2024. Built around the twin themes of resilient global value chains and textile sustainability, this year's show promises to be even more vibrant and attractive than the first edition, attracting top policymakers, global CEOs, international exhibitors and global buyers.

Spanning 200,000 square meters, the event will host over 5,000 Exhibitors, 6,000 international buyers from over 110 countries and over 1, 20,000 visitors are expected to participate in this year's event. Around 100 international speakers are also going to participate in the event.

The Bharat Tex exhibition will feature Apparel, Home Furnishings, Floor Coverings, Fibres, Yarns, Threads, Fabrics, Carpets, Silk, Textiles based Handicrafts, Technical Textiles and many more. It will also have a retail High Street focusing on India's fashion retail market



opportunities. Besides, exhibitions on handicrafts and apparel machinery, displays of ethnic wear shall be hosted at the sister venue of India Expo Centre and Mart, Greater Noida.

The textile extravaganza will offer a range of activities, a global sized trade fair and expo, a global scale textiles conference, seminars, CEO roundtables, and B2B and G2G meetings. It will also feature strategic investment announcements, product launches, and collaborations poised to reshape the global textile industry. Attendees can look forward to live demonstrations, cultural events, and fashion presentations, designer and brand exhibitions and sustainability workshops, and expert talks.

The curtain raiser event for Bharat Tex 2025 drew a distinguished gathering of industry associations, textile sector leaders, and senior officials from various ministries.

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Global apparel deals flowing into India amid Bangladesh crisis

Read more at: <https://m.economictimes.com/news/economy/foreign-trade/global-apparel-deals-flowing-into-india-amid-bangladesh-crisis/articleshow/113072857.cms>

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India to become a billion dollar market for Apparel group in five years : Co-founder Nilesh Ved

Read more at : [India to become a billion dollar market for Apparel group in five years : Co-founder Nilesh Ved - The Economic Times \(indiatimes.com\)](#)

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Cotton Falls on Profit Booking After Price Rise as Cotton Acreage Drops 9%



Cotton candy prices declined by 0.34%, settling at 59,000, driven by profit booking after a recent rally. The market had seen gains due to reduced acreage in the current kharif cropping season, with the [cotton](#) area down by around 9% to 110.49 lakh hectares compared to 121.24 lakh hectares in the same period last year. The Cotton Association of India (CAI) expects this year's acreage to be around 113 lakh hectares, lower than the previous year's 127 lakh hectares, as many farmers have shifted to other crops due to lower yields and high production costs. Additionally, the CAI president mentioned that the cotton balance sheet for the next season could tighten due to higher exports, particularly to Bangladesh, which increased from 15 lakh bales to 28 lakh bales.

India's cotton production and consumption are estimated to be around 325 lakh bales each for 2023-24, with imports at 13 lakh bales. Stocks with spinning mills, ginners, and Cotton Corporation of India are around 70 lakh bales, sufficient until the new crop arrives. Globally, the 2024/25 cotton balance sheet has been revised, with reductions in production, consumption, and stocks, largely due to lower output in the U.S. and India and reduced demand in China.

Technically, the cotton market is experiencing long liquidation, with a 1.25% drop in open interest to 158 contracts, and prices down by 200 rupees. Cotton candy finds support at 58,500, with potential for a test of 58,000. On the upside, resistance is seen at 59,500, and a move above could lead to prices testing 60,000.

Which stock should you buy in your very next trade?

AI computing powers are changing the stock market. Investing.com's ProPicks are 6 winning stock portfolios chosen by our advanced AI. In 2024 alone, ProPicks' AI identified 2 stocks that surged over 150%, 4 additional stocks that leaped over 30%, and 3 more that climbed over 25%. Which stock will be the next to soar?

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India's slow growth data leaves RBI's economic goal unchanged, says Governor Das



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GLOBAL

Global clothing brands turn to India amid Bangladesh unrest, orders surge

'Somebody's loss is somebody's gain.' This age-old business theory still rings true. As the political unrest in Bangladesh continues, Tiruppur, a small town in Tamil Nadu, as well as the Noida textile cluster, are seeing an increase in their fortunes as international clothing brands seek alternative production options.

Tiruppur's knitwear export industry has secured export orders worth Rs 450 crore over the last two weeks, as brands from Germany, the Netherlands, and Poland turn to India amid the instability in Bangladesh, according to a report by The Economic Times.

Major retailers, including KiK, Zeeman, and Pepco, have placed urgent orders for garments priced around \$3 each, to be delivered before Christmas and New Year, the report said, citing KM Subramanian, president of the Tiruppur Exporters' Association (TEA).

Unprecedented demand for knitwear from global brands

The orders include a variety of knitted garments such as kids' wear, nightwear, tops, and pyjamas. Calling it an 'unusual situation', Subramanian noted that typically, brands place their orders in December and January for the spring/fall season, or in June and July for the holiday season. The sudden surge in demand ahead of Christmas is a first for the Tiruppur hub.

Additionally, global brands have also initiated social auditing at 10 newly selected knitwear factories in Tiruppur, signalling potential for increased future orders. "The auditing process is expected to be completed by mid-September. If these factories meet global standards, more orders will follow in the New Year," he said.

Noida apparel export cluster sees increased orders from Zara



Noida's apparel export industry has also benefited, with the Noida Apparel Export Cluster (NAEC) reporting a 15 per cent increase in orders from Zara over the last month, compared to the same period last year. The NAEC president mentioned that Zara has requested women's tops and dresses, priced between \$5 and \$9, with a tight delivery timeline of 60 days. He added, "Such large orders at this time of the year are unusual."

Apparel exports shift from Bangladesh to India

A Sakthivel, head of the southern region of the Apparel Export Promotion Council, pointed out that some brands have rerouted orders from Bangladesh to Tiruppur due to the political unrest. However, he noted that India could attract even more orders if the government finalises a free trade agreement (FTA) with the European Union. "Bangladesh benefits from its FTA with the EU, which gives it a competitive edge," Sakthivel remarked.

India's apparel exports narrow gap with Bangladesh

India exported \$14.5 billion worth of apparel in FY24, with readymade garment exports for Q1 FY25 reaching \$3.9 billion, compared to Bangladesh's \$9.7 billion. CareEdge Ratings noted that while Bangladesh's garment exports in FY24 were about 3.2 times those of India, this ratio narrowed to 2.5 times in the first quarter of FY25, indicating India's growing share in the global market.

Impact on Bangladesh's textile industry

In response to the unrest, the Indian government has paused the India-Bangladesh Friendship Pipeline (IBFP) construction project. Diesel, a key resource for Bangladesh's textile sector, may be affected by this decision, potentially disrupting garment production in the country, the report noted.

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ICE cotton prices dip amid slow demand & weaker crude oil

ICE cotton prices eased yesterday due to slow demand, improved crop conditions, and weaker crude oil prices. US cotton appears to be in good condition, while the market



assesses the demand outlook. Traders are awaiting cues from the US cotton export sales report, which is due this evening.

Yesterday, the ICE cotton December contract settled at 69.81 cents per pound (0.453 kg), down 0.69 cents. On Tuesday, it had reached its highest level since August 26. The dollar index was slightly down yesterday, showing a loss of nearly 0.4 per cent, which limited cotton losses. However, global crude oil prices fell by more than \$1 per barrel due to demand concerns and mixed signals from oil-producing countries. Lower crude oil prices reduced polyester prices, putting pressure on cotton futures.

Yesterday, the trading volume was 32,402 contracts, compared to 39,568 contracts cleared the previous day. Open interest stood at 227,221 contracts, reflecting a decrease of 354 contracts. ICE data showed that, as of September 3, the inventory for deliverable No. 2 cotton futures contracts remained stable at 266 bales.

Following weather issues in India and Pakistan, traders expect demand to improve in the coming days. According to the latest FAS report, Indian cotton production is expected to decline. Markets are awaiting the cotton export sales report due today.

Currently, ICE cotton for December 2024 is trading at 69.98 cents per pound, up 0.17 cents. Cash cotton is trading at 65.39 cents (down 0.87 cents), the October contract at 69.89 cents (down 0.87 cents), the March 2025 contract at 71.70 cents per pound (up 0.16 cents), the May 2025 contract at 72.87 cents (up 0.12 cents), and the July 2025 contract at 72.57 cents (up 0.22 cents). A few contracts remained unchanged from the last closing, with no trading noted today.

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ASEAN manufacturing sectors sees modest improvement in Aug: S&P Global

The manufacturing sector in the Association of Southeast Asian Nations (ASEAN) region recorded modest improvement in its health in August, according to S&P Global. However, growth cooled on the month, as weaker expansions in output and new orders were recorded, the latter in part dragged down by the ongoing decline in new export sales.



Meanwhile, employment slipped back into contraction territory.

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A slightly more subdued performance of the manufacturing sector was accompanied by cooling inflationary pressures. Both cost burdens and selling prices rose at weaker rates in August, the upticks softer than their respective series averages.

The headline S&P Global ASEAN manufacturing purchasing managers' index (PMI) fell from 51.6 in July to a four-month low of 51.1 in August.

ASEAN goods producers reported an eighth successive month of improvement in their health, and one which was modest overall.

August data noted strengthening underlying demand trends, as expansions in new factory orders and output were solid overall. However, there were signs of cooling growth as the respective seasonally-adjusted indexes measured an eight- and a four-month low respectively.

Demand in the ASEAN region was largely bolstered by domestic markets, as sales to foreign clients continued to fall in August. The downturn was sharp overall.

Growth in overall new orders supported firms' decisions to further raise their buying activity in August, the rate of growth quickening slightly from July's three-month low. Manufacturers made further inroads in their holdings, as both pre- and post-production inventories were depleted at stronger rates.

Following two months of slight job creation, August data revealed a renewed, albeit marginal decline in workforce numbers.

Manufacturers also noted a sixth consecutive month of back log accumulation, pointing to rising pressures on capacity, an S&P Global release said.

Goods producers indicated that cost burdens, and in turn selling prices charged, rose at moderated paces in August. Moreover, price pressures were historically subdued. Firms remained confident regarding output growth in the coming year. Expectations were the highest since February this year.

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