

MAFATLAL

# ‘We offer a wide range of high quality fabrics’

## Sonal Mehrotra

Vice President (Marketing)

“Each product at Mafatlal is an amalgamation of passion and research. Our mills in Gujarat are equipped with the best technology. The Nadiad unit caters to the standards of international customers such as Marks & Spencer, Next, DGQA, GDS&D and Ordnance.”



### Tell us about the brand.

We offer a wide range of high quality fabrics from shirtings, suitings, denims, corduroys, school, corporate and institutional uniforms, bed and bath linen and readymades. We are into cottons, polyester cottons, polyester viscose, viscose and linen. Around 50 per cent of our fabrics are for casual shirts and 50 per cent for formal/office wear. The ratio is cotton 30 per cent, poly cotton 30 per cent, poly viscose/linen five percent and viscose 35 per cent. Our share of sales in retail stores and readymade garment manufacturers are evenly split.

Each product at Mafatlal is an amalgamation of passion and research. Our mills in Gujarat are equipped with the best technology. The Nadiad unit caters to the standards of international customers such as Marks & Spencer, Next, DGQA, GDS&D and Ordnance. While at Navsari, the state of the art composite denim manufacturing unit comprises yarn manufacturing, dyeing, weaving and finishing. We produce 3.6 million meters of fabric a month in our Nadiad unit and this will increase to 4.4 million meters a month in a year.

We have a chain of retail stores across India known as Mafatlal family shops and Mafatlal exclusive shops. Mafatlal Industries plans to foray into uncharted areas in textiles, thus bringing innovative products for our customers. Among the shirt brands we supply to in the domestic markets are: Mufti, Indian Terrain,

VH, Blackberry, Benetton, Pantaloon, Max Lifestyle, Reliance Trends, Future Lifestyle, And, John Players, Peter England, Stori and Zodiac.

### Which kind of fabrics and blends are selling in shirts?

Cotton, viscose and linen sales are on the rise in India.

### What are the different innovations in shirt fabrics?

New blends like cotton modal and Tencel linen are entering the market.

### Has cotton price rise affected business?

Cotton prices have risen only in the last few weeks. But the end customer does not want to accept any price increase. Demand has been stable overall, with some market segments performing better than others, at the same time supply has also increased so prices are under pressure.

### Any change in buying behavior of shirt manufacturers?

There is an increase in width in a line with a lower quantity per design. Moreover brands want to order closer to the season squeezing production lead time and a demand for reduction in prices to offer better discounts to end customers.



## LINEN FIESTA

# ‘We were one of the first in India to weave linen fabrics’



**Atul Agarwal**  
Director

**“We offer fabrics woven using 150 lea, the finest linen yarn being spun in the world. We are pioneers in weaving 100 percent linen jacquards on high speed looms. We have yarn dyeing, space dyeing and fabric printing facilities in-house.”**

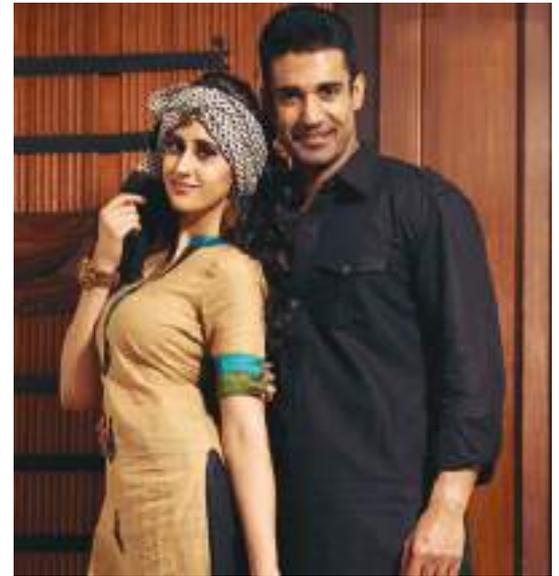


## Tell us about the brand.

Linen Fiesta has become synonymous with the finest quality linen fabrics. We make only linen and are one of the first manufacturers in India to weave linen fabrics. We have used a lot of orange and blue and plan to use jacquards and prints. We are optimistic that summer will be good. Only the highest quality flax fibers grown in France and Belgium are used for fabrics. All fibers used in our fabrics can be traced back to Western Europe.

Our linen fabrics are produced at our plants. We offer fabrics woven using 150 lea, the finest linen yarn being spun in the world. We are pioneers in weaving 100 percent linen jacquards on high speed looms. We have yarn dyeing, space dyeing and fabric printing facilities in-house. Our in-house design studio creates innovative and fashion forward designs for both shirting and jacketing fabrics. We introduce 3000 new designs every year. The design team stays updated with latest trends in the market by hosting conferences, making field trips and actively participating in various design-related organizations.

They also interact directly with production teams and personally visit factories regularly to understand our production capabilities and figure out ways to expand them. Linen Fiesta sells through its pan-India dealer network at all leading fabric stores in the country. Our presence is spread across the big cities as well as the smaller towns in all major states. We have a footprint of over 1000 retail outlets. We make two lakh meters a month. We go 65 percent to retail stores and 35 percent to



readymade garment manufacturers.

## What's special about linen?

It's hard to believe now, but less than three decades ago, linen was completely unknown in India. When we came across the fabric in Europe, we instantly saw its potential to revolutionize the Indian market. We realized its texture, breathability, sophisticated appearance, anti-fungal properties and high moisture absorbing capacity would strongly appeal to the discerning Indian customer. We set about matching the quality of European weavers, creating awareness among consumers and developing a whole new market for this fabric. We believed that in a tropical country filled with consumers that have an appreciation for fine textiles, we could popularize this fabric.

## What are your new styles?

A large segment of Indian consumers prefer custom fit and designed clothes made by local tailors with their inputs on patterns, prints, textures and construction.

## Which kind of fabrics and blends are selling in shirts?

Linen and Giza and Supima cotton are selling. Among the different innovations in shirt fabrics are double cloth, prints and jacquards in linen.

## Any change in buying behavior of shirt manufacturers?

Buyers want quicker turnaround and lesser MOQs. The trend is more like fast fashion in Europe.