# SUTLEJ TEXTILES AND INDUSTRIES LIMITED

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CIN. : L17124RJ2005PLC020927


13th November, 2026

| | |
|---|---|
| **BSE Ltd.**<br>Phiroze Jeejeebhoy Towers,<br>Dalal Street, Fort,<br>Mumbai 400 001.<br>**Scrip Code: 532782** | **National Stock Exchange of India Ltd.**<br>Exchange Plaza, 5th Floor, Plot No. C/1,<br>G-Block, Bandra - Kurla Complex,<br>Bandra (E), Mumbai 400 051.<br>**Scrip Code: SUTLEJTEX** |

Dear Sirs / Madam,

**Sub: Q2 & H1 FY27 Investor Presentation**

Please find enclosed herewith a copy of the presentation with respect to the Un-audited Financial Results (Standalone and Consolidated) of the Company for the quarter and half year ended 30th September, 2026.

Thanking you

Yours faithfully
For **Sutlej Textiles and Industries Limited**

MANOJ VINOD CONTRACTOR
Digitally signed by MANOJ VINOD CONTRACTOR
Date: 2026.11.13 15:44:10 +05'30'

SUTLEJ TEXTILES AND INDUSTRIES LTD. Bhawanimandi (RAJ.)

Manoj Contractor
Company Secretary and Compliance Officer

Encl.: a/a

sutlej
textiles and industries limited

# Sutlej Textiles and Industries Limited

## INVESTOR PRESENTATION
## Q2 & H1FY27



*Threads of Transformation.*
*Fibre |Yarn| Home Textiles| Technical Textiles*

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# Q2 & H1FY27 | Key Highlights

**Back to profitability**

***H1FY27 PAT of Rs 9 Cr vs a loss of Rs 44 Cr in H1FY26, a Rs 53 Cr turnaround, as a richer product mix and cost discipline lift H1 EBITDA margin by 473 bps to 6.5%.***

| Total Income | EBITDA | EBITDA Margin | Profit After Tax |
|---|---|---|---|
| **Rs 1,537 Cr** | **Rs 101 Cr** | **6.5%** | **Rs 9 Cr** |
| H1FY27, up 23.4% YoY | H1FY27, 4.4x YoY (H1FY26: Rs 23 Cr) | H1FY27, up 473 bps YoY | H1FY27 vs loss of Rs 44 Cr |
| • Q2FY27: Rs 833 Cr, up 29.7% YoY<br>• Up 18.3% QoQ; sequential momentum intact | • Q2FY27: Rs 53 Cr, over 3x YoY<br>• Up 13.4% QoQ | • Q2FY27: 6.4%, up 371 bps YoY<br>• Power & fuel down to 10.1% of income (Q2FY26: 12.0%) | • Q2FY27: Rs 7 Cr vs loss of Rs 18 Cr<br>• Yarn and Home Textiles both EBIT-positive in Q2 |

1. **Richer product mix** — Value-added yarns, home textiles and sustainable fibres lift realisations
2. **Productivity & cost** — Manufacturing productivity, energy efficiency and cost control
3. **Wider market reach** — Deeper UK, EU and emerging-market reach across 60+ countries
4. **Customer-led innovation** — Product development for differentiated solutions

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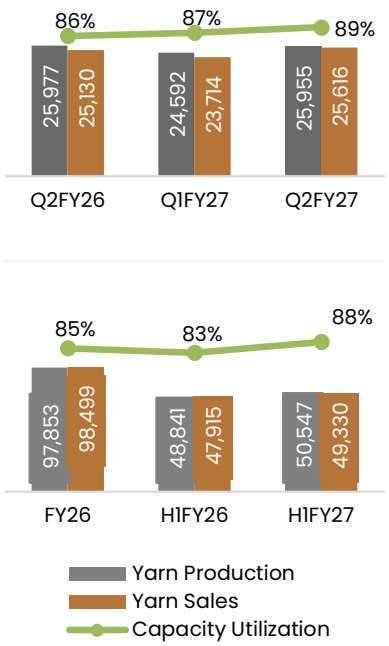
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# Q2 & H1FY27
# Result Updates

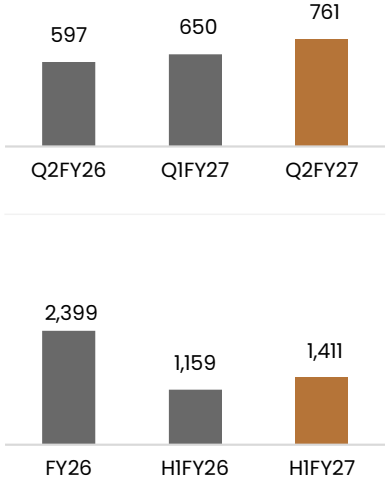


# Yarn Business | Q2 & H1FY27 Highlights

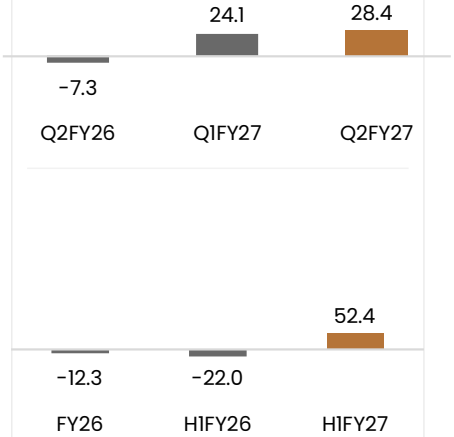
### Production & Sales Volume (MT) and Capacity Utilization (%)



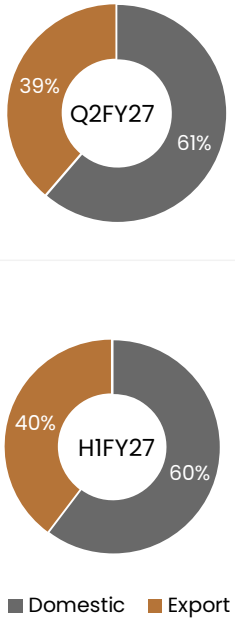

### Segment Revenue (Rs Cr)




### Segment EBIT (Rs Cr)

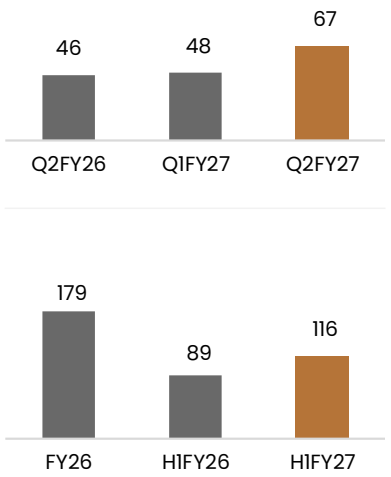



### Revenue Mix (%)

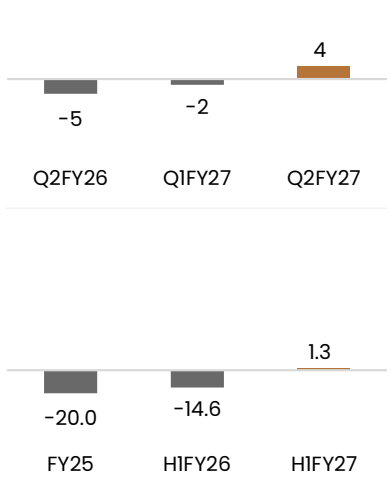


# Home Textiles Business | Q2 & H1 FY27 Highlights

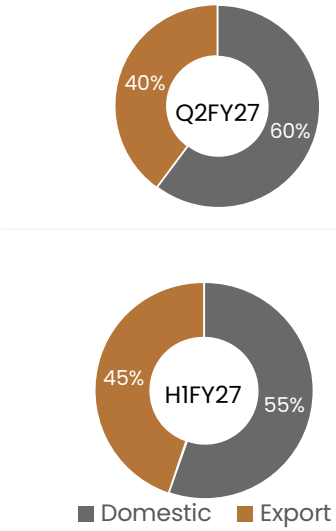
**Segment Revenue (Rs Cr)**




**Segment EBIT (Rs Cr)**




**Revenue Mix (%)**

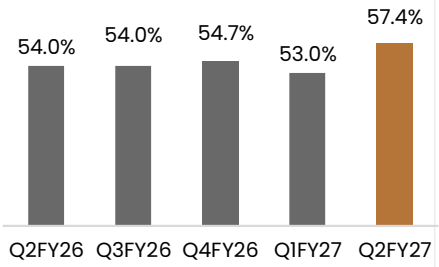



**Enhanced Value Proposition:**

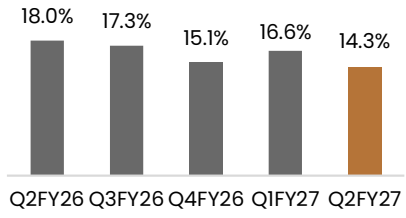
- Home textiles sustained its growth momentum in Q2FY27, delivering revenue of ₹67 Cr.
- Nesterra, our domestic retail brand continued calibrated network expansion to 485 active stores, and focused execution across key markets/accounts, reinforcing Nesterra's long-term growth strategy.

# Strategic Transformation Translating into Improved Profitability

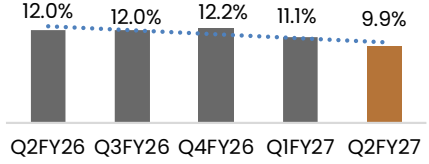
**COGS**
**(% of Total income)**



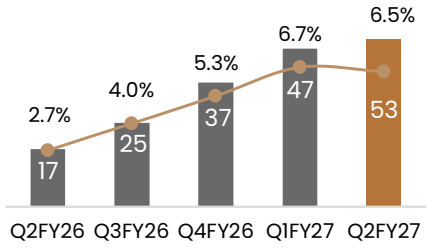

**Employee Expense**
**(% of Total income)**




**Power & Fuel Expense**
**(% of Total income)**




**EBITDA (Rs Cr) &**
**EBITDA Margin (%)**




***EBITDA improvement reflects the Company's strategic transformation, driven by a better product mix, operational efficiencies and disciplined cost management***

# Standalone Profit & Loss | Q2 & H1FY27

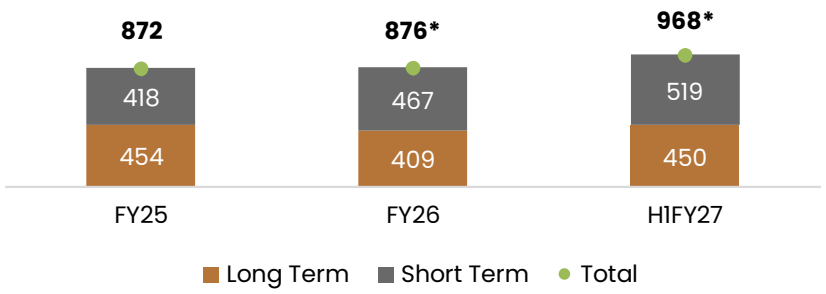
| Particulars (Rs Cr) | Q2FY27 | Q1FY27 | QoQ % | Q2FY26 | YoY% | H1FY27 | H1FY26 | YoY% |
|---|---|---|---|---|---|---|---|---|
| **Total Income** | **833.0** | **704.4** | **18.3%** | **642.1** | **29.7%** | **1537.4** | **1245.6** | **23.4%** |
| Cost of Goods Sold | 478.0 | 374.1 | 27.8% | 345.2 | 38.5% | 852.0 | 688.6 | 23.7% |
| Employee Cost | 119.3 | 116.9 | 2.0% | 115.4 | 3.4% | 236.2 | 222.2 | 6.3% |
| Other Expenses | 182.4 | 166.3 | 9.7% | 164.1 | 11.1% | 348.6 | 312.3 | 11.6% |
| **EBITDA** | **53.4** | **47.1** | **13.4%** | **17.5** | **205.6%** | **100.5** | **22.5** | **346.6%** |
| ***EBITDA Margin (%)*** | **6.4%** | **6.7%** | **(28bps)** | **2.7%** | ***371 bps*** | ***6.5%*** | ***1.8%*** | ***473 bps*** |
| Depreciation | 23.2 | 24.7 | -6.1% | 27.2 | -14.8% | 47.8 | 53.9 | -11.2% |
| Interest | 19.9 | 18.3 | 9.0% | 15.9 | 25.4% | 38.2 | 32.9 | 16.3% |
| **Profit Before Tax (Before EI)** | **10.3** | **4.2** | **148.6%** | **-26.0** | **-139.8%** | **14.5** | **-64.2** | **122.6%** |
| Exceptional Items | 0.0 | 0.0 | **0.0%** | 1.3 | **-100.0%** | 0.0 | 1.3 | **100.0%** |
| **Profit Before Tax (After EI)** | **10.3** | **4.2** | **148.6%** | **-26.9** | **138.5%** | **14.5** | **-65.5** | **122.1%** |
| Tax | 3.6 | 1.5 | 147.6% | -8.5 | 143.0% | 5.1 | -21.4 | 123.9% |
| **Profit After Tax** | **6.7** | **2.7** | **149.1%** | **-18.4** | **136.4%** | **9.4** | **-44.1** | **121.3%** |
| ***PAT Margin (%)*** | ***0.8%*** | ***0.4%*** | **42bps** | ***-2.9%*** | **367 bps** | ***0.6%*** | ***-3.5%*** | **411 bps** |

# Consolidated Profit & Loss | Q2 & H1FY27

| Particulars (Rs Cr) | Q2FY27 | Q1FY27 | QoQ % | Q2FY26 | YoY% | H1FY27 | H1FY26 | YoY% |
|---|---|---|---|---|---|---|---|---|
| **Total Income** | **835.8** | **704.9** | **18.6%** | **644.9** | **29.6%** | **1540.7** | **1254.8** | **22.8%** |
| Cost of Goods Sold | 478.0 | 374.1 | 27.8% | 348.3 | 37.2% | 852.0 | 699.5 | 21.8% |
| Employee Cost | 120.3 | 118.2 | 1.8% | 116.7 | 3.07% | 238.5 | 224.9 | 6.1% |
| Other Expenses | 182.8 | 167.0 | 9.5% | 165.4 | 10.5% | 349.8 | 314.6 | 11.2% |
| **EBITDA** | **54.8** | **45.6** | **20.1%** | **14.5** | **276.9%** | **100.4** | **15.8** | **537.4%** |
| ***EBITDA Margin (%)*** | **6.6%** | **6.5%** | **8 bps** | **2.3%** | ***430 bps*** | ***6.5%*** | ***1.3%*** | ***526 bps*** |
| Depreciation | 23.4 | 25.0 | -6.4% | 27.6 | -15.23% | 48.4 | 54.7 | -11.6% |
| Interest | 20.0 | 18.3 | 8.9% | 16.0 | 24.9% | 38.3 | 33.2 | 15.5% |
| **Profit Before Tax (Before EI)** | **11.4** | **2.3** | **392.2%** | **-29.0** | **139.3%** | **13.7** | **-72.1** | **119.1%** |
| Exceptional Items | 0.0 | 0.0 | **0.0%** | 1.3 | **100.0%** | 0.0 | 1.3 | **100.0%** |
| **Profit Before Tax (After EI)** | **11.4** | **2.3** | **392.2%** | **-30.3** | **137.7%** | **13.7** | **-73.4** | **118.7%** |
| Tax | 3.6 | 1.5 | 147.6% | -8.5 | 143.0% | 5.1 | -21.4 | 123.9% |
| **Profit After Tax** | **7.8** | **0.9** | **815.3%** | **-21.9** | **135.6%** | **8.6** | **-52.0** | **116.6%** |
| ***PAT Margin (%)*** | ***0.9%*** | ***0.1%*** | **81 bps** | ***-3.4%*** | **432 bps** | ***0.6%*** | ***-4.1%*** | **470 bps** |

# Balance Sheet | Highlights

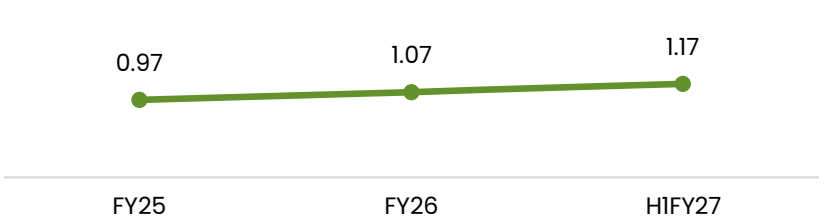
**Total Borrowings (Rs Cr)**




Total borrowings stood at Rs.968 Cr in H1FY27, with overall leverage remaining at comfortable levels. The increase was largely attributable to higher working capital utilization to support business operations.

*Excludes sub-ordinate debt

**Debt to Equity (X)**




Consistently keeping Debt to Equity below 1.2x

# From the Executive Chairman's Desk



**Mr. C. S. Nopany**

The global textile landscape is evolving, with changing trade patterns, supply-chain realignments and increasing emphasis on sustainability and product innovation. These shifts present opportunities for India to strengthen its position in the global textile value chain.

At Sutlej, our approach is centered on evolving with these changes by moving towards differentiated, value-added products and expanding into emerging segments. Our focus across specialised yarns, home textiles, sustainable fibres and technical textiles reflects our ambition to build a more diversified business aligned with changing customer requirements.

We also see significant opportunities in expanding our global market presence and leveraging our manufacturing capabilities through flexible and efficient operating models.

As we look ahead, our commitment remains to innovation, operational excellence and responsible growth, while building a resilient business that is prepared to capture the opportunities emerging across the textile value chain.

sutlej
textiles and industries limited

# The Sutlej Advantage & Strategy for Growth

## Integrated Operations. Diversified Growth Engines.



# A Premier Indian Yarn Manufacturer, Growing Presence in Home Textiles



## Patronage of a Renowned Group

- Established in 1934 by Late Dr. Krishna Kumar Birla as Sutlej Cotton Mills Ltd.
- 90+ years of existence in Spinning Industry
- Excellent Corporate Governance
- Highly Experienced Management

## Large-Scale, Integrated Manufacturing Platform

**Across Three Business Clusters**

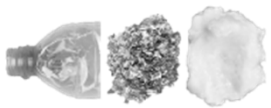
| Yarn | Home Textile | Green Fibre (For Captive Use) |
|---|---|---|
| **4,08,489** Spindles | **18.0** Million Meters | **120** MT/Day |

**Five Manufacturing Units across 4 Strategic Locations**

Jammu & Kashmir | Himachal Pradesh | Rajasthan | Gujarat

## Backward Integration

Green Fibre



## Core Business

Yarn



## Forward Integration

Home Textile



# Creation of a Strong Foundation over the years

## Sustainable Transformation
2017-Present

### 2017
**Entered into Home Textile Segment**

- Acquired Design, Sales, and Distribution (DS&D) business along with brand of American Silk Mills LLC (ASM)
- Invested USD 4.5 Million in Wholly Owned Subsidiary in USA

### 2019-22
**Backward integration**

- Modernization of Home Textile Facility
- Green Fiber Plant Commenced green fiber plant in Mar 2021
- Launched "Nesterra" Home Textile Brand

## Capacity Expansion
2006-2016

### 2006-07
Entered into Home Textile Segment

### 2007-08
Expansion at Rajasthan Unit

**7,488 spindles** for PV Dyed Yarn

**12,672 spindles** for Cotton Yarn

### 2010-11
Expansion at J&K Unit

**31,104 spindles** for **Melange Cotton** blended dyed yarn.

**12MW Thermal Power** at Rajasthan

### 2014
Expansion at J&K Unit

**31,104 spindles** for Value-added Cotton Melange and Cotton Blended Dyed Yarn

### 2015
Acquired Birla Textile Mills **35,280 spindles** – commenced commercial production for **Cotton blended dyed and Mélange Yarn** at Rajasthan

## Spinning Excellence
Since 1934

### 1934
Founded and promoted **by Late Dr. Krishna Kumar** Birla as Sutlej Cotton Mills Ltd.

### 1963
Established Rajasthan Textile Mills at **Bhawanimandi (Jhalawar)**

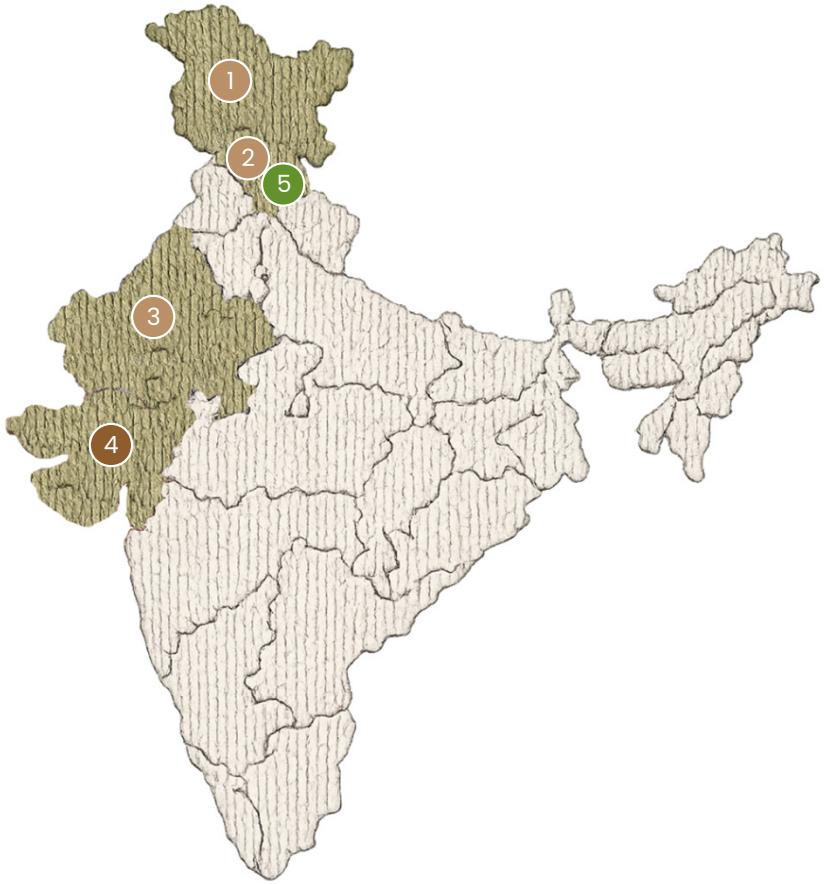
### 1970
Diversified into **Synthetic Blended Yarn**

### 1981
Leased a Spinning Unit - **Chenab Textile Mills** (CTM) from Texmaco Ltd at J&K - manufacturing Cotton & Synthetic Yarn

### 1997
Purchased **CTM**

### 2005
**Incorporated Sutlej Textiles & Industries Ltd**, via demerger

# Among the Leading Yarn (400k + spindles) and Fabric Capacities in India




Our facilities are capable to handle a variety of Raw Material, having different Counts

We work very closely with our Customers to fulfil requirements and on the ethos, 'Manufacture to Sale and Not to Stock'

## Yarn

**1 Kathua, J&K**
- Cotton Mélange: 99,593 Spindles
- Man-made Fibre: 1,12,951 Spindles

**2 Baddi, Himachal Pradesh**
- Cotton Mélange: 22,080 Spindles
- Man-made Fibre: 57,186 Spindles

**3 Bhawanimandi, Rajasthan**
- Cotton Mélange: 35,280 Spindles
- Man-made Fibre: 81,417 Spindles
- Roof top solar plant of 2.77 MW
- Group Captive – 6MW

## Home Textile

**4 Damanganga**
- Capacity of 8.97 Million Meters
- 126 Shuttle-less looms
- 42 single-width Dobby Shedding looms

## Green Fibre

**5 Baddi, Himachal Pradesh**
- Raw White & Black Recycle Fibre: 120 MT per day
- Roof top solar plant of 1.65 MW

Note: Map not to scale. Locations are approximate and shown for illustrative purposes only.

# Key Business Verticals

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## SUSTAINABLE GREEN FIBRE

Recycled Green Fibre



Recycled Polyester Staple Fibre

## SPECIALISED YARN

Value Added Yarn Segment



Dyed Yarns

Mélange Yarns

## HOME TEXTILE

Niche Segment



Curtains

Upholstery

Made Ups

# Driving Operational Efficiency through Sustainable Green Fibre




**4.80 Mn**/day peak quantum of PET bottles that can be consumed at Sutlej

## Huge Potential

**60 Mn** PET drinking water bottles are consumed each hour across the world

We have developed multiple new products like **Hollow Fiber & Super White Fiber etc.** which have been approved by the users

**120 MT**/day
Installed Capacity of Green Fibre

**~100%** Capacity Utilization

**~73%** of Green Fibre appetite serviced from within

# Specialty Dyed Yarns – Backbone of Our Business



## Leading Yarn manufacturer in India

**4,08,489** Dyed Yarn Spindles

| | |
|---|---|
| **~38%** dedicated to Melange Yarn | **~62%** dedicated to various blends |

## Well Diversified Product Portfolio/geographies and customers

- Robust Business Model with **low customer concentration and diversified geographical spread**.
- B2B business model with around **60% revenue** from organized sector.
- Strong **Brand Recall** in Yarn Segment
- Korea and Egypt, new markets opened in FY26, are now generating **repeat orders**



## Strong Global Footprint

Export to over **60+ countries** across

| | |
|---|---|
| Europe | Far-East |
| South-East Asia | Africa |
| USA | Korea |
| North & Latin America | Egypt |

## Marquee Clients

ADITYA BIRLA FASHION & RETAIL · Raymond · WESTSIDE · ARROW USA·1851 · H&M · MONTE CARLO · MARKS & SPENCER · MATALAN · SHAHI · pantaloons · KIABI · PRIMARK

# One of the Leading Producers and Exporters of Home Furnishings

**High Quality Product Offerings**

**Curtains**



**Upholstery**



**Made ups**



**State-of-the-Art Manufacturing Facility at Gujarat**

Sizeable Capacity of **8.97Mn. meters/pa**

With **126** shuttleless looms

**42** single-width Dobby Shedding looms

**Building Premium Brands**

NESTERRA®
HOME DÉCOR EXCLUSIVES

**Exports**

**Domestic**

# “Nesterra” - Building a Brand of Future

## Brand Overview

- In FY21, launched the first retail brand in its existence and within a short span of time, **‘Nesterra’** has begun earning respect from top Architect and interior design community for its distinct product offering and has been tastefully found home in their major projects.
- Successfully launched **10 new premium collections** in addition to the **existing 64 collections** of Nesterra.



## Capitalize Existing Expertise

- Capitalize on rich pedigree originating from the House of Sutlej by virtue of its **proprietary yarns and manufacturing capability.**
- Capitalize on **long term relationship** established by the front-end team to **enter and grow in major markets.**

## Distribution

- ‘Nesterra’ has established itself as a prominent player in the industry through its **fastest grown distribution network.**
- Have developed **seamless ordering portal** for the trade.
- To maintain the premiumness, the total no. of active stores are limited to **485**.

# Strategic Priorities

**Operational Excellence**

- Cost Optimization
- Renewable Focus

**Portfolio / Product Value-addition**

- Value added products for different industry applications

**Diversification of Customers / Geographies**

- Opening New Markets / Geographies

**Focused Capital Allocation**

- Milestone based Capital Trigger

**Shift towards Value-led growth**

- Protective Textiles
- Green Fibre

**Sustainability & Innovation**

- Centre of Excellence
- Renewables Expansion
- Digital Product Passports

# Sustainability | A Commercial Moat, Not a Compliance Cost

**Key takeaway**

***An owned, certified chain from PET bottle to yarn, now backed by product-level carbon data, makes STIL a lower-risk, higher-value supplier as brands and the EU make sustainability a condition of purchase.***

## Circular & Certified Fibre

**120 MT/day**

Green Fibre (recycled PSF) capacity

- Post-consumer PET to fibre to yarn, in-house
- GRS · RCS · GOTS · OCS · FSC certified
- One legal entity, one audit trail

## Product Carbon Data

**75 products**

LCA + Digital Product Passport live

- Gate-to-gate LCA: energy, water, waste and $CO_2e$ per product
- DPPs already used in buyer audits and claim substantiation

## Climate & Energy

**18.12 MW**

renewable capacity

- Target ≥40% renewable share by FY30
- Scope 1 & 2 inventory in place; Scope 3 by FY27
- SBTi commitment in FY27

## Water Stewardship

**ZLD**

Zero Liquid Discharge

- Process water recycling
- Spun-dyed yarn removes the yarn-dyeing step and its water & effluent load

**1 Revenue: market access**
Certified, data-backed supply qualifies STIL for brand programmes across 60+ export countries

**2 Margin: premium mix**
Green Fibre, certified and spun-dyed yarns shift mix to higher-value products

**3 Risk: future-proofed growth**
Ready for EU ESPR / DPP rules and brand Scope 3 targets; widens access to ESG-linked capital

# Sustainability Roadmap | From Product Data to Science-Based Targets

**Our commitment**

***STIL has committed to Science Based Targets initiative (SBTi) in FY27 and seek validation of 1.5°C-aligned near-term targets by FY 30, built on product-level data we already have.***

## Product Life Cycle Assessments

**75 products**

gate-to-gate LCAs completed

- **Now:** energy, water, waste and emissions measured at every process stage
- **Next:** cradle-to-gate LCAs for priority SKUs, incl. Green Fibre yarns
- **Why it pays:** verified $CO_2e$ per kg lets brands count our low-carbon yarn in their Scope 3

## Digital Product Passport

**Live**

DPPs for 75 products

- **Now:** specs, process traceability, environmental metrics and certificates per product
- **Next:** supplier data from fibre inward; integration with brand platforms
- **Why it pays:** ready before EU ESPR textile rules; DPP-ready suppliers get nominated

## SBTi Commitment

**FY27 → FY29**

commit → validated targets

- **Scope 1 & 2:** ≥30% intensity reduction by FY30
- **Scope 3:** full inventory in FY27; ≥15% reduction target by FY31
- **Why it pays:** independent validation puts STIL among India's leading textile peers on climate

## Milestones

● Delivered ● Planned

| FY25 | FY26 | FY27 | FY29 | FY30–31 |
|---|---|---|---|---|
| Inaugural Sustainability Report; BRSR baseline | 75 product LCAs and DPPs live | SBTi commitment; Scope 3 inventory; ≥30% renewables | SBTi near-term targets validated | Scope 1&2 -30%; Scope 3 -15%; ≥50% RE |

# Guided by Industry Veterans and Experienced Management

## Board of Directors

**Mr. C.S. Nopany**
Executive Chairman

**Mr. Rohit Dhoot**
Independent
Non-Executive Director

**Mr. Ashok Mittal**
Independent
Non-Executive Director

**Mr. Sameer Kaji**
Independent
Non-Executive Director

**Ms. Deepa Kapoor**
Independent
Non-Executive Director

**Mr. Alok Ohrie**
Independent
Non-Executive Director

**Mr. Arhant Vikram Nopany**
Non-Executive Director

**Mr. Ashish Kumar Srivastava**
Whole time Director &
Chief Executive Officer

## Key Executives

**Mr. Sachin J. Karwa**
Chief Financial Officer

**Mr. Ranjan Chaudhary**
Chief Operating Officer

**Mr. Manoj Contractor**
CS & Compliance Officer

**Mr. Narinder Thapa**
Chief Business Officer
Protech Business

sutlej
textiles and industries limited

# Sutlej in News



# PR Activities- Sutlej Textiles and Industries Limited

The PR coverage during Q2 FY2026–27 comprised media pickups across corporate & technical textiles.

1. Duty-Free to Design Interview in Indian textile Journal
Spokesperson- Ashish Kumar – Whole Time Director & CEO
Featured Ashish Kumar's perspective on global trade opportunities, tariff developments and their impact on the textile industry.

2. Sutlej Textiles Expands into Protective Technical Textiles- Interview in The Textile Magazine
Spokesperson- Narinder Thapa (CBO) Protech
Highlighted Sutlej's expansion in protective technical textiles, innovation-led growth strategy and future business opportunities.



GUEST ARTICLE

friction points are shade variation between repeat orders, inconsistent handle and finish quality, and communication gaps during production. These are operational problems with practical solutions, and the exporters who solve them are the ones who move from occasional use to preferred vendor status. In 2024, India's bed linen exports to New Zealand were valued at $36.2 million, a meaningful base given the market size, but well below what integrated manufacturers with India's production depth and fibre diversity should be achieving in a market at this income level.

Segment-wise, the clearest immediate upside from duty-free access sits in bed linen and cotton made-ups, which are established categories in Indian export manufacturing, well-aligned with New Zealand's retail formats, and increasingly sought by consumers who are gravitating toward natural fibre bedding.

**In 2024, India's bed linen exports to New Zealand were valued at $36.2 million.**

Furnishing fabrics and upholstery represent a slower-build opportunity, but the direction is clear. Urban New Zealand consumers are investing in home design with genuine deliberateness, and demand exists for mid and upper-mid price point fabrics that carry strong design credentials and honest material provenance.

What ties these segments together is the profile of the buyer, and it is worth being precise about this. New Zealand buyers assess potential suppliers holistically rather than in isolated categories. They want Oeko-Tex certifications and REACH-aligned chemical compliance not as abstract regulatory requirements, but because they face their own downstream accountability to consumers and retail partners who ask hard questions about what goes into their homes. They want traceability documentation because Digital Product Passports are moving from emerging practice to expected baseline across developed market retail. They want consistent lead times because lean supply chains have no tolerance for delayed or off-specification shipments that disrupt shelf availability and strain buyer confidence at the same time. An Indian exporter who can address all three of these dimensions coherently, in a single well-organised supplier conversation, is already operating at a level that most current competitors in this market are not reaching.

The strategic logic of this FTA extends well beyond New Zealand itself. India's ongoing trade negotiations with the United Kingdom and the European Union will impose an even higher compliance threshold, one that covers carbon footprints, extended producer responsibility, and detailed supply chain disclosure at a scale and scrutiny that requires serious institutional preparation. New Zealand, operating under a similar developed-market regulatory orientation but at a volume that remains operationally manageable, gives Indian manufacturers the right conditions in which to pressure-test and refine these systems before they are required at a much larger scale. The compliance infrastructure, quality management processes, and buyer communication protocols built for New Zealand will materially reduce the effort required to qualify for UK and EU frameworks, rather than forcing manufacturers to build those capabilities from scratch under pressure.

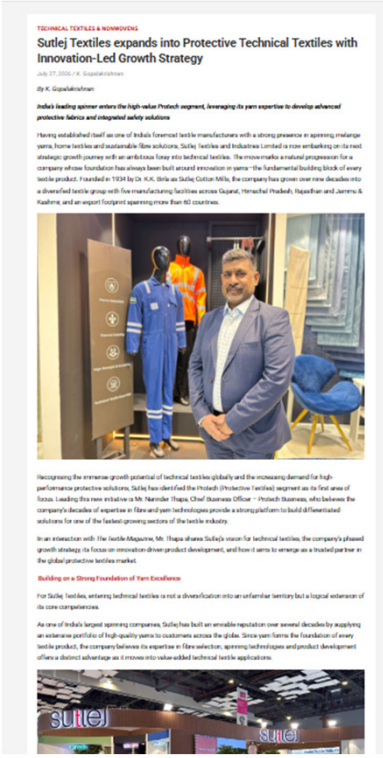
The India-New Zealand FTA, taken alone, will not transform the home textile sector. What it will do, for manufacturers who approach it seriously, is sharpen the product, process, and market intelligence that determines long-term competitive position in developed economies. The exporters who invest in understanding New Zealand's consumers, align their product specifications accordingly, and build the operational reliability the agreement implicitly h compliance gaps, will find that the headroom they anticipated does not materialise.



*About the author*
**Ashish Kumar** is the CEO and Whole-Time Director at Sutlej Textiles and Industries (KK Birla Group). With over 25 years of experience across textiles, apparel, and advanced materials, he has held leadership roles at leading organizations including Arvind. He is an alumnus of the Indian Institute of Foreign Trade (IIFT), New Delhi.



Duty-Free to Design



TECHNICAL TEXTILES & NONWOVENS

**Sutlej Textiles expands into Protective Technical Textiles with Innovation-Led Growth Strategy**

July 27, 2026 / K. Gopalakrishnan

*By K. Gopalakrishnan*

***India's leading spinner enters the high-value Protech segment, leveraging its yarn expertise to develop advanced protective fabrics and integrated safety solutions***

Having established itself as one of India's foremost textile manufacturers with a strong presence in spinning melange yarns, home textiles and sustainable fibre solutions, Sutlej Textiles and Industries Limited is now embarking on its next strategic growth journey with an ambitious foray into technical textiles. The move marks a natural progression for a company whose foundation has always been built around innovation in yarns—the fundamental building block of every textile product. Founded in 1934 by Dr. K.K. Birla as Sutlej Cotton Mills, the company has grown over nine decades into a diversified textile group with five manufacturing facilities across Gujarat, Himachal Pradesh, Rajasthan and Jammu & Kashmir, and an export footprint spanning more than 60 countries.



Recognising the immense growth potential of technical textiles globally and the increasing demand for high-performance protective solutions, Sutlej has identified the Protech (Protective Textiles) segment as its first area of focus. Leading this new initiative is Mr. Narinder Thapa, Chief Business Officer – Protech Business, who believes the company's decades of expertise in fibre and yarn technologies provide a strong platform to build differentiated solutions for one of the fastest-growing sectors of the textile industry.

In an interaction with *The Textile Magazine*, Mr. Thapa shares Sutlej's vision for technical textiles, the company's phased growth strategy, its focus on innovation-driven product development, and how it aims to emerge as a trusted partner in the global protective textiles market.

**Building on a Strong Foundation of Yarn Excellence**

For Sutlej Textiles, entering technical textiles is not a diversification into an unfamiliar territory but a logical extension of its core competencies.

As one of India's largest spinning companies, Sutlej has built an enviable reputation over several decades by supplying an extensive portfolio of high-quality yarns to customers across the globe. Since yarn forms the foundation of every textile product, the company believes its expertise in fibre selection, spinning technologies and product development offers a distinct advantage as it moves into value-added technical textile applications.




Protech

# Social Media– Sutlej Textiles and Industries Limited

**Messaging Bucket: Sutlej Textiles Brand Campaign**

The account highlighted the Company's integrated textile expertise, innovation-led portfolio, sustainability initiatives and premium offerings across all communication channels.

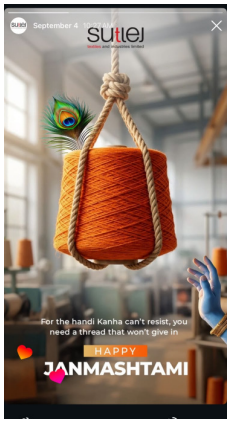
**Highlight:**

Focused on visually engaging content showcasing product highlights, brand storytelling, event participation, and key business milestones to drive awareness and engagement.

**Content Output:**

**5 posts Instagram & Facebook**
**3 posts- LinkedIn**

Shared corporate updates, thought leadership,, product innovations, and event highlights to strengthen Sutlej Textiles





















# PR Activities- Nesterra

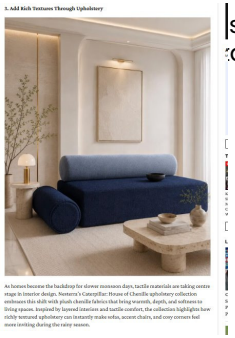
The total coverage garnered for the Q2 FY2026-27 (July-Sept 2026) is 30 coverages across prominent publications such as Indian Textile Journal, News 18, The Home Fashion, India Today Home. Travel and Tour World reaching an audience of 14.4M.

**Authored Article**: Featured Nesterra in Indian Textile Journal. Highlighting Spokesperson Smita Joshi- VP Home Textiles.

**Trend Note**: Marketing News Online, The Mauve & The Home Fashion Leveraged industry platforms and home textile publications to highlight emerging trends, collection updates and brand communication, strengthening industry presence and supporting brand visibility among relevant audiences.

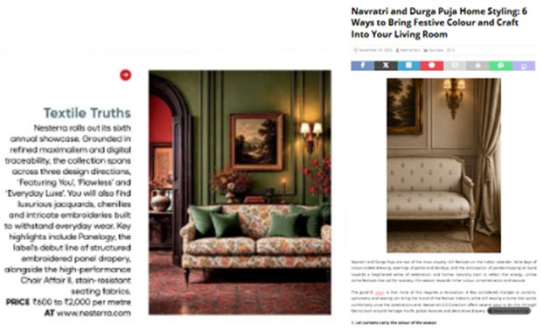
**Collection Feature**: India Today Home, Business News This Week & Textile Value Chain Secured collection features across lifestyle and textile industry publications, showcasing Nesterra's latest collections and design approach. India Today Home (837K reach) supported brand visibility among home décor and design audiences.

**Listicle**: Ne soon Home Refresh: 10 Essentials To Make Your Home able This Rainy S di of 108.9M.



**Listicle**



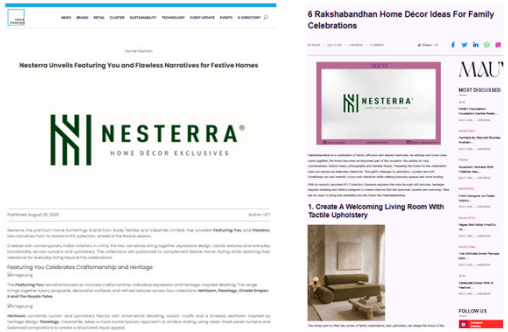




**Collection Feature**




**Authored Article**




**Trend Note**

# Social Media- Nesterra

**Instagram:**

July–September
Reach- 5,903
Impressions- 10,555

Facebook
July–September
Reach- 495
Impressions- 585

**Top Performers:**

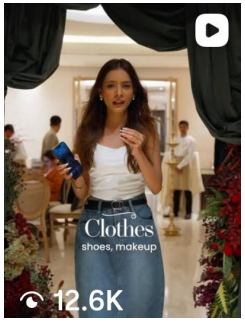
**Product-led and storytelling**, Influencer activity posts gained the highest reach and interaction.

**Content Output:**

**19 posts per platform** with consistent festival/topical coverage.

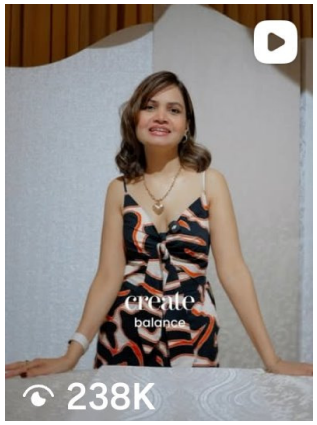
**Messaging Bucket:**

Nesterra 6.0 Collection Launch & Campaign Activities
Focused on building visibility for the Nesterra 6.0 launch through influencer collaborations, collection showcases, product highlights and digital campaigns, highlighting the collection's design story and premium positioning across platforms.


















**Sutlej Textiles & Industries Ltd.**
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