



## **GHCL launches “CIRKULARITY” range of bedding products at the New York Home Fashions week**

New York, 24<sup>th</sup> September 2018- GHCL launches “CIRKULARITY”, a range of bedding that supports the Circular Economy and centers on ‘Reduce, Reuse and Recycle’, reinforcing their passion towards sustainability, traceability, innovation and giving back to society. The collection of sustainable bedding launched under CIRKULARITY are The Spin WIN Collection, The Nefertiti Collection, The Velvete Collection, The Sylva-Cell Collection, The Wood Wheel Collection, The Comall Collection and The Cratus Collection.

To know more you may visit [www.cirkularity.com](http://www.cirkularity.com)

In the last Home Fashion week market in March at New York, GHCL has partnered with Applied DNA Sciences (ADNAS), Stony Brook, New York, a company that develops and employs unique technologies for the purpose of preventing counterfeiting and Reliance Industries Ltd. (RIL), an Indian conglomerate and the world’s largest manufacturer of polyester fiber and yarn to launch CertainT® verified molecular tagged, recycled PET (“rPET”) bedding products under the brand “Rekoop”.

Speaking on the occasion Manu Kapur, President and CEO of GHCL Home Textiles said “We are proud to unveil “CIRKULARITY” a range of bedding the supports the Circular Economy. The entire range of collection which is a part of this range centers around the concept of Reduce, Reuse and Recycle. Thus reinforcing our passion towards Sustainability. With the launch of CIRKULARITY, we aim to target the ecologically conscious consumer who is making purchase decisions to support the environment and is supportive of initiatives which help reduce the carbon footprint.”

GHCL’s Textile division is an integrated set up commencing from spinning of yarn to weaving, dyeing, printing and processing till the finished products like sheets & duvets take shape and are primarily exported worldwide. GHCL operates its home textiles facility in Vapi in the state of Gujarat, India. The facility oversees the production process from spinning to weaving to finished processed fabric, which is then made into duvet sets, sheet sets, comforters, to name a few. With an in-house spinning unit at Madurai, Tamil Nadu and a state-of-the-art weaving and processing home textile facility at Vapi, Gujarat, GHCL is one of the leading manufacturers of



home textiles in India. The plant boasts of an annual production capacity of 45 million meters of finished fabric per annum. GHCL's home textile products are predominantly exported worldwide to USA, UK, Australia, Canada, Germany and other European Union countries as well. On 9<sup>th</sup> February 2018, GHCL was presented with the Golden Peacock Award for Corporate Social Responsibility.

### About GHCL

GHCL Limited is a well-diversified group with an ascertained footprint in Chemicals, Textiles and Consumer Products segment. In Chemicals, the company mainly manufactures Soda Ash (Anhydrous Sodium Carbonate) that is a major raw material for Detergents & Glass industries and Sodium Bicarbonate (baking soda). Its Textiles operations is an integrated set up which commences right from spinning of fiber (yarn), weaving, dyeing, printing till the finished products, like sheets & duvets, take shape which are primarily exported worldwide.

GHCL's Textile division is an integrated set up commencing from spinning of yarn to weaving, dyeing, printing and processing till the finished products like sheets & duvets take shape and are primarily exported worldwide. GHCL operates its home textiles facility in Vapi in the state of Gujarat, India. The facility oversees the production process from spinning to weaving to finished processed fabric, which is then made into duvet sets, sheet sets, comforters, to name a few. With an in-house spinning unit at Madurai, Tamil Nadu and a state-of-the-art weaving and processing home textile facility at Vapi, Gujarat, GHCL is one of the leading manufacturers of home textiles in India. Its Home Textiles products are predominantly exported worldwide to countries like United Kingdom, United States of America, Australia, Canada, Germany and other European Union countries as well.

Consumer Products operation is another business for GHCL and it manufactures and sells Edible salt, Industrial grade salt. It also markets Honey, Jujube Honey, Spices and Blended Spices in the country under the brand name of I-Flo.

At GHCL Ltd, Sustainability is a core element of our business strategy as defined under the aegis of 'GHCL Way' which has four pillars i.e. Responsible Stewardship, Social Inclusiveness, Promoting Relationship and Adding Value. GHCL's commitment towards the development of weaker sections of society has been a continuous initiative for more than two decades. Through its "GHCL Foundation Trust", GHCL has upgraded its CSR activities to cover a larger section of



the society to provide support to the downtrodden, needy and marginalized citizens and also to create a social infrastructure for their sustenance.

**To know more, please log in to [www.ghcl.co.in](http://www.ghcl.co.in)**