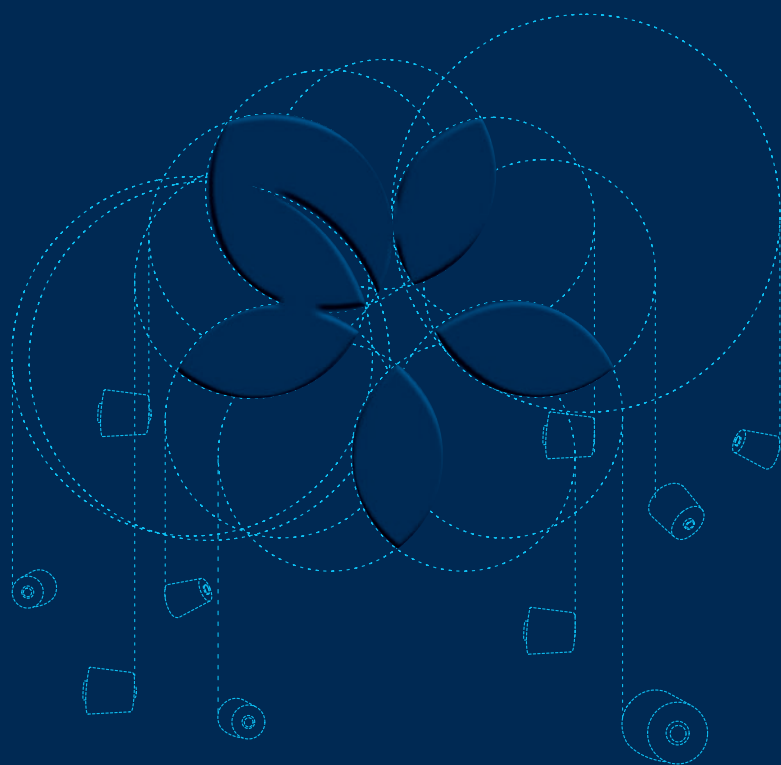




BARUCHE

SUPERFINE COTTONS



**B**aruche superfine cottons (Baruche), is the newest SBU of SKNL, a global fashion and apparel conglomerate that is among India's largest.

A fully integrated new facility that is world class has been set up for Baruche in Jhagadia, Gujarat.

Equipped with latest technology and best in class machinery from around the world, Baruche is a design led fine cotton fabrics producer. It's design team in Mumbai & Milan keep it abreast with international trends.

Drawing on SKNL's proven expertise in fabric and apparel, Baruche aim to be a preferred partner for brands across the globe.

With quick shipments and customized designs, soon to offer conversion services as well, Baruche is on its way to be a reliable partner for superior cottons.

## Product Range

**B**aruche Superfine Cottons offers a wide range of shirting fabrics in Stripes, Checks, Warp & Weft Chambrays, Fil-a-Fils along with Dyeds and Optical Whites.

Yarns used are only of the highest quality spun from the best quality cotton fibres viz. Giza, Pima & Suvin. The Baruche product range includes design collections based on seasonal trends and also customized as per requirements.

Gassed cotton yarn shirting fabrics are available in double 80's/100's/120's/140's count.

Compact cotton yarn fabrics are available in single 50's/60's/70's.

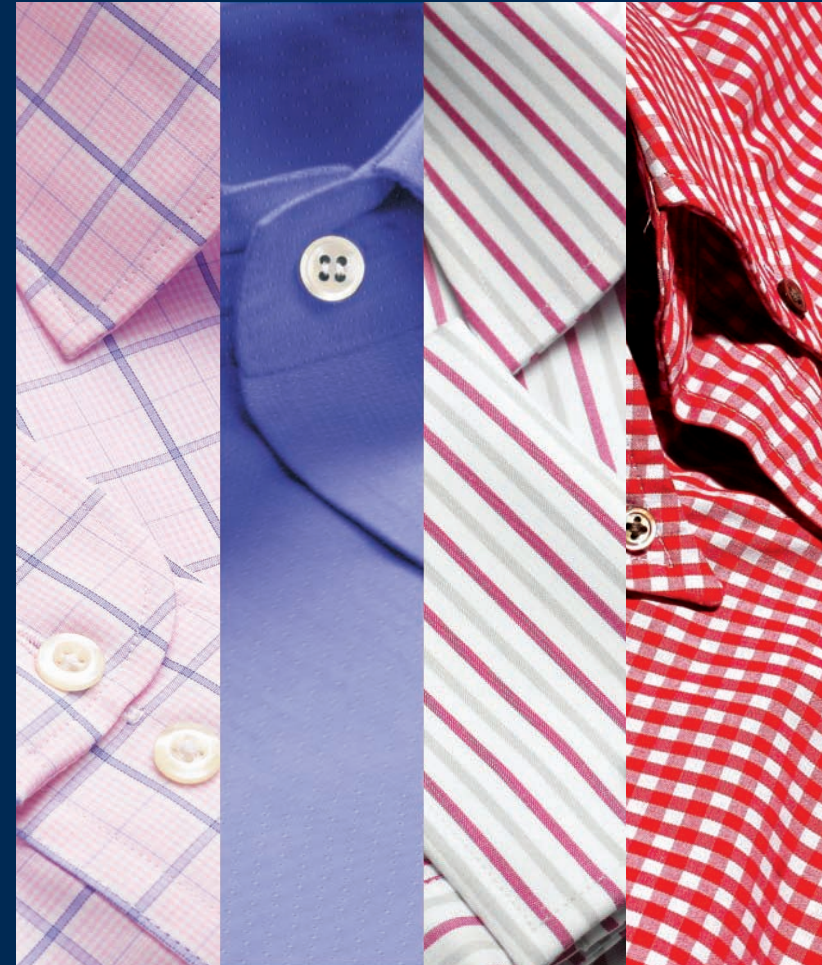
Value-added fibre blends like Linen, Modal, Lycra and others are also available.

Weaves offered are Plain, Twills, Oxfords, Matts, Piques, Dobbies, Highly Structured and Double Beam.

Baruche Superfine Cottons has the advanced technology to offer customized finishes. These include Easy-to-Iron, Wrinkle Free, Nano finishes, Anti-Microbial, Moist Cure and others.

A wide range in the NOS (Never Out Of Stock) collection is also available for quick shipments.

In future, Baruche will offer Full Package Solutions produced by a specially established in-house shirt making unit.



## Plant & Machinery

The facility has the best in class machinery from across the world.

- Yarn Dyeing from Thies, Germany.
- Winding from Schlafhorst, Germany.
- Weaving Preparatory from Benninger, Switzerland.
- Looms from Picanol, Belgium.
- Wet processing from Benninger, Switzerland & Osthoff, Germany.
- Finishing from Monforts, Germany and Andritz Kusters, Germany.

The plant also houses an ultra modern robotized colour matching and development machine that creates perfect colour matches, leading to quicker order fulfillment.

The eco-friendly plant has a Natural Gas fired turbine power plant, which is coupled with a Waste Heat Recovery Boiler. Efficient waste management in the Effluent Treatment and Reverse Osmosis plant recovers most of the water used, thereby saving this precious resource. The plant conforms to all international standards in emissions and effluent discharge.





## Quality Control

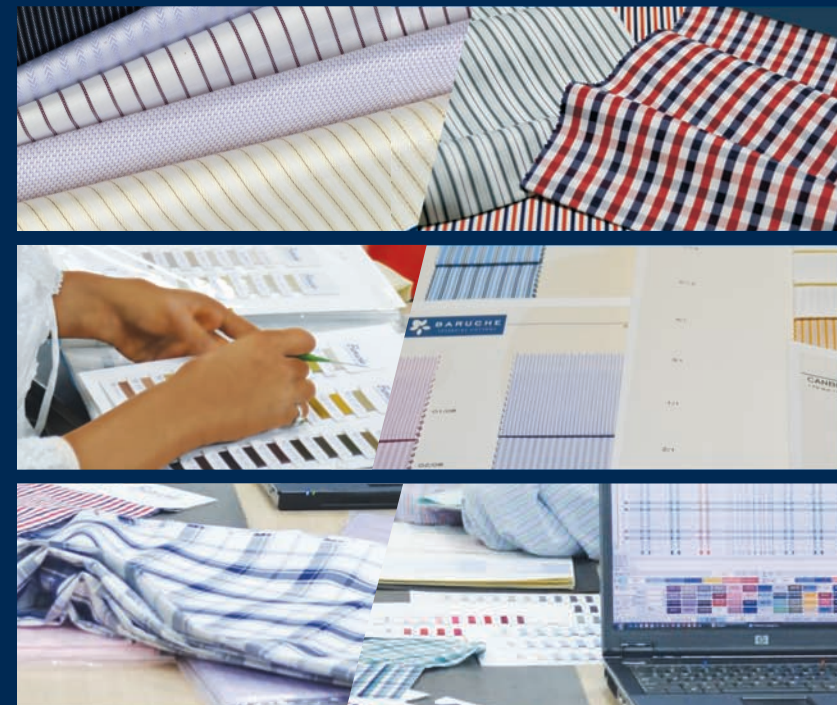
**S**trict quality control measures are followed with round the clock monitoring of quality and processes to ensure efficient production at every stage.



## The Team

**T**he management team at Baruche comprises industry veterans and international experts. The dedicated sampling team ensures quick turn around of samples and product development. The multi-locational design team is based at Milan, Mumbai and at the plant is abreast with the latest colour and design forecasts for the season.

Baruche is in the business to create the finest fabrics of its kind and it's every endeavor will be towards fulfillment of this purpose to maximize customer satisfaction.



## SKNL Advantage

**A** US\$ 1 billion+ vertically and laterally integrated textile conglomerate that is home to over 45 brands in multiple markets, consumer segments and product categories ranging from fabrics, apparel, home textiles to accessories including international brands and joint ventures, 10 state-of-the-art production units manufacturing over 5,00,000 meters of cloth a day, reaching over 35,000 outlets through more than 400 dealers in India. SKNL is among the largest corporations of its kind in India.

Leveraging the in depth understanding of the industry, SKNL has grown internationally successfully by acquisitions, joint ventures, brand licensing, design and manufacturing resources that validate SKNL's standing amidst the top fashion and apparel houses globally.

### STRATEGIES AND STRENGTHS

SKNL's credentials rest on focused market segmentation, quality manufacturing, strategic initiatives and deep & wide expansive distribution channels. This is managed by a team of industry veterans and has in turn enabled SKNL's diversification into its various markets, segments and categories.

### MANUFACTURING

SKNL's strength in manufacturing comes from its state-of-the-art manufacturing plants producing to the highest quality standards at economical costs.

In India, the facilities are located in Mysore, Karnataka; Dewas, Madhya Pradesh; Bangalore, Karnataka and Jhagadia, Gujarat.

Internationally manufacturing units are located at Milan in Italy, Hamilton in Canada, Rochester and Des Plaines in the USA and Cotswolds in U.K.

### MANAGEMENT

As a model organisation SKNL incorporates the best work ethics and corporate governance. Led ably by the Chairman Mr. Nitin Kasliwal, SKNL has a committed team that is a blend of bright young talents and experienced professionals.

### DISTRIBUTION

SKNL follows a deep & wide distribution model penetrating all addressable markets for its brands. In India, retailing is through mono-brand stores, multibrand outlets, agents, pan-india wholesalers, pan-india retailers, large format stores, institutional sales as well as export sales. Internationally, distribution teams ensure retail presence at top department stores.




www.sknl.co.in

## **BARUCHE SUPERFINE COTTONS**

A division of S. Kumars Nationwide Limited

**Office :** Inga Complex, Mahakali Road, Andheri (East), Mumbai - 400 093 (INDIA),  
Tel.: +91-22-28250797 • Fax: +91-22-28207577.

**Plant :** Plot. No. 825, Jhagadia Mega Industrial Estate, P.O: Jhagadia, Dist. Bharuch, Gujarat - 393110 (INDIA),  
Tel.: +91-2645-226010 • Fax: +91-2645-226050 • [www.baruche.com](http://www.baruche.com)