

Chapter III

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Chapter III

Company Profile

3.1 INTRODUCTION

From The Managing Director's Desk:

ARVIND UNIVERSAL TEXTILE (P) LTD, is one of the leading textile manufacturing company by setting up a state art weaving unit at Hatkanangale, District, Kolhapur, Maharashtra. It has a production facility of six lac of woven fabrics per month. It is producing grey fabrics of bottom weight and high value shirting fabrics of cotton, pv, pc etc.

The list of the machineries used in the unit are:

- Jupiter Make Fully Automatic Plc Based Direct Warping Machine.
- Jupiter Make Fully Automatic Plc Based Sizing Machine.
- Vamatex Make Plc Based Sectional Warping Machine.
- Toyota Make Air Jet Looms (Jat-710) with a speed upto 1100 rpm-24 cam (1662) Machines and 24 Dobby (2871) Machines

The company weaves fabrics in the count range 20s in the coarser side and 80s in the finer side. The range of fabric will be comprising of- Plain, Twill, Drill, Oxford, Matty, Satin, Cavalery Twill, Ribstop, Structured Fabric and Dobbies in grey. The unit takes utmost care and strict quality control measures throughout the process of manufacturing, inspection and packing on the basis and guidelines of "US Four Point System "goods will be generally delivered in roll form.

It is looking forward for having a long standing business relation with the customers throughout the world. The company is committed to satisfy the valued order of its customers by supplying the world class fabric. It assures the customers by providing best services and quality.

AUPTL is in textiles since last 51 years. The Group started with Handloom Weaving and Marketing and as of today they have got following divisions in textile.

i) Polyester/Viscose Spinning Mill of 16200 Spindles with Captive Wind Power Generation

- ii) P. O. Y. Texturised Yarn Manufacturing Unit
- iii) Yarn Doubling Unit
- iv) Yarn Sizing Units
- v) Cloth Weaving Machines with Modern Technology
- vi) Textile Processing Unit with most Ultra Modern Machinery
- vii) Circular Knitting Looms of Tarots make
- viii) Fabric and Garment marketing Division with marketing network through out India.
- ix) Wind Power Generation

The Group is pioneering in Dhoti, Suiting, Shirting fabric in cotton as well as in various blends, supplies to Non-Corporate, Ccrporate Mills, Institutional, Government Enterprises. It has all the required facilities in the house itself, which gives a competitive advantage over its competitor, and helps to give its customer just in time delivery and competitive rates. The company also has its own testing lab, which gives consistency in quality. As on today the group's turnover is above **Rs.9300 lacks**. The marketing division is being house held through 30 sales representatives and more than 1000 dealers' network throughout India. Quality products and consistency of prompt delivery are the symbol of the group success.

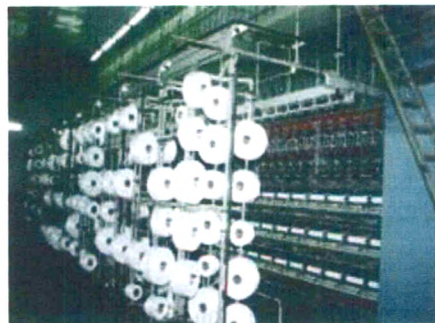
3.1 A) Spinning Mill: "Arvind's" polyester and polyester blended yarn manufacturing unit is located at Hatkanangale, Kolhapur Dist., Maharashtra having 18000 Ring Spindles running @ 18000 RPM Speed and 2580 Ring Doubling Spindles with auto coning facility producing best quality double yarn. Mainly producing 100% synthetic (man made) fiber spun yarn made from PSF and VSF in blend ratio of 65:35 - 50:50 in count range of - 20s, 30s, 40s, 45s, 60s etc. & 2/30, 2/40, 2/60 etc.

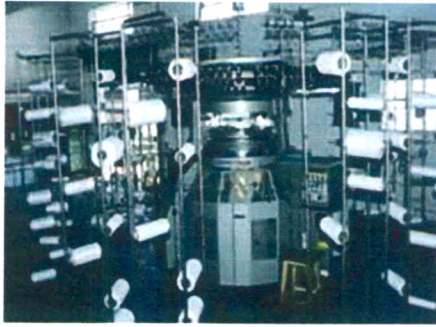
3.1 B) Machinery: The spinning mill has complete LMW (India) make set up right from Blow Room to Ring Frame includes Ultramodern machine like RSB 851 Drawing with auto-leveling and LR6 Ring Frames running @ 22000 RPM spindle speed. All Ring Frames are equipped with fully

computerized speed control system. Also having Schlafhorst make 338 type Auto coners with Uster make latest version Electronic Yarn Clearer i.e. Uster Quantum and also splicing and auto-doffing system.



3.1 C) Laboratory: Mill has well equipped lab with facility for testing of count, twist, CSP, evenness and imperfections, blend ratio, yarn appearances etc. for giving excellent quality yarn. Also there is necessary arrangement for testing of classimat, hairiness, rkm etc. from external source.





3.1 D) Yarn Quality: Mill produces Auto Coned Electronically cleared and Spliced Yarn with the quality well within 5% Uster Standards (w. r. t. U%, imperfections and count CV% etc.). Also the yarn quality is within norms w. r. t. classimat, hairiness, index, rkm value, etc.

3.1 E) Texturising Unit: "Arvind" has Himson make Simultaneous Draw Polyester Texturising Machine with 216 Spindles manufacturing 48Dn, 80Dn and 150Dn Polyester Yarn, with Well-Equipped Lab.



3.1 F) Knitting Unit: "Arvind's" Knitting unit has 4 modern machines of Lakshmi Terrot - 3 and Terrot, Germany (Semi-Jacquard) - 1 with Rib / interlock types. The machines having MPF type positive feeding. The unit is processing Cotton, PV, PC yarn and also manufacturing Garments in house. Total 10 Stitching Machineries of BROTHER.

3.1 G) Cloth Weaving: “Arvind’s” weaving unit which is located at Ichalkaranji, Maharashtra, has an annual capacity of 6.6 million meters of shirting, suiting, dress material and industrial fabrics of all types of constructions. The fabrics is manufactured from high quality cotton, cotton blends, polyester cotton, polyester and polyester blended yarn in various counts and construction up to a maximum weight of 400 gms produced on Cimmco, Lakshmi Ruti-C plain and automatic shuttle looms and also 12 state-of-the-art shuttleless looms of Picanol GTM-AS 190cm. With 4 electronic weft feeders, STAUBLI electronic dobby type 2660, ppm 400, can run all types of mix sorts,

3.1 H) Processing: The Group owns Cloth Processing House with (3) Three Stenter Capacity and modern fabric processing and finishing setup. It is well known for its special finishing.

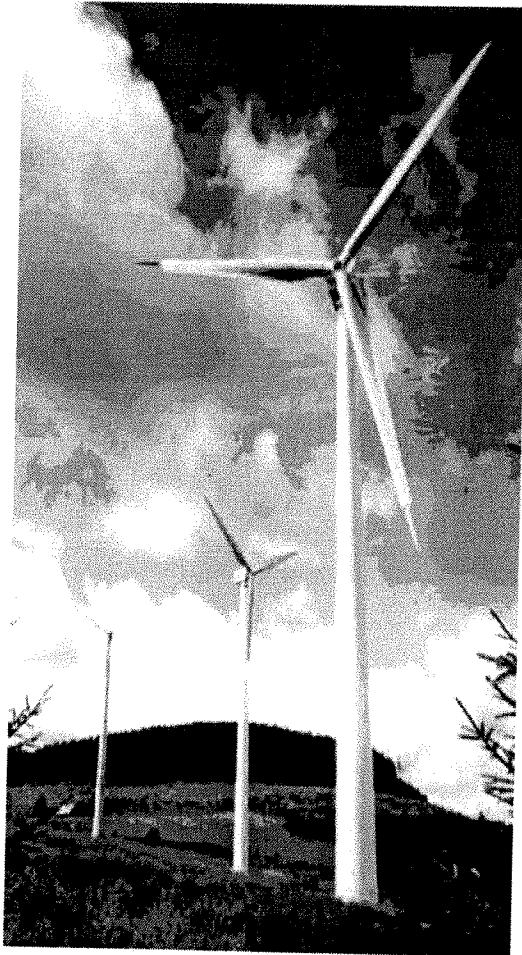
The Group also has an indigenous Jet Dyeing, Decatising and Singeing Machines. The fabric produced is of a maximum width of 64” and is available in grey, bleached, yarn dyed and piece dyed in variety of finishes including mercerized, brushed, decatized, calendered and latest 00 machines. The unit is also equipped with in-house laboratory for fabrics testing registered in ISI.

3.1 I) Garments: Recently ‘ARVIND’ has started the manufacturing of Garments under the Brand Name of “**PRIVILEGE**”, which is been marketed through out India.

3.1 J) Marketing: The Group is in fabric marketing for more than 50 years. Its products are ‘Dhoties’, Suiting, Shirting and Dress Material. Arvind is supplying fabric to many reputed corporate and non-corporate mills, institutional, government enterprises. As of today the group’s turnover from fabric marketing division is above **Rs.7000 lakhs**. The marketing division is being efficiently handled through ‘30’ sales representative and more than 1000 dealers network throughout India.

3.1 K) Wind Power Generation: “Arvind” has recently set-up Wind Power Generation Project at:

1. Vankusavade, Satara Dist- The project is having 5 Nos. of Wind Turbine Generators with 0.35 MW capacity each.
2. 2 No. of WTG of 1.25 MW capacity each. The project is set-up by Suzlon Energy Ltd. at their Wind farm site, Dhulia, Maharashtra.
3. 2 No. of 0.75 MW capacities each in the state of Tamilnadu has been by NEPC.



3.1 L) Why choose “Arvind”?

Fabric qualities from “Arvind” Yarn are as follows:

1. Better performance on the High Speed Wrappers and Weaving Machines and hence better efficiency
2. Higher “Sound” fabric realization at “Finished Folding” and hence

minimum value loss

3. Better drape and improved crease recovery

4. Better appearance

5. Less shrinkage

6. Low pilling

7. Remarkable improvement in the solidarity of shades in dark colours

8. Imparts improved aesthetics as a result of yarn geometry

9. Fabric with greater Richness, Brilliance, Grace, Softness, Longevity, Fall and Fell and

Wash ability

3.1 M) The Potential for Blended Yarn: The potential of man-made fibers such as Synthetic Blended Yarn is still to be fully exploited. Fabrics made from these yarns hold up better to natural forces such as humidity, heat and moisture. Quality control can be maintained at a higher level and consistency is assured. Both the Export and Domestic Markets are growing and with the product finding new forms of end users. "Arvind" looks forward to sustained growth.

3.1 N) Current Projects In Running: New Project in Weaving with Latest Air Jet Machines (72 looms) with dobby and cam motions and latest technology and state of art machines and Sizing, Direct Warping and Sectional Warping is in the process of installation Yarn Dyeing Unit with State of Art Machinery. (captive consumptions) Technology Upgradation in Processing of Different kind of Fabrics and expansion in Cotton Fabric finishing. (captive consumptions). Diversify into spinning of cotton yarn (7000 + 5500 spindle).

Enhancing the doubling of TFO yarn capacity.

3.2 Establishment:

ACIL, Arvind Cotsyn (India) Ltd. one of the leading grey manufacturer , Apparel Export House of India was established in 2004 by Mr. Krishna Kumar Marda. It is one of the largest vertically integrated

Weaving, Spinning and Knitwear plants in India, reputed for excellent product Development and Design capability. It has been incorporated as Arvind Universal Textile Pvt. Ltd. in 2005.

3.3 Specialty in Production:

It is a leading manufacturer and exporter of Knitted Weaving and **Grey Fabric and Knitted Garment.**

3.4 Company's Turnover:

The Company's total turnover for the year ended March 31, 2009 was **US \$ 3191489.36 from the sale of 20,717,20 pieces and 75 Lac Meter Fabric.**

3.5 Vision of the Company:

"The vision of the Company is to become a leading manufacturer and exporter of apparel by continuously excelling in quality, service, and customer satisfaction using the best technology, processes and people."

3.6 Technical Details:

IE (Import-Export) Code number of AUTPL is **3100003659**. Its **AEPC Registration Number AABCA-5540-R**

3.7 Location of the Plants:

Arvind Universal Textile Pvt. Ltd. designs manufactures and sells a wide range of bottom weight and shirting fabric, industrials fabric for top end customers in the international market. AUTPL has four factories around Kolhapur covering 500,000 square feet spread over 14 acres of prime land. It employs about 1000 people including contract labourours.

The Company's Plants are located at:

1. Fabric Dyeing and Processing Plant
(Arvind Dyeing and Bleaching Mills, Ichalkaranji, Maharastra, India)
2. Weaving Plant Arvind Universal Textile Pvt Ltd
(Hatkanagle, Kolhapur, Maharastra, India)

3. Spinning Plant- (Arvind Cotspin Hatkanagle, Kolhapur Maharashtra India Ltd.)

4. Garment Manufacturing Plant – (Arvind Garment Unit, Ichalkaranji)

All units/locations are within 25 KM from Kolhapur and are located within 10-12 km from each other

3.8 AUTPL Capacities:

Sr. No.	SECTION	CAPACITY
1.	Weaving fabric	22,000 meter per Day
2.	Knitted Dyed Fabric	5 Tons per day
3.	Mercerizing	0.5 Tons per day
4.	Garment Washing & Dyeing	7000 pcs per day
5.	Bottom weight/ shirting Garments	3200 Pcs / Day
6.	Knitted Garments	172650 pcs per month

3.9 Exporting Customers:

Sr. No.	Customers	Countries
1.	Gap Inc.	USA
2.	J.C. Penney Company	Canada
3.	Kohl's Corporation	Mexico
4.	Federated Department Store	UK
5.	Phillips- Van Heusen Corporation	Germany
6.	Hartmarx Corporation	Spain
7.	Sears, Roebuck and Corp.	Netherlands
8.	Hagger Clothing Corporation	Middle East
9.	Supreme International	Japan

3.10 Domestic Customers:

Sr. No.	Name Of The Company
1	Arvind Polycot Limited, Ahemadabad
2	Bombay Rayon Fashion Ltc., Bombay
3	Shahi Export, Delhi
4	Ankur Textile, Ahemadabad
5	Nakoda Fashion Ltd., Ahemadabad
6	J. M. Textile, Ahemadabad
7	Bhasakar Industries, Bhopal
8	Alok Indusries, Limited, Ahemadabad
9	Century Mills Ltd., Ahemadabad
10	Raymond Jambeti, Kagal, Kolhapur
11	Indo Count, Kagal, Kolhapur
12	Maganlal Daulal Kolkata
13	Rakhi Enterpri
14	Ahinma Fashion, Ahemadabad
15	Surya Laxmi Mill Hyderabad

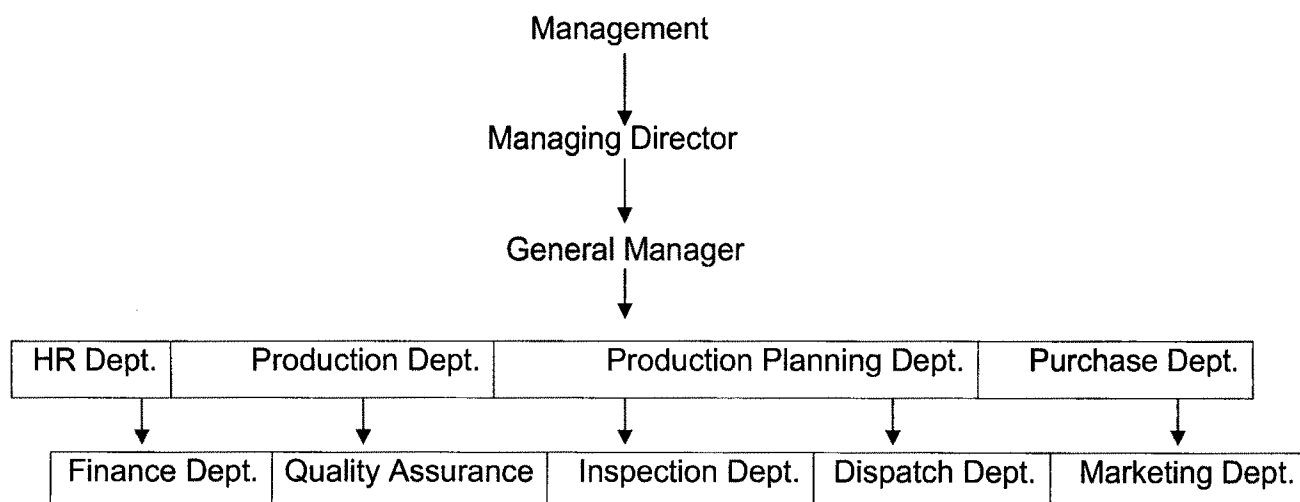
Looking at the growth of Indian Textile Industry, it has been one of the largest industries in the world after China. Its customers have spread throughout the globe. The demand of Indian Textile is increasing day by day. Indian Textile Industry exports wide range of fabric as well as garment to satisfy the needs of international customers. Indian Textile has been in great demand since ancient times. Recently it has been observed that this industry is suffering due to government policy. As the government is promoting to export cotton and yarn, the textile industry is not getting proper exposure and encouragement from the government. The export of textile is suffering due to increase of cotton prices at the local level, since most of the cotton cultivators as well as traders are inclined to export the cotton, due to this reason the prices of Indian fabric at the international market has gone up compared to Pakistan and Bangladesh.

AUPTL has around nine international customers. Certain customers are permanent while some of them are temporary. The company trades with them for temporary period of time. Even after satisfying the demands of above customers, the company has the potential to expand its trade by covering other customers in the international market. The company can export to other accessible European countries as well as Latin American countries where there are good transportation facilities.

3.11 Last Five Years' Turnover :

Year	Turnover in Crores
2005-2006	Rs. 24,000,00,00
2006-2007	Rs. 33,000,00,00
2007-2008	Rs. 36,000,00,00
2008-2009	Rs. 48,000,00,00
2009-2010	Rs. 78,000,00,00

3.12 Organizational Chart:



3.13 Board of Directors:

Sr. No.	Name of the Director	Designation
1	Krishna Kumar Marda	Managing Director
2	Gopal Marda	Director
3	Biku Marda	Director
4	Anurag Marda	Director
5	Laximikant Marda	Director

3.14 Employees:

AUTPL has sufficient number of employees. The below given chart describes number of employees in each department.

Sr. No.	Department	No. of Employees
1	Finance	12
2	Weaving	67
3	Sizing	24
4	Civil	10
5	Electrical	6
6	Security	7
7	Packing & Folding	13
8	Total	139

3.15 Conclusion:

Since its inception, the company is doing well. If we look at its turnover, the company is showing better performance year by year. It shows it has maintained its constant growth expect certain minor problems that can be overcome. Organizational chart indicates that, though the company is a small unit, it has maintained the required departments. Looking at the company's future plans, it can be understood that by setting up 24 new power looms, the company will have more capacity to handle the domestic as well as international orders. It is seen that the company

has retained its domestic as well as international customers for many years. It shows that the company has not only satisfied its customers but also maintained good relations with them since many years. If the company maintains the same growth level, it will certainly become one of the leading manufacturer and exporter of apparel in southern Maharashtra in future.
