

# Business News

## Bhilwara group unveils new range of denim fabrics

By IANS

*June 11th, 2010*

NEWS DELHI - LNJ Denim, a part of the Rs.3,600 crore Bhilwara group, Friday unveiled its new range of eco-friendly and fire-resistant denim fabric.

"This is a new range of poly spectrum in both rigid and stretch. It has two fabrics with a blend of 45 percent cotton and 55 percent polyester," said Y.C. Gupta, chief executive, LNJ Denim.

LNJ will supply the fabric to some of the best apparel brands in the world, including Diesel, GAP, Levi's, Polo, Tomy Hilfiger, Wranglers and United Colors of Benetton.

"We have invested over Rs.200 crore in production facilities and it is likely that in three years the company will double its capacity," added Gupta.

The company's fire-resistant fabrics have been used in uniforms of fire-fighting personnel in Madhya Pradesh.

<http://blog.taragana.com/business/2010/06/11/bhilwara-group-unveils-new-range-of-denim-fabrics-69657/>