



- [Home](#)
- [News Zone](#)
- [Trends/Forecasts](#)
- [Import/Export Analysis](#)
- [Fairs/Exhibitions](#)
- [Exhibitions Online](#)
- [Sourcing Zone](#)
- [Knowledge Base](#)

Latest News

**LNJ Denim launches exclusive Denim range with unique, first-in-the-world features**  
**Invests Rs 200 Cr in Latest Machinery/Equipment**

[Email to a Friend](#) [Printer Friendly Version](#)

*Catapulting India further onto the global landscape of Denim, LNJ Denim, a part of Rs 3600 cr LNJ Bhilwara Group's flagship textiles company RSWM Ltd, on Friday last unveiled its new range of denim products, many of which have attributes introduced for the first time ever anywhere in the world.*



The 65-shade poly cotton spectrum, exclusive work wear range with flame-retardant and anti-bacterial attributes, and eco range denims which are made of recycled and worn jeans are some of the unique introductions that are set to take the global brands by storm. LNJ Denim supplies Denim fashion fabrics to some of the best brands in the world across Europe and USA and they include Diesel, GAP, Levi's, Polo, Tomy Hilfiger, Wranglers, and Walmart.

With an investments of over Rs 200 cr in acquisition of latest equipment from Europe, USA and Japan, and establishment of Development Intelligence Group (DIG) for world class R & D, LNJ Denim is adding value and creative intelligence in order to come up with high-end fabric and giving new meaning to denim business, much to the delight of global brands which have their eyes firmly set on innovations all the time.

"It is our constant endeavor to create the best possible value for our customers and shareholders and this is yet another testimony to our commitments. LNJ Denim is set to create new quality benchmark through this latest range. Going ahead we shall continue to invest heavily in our R&D efforts as well as new technologies to remain top-of-the mind recall of global brands. Our present production capacity of 14 million meters per annum has an inbuilt capacity to expand upto 28 million meters," said Ravi Jhunjunwala, chairman of LNJ Bhilwara Group.

LNJ Denim is alert to address the changing needs of the market which is ever-changing. "We strive to keep pace with these changes and orient ourselves to meet the aspirations of our valued customers all over the world. The setting up of DIG was also a firm step in that direction and we are happy it's yielding results," said A K Churiwal, Managing Director, RSWM Ltd.

The domain of new products includes Poly Cotton Spectrum, Autumn-winter, Spring-summer, Core Products, Shirting and technical textiles for work wear. There are further diversifications in these categories.

In a unique development, LNJ Denim has developed 65 colours in Denim. "This is a new range of poly spectrum in both rigid and stretch. This is a very unique product where we have two fabrics with a blend of 45% cotton - 55% poly as well as 55% cotton - 45% poly. The latter is termed CVC or chief Value Cotton and falls in the premium range. To make it skin friendly, the warp is in polyester while the weft is in cotton, which makes it highly soothing to the body," elaborated YC Gupta, CEO & Business Head, LNJ Denim.

The 65 shades includes carbon blue, mix red purple, berry blue, auburn blue, slate blue, charcoal blue, onyx blue, green cast, baby blue, indigo blue, ice grey, military grey, saxon grey, gothic purple, red indigo, charcoal, night sky etc and is in keeping with the global demands in women wear and children wear.

**45th Indian International Garment Fair**  
July 12-14, 2010  
Spring/Summer 2011 Collections  
VENUE:  
Expo Mart  
Greater Noida (India)

**CBI FASHION FORECAST SEEDING/SUMMER 2010**  
[Click here to download](#)

**DEPB/Drawback Rates**

**The leader in China Across 18 industries**

**manufacturing machinery, parts &**

**materials from China, HK & Taiwan**

**ooRingier industry sourcing .com**  
[Welcome](#)  
[www.industrysourcing.com](#)  
Ads by Google

**31st INDIA KNIT FAIR**  
6-8 TH OCTOBER 2010  
VENUE: IFC COMPLEX  
TRIPUR, INDIA

**source one**  
Connect  
\$5000m apparel sector

**Active world**  
FUSO WOMENWEAR  
WINTER 2010  
COLORS ATTRACT

**Engineering Jobs**

100s of Jobs Listed

Submit CV to Apply & Find Jobs

[Click Here](#)

monster.com

MonsterIndia.com

Ads by Google



To address the specific needs of industrial buyers, LNJ Denim is offering 1000 meters per colour in poly Denim, unlike the norm of 15,000 meters. Thus a buyer can buy 10 shades in 10,000 meters offering him huge value for money.

Elaborating on other products, Gupta said "work wear includes fabrics which are fire-retardant, self-extinguishing and odor free. Also there are fabrics which are hydrophilic, i.e. absorb sweats and water easily, and hydrophobic, which repel water, dust and oil." The CEO further added that the fire-retardant products are highly in demand and already being used by fire-fighters in Madhya Pradesh.

LNJ Denim has taken another lead in introducing eco-friendly products. These are the fabrics which are produced by recycling waste products that also include the jeans which we discard. Organic cotton too is used. "This is in keeping with our commitment to continuously improve environment management," added Gupta.

This and other innovative initiatives have earned LNJ Denim some of the best global certifications GOTS (Global Organic Textiles Standard) and GRS (Global Recycle Standards) issued by Control Union Certifications, REACH, OEKO TEX and so on.

Being one of the largest producers of denim in India, LNJ Denim exports to all top brands in the world and in domestic market as well.

Copyright © Textile Treasure | Terms of Use | My Resources | Textile & Apparel Resources



Published By:



**Address:** 2/44, Old Rajinder Nagar, New delhi - 110 060 India  
**Tel:** 91-11-45032885, 91-9810110995, 91-9911410995  
**Fax:** 91-11-45032885 **Email:** info@textiletreasure.com