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KNIT INDIA

நிட் இந்தியா திருப்பூர்

TAMIL ENGLISH MONTHLY MAGAZINE

TIRUPPUR

KNIT INDIA MAGAZINE

3

YEARS OF EXCELLENCE

ENTERING THE 4th YEAR



INDIA'S FTA STRATEGY AND
THE RISE OF A SUSTAINABLE
SOURCING POWERHOUSE

A MESSAGE TO THE INDUSTRY
AS KNIT INDIA MAGAZINE
ENTERS ITS FOURTH YEAR

THE EXPANDING FOOTPRINT OF KNIT TECH TRADE FAIR

M.A. RAYAPPAN

CHAIRMAN, KNIT TECH 2026



Jeyavishnu Powers Ahead - 25% Less Energy in ZLD

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K.S Vishnu Prabhu,
Joint MD at Jeyavishnu Clothing Pvt. Ltd



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KNIT INDIA



A PROUD MILESTONE IN OUR CONTINUING JOURNEY

With the March 2026 issue, Knit India Magazine proudly steps into its Fourth Year, a meaningful milestone in a journey that began in March 2023 with a clear vision: to create a credible, industry-focused platform for the knitwear and textile sector.

Over the past three years, the magazine has grown alongside the industry it represents, reflecting its resilience, innovation and global aspirations. This achievement has been made possible only through the unwavering support of industry leaders, technical experts, contributors, journalists, subscribers and our valued advertisers. Your trust, insights and continued partnership have strengthened our voice and expanded our reach across the global knitting and textile community.

As we enter this new chapter, we renew our commitment to quality journalism, credibility, and international standards. We remain dedicated to showcasing the achievements of the industry, addressing its challenges, and fostering meaningful dialogue that drives progress.

We extend our heartfelt gratitude to everyone who has been part of this journey. Your encouragement continues to inspire us to raise the bar with every issue.

A. Periasamy
Editor in Chief

N. Kumaran
Editor & Publisher

Dr. Jane Sheeba
Executive Editor



**Apparel Export
Promotion Council**

(Sponsored by Govt. of India, Ministry of Textiles)

MESSAGE

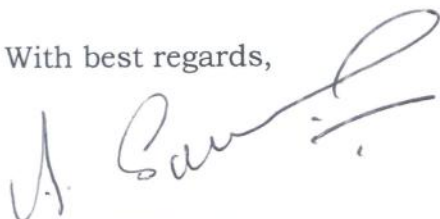
It gives me great pleasure to extend my heartfelt congratulations to **Knit India Magazine** on the successful completion of three remarkable years of publication and its proud entry into the fourth year of service to the knitting and textile industry.

Over the past years, the magazine has emerged as a valuable knowledge platform, connecting industry professionals, promoting innovation, and highlighting the growth and achievements of the textile sector. Such dedicated efforts play an important role in strengthening industry collaboration and encouraging progressive thinking among stakeholders.

I sincerely appreciate the dedication and commitment of the editorial team in consistently delivering meaningful insights and high-quality content to its readers. I am confident that **Knit India Magazine** will continue to grow as a trusted and influential voice of the industry, contributing significantly to its progress and future development. As the magazine enters a new chapter, I believe it will further expand its reach, embrace innovation, and strengthen its role in enhancing the growth and global recognition of India's knitting and textile sector. May the publication continue to inform, inspire, and unite the industry, serving as a guiding platform for knowledge, collaboration, and excellence in the years to come.

I wish the entire team continued success and many more milestones in the years ahead.

With best regards,



(Dr.A.Sakthivel)



K. M. SUBRAMANIAN

President, Tiruppur Exporters' Association (TEA)

MESSAGE

As Knit India steps into its Fourth Year, I am delighted to convey my warm greetings and congratulations to the editorial and publishing team on this significant milestone.

In a short span, the magazine has established itself as a meaningful voice for Tiruppur's textile and knitwear industry, consistently documenting its progress and achievements. The quality of printing and the overall visual presentation reflect standards on par with reputed national publications.

I am confident that the magazine will further strengthen its presence, expand its readership, and continue to project Tiruppur's manufacturing excellence to a wider national and international audience.

I wish the team sustained growth and many more accomplishments in the years to come.



M.P. MUTHURATHINAM

President, Tiruppur Exporters and Manufacturers Association (TEAMA)

MESSAGE

As Knit India celebrates the proud milestone of entering its Fourth Year of publication, I am delighted to extend my warm greetings and sincere congratulations to the entire editorial and publishing team on this commendable achievement.

In a short span of time, the magazine has established itself as a respected and influential voice of Tiruppur's vibrant textile and knitwear industry. Through consistent, insightful coverage, it has effectively documented the sector's progress, resilience, and accomplishments. The high standards maintained in print quality and visual presentation reflect a level of excellence comparable with leading national publications.

I am confident that Knit India will continue to widen its reach, strengthen its industry connect, and showcase Tiruppur's manufacturing prowess to an even broader national and global audience.

My best wishes to the team for sustained growth, continued excellence, and many more milestones in the years to come.





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Tiruppur Tex V. Subramanian

MESSAGE

As Knit India steps into its Fourth Year of publication, it marks a proud moment that reflects vision, perseverance, and unwavering commitment. On this significant occasion, we extend our warm greetings and heartfelt congratulations to the entire editorial and publishing team for reaching this admirable milestone.

In a comparatively short period, the magazine has evolved into a trusted and influential voice for Tiruppur's vibrant textile and knitwear industry. Through consistent, insightful, and well-curated content, it has effectively chronicled the sector's progress, resilience, and achievements. The high standards upheld in print, audio, and visual presentation demonstrate a professionalism on par with reputed national publications.

We confident that Knit India will continue to expand its footprint, deepen its engagement with industry stakeholders, and showcase Tiruppur's manufacturing excellence to a broader national and global audience.

Our sincere best wishes to the team for sustained growth, continued excellence, and many more noteworthy milestones in the years ahead.

Siemens R. Rajamani
Secretary



Ahill S. Rathinasamy
President



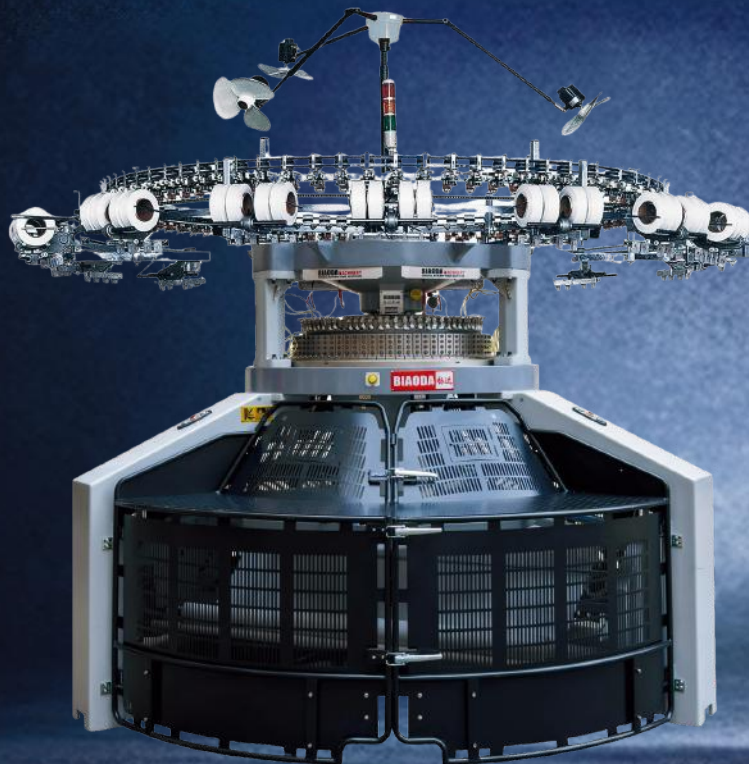
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Energy Efficient Motor System

Energy Efficient Motor System

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FEEDING SYSTEM : Positive / Electronic Feeder

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Sustainability, Technology & India's Global Knitwear Opportunity

A MESSAGE TO THE INDUSTRY AS KNIT INDIA MAGAZINE ENTERS ITS FOURTH YEAR

Three years ago, Knit India Magazine was born from a single, resolute conviction that India's knitwear industry, one of the most vibrant and dynamic sectors of our national economy, deserved a voice that was authoritative, forward-looking, and unapologetically proud of its roots. Today, as we step into our fourth year, we do so with a sense of deep gratitude and even deeper responsibility.

As we mark this milestone, we extend our heartfelt gratitude to the distinguished industry leaders whose warm wishes and unwavering support have been a constant source of inspiration. We are deeply honoured by the appreciation of Padma Shri Dr. A. Sakthivel, Chairman, AEPC, a visionary whose extraordinary journey from Tirupur's factory floors to the national stage continues to inspire every stakeholder in Indian knitwear. We are equally grateful to Shri K. M. Subramanian, President, TEA; Shri Ahill S. Rathinasamy, President, KNITcMA; Shri A. C. Easwaran, President, SIHMA; and Shri M. P. Muthurathinam, President, TEAMA for their generous well wishes and for the tireless work they each do in strengthening this great industry. Their collective encouragement is not just a compliment to this magazine, it is an affirmation that the industry's voice is being heard, valued, and carried forward.

"India's apparel sector is cautiously optimistic — with the right policy support, skilled workforce, and integrated value chain, we are positioned to accelerate export growth and expand our global market share." — Dr. A. Sakthivel, Chairman, AEPC

India at the Crossroads of a Global Opportunity

We write this editorial at a moment of extraordinary strategic importance. The world is reconfiguring its textile and apparel supply chains at a pace not seen since the end of the Multi-Fibre Arrangement. The China+1 sourcing strategy, once a boardroom aspiration for global buyers, has now become operational reality. Disruptions in Bangladesh, geopolitical tensions, and an accelerating demand for supply chain transparency have collectively cast a bright spotlight on India and on Tirupur in particular as the world's most credible alternative sourcing destination.

India's Ready-Made Garment (RMG) exports during April–January 2025–26 reached USD 13,129.1 million, reflecting a cumulative growth of 13.3% compared to 2023–24. Despite short-term headwinds from US tariff pressures and global demand volatility, the sector has demonstrated remarkable resilience. As Dr. Sakthivel noted recently, 'Indian apparel exporters have managed to hold ground through product diversification, improved compliance, and a stronger focus on value-added segments.' This is not merely endurance, it is evolution.

The Sustainability Imperative: From Compliance to Competitive Advantage

If there is one theme that defines this decade for the global textiles and apparel industry, it is sustainability. It is no longer a premium option or a CSR exercise, it is a baseline buyer requirement. The European Union's Extended Producer Responsibility directives, mandatory due diligence laws, and the growing power of conscious consumers have turned sustainability from a 'nice-to-have' into a survival imperative.

Tirupur's knitwear exporters have understood this early. The city's investments in zero-liquid-discharge facilities,

water recycling through the NTADCL project, and adoption of GOTS-certified organic cotton have made it a global benchmark for responsible manufacturing. Knitwear exports from Tirupur rose by 20% recently, with green practices identified as a significant pull factor for international buyers. ESG compliance is now Tirupur's competitive moat — and Knit India Magazine is committed to amplifying these stories, celebrating these achievements, and guiding the industry toward even higher standards.

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Tirupur's knitwear exports rose by 20%, with green practices cited as a key driver — proving that sustainability is now a business advantage, not just a moral obligation.

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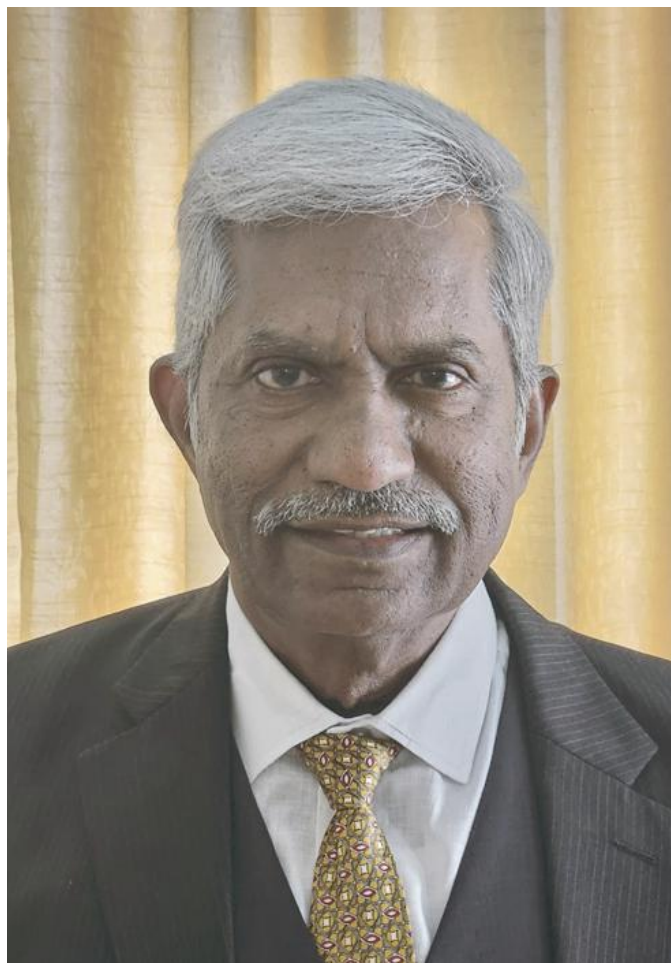
Technology: The Thread That Binds the Future

The Indian knitwear sector is in the midst of a technological transformation. Seamless knitting technology, digital printing, AI-powered design platforms, and automated cutting and sewing solutions are redefining what is possible on the factory floor. The advent of smart textiles — fabrics embedded with sensors, temperature regulation, and moisture management — is opening entirely new categories in sportswear, healthcare, and defence applications.

India's technical textiles sector, valued at USD 29 billion and growing rapidly, presents a transformative opportunity for knitwear manufacturers who are willing to invest in capability upgradation. The Government of India's PM MITRA parks, PLI Scheme for textiles, and SAMARTH skill development programme are providing the ecosystem infrastructure needed to accelerate this transition. The signing of landmark Free Trade Agreements including with the EU and the UK will provide the market access needed to make these investments worthwhile.

A Vision for the Fourth Year

As Knit India Magazine enters its fourth year, we carry with us the conversations we have had with hundreds of exporters, designers, policymakers, and workers. We have listened to the concerns of MSMEs struggling with credit access, the ambitions of young designers reimagining Indian knitwear for global runways, the quiet pride of a master knitter in Tirupur who has spent four decades perfecting his craft.



Our editorial agenda for this year is built on three pillars: championing sustainability as India's knitwear identity, advocating for technology adoption and skill development, and ensuring that the voice of the MSME- the backbone of our industry - is heard loudly in the corridors of policy. We will continue to be a platform where industry leaders, government officials, and thought leaders speak directly to the community that matters most: the men and women of Indian knitwear.

The \$350 billion vision for Indian textiles by 2030 is not a distant dream, it is a destination we are actively travelling toward. Knitwear will be a critical vehicle on that journey. And Knit India Magazine will be there for every stitch of the way.

Periasamy.S
Editor in Chief

**Celebrating Three Remarkable Years |
Entering a Bold Fourth**

FROM 60 STALLS TO A GLOBAL TECHNOLOGY HUB:

THE EXPANDING FOOTPRINT OF KNIT TECH TRADE FAIR

M.A. RAYAPPAN CHAIRMAN KNIT TECH 2026



Knit Tech 2026 is set to take place from March 6 to 9 at the Hi-Tech Tiruppur Exhibition Centre, located on the Thirumuruganpoondi Ring Road, Tiruppur. Over the past three decades, the trade fair has evolved in scale, depth, and international participation, becoming a comprehensive sourcing platform for the knitting and textile machinery sector.

In this detailed interaction, Mr M.A. Rayappan, Chairman of Knit Tech 2026, outlines how the exhibition has grown from a modest beginning into a large-scale industry event that now serves manufacturers across India and abroad.

From a Modest Beginning to a Structured Trade Platform

Knit Tech was first organised in 1993 with only 60 stalls. At that time, Tiruppur's knitwear industry was at an earlier stage of industrial development. Over the years, as Tiruppur's production volumes and export strength expanded significantly, the exhibition also scaled up to meet the sector's increasing technological requirements.

Today, Knit Tech has developed into one of India's most comprehensive knitting industry trade fairs. It covers the entire value chain, from needles, accessories, and sewing components to knitting machines, dyeing systems, compacting units, digital printing technologies, finishing systems, and packing machinery.

The 2026 edition reflects this growth trajectory, offering both scale and depth in machinery display.

Expanded Infrastructure in 2026

This year's exhibition will be conducted across nearly 2 lakh square feet of fully air-conditioned exhibition space. Approximately 200 to 230 stalls are being accommodated within the venue.

The layout has been structured to ensure better accessibility, systematic categorisation of machinery segments, and improved visitor movement. The objective is to create a focused business environment where manufacturers can interact directly with suppliers, evaluate machinery performance, and compare technologies within a single venue.

The infrastructure has been upgraded to handle high visitor turnout while ensuring operational efficiency across the four-day event.

Strong International Representation

A defining feature of Knit Tech 2026 is its international participation. Nearly 60% of the machinery displayed at the exhibition originates from overseas manufacturers, either through direct participation or through authorised Indian agents.

Machinery from Japan, Germany, Singapore, China, Taiwan, Austria, France, Italy, and the United States, representing no fewer than 15 countries, will be exhibited. These machines reflect ongoing advancements in precision engineering, energy efficiency, automation, and digital integration.

Importantly, the exhibition focuses on live demonstrations. Machines will not be static displays; they will be shown in operational condition. Visitors will be able to observe stitch quality, speed, output consistency, automation features, and technical controls in real time. This practical demonstration format enables manufacturers to make informed investment decisions.

The machines on display are suitable for cotton fabrics as well as polyester and blended materials, reflecting the diversification of product categories within the knitwear sector.

Comprehensive Machinery Segments

Around 15 knitting machine companies are participating in this year's edition. The knitting segment will feature circular knitting machines and associated technologies designed to improve speed, fabric quality, and efficiency.

In addition, dyeing, compacting, and lay-cutting machinery will be exhibited by both international brands and Indian manufacturers operating under the "Make in India" initiative.



The sewing machinery segment will include established global brands such as Siruba, Union Special, Kansai Special, Brother, Emoto, and JACK. These companies will display advanced single-needle, overlock, flatlock, and pattern sewing systems suitable for high-volume production environments.

Accessory manufacturers, including Groz-Beckert, Organ Needles, and Samsung Needle,s will showcase precision components essential for consistent machine performance.

Focus on Digital Printing Technologies

Digital textile printing continues to gain industry attention, and this segment will have strong representation at Knit Tech 2026. Between 7 and 10 digital printing companies are participating.

Among them are Indian manufacturers whose machines now compete with international brands in terms of speed, precision, and output quality. One Indian-made digital printing system being exhibited is capable of printing, inspecting, and delivering up to 550 pieces per hour, demonstrating the technological progress achieved domestically.

Digital printing technologies displayed at the exhibition are designed to support short production cycles, customised designs, reduced wastage, and faster turnaround times, factors that are increasingly critical in global apparel markets.

Automation and Operational Efficiency

Automation is a central theme across nearly all categories at Knit Tech 2026. Pneumatic systems, automated fabric handling, sensor-based monitoring, and integrated control panels are among the features highlighted by participating companies.

Increased automation supports:

- Reduced dependency on manual labour
- Higher production capacity
- Improved consistency and finishing quality
- Reduced machine downtime
- Enhanced operational efficiency

For export-oriented units facing labour shortages and rising compliance standards, such technological advancements provide measurable productivity gains.

MSME Subsidy Scheme Approval

A major development for the 2026 edition is its recognition under the MSME Subsidy Fund Scheme. Knit Tech has received Central Government approval, enabling eligible participants to claim up to 80% reimbursement on stall rental charges.

This policy support makes the exhibition more accessible to small and medium enterprises, startups, women entrepreneurs, and accessory manufacturers such as button, lace, zipper, and sewing thread producers.

By lowering participation costs, the scheme encourages broader industry representation and supports the inclusion of emerging enterprises within the mainstream machinery ecosystem.

Visitor Management and Facilities

To streamline the visitor experience, pre-registration facilities have been introduced. Registered visitors will be able to enter digitally without waiting in long queues for on-site passes.



The venue offers fully air-conditioned halls designed for comfortable viewing of machinery demonstrations. Organised food courts with hygienic facilities are available within the exhibition complex.

Visitor registrations have already commenced. Attendance is expected from key textile clusters, including Tiruppur, Erode, Karur, across Tamil Nadu, as well as from Kerala, Karnataka, Kolkata, Ludhiana, Surat, Delhi, and other major manufacturing centres. International visitors are also anticipated.

A Dedicated Technology Sourcing Platform

Knit Tech 2026 continues to function as a focused trade platform dedicated to technology sourcing and industrial upgrading. By bringing global manufacturers and domestic producers together in one venue, the exhibition facilitates direct comparison of machinery, negotiation of supply terms, and evaluation of technological suitability.

For manufacturers planning capacity expansion, automation upgrades, or diversification into new product categories, the exhibition provides a structured environment to assess available solutions.

With expanded scale, international participation, strong digital printing representation, automation-driven machinery, and MSME support mechanisms, Knit Tech 2026 positions itself as a comprehensive technology marketplace for the knitting and textile industry.

The four-day trade fair aims to serve as a central meeting point for machinery suppliers, industrial buyers, and technology decision-makers seeking to strengthen production efficiency and global competitiveness.

N. KUMARAN

Cutting Room

Automation

iMPACT

Powered by: **ALSER**
TEKNOLOGI



Automatic
Fabric Spreading Machine

IECHO
BY YOUR SIDE



GF SERIES

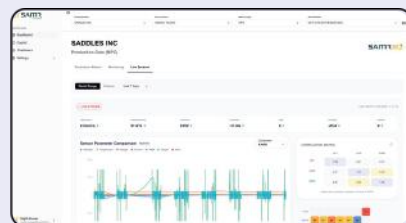
High Speed
Digital Cutting System

WePrint



Post Print Labelling System

SAMR360



Human-Ai
Operational Synergy

HYBRID DIGITAL PRINTING:

TIRUPUR'S SILENT PRODUCTION REVOLUTION

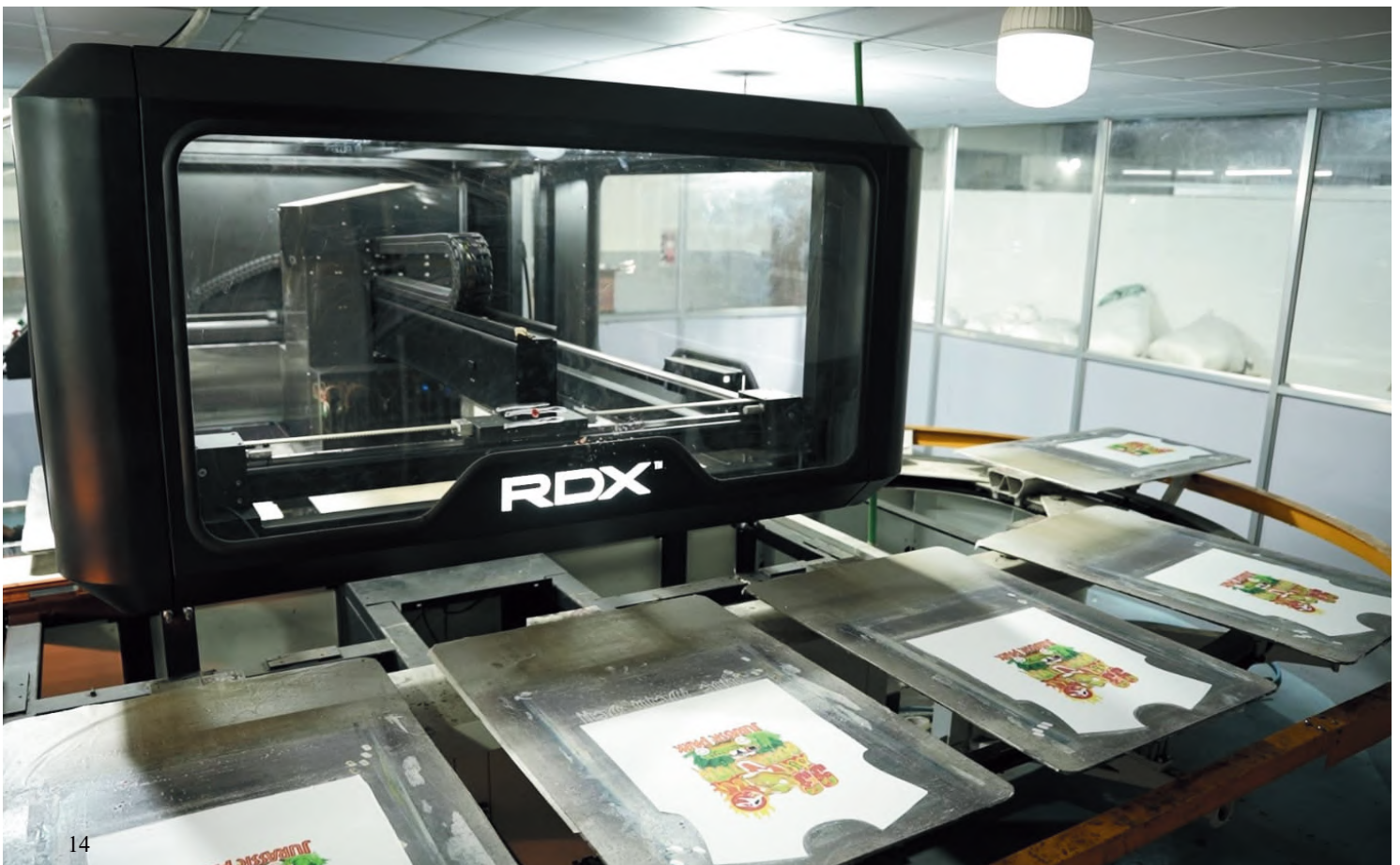
DEEPAK SIDDHARTH

Founder – RDX Digital Technologies

Tirupur has always evolved with quiet confidence. Known globally as a major knitwear export hub, the city's strength has never been in dramatic transformation, but in its ability to adapt steadily and intelligently to changing market demands. Over the past few years, another such evolution has been unfolding across its printing floors, the growing adoption of hybrid digital printing systems.

This shift has not been driven by hype or technology trends. It has emerged from operational necessity. On factory floors where production speed, cost control, and export timelines define success, hybrid printing has found relevance because it solves practical problems.

In Tirupur's context, hybrid printing does not imply replacing screen printing. Instead, it integrates digital capabilities into an already strong screen-printing ecosystem. White underbases and discharge prints continue to be executed through screen, preserving the opacity, vibrancy, and speed that screen printing delivers at scale. Digital technology is introduced where it adds measurable value particularly in handling complex, multi-colour artworks that would otherwise demand multiple screens and high-precision manual registration. Special effects such as puff, high-density, foil, or shimmer remain within the domain of screen printing, ensuring that tactile finishes and decorative textures are not compromised.



This balanced approach reflects Tirupur's production philosophy. Rather than discarding established strengths, the industry builds upon them. Hybrid systems are integrated into existing automatic carousels, allowing factories to refine their workflows without disrupting familiar processes. The result is not a technological overhaul, but a structural enhancement.

Labour dynamics have played a significant role in accelerating this transition. Like many industrial clusters across India, Tirupur has experienced rising labour costs and increasing difficulty in retaining highly skilled screen registration experts. Complex multicolour designs traditionally demand precision alignment and experienced oversight, placing considerable pressure on skilled screen masters. By shifting intricate colour separations to digital while retaining foundational layers in screen, factories have reduced dependency on high-precision manual adjustments. Production becomes more predictable, screen counts are reduced, and setup times shorten. In an environment where skilled manpower is both valuable and limited, such stability has become essential.

Operational improvements are visible in day-to-day production metrics. Factories report smoother job transitions, reduced screen room workload, and improved repeatability across batches. Mid-sized orders and design-heavy artworks once challenging due to screen preparation demands can now be handled with greater flexibility. The integration of file-based digital processes allows faster artwork switching and more controlled output consistency.

Sampling and development cycles have also benefited. Unlike markets that rely heavily on standalone DTG systems for sampling, Tirupur traditionally integrates development within production infrastructure. Hybrid systems enhance this strength. Artwork adjustments can now be implemented digitally without remaking screens, enabling quicker buyer approvals and smoother transitions from strike-offs to bulk production. In export markets where designs evolve rapidly and timelines are tight, this responsiveness strengthens competitiveness.

At a broader level, hybrid printing is helping exporters protect margins in a volatile market landscape. Order volumes fluctuate, design complexity continues to rise, and delivery expectations are increasingly compressed. Maintaining speed without inflating workforce dependency has become a strategic priority. By combining the efficiency of screen printing with the precision of digital technology, hybrid systems offer a balanced solution that sustains both quality and cost control.



What makes this transition noteworthy is not just the technology itself, but the manner in which Tirupur has embraced it. The city already possessed strong automatic screen infrastructure, disciplined production systems, and export-focused operational culture. Hybrid digital printing fits naturally within this framework. It does not attempt to redefine Tirupur's identity. Instead, it sharpens its existing capabilities.

The adoption has been steady rather than sensational. There has been no abrupt disruption of established practices. Instead, there has been a calculated refinement of processes to align with modern production realities. This reflects Tirupur's core strength adopting the right technology at the right time, guided by practicality rather than trend.

Hybrid printing in Tirupur is not a passing phase. It represents a thoughtful evolution shaped by operational realities, workforce dynamics, and export commitments. The industry has not moved away from its screen-printing heritage. It has extended it with digital precision.

The transformation may be quiet, but its impact is visible. Tirupur has not changed who it is. It has strengthened how it performs.



INDIA'S FTA STRATEGY AND THE RISE OF A SUSTAINABLE SOURCING POWERHOUSE

Over the past 18–24 months, India has undertaken one of the most decisive trade recalibrations in its modern economic history. Through a series of high-impact Free Trade Agreements (FTAs), the country has repositioned itself at the heart of global value chains, particularly in textiles and apparel.

For the fashion and textile industry, this is not merely about tariff reductions. It is about market access, supply chain resilience, sustainability alignment, and long-term competitiveness. At a time when global sourcing is undergoing structural shifts, driven by geopolitical realignments, ESG compliance demands, and diversification strategies, India's FTA push marks a strategic trade reset.

A New Generation of Trade Agreements

India's recent agreements reflect a clear strategic pivot: moving beyond protectionism toward calibrated global integration.

India–European Union FTA (Signed January 2026)

The agreement with the European Union represents a landmark milestone. By eliminating tariffs on most Indian exports, including textiles and apparel, the deal unlocks access to one of the world's largest and most premium consumer markets. The EU has long been a critical destination for Indian garments, home textiles, and fabrics. With tariff barriers significantly reduced, Indian exporters now gain an enhanced pricing advantage while deepening relationships with sustainability-conscious European brands.

India–United Kingdom CETA (Signed July 2025)

The Comprehensive Economic and Trade Agreement with the UK offers zero-duty access for key sectors, including textiles and footwear. For Indian exporters, this is particularly significant given the UK's role as a global fashion hub. With London influencing global trends and retail dynamics, improved access positions India as a preferred sourcing destination for British brands seeking reliability, compliance, and cost competitiveness.

Dr. Jane Sheeba



India–Oman CEPA (Signed December 2025)

The Comprehensive Economic Partnership Agreement with Oman provides near duty-free entry into a strategically important Gulf market. The Gulf region has demonstrated growing demand for ready-made garments, fabrics, and fashion-forward collections. India's geographic proximity, combined with reduced tariffs, enhances delivery speed and competitiveness, a key advantage in fast-moving fashion cycles.

India–New Zealand FTA (Concluded December 2025)

Though smaller in population, New Zealand represents a gateway into Oceania. Duty-free access across most categories opens new avenues for value-added textiles, performance fabrics, and sustainable apparel. The agreement supports diversification into stable, high-income consumer markets.

India–EFTA Trade & Economic Partnership (In Force October 2025)

The agreement with the European Free Trade Association, comprising Switzerland, Norway, Iceland, and Liechtenstein, enhances access to high-value European markets. These economies are among the most quality-conscious and sustainability-driven in the world. For Indian exporters of premium fabrics, home textiles, and technical textiles, the partnership signals opportunity beyond volume; it signals value.

The Momentum Continues

India's trade reset is not slowing.

An interim framework under the India–United States Trade Framework (2026) sets the stage for preferential access to the world's largest consumer market. Even incremental tariff rationalisation in the US market could significantly strengthen India's competitive standing against other sourcing hubs.

Meanwhile, negotiations under the India–GCC FTA (Terms of Reference signed February 2026) are progressing actively. The Gulf Cooperation Council represents a dynamic, high-spending region with an increasing appetite for fashion, luxury, and lifestyle products. Proximity, cultural ties, and strong logistics connectivity position India advantageously in these discussions.

What This Means for Textile and Apparel Exporters

For Indian exporters, the implications are multidimensional.

1. Cost Competitiveness

Tariff elimination or reduction directly translates into improved price positioning. In a highly price-sensitive global apparel market, even a 5–10% differential can determine sourcing decisions. Zero-duty access in markets such as the EU and UK narrows the gap with competing nations and, in some cases, provides a distinct advantage.

For MSMEs operating on thinner margins, this can be transformative. Lower duties create room to **reinvest in technology, design innovation, compliance, and sustainability upgrades.**

2. Market Diversification

Historically, Indian apparel exports have been concentrated in select geographies. The new FTA landscape reduces overdependence on any single region and spreads risk across Europe, the UK, the Gulf, Oceania, and North America.

Diversification enhances resilience. If demand softens in one region, exporters can pivot to others. For both large vertically integrated manufacturers and small exporters, this broadening of market access strengthens long-term stability.



3. Supply Chain Integration

Modern trade agreements go beyond tariffs. They facilitate smoother customs procedures, clearer rules of origin, improved investment flows, and enhanced regulatory cooperation.

This encourages global brands to deepen supplier relationships within India. As brands seek to consolidate sourcing partners for reliability and compliance, India's FTA-backed access increases its attractiveness as a strategic, long-term sourcing base.

In turn, foreign direct investment and joint ventures are likely to accelerate — particularly in man-made fibres (MMF), technical textiles, and high-value processing segments.

The Sustainability Advantage: India's Structural Edge

Perhaps the most compelling dimension of India's FTA push is its alignment with sustainability imperatives.

Global fashion houses are under mounting pressure to decarbonise supply chains, ensure traceability, and meet stringent ESG standards. India's textile ecosystem offers several built-in advantages.

A Strong Raw Material Base

India is one of the world's largest producers of organic cotton. Alongside this, the country is expanding capacity in recycled fibres, regenerated cellulosic fibres, and innovative man-made fibres. This diversified fibre base supports brands seeking lower-impact material portfolios.

Renewable Energy Adoption

Textile clusters across India are rapidly adopting solar, wind, and hybrid energy solutions. Several manufacturing hubs are transitioning toward renewable power sourcing, reducing Scope 2 emissions. For brands calculating carbon footprints, sourcing from renewable-powered facilities offers measurable environmental gains.

Water Stewardship and Low-Impact Processing

Dyeing and processing units are increasingly investing in zero-liquid discharge systems, water recycling infrastructure, and low-impact chemical management. Compliance with international environmental certifications is becoming mainstream rather than exceptional.

Traceable and Transparent Supply Chains

Digital traceability tools, blockchain-enabled systems, and integrated ERP platforms are strengthening visibility across supply chains. Vertically integrated manufacturing, from fibre to finished garment, reduces fragmentation and enhances traceability.

Reduced Logistics Emissions

India's vertically integrated ecosystem reduces the need for cross-border movement of intermediate inputs. Compared to fragmented supply chains spanning multiple countries, India's consolidated model can significantly lower logistics-related carbon emissions.

A Reliable Destination for Global Brands

For international fashion houses, the convergence of tariff advantages and sustainability strengths is powerful.

India offers:

- Competitive pricing due to FTA-enabled duty reductions.
- Ethical sourcing backed by compliance frameworks.
- Strong raw material availability.
- Skilled craftsmanship across segments from basics to high-fashion embellishment.
- Lower carbon intensity through renewable integration and vertical consolidation.

In an era defined by supply chain disruption, from pandemics to geopolitical conflicts, reliability has become as important as cost. India's policy-backed trade expansion strengthens its image as a stable, democratic, and rule-based sourcing partner.

The Road Ahead

While FTAs open doors, their full potential depends on domestic readiness. Infrastructure upgrades, logistics efficiency, skill development, and continued ease-of-doing-business reforms will determine how effectively Indian exporters leverage new access.

MSMEs, which form the backbone of the textile and apparel ecosystem, will require continued support in areas such as export finance, compliance adaptation, and digital capability building.

However, the direction is unmistakable.

India's trade reset is not transactional; it is transformational. By combining expanded market access with sustainability alignment and supply chain integration, the country is positioning itself not merely as a volume exporter but as a value-driven global partner.

As global brands rethink sourcing strategies for the decade ahead, India's evolving FTA landscape signals readiness, not only to compete, but to lead.

For the textile and apparel industry, this is more than a trade story. It is the blueprint for the next phase of growth.

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POWERING TIRUPPUR'S GARMENT INDUSTRY WITH PRECISION ELECTRICAL SOLUTIONS

Kadeswara Electricals
S. KRISHNAMURTHY

In a dynamic industrial hub like Tiruppur, where production timelines are tight and efficiency is critical, an uninterrupted and well-managed power supply is not a luxury; it is a necessity. Behind every smoothly running knitting machine, dyeing unit, compacting line, and finishing section lies a robust electrical infrastructure designed with precision and foresight.

At the forefront of delivering such reliable electrical solutions is S. Krishnamurthy, a qualified Electrical Engineer with a B.E. degree and holder of the Tamil Nadu Government-authorized C Licence (Supervisory Licence). With strong technical expertise and practical industry experience, he leads a company that specialises in the design, manufacture, and installation of electrical panel boards tailored to industrial needs.

Authorised Expertise with Government Approval

The company is an authorised manufacturer approved to prepare and supply government-compliant electrical drawings and secure necessary approvals for systems up to 150 HP to 200 HP. This capability ensures that clients receive not only technically sound systems but also solutions that meet regulatory requirements seamlessly.

From documentation and load approvals to final installation, the team handles the complete electrical setup process with professionalism and compliance.

Specialised Focus on the Garment Sector

While their electrical panels serve multiple industries, including residential complexes and apartments, the company's primary focus is the garment sector. In Tiruppur's knitwear ecosystem, covering knitting, dyeing, compacting, printing, and other allied processes, electrical performance directly impacts productivity.

Understanding this, the company provides end-to-end electrical distribution solutions. Typically, an industrial unit receives power through a service connection and service box, which feeds into a substation (SSB), and from there into distribution boards. The team undertakes the complete system installation at the client's premises, ensuring safe and efficient power flow from the source to every operational unit.



Precision-Based Panel Design, No Guesswork

One of the key differentiators in their approach is meticulous load assessment. Before offering any quotation, the team conducts a detailed site visit. They analyse the complete load requirement from basic lighting and small equipment to heavy-duty motors and machinery.

Each motor's capacity, total connected load, and projected consumption are carefully evaluated. Based on these findings, panels are designed to be both technically accurate and economically viable.

Over-rating a system unnecessarily increases project cost. Under-rating it to reduce expense compromises performance and safety. The company avoids both extremes by designing systems that match exact operational requirements. There are no arbitrary quotations, only carefully engineered solutions.

Addressing Power Factor and Electricity Board Penalties

A common issue faced by industrial units, whether consuming 2 kW or 500 kW, is poor power factor. Low power factor leads to penalties imposed by the Electricity Board, significantly increasing operational costs over time.

To counter this, the company supplies and installs Automatic Power Factor Correction (APFC) panels. These systems automatically compensate for power loss, maintain optimal power factor levels, and help industries avoid recurring penalties. The result is improved efficiency, reduced electricity bills, and better overall system performance.

Demand Controllers: Preventing Maximum Demand Penalties

Another frequent challenge for industrial units is exceeding sanctioned load limits. For example, if a company is approved for 150 kW but unknowingly crosses that limit during peak operations, it attracts heavy penalties.

To prevent this, the company offers Demand Controller panels. These systems continuously monitor power usage and provide alerts or alarms when consumption approaches peak sanctioned levels. By enabling timely corrective action, they help businesses avoid unnecessary financial losses.



AMF Panels: Minimising Downtime, Maximising Productivity

In large garment factories employing hundreds or even thousands of workers, every minute of downtime affects productivity. During an EB power failure, manual generator start-up can take up to five minutes. In high-output environments, this delay results in production loss.

Automatic Main Failure (AMF) panels eliminate this problem. When EB power fails, the generator starts automatically within approximately 30 seconds and transfers the load seamlessly. Once EB supply resumes, the system switches back and shuts down the generator automatically, conserving fuel and reducing wear.

This automation ensures minimal disruption, safeguarding production schedules and workforce efficiency.

Beyond Garments: Serving Diverse Industries

Although garment manufacturing remains a core focus, the company also extends its services to other sectors such as stone quarries and crusher units, where heavy machinery demands robust and reliable electrical systems.

Complete Electrical Solutions Including Quality Cables

Electrical efficiency does not depend on panels alone. Correct cable sizing is equally crucial for safety and performance. Recognising this, the company supplies appropriate cables along with panel installations.

By directly procuring and supplying leading brands such as Polycab, they ensure both quality and competitive pricing. Customers benefit from reduced transportation costs, often saving ₹1,000 to ₹1,500, and receive timely delivery at prices that are difficult to match within Tiruppur.

Commitment to Reliability and Cost Efficiency

In an industry where margins are tight and timelines are critical, well-designed electrical infrastructure plays a pivotal role in sustaining growth. Through technical accuracy, regulatory compliance, automation solutions, and cost-conscious planning, the company continues to support Tiruppur's garment sector with dependable electrical engineering services.

With a practical, solution-oriented approach and a clear understanding of industrial challenges, Mr Krishnamurthy and his team remain committed to powering productivity efficiently and safely.

N. KUMARAN

CUTTING AUTOMATION :

The Strategic Backbone of Competitive Apparel Manufacturing in India



The Structural Reality of the Indian Market

In practice, apparel manufacturers in India are often presented with a constrained choice.

Low-cost systems — characterised by lower entry price but higher failure rates, inconsistent performance, and rising maintenance costs

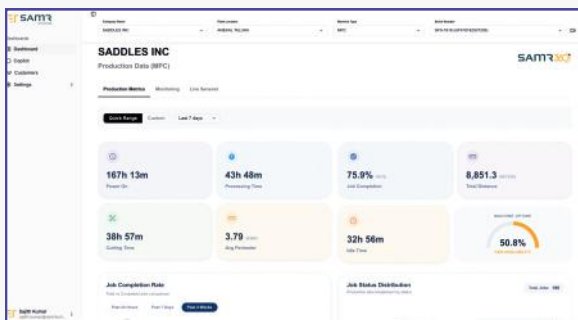
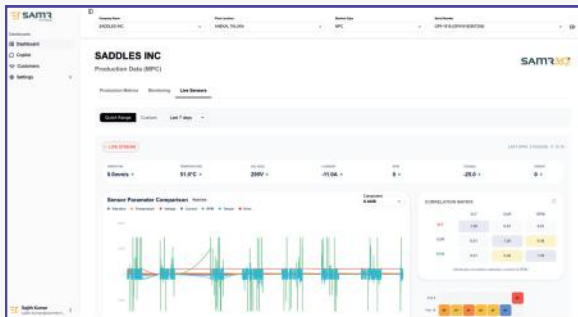
or

High-end global systems — offering strong engineering capability but accompanied by significant long-term operating and service expenditure

Today, manufacturers are increasingly seeking a more balanced alternative:

Proven performance combined with disciplined cost of ownership, supported by big data analytics





IECHO Engineering: Designed for Industrial Longevity

Hangzhou IECHO Science & Technology Co., Ltd. is a globally recognised provider of intelligent cutting solutions for non-metal industries.

The organisation is supported by:

- A workforce exceeding 400 professionals
- More than 30% of personnel dedicated to research and development
- A manufacturing footprint exceeding 60,000 square metres
- Installations across more than 100 countries
- Application expertise spanning textiles, composites, automotive interiors, packaging, and allied sectors

IECHO's engineering philosophy is grounded in a clear industrial principle:

Equipment must deliver stable, repeatable performance over years of continuous production.

This design approach ensures:

- High mechanical integrity and structural stability
- Extended operational life

Predictable and structured maintenance cycles

For manufacturers, this translates into **reduced operational variability, higher uptime, and consistent production reliability.**

The Critical Role of Local Execution: SAMR Technology Private Limited

Technology achieves its full value only when supported by strong local execution, service capability, and application expertise. In India, this capability is delivered by **SAMR Technology Private Limited.**

SAMR Technology provides:

- Deep domain expertise in apparel cutting processes
- Structured installation and commissioning protocols
- Pan-India service infrastructure
- Fabric behaviour and lay optimisation advisory
- Responsive spare parts and technical support systems

Industry 5.0: SAMR's Human-Centric Cutting Room of the Future

As manufacturing transitions from Industry 4.0 to **Industry 5.0**, the focus is shifting from machine-to-machine connectivity to **human-machine collaboration.**

SAMR Technology is enabling this transition in the cutting room through solutions that are:

Accurate · Easy · Cost-Effective

At the core of this transformation is **Agentic AI-driven predictive maintenance.**

SAMR deploys intelligent software agents that continuously monitor machine health using real-time operational data such as vibration, temperature, cycle load, and cutting patterns.

This enables:

Predictive vs. Reactive Maintenance

AI agents identify early warning signals, diagnose root causes, and recommend precise corrective actions before breakdowns occur.

Optimised Service Intervals

Maintenance is performed based on actual equipment condition rather than fixed schedules—reducing service cost while extending machine life.

Human–AI Operational Synergy

Intelligent agents operate continuously in the background, ensuring machines are fully ready when operators begin their shift—supporting the workforce rather than burdening it.



Mr. Sajith Kumar

The Resulting Value Proposition

Globally proven engineering, supported by dependable and responsive local service, enhanced by intelligent digital monitoring

Precision at One End, Throughput at the Other

Modern apparel manufacturing demands both precision and scalability.

IECHO's product portfolio addresses this dual requirement:

Single-Ply Cutting Systems

- High dimensional accuracy
- Clean edge quality
- Ideal for sampling, development, and short production runs

High-Ply Cutting Systems

- Engineered for high-volume production environments
- Capable of processing dense lay heights
- Maintains speed, accuracy, and repeatability at scale

This dual capability enables manufacturers **to scale output without compromising quality standards.**

Proven Performance in High-Demand Manufacturing Ecosystems

IECHO cutting systems, supported by SAMR Technology, are deployed across leading Indian manufacturers, including:

- Shahi Exports
- Dollar Industries
- Sakthi Infra Tex Private Limited
- Tata Group companies
- Lohia Group
- Motherson Group
- Amato Group
- And numerous other export-driven enterprises

These organisations operate under high-pressure production environments, strict compliance requirements, and compressed delivery timelines.

The performance of these systems is therefore validated through **continuous real-world production conditions**, not theoretical claims.

The Operational and Financial Impact of Cutting Automation

Cutting automation plays a central role in improving production predictability and cost control across the manufacturing value chain.

Over its lifecycle, the following performance drivers create compounding value:

- Fabric savings through advanced nesting optimisation
- Reduced dependence on manual labour
- Lower rejection and rework rates
- Improved energy efficiency
- Controlled consumption of blades and consumables
- Reduced downtime through stable machine performance

When evaluated holistically, cutting automation functions as:

- **A margin protection mechanism**
- **A production stabilisation platform**
- **A long-term productivity asset**

rather than a one-time capital purchase.

A Reliable and Cost-Effective Solution for the Indian Market

The integration of IECHO's globally proven engineering with SAMR Technology's strong Indian service infrastructure delivers a cutting solution that is:

- Technically reliable
- Operationally consistent
- Cost-efficient across its lifecycle
- Supported by responsive and expert service teams
- Capable of delivering accelerated return on investment

This combination positions it among the **most reliable and cost-effective cutting automation solutions available in India today.**

From Downtime to Planned Uptime

The Industry 5.0 approach implemented by SAMR transforms cutting operations:

- Downtime becomes **predictable and planned uptime**
- Maintenance becomes **data-driven and efficient**
- Operations become **stable, reliable, and stress-free**

SAMR Technology is therefore not only delivering cutting automation—but also building **intelligent, human-centric cutting rooms of the future.**

The Future of Competitive Manufacturing

By combining IECHO's proven mechanical engineering with SAMR's Industry 5.0 digital intelligence and service capability, Indian manufacturers gain a solution that is:

Reliable in performance

Predictable in cost

Intelligent in operation

Human-centric in design

This represents a strong foundation for the **next generation of competitive apparel manufacturing in India.**



N. KUMARAN

Explore End-to-End Factory Automation

FLY TO CHINA AT NO COST

In an industry where speed, precision and consistency define competitiveness, automation is no longer a luxury; it is a necessity. For garment manufacturers in Tiruppur and across India, the question is no longer whether to automate, but how far automation can be taken.

According to Mr Sethupathi Damodharan, Managing Partner of Sangath Machine and authorised dealer of JACK sewing machines, the answer lies in intelligent systems powered by Artificial Intelligence (AI) and IoT-enabled factory integration.

With over fifteen years of experience in sewing machine sales at a leading knitwear machinery company in Tiruppur before establishing his own enterprise, Mr Damodharan has witnessed the evolution of garment manufacturing firsthand from manual adjustments and mechanic-dependent operations to smart, self-regulating machines.

Today, he believes the industry stands at the threshold of a fully automated future.

AI Sewing Machines: Eliminating Manual Guesswork

JACK, a leading Chinese manufacturer, was the first to introduce overlock and flatlock sewing machines in India equipped with Artificial Intelligence software.

In conventional sewing operations, machine settings must be manually adjusted for different fabrics. Operators need to change needles, calibrate pressure, and adjust pulling mechanisms depending on fabric thickness, GSM and stretch characteristics. This process consumes time and demands skilled technicians.

J AI-powered JACK machines change that equation entirely.

SANGAT MACHINE Managing Partner SEDHUPATHI DHAMODHARAN



“These machines automatically detect and adjust pressure according to the fabric,” explains Mr Damodharan. “The pulling mechanism synchronises accordingly. There is no need for repeated manual calibration.”

For knitwear manufacturers handling multiple styles and fabric variations in a single production line, this automation translates into significant time savings and operational efficiency.

Addressing the Skill Shortage Challenge

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Addressing the Skill Shortage Challenge

The garment industry today faces a shortage of skilled tailors and experienced mechanics. Finding technicians capable of fine-tuning machines for optimal performance is increasingly difficult.

AI-integrated sewing machines reduce dependence on manual expertise. Tasks traditionally handled by mechanics, including tension settings and pressure adjustments, are now automated.

The result?

- Reduced downtime
- Faster style changeovers
- Increased production output
- Minimal thread breakage

“In conventional machines, when switching from one style to another, all settings must be manually altered. With AI machines, this process becomes automatic,” he adds.

For factories operating under tight delivery schedules, eliminating manual intervention can significantly enhance productivity.

Guinness-Recognised Performance

Performance validation is critical when introducing advanced technology to a cost-sensitive industry. JACK machines have demonstrated measurable results.

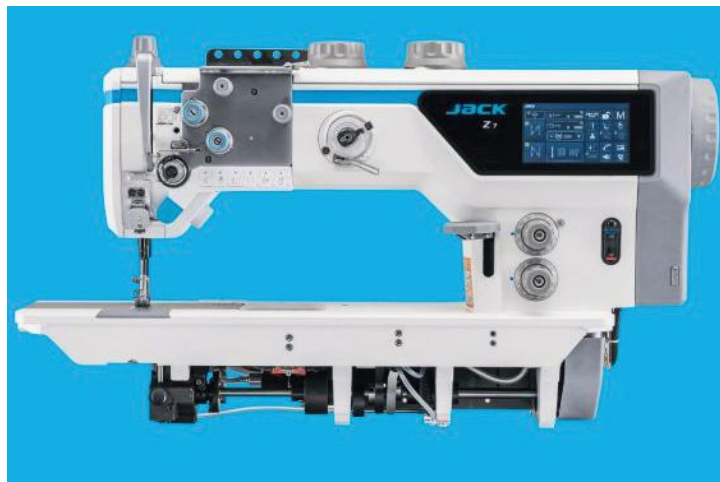
In controlled performance testing, the company achieved a Guinness World Record by stitching 317.08 metres continuously using a single-needle machine without a single skip stitch across multiple fabric types.

The achievement was later repeated in reverse stitching mode, again without skip stitches, using four fabric categories:

- Low GSM mesh fabric
- Medium-weight fabric
- Knitwear materials
- Heavy denim

The elimination of skip stitches and thread breakage directly impacts output consistency and reduces rejection rates.

“When thread breakage is avoided, productivity naturally increases,” notes Mr Damodharan.



Faster Response, Higher Efficiency

Another technical advantage lies in the single-shaft mechanism of these machines, enabling quicker response times.

In comparative terms:

- While many brands take around 26 seconds to start, JACK machines start in 18 seconds.
- If others take 35 seconds to stop, these machines stop in approximately 24 seconds.

Across hundreds of cycles in a production day, these seconds accumulate into tangible efficiency gains, reportedly improving output by nearly 10 per cent.

For high-volume knitwear units, this improvement can significantly influence cost competitiveness.

Pattern Sewing and Expanded Applications

Beyond standard sewing operations, JACK also manufactures pattern sewing machines designed for precision work in areas such as:

- Collar cuffs
- Pockets
- Front and side pocket attachments
- Backpacks

Wherever repetitive single-needle stitching dominates, pattern sewing machines improve uniformity and reduce operator fatigue.

But perhaps the most transformative feature is integration with IoT (Internet of Things).

IoT-Enabled Smart Monitoring

Modern garment factories require more than speed; they require visibility.

JACK machines are equipped with built-in IoT software and a modem capable of covering a radius of approximately 200 metres. Once connected, machine data is transmitted to a server and made accessible via mobile devices.

This allows real-time tracking of:

- Machine working hours
- Idle time
- Historical performance data
- Internal machine diagnostics
- Repair alerts
- Circuit board status

Importantly, this is not limited to sewing machines alone. Through IoT connectivity, manufacturers can monitor:

- Single-needle machines
- Flatlock machines
- Pattern sewing machines
- CAD cutters
- Fabric spreaders

“For a factory manager, this means no more waiting for manual reports,” says Mr Damodharan. “Everything can be monitored directly on a mobile phone.”

Such digital oversight enhances accountability, reduces unexpected breakdowns, and supports data-driven decision-making.

Complete Automation Under One Roof

While intelligent machines form the backbone of automation, Mr Damodharan emphasises that true factory transformation requires end-to-end integration.

Sangath Machine offers comprehensive automation solutions covering:

- Fabric storage systems
- Cutting and spreading
- Stitching operations
- Finishing lines
- Packing processes

From concept to commissioning, clients can rely on a single source for complete factory automation.

“If someone plans to start a fully automated garment unit, they can approach us at the beginning stage itself,” he explains.



To demonstrate the potential of automation, Mr Damodharan offers a distinctive opportunity: a guided visit to China to observe fully automated factories in operation.

Interested manufacturers are taken on a structured industrial visit where they can study workflow systems, production layouts, machine integration, and digital monitoring practices firsthand.

From travel arrangements to on-ground coordination, the entire trip is organised and sponsored.

“It is important for manufacturers to see how a completely automated unit functions in real time,” he says. “Only then can they understand the scale of transformation possible.”

The Road Ahead

As global buyers demand shorter lead times, consistent quality, and competitive pricing, automation will define the next growth phase of India’s knitwear industry.

AI-driven machines, IoT-enabled monitoring, and integrated factory solutions are not merely technological upgrades; they represent a shift in manufacturing philosophy from labour-intensive dependence to intelligent, data-driven production ecosystems.

For Tiruppur’s knitwear sector and beyond, the message is clear: the future of garment manufacturing lies not just in stitching garments, but in connecting machines, data and decisions.

And for those ready to leap, the journey may begin with a flight to China and a vision for complete automation.

N. KUMARAN



**MULTI FUNCTIONAL TEMPLATE
SEWING MACHINE**



**AUTOMATIC POCKET
ATTACHMENT MACHINE**



AUTOMATIC WELD POCKET



VINDA PATTERN CUTTING MACHINE



Multi Roll Rib Cutting Machine



**Automatic Single Head
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From Incinerators to Accountability as the EU Cracks Down on Unsold Fashion



For decades, one of fashion's most uncomfortable truths remained largely out of public view: when brands overproduced, it was often cheaper to destroy unsold garments than to store, discount, recycle, or responsibly manage them.

Incineration, in many cases, was not just convenient; it was economically rational.

That era, at least within Europe, is drawing to a close.

The European Commission has formally adopted rules banning the destruction of unsold textiles. From July 19, 2026, large companies operating in the EU will no longer be permitted to incinerate or landfill unsold clothing and footwear. Medium-sized enterprises will follow later. For the first time, overproduction in fashion is no longer just a reputational risk; it is a legal one.

This is more than a regulatory update. It signals a structural shift in how fashion companies must think about inventory, brand strategy, and financial planning.

The End of “Scarcity by Fire”

Luxury brands have long guarded their aura of exclusivity. One way they did this was by preventing excess stock from entering discount channels. Destroying unsold goods protected perceived brand value, preserved pricing power, and avoided grey-market leakage.

From a brand management perspective, the logic was clear: scarcity sustains desirability.

From an environmental perspective, it was indefensible.

Under the new EU rules, destroying unsold textiles is no longer an option for large companies. If brands overproduce, they must now find alternatives: discounting, donating, repurposing, or recycling. The “burn to protect brand value” playbook is officially obsolete within EU borders.

This shift is likely to have a ripple effect beyond Europe. Global brands with European operations cannot maintain two radically different systems without complexity and scrutiny. Policy in one region often reshapes strategy everywhere.

From Tax Write-Off to Financial Risk

Historically, unsold inventory could be treated as a tax write-off. It was an accounting adjustment, unpleasant, perhaps, but manageable. The destruction of goods was often simply factored into the cost of doing business.

Now, every unsold garment represents a compliance issue. The ban reframes excess inventory as a liability. It forces chief financial officers to reconsider the long-standing industry habit of overproduction as a marketing buffer. Producing “just in case” to ensure full shelves, rapid replenishment, and scale efficiencies is no longer a low-risk strategy.

If unsold goods cannot be destroyed, they must be stored, redistributed, recycled, or otherwise managed. Each of these pathways carries operational costs, logistics challenges, and reputational implications.

Overproduction, once a cushion, becomes a measurable financial and operational exposure.

For suppliers and manufacturers, including those in India, this shift is significant. European buyers may become more cautious with order volumes, adopt smaller production runs, or demand faster turnaround cycles to avoid inventory buildup. The emphasis could move toward tighter forecasting, demand-driven production, and shorter lead times.

Disclosure: The Transparency Mandate

The regulation does more than ban destruction. It requires disclosure.

Companies will now have to report how much unsold stock they generate and what they do with it. The European Commission’s implementing act standardises the reporting format, ensuring comparability across brands.

This transparency requirement may prove more powerful than the ban itself.

Public reporting exposes the scale of overproduction. It invites scrutiny from regulators, investors, consumers, and advocacy groups. In an era where ESG metrics influence capital flows, brands cannot afford to show persistent waste at scale.

Once the data becomes visible, the conversation shifts from anecdotal outrage to measurable accountability.

For global sourcing hubs like Tiruppur and other knitwear clusters in India, this increased transparency could translate into more disciplined order planning and closer collaboration between brands and suppliers. Production partners may increasingly be asked to support inventory tracking, traceability, and end-of-life management solutions.

The Compressed Timeline

The implementation timeline is aggressive. Large companies must comply by July 19, 2026. Medium-sized firms have until 2030, but market behaviour is unlikely to wait.

Supply chains are interconnected. If large retailers and luxury groups revise procurement strategies, their suppliers, including medium and smaller brands, will feel the impact almost immediately.

Reverse logistics systems, resale platforms, donation networks, and recycling partnerships must be strengthened quickly. Brands that relied on end-of-season clearance through destruction now need alternative channels.

The clock is ticking, and for many companies, six months is not a long time to reconfigure decades-old practices.



A Step Away from the Linear Model

The fashion industry has operated largely on a linear model: produce, sell, dispose. Recycling has been positioned as the solution to this model's waste problem, but recycling infrastructure remains limited, especially for blended textiles.

By banning destruction, the EU is pushing companies toward a more circular mindset, even if the system itself is not yet fully circular.

This does not mean the era of disposable fashion has ended. Fast fashion remains deeply embedded in consumer behaviour and pricing structures. However, this regulation chips away at one of the industry's most damaging escape routes.

It sends a clear message: overproduction cannot simply be erased through incineration.

For manufacturers in exporting countries, this may encourage stronger engagement in circular design, mono-material garments, modular construction, and improved recyclability, because brands will increasingly value products that are easier to repurpose or recycle if unsold.

The Loophole Question

Yet, the regulation is not without potential gaps.

The ban applies within the EU. What prevents a company from shipping unsold stock to a non-EU country and destroying it there?

This question highlights a recurring challenge in global supply chains: enforcement stops at borders, but products do not.

If brands were to export excess inventory outside the EU for disposal, it would undermine the spirit of the law, even if technically compliant. However, such actions would carry reputational risks. In the age of investigative journalism, satellite tracking, and digital transparency, offshore destruction may not remain invisible for long.

Moreover, sustainability claims are now deeply integrated into brand positioning. Any evidence of regulatory arbitrage could cause significant backlash from consumers and investors alike.

Ultimately, while legal loopholes may exist, market and reputational pressures could act as informal enforcement mechanisms.



What This Means for India's Textile Industry

Europe is one of the most influential regulatory markets in the world. Its policies often set precedents that other regions follow.

For India's knitwear and apparel manufacturers, the EU's move signals three clear shifts:

1. Tighter Order Management: Brands may reduce speculative overproduction and rely more on data-driven demand planning.
2. Greater Transparency: Suppliers may be required to provide more detailed production and inventory data.
3. Circular Collaboration: There may be increased demand for repair, recycling, and resale partnerships embedded into sourcing contracts.

Clusters such as Tiruppur, with integrated capabilities and growing sustainability initiatives, are well-positioned to adapt, provided they invest in flexibility, traceability, and innovation.

A Turning Point, Not a Finish Line

The EU's ban on destroying unsold textiles does not solve fashion's waste crisis overnight. It does not eliminate overproduction, nor does it magically create scalable textile-to-textile recycling.

But it changes the cost equation.

When destruction is no longer the cheapest option, behaviour begins to shift.

For decades, incinerators quietly absorbed fashion's excess. Now, that exit door is closing at least in Europe. The industry must confront a reality it long postponed: sustainability is no longer a marketing narrative. It is becoming a regulatory framework.

And in that shift lies both disruption and opportunity.

Dr. Jane Sheeba



KADESWARA ELECTRICALS



Panel Manufacturers & ESB Grade Electrical Contractors

Powering Industries with Precision, Protection & Performance

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Kadeswara Electricals is a professionally managed electrical contracting and panel manufacturing company delivering reliable power solutions for Industrial, Commercial and Institutional sectors.

We specialize in high-quality control panels, automation systems and ESB licensed electrical contracting services.



OUR CORE SERVICES

- ✓ Contracting & Consulting
- ✓ Control Panel Manufacturing
- ✓ Industrial Automation
- ✓ Service & Maintenance
- ✓ Industrial Electrification



SPECIALIZED PANELS

- ✓ Automatic Main Failure (AMF) Panels
- ✓ Automatic Power Factor Control (APFC) Panels
- ✓ Motor Control Center (MCC) Panels
- ✓ Demand Controller Panels
- ✓ Distribution Panels
- ✓ Lightning Arresters (ESE & Spike Type)



WHY CHOOSE US

- ✓ ESB Licensed Electrical Contractor
- ✓ High Standard Protection & Testing



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Palladam, Tirupur – 641 663



HOW TECHNOLOGY IS REWRITING THE RULES OF E-COMMERCE

In 2026, the fashion retail landscape is being remade by a powerful force: artificial intelligence. What once began as niche tools for customer service and product recommendations has evolved into a vast ecosystem where AI shapes how fashion is designed, sold, experienced and delivered from the very first click to the final purchase. The future of fashion retail is no longer a distant vision; it is unfolding right now, and it is rewriting the rules of e-commerce in ways that few could have imagined even a decade ago.

Shopping That Feels Human

The most visible change is how shopping itself feels. Online fashion retail, once defined by static catalogues and keyword searches, has become fluid, intuitive and deeply personalised. Customers no longer need to scroll endlessly or guess at product names. They can upload an image of a look they admire, speak into their phone, or simply describe in natural language what they want: “a lightweight jacket for a rainy evening in Mumbai”. And AI instantly interprets the intent, matches it with available products, and even considers contextual factors such as weather, occasion or body profile.

Virtual stylists and chat interfaces have matured far beyond the early chatbots that once frustrated users with canned responses. Today’s AI assistants engage in meaningful dialogue, recommending outfits based on body measurements, past purchases and seasonal trends. They can guide buyers through entire collections, suggest accessories that complement a chosen garment, and even offer style advice in real time. The line between e-commerce and personal shopping is blurring, as digital platforms begin to replicate the intimacy and expertise of in-store experiences.

Augmented reality and virtual try-on technology have also moved from novelty to necessity. Shoppers can upload a photo or create a 3D avatar to see how a garment will fit, drape and move. This reduces uncertainty, cuts down on costly returns, and builds confidence in online purchases. For younger, mobile-first consumers, immersive try-on tools are no longer optional extras; they are expected features that define whether a platform feels modern and trustworthy. In many ways, AR has become the new fitting room, and its adoption is reshaping customer expectations across the industry.

The Invisible Hand of AI

Behind the scenes, AI is transforming operations with equal force. Predictive analytics and machine learning are streamlining supply chains, forecasting demand, optimising inventory and automating replenishment. What used to be guesswork is now driven by data patterns, enabling retailers to manage stock more efficiently and reduce waste. Dynamic pricing strategies, once the preserve of airlines and hotels, are now common in fashion retail, with algorithms adjusting prices in real time based on demand, competition and consumer behaviour.

Hyper-personalisation has become the defining feature of fashion e-commerce in 2026. AI analyses browsing behaviour, purchase history and seasonal signals to tailor product displays, promotions, and even pricing for each shopper. Pages adapt dynamically, offering curated collections that feel bespoke rather than generic. This level of personalisation not only increases conversion rates but also builds loyalty among customers who feel understood and valued.

Merchandising systems are also becoming responsive in real time. Product placement and visibility adjust automatically based on demand, stock levels and competitive signals. If a particular style begins trending on social media, algorithms can instantly elevate its prominence on the site, ensuring that retailers capture the wave of interest before it fades. This agility reduces friction in the shopping journey and maximises sales opportunities as consumer behaviour evolves hour by hour.

Creativity Meets Code

AI is not confined to retail interfaces; it is entering the creative process itself. Generative design tools help fashion designers explore concepts, colour palettes and patterns aligned with emerging trends. They speed up product development, expand creative possibilities and allow designers to test ideas virtually before committing to production. Far from replacing human creativity, these tools act as accelerators, enabling designers to focus on refinement and storytelling while machines handle the heavy lifting of iteration.

Sustainability, a top priority for both consumers and brands, is also being reshaped by AI. Smart production planning driven by demand forecasting reduces overproduction, one of the industry's most persistent problems. AI-driven route optimisation cuts logistics emissions, while blockchain integration helps trace sustainability credentials across the supply chain — from raw material to finished product. Transparency is becoming a competitive advantage, as consumers increasingly demand proof of ethical sourcing and environmentally responsible practices. AI provides the data backbone to make such transparency possible at scale.

Preparing for the AI Marketplace

For brands and manufacturers, adapting to this AI-powered marketplace requires more than adopting new tools. It demands investment in data infrastructure, strengthening digital capabilities and re-skilling teams to work alongside intelligent systems. Early adopters gain a competitive edge, while those who lag risk being relegated to commodity status in a market where personalised, seamless digital experiences are the new standard. The challenge is not simply technological but cultural: organisations must learn to trust algorithms, integrate them into decision-making, and balance machine efficiency with human creativity.

The implications for India's knitwear and apparel industry are profound. As domestic brands embrace AI, they can compete more effectively with global players, offering consumers world-class digital experiences without sacrificing local identity. For manufacturers, predictive analytics can align production with demand, reducing unsold stock and improving margins. For designers, generative tools can open new creative horizons while keeping pace with fast-moving trends. And for consumers, the promise is clear: shopping that feels personal, immersive and effortless.

Yet the transformation is not without challenges. Data privacy, algorithmic bias and the risk of over-automation remain pressing concerns. Retailers must ensure that AI systems respect consumer rights, avoid reinforcing stereotypes, and maintain the human touch that makes fashion more than just a transaction. The future of e-commerce will be defined not only by technological capability but also by ethical responsibility.

As 2026 unfolds, one truth is evident: technology is no longer an accessory to fashion retail; it is the fabric from which the industry is being rewoven. Artificial intelligence is rewriting the rules of e-commerce, reshaping how fashion is imagined, produced, sold and experienced. For brands, designers and consumers alike, the journey ahead promises both opportunity and responsibility. The platforms that succeed will be those that harness AI not just to sell more, but to sell better, creating experiences that are smarter, more sustainable and more human.

Dr. Jane Sheeba

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