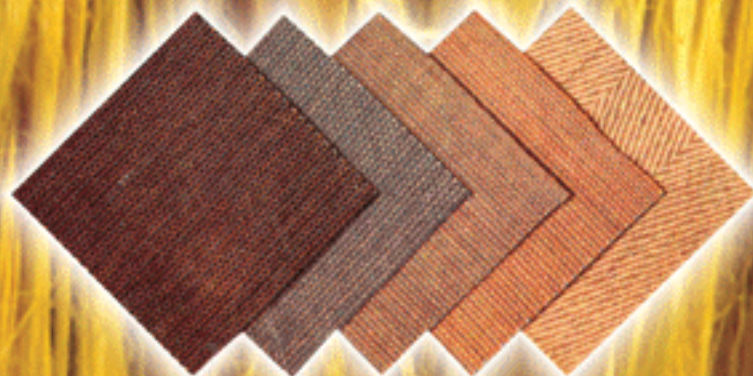




BIRLA CORPORATION LIMITED

JUTE DIVISION



Quality Control



TECHNICAL COMPETENCE : MODERN TECHNOLOGY

- * We believe in achieving excellence in quality.
- * Round-the-clock support by our team of qualified and experienced personnel.
- * State-of-the-art machines.
- * The quality standards are followed as per BIS norms and ISO-9002 Systems.





Heavy Matting (Carpets)

- * Jute mattings (carpets) are woven in various designs and colour combinations for rugs to floor and wall coverings in a variety of sizes and shades.
- * Environment friendly in beautiful weaves.
- * The mattings have textured finish.
- * Hard wearing .
- * Extremely resilient.



Non Woven



Jute non-wovens are manufactured under electronically-controlled conditions, right from the stage of fleece preparation to the finished felt. Jute non-wovens are available both in supported and unsupported high density qualities, which are being extensively used for carpet underlays, moulded products for the automotive sector, agricultural, horticultural and building construction activities.

The felt manufactured by BJM has the following specification range -

- * Weight : 250 to 1200 gms/m²
- * Thickness : 1.60 to 5.50 mm
- * Width : Up to 200 cms
- * Packing : In rolls of 50 mts to 100 mts length
- * Blanks : In rectangular or square sizes

STAPLE-CUT

Staple-cut raw jute and sliver are produced as per customers' specification for both export and domestic markets.



Auto door trim made from 100% jute non-woven (felt).





Dyeing & Bleaching

Facilities are available to manufacture Specially Processed Fabrics for diversified and special uses. The jute fabrics are available - in different varieties, including

- a) Semi-bleached
- b) Bleached
- c) Dyed
- d) Rot proof
- e) Water repellent
- f) Fire proof
- g) Wax coated

And other processes as required for specific use.



Food Grade Products (Hydrocarbon-free)



Birla Jute Mills (BJM) is the pioneer in developing the hydrocarbon-free process (with vegetable oil). The hydrocarbon-free fabrics and food-grade bags are being extensively used for packing edible items like shelled nuts, cocoa, coffee beans, grains and spices.

The International Jute Study Group (IJSG) has specified the use of hydrocarbon-free jute bags/food-grade bags for packing of edible items.

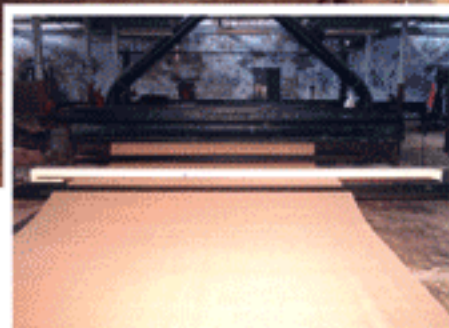
BJM manufactures food-grade bags, in accordance with the specifications laid-down by IJSG and followed by internationally accepted laboratories/inspection agencies for pre-shipment inspections. BJM has significant presence in all major international food-grade bags markets.



Fabrics



Jute fabric manufacturing capability is for a wide range of weave and qualities covering hessian, sacking, carpet, backing, scrim and special fabrics on modern Dornier looms. Jute fabrics are made in a range of width from 60 cms to 500 cms and weights of 100 - 500 GSM. Customers have been using these fabrics to their satisfaction, in wide end-use, including decorative purposes.



Birla Jute

Processing



Birla Jute manufactures jute yarn (in count range of 6 lbs to 36 lbs - single and plied) for captive consumption, domestic market and export markets. Yarn processing is done on modern machine using Spreaders, new carding machines and four drawing passages under strict supervision to ensure quality and meeting customers' requirements. Jute Yarn manufactured on Ring Twist Frame and Precision Wound is well - acclaimed by carpet manufacturers in Europe and other parts of the world.

High yarn standards are maintained for captive consumption for manufacturing quality fabric to meet buyers' specifications.



COMMITTED TO TECHNOLOGICAL EXCELLENCE IN JUTE Eight decades of experience Modern spinning technology Skilled workforce. Above all, an innovative, customer - oriented outlook. That's the Jute Division of Birla Corporation Limited, manufacturing around 110 tons of varied jute products every day.

The product range comprises almost every application of jute - the most versatile, eco-friendly fibre available. Jute - durable, natural, anti-static.

Birla Corporation Limited is a leading exporter of jute yarn and an array of jute products to the discerning markets of Europe, Turkey, the USA, Latin America, Australia, Egypt and others. It has been acknowledged for its ability to anticipate buyers' needs, fulfil expectations and develop superior products.

As the pioneer and leader, the Jute Division of Birla Corporation Limited thrives on challenges and is customizing the golden fibre for new and exciting end-uses.



Profile

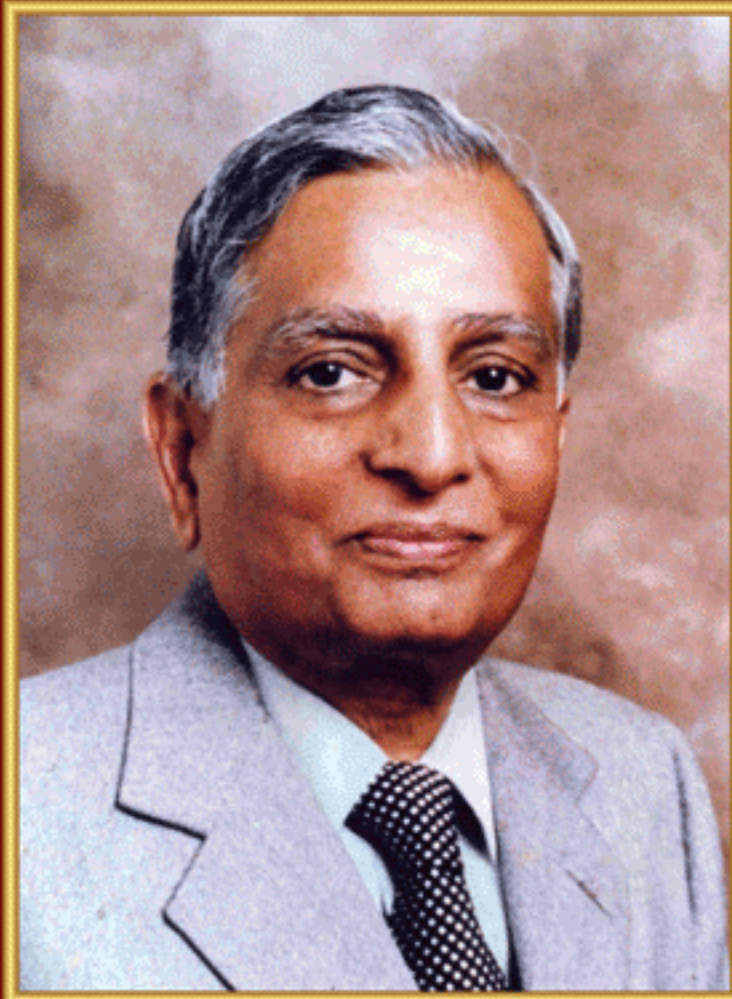
Time talks. Long ago, in 1919, a young man named Ghanshyam Das Birla set up the first Indian-owned jute mill near Kolkata. He named it Birla Jute Manufacturing Company.

Time watched the small unit prosper. It also earmarked a young man to beacon the new industrial India.

Shri Madhav Prasad Birla, Shri GD Birla's nephew, was born in 1918. Under his uncle's tutelage he inculcated the timeless values : integrity and enterprise. These helped Shri MP Birla transform the humble jute manufacturing company into the mighty conglomerate : Birla Corporation Limited.

Now the company has crossed the Rs. 1,300 - crore plus turnover mark and has widespread interests in Cement, Jute, Auto Trims, Cushioned Vinyl Floor Covering and PVC Coated Wallpaper. Each division is cemented to the mother entity by the beliefs of the men who laid the base.

Birla Jute Manufacturing Company was the mother of the industrial entry for the Birlas.



Madhav Prasadji Birla
(1918-1990)

*V*isionary. Pioneer. Karmayogi. His inspiring spirit of enterprise continues to be the guiding force for all our activities and future growth.



EXPORT DESTINATIONS

NORTH AMERICA

- USA
- Canada
- Nicaragua
- Costa Rica
- Guatemala
- Honduras
- Jamaica
- Mexico

SOUTH AMERICA

- Argentina
- Brazil
- Peru

EUROPE

- Belgium
- France
- Germany
- Italy
- Holland
- Spain
- Switzerland
- Poland
- Czech Republic
- U. K.
- Turkey

FAR EAST

- Australia
- New Zealand
- Japan
- Indonesia
- Malaysia

AFRICA & MIDDLE EAST

- Egypt
- Zimbabwe
- Kenya
- Iran
- Jordan



Birla Corporation Limited

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