



**ANUBHA**





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**SUSTAINABILITY  
FIRST**



# SAVING WATER AND ENERGY WHILE INCREASING PRODUCTION EFFICIENCY.

*The story behind Anubha Industries' successful sustainability program.*



PLAN FOR SUSTAINABILITY:

# REDUCE REUSE RECYCLE

We have an action plan that helps us reduce energy consumption, its sources, negates waste generation even further in the processes, and minimizes current eco-footprints while simultaneously balancing feasibility to do so.



Our company aims at using only clean chemistry in our entire process by responsible sourcing using Blue sign approved products. This input stream management will restrict the entry of the harmful substances right at the beginning of the manufacturing process to achieve standards for an environmentally friendly and safe production. This will ensure that our products meet very stringent consumer safety requirements worldwide and also provides confidence to the consumer to acquire a sustainable product.

Conserving resources is imperative nowadays, and Anubha does exactly that by focussing on 3 key areas when it comes to production:

## WATER | ENERGY | WASTE

*For more information on our sustainability program, please read our 'SUSTAINABILITY FIRST' brochure.*





**TRUE BLUE  
BEGINNING**

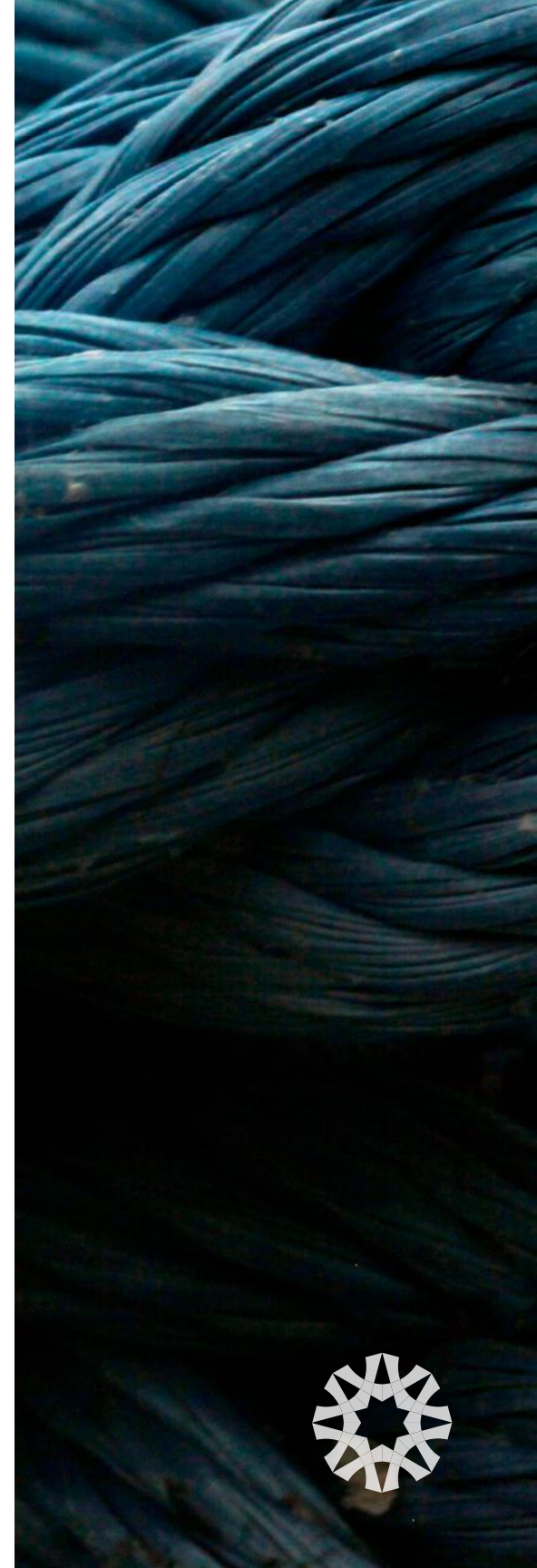




## **DENIM - A LIFESTYLE, A CULTURE; A STATEMENT, A PASSION**

What started off as a hard-wearing blue coloured cotton twill fabric, used primarily to make trousers, shirts and overalls for workmen, has now evolved into a statement in both utility and fashion.

A truly 'democratic' fabric, denim is used across all economic strata in urban and rural areas.





# WHO WE ARE

Based in Surat, Gujarat, India, **Anubha Industries** is a leading manufacturer of **HIGH QUALITY DENIM FABRIC** for the Indian and international markets. With a history that spans more than three decades, we are powered by **efficient processes and policies, cutting edge technology,** and a workforce of **over 500 employees.**

Anubha is today a respected name in the textile industry for superlative products, attentive customer service and continuous R & D.



# WHAT WE DO

We **develop, manufacture, and supply high-end denim fabrics** in our greenfield plants for use in various segments like fashion apparel, work wear and sportswear.

Anubha Industries' agile R&D team has developed efficient manufacturing processes to produce top-notch denim in various constructions and textures, and in weights ranging from **ULTRA-LIGHTWEIGHT TO HEAVYWEIGHT.** Our fabrics are reputed for their quality, versatility, comfort, and durability, and highly sought-after for use in several applications and a variety of markets.



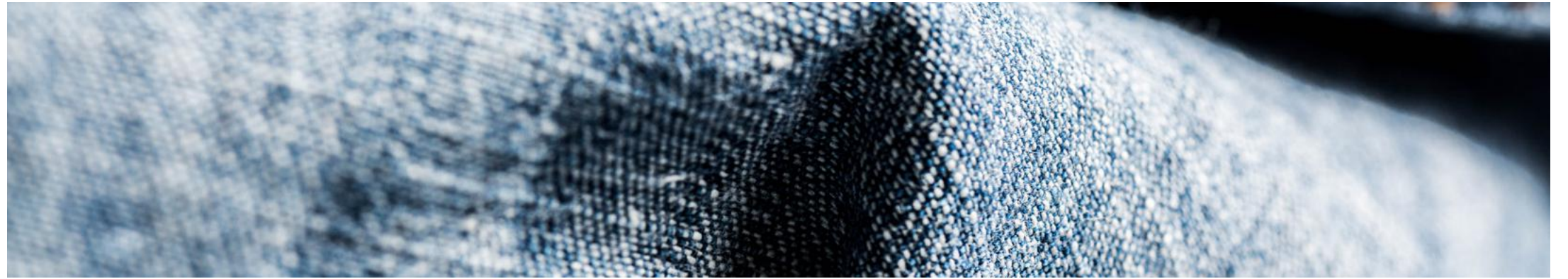


# WHAT DRIVES US

Anubha Industries has **STATE-OF-THE-ART FACILITIES** for warping, rope dyeing, weaving, fabric dyeing, finishing, coating and printing. These, combined with advanced testing processes, give us the competitive edge to adapt and respond quickly to customer requirements, with minimum dependence on external suppliers.

# WHY US

- **PROVEN TECHNOLOGY**
- **HAVE HIGHLY SKILLED MANPOWER**
- **SOPHISTICATED PRODUCTION FACILITIES**
- **INTERNATIONAL STANDARD**
- **TIMELY DELIVERY**
- **FAIR BUSINESS PRACTICES**





# MISSION

- To deliver the All Fabric Solution to give our customers a competitive edge and value for money.
- To attain profitable and sustainable growth through commitment, customer service, innovation, and consistent quality in all denim varieties.
- To be ecologically-mindful and manage our operations with responsibility and concern for the safety of our workforce and the environment.

# VISION

Our vision is to be the foremost manufacturer of high-quality denim fabric. We aim to stay ahead of the competition with best in-class production facilities, proven technology, continuous R&D, closely-monitored quality testing, and timely delivery, while remaining conscientious about sustainable development and the welfare of our workforce.





# OUR VALUES & COMMITMENT

Our values serve as a compass for our actions and how we behave in our daily lives.

These values are also embedded in our logo, the four paths show our four values that meet together and highlights a bright future.



**COMMITMENT**  
**INTEGRITY**  
**ACCOUNTABILITY**  
**CURIOSITY**



- CREATING VALUE
- QUALITY CONSISTENCY
- PRODUCT RANGE
- WORKFORCE
- VERTICALLY INTEGRATED UNIT
- CAPACITY & FLEXIBILITY
- RELIABILITY
- REPUTATION







# CORPORATE SOCIAL RESPONSIBILITY

Our parent company Pratibha has a rich history of Corporate Social Responsibility; a history that has grown and evolved to meet the complexities of a challenging business world today. At Anubha, we support many different programs and endeavors in the fields of Education, Health Care and Community. A few of them are listed below:

## EDUCATION

- Ballaram Hanumandas Charitable Trust – Behl, Haryana
- BRCM School, Gyankunj– Behl, Haryana
- BRCM School, Vidhyagram – Behl, Haryana
- BRCM College of Engineering and Technology – Behl, Haryana
- BRCM College of Business Administration – Surat, Gujarat

## HEALTH CARE

- Smt Renu Chaudhary Foundation – Surat, Gujarat
- Naturopathy - Get well. Stay well. Be well! – Surat, Gujarat
- Smt. R.B.Shah Mahavir Super Specialty Hospital (Trauma Centre) – Surat, Gujarat
- Smt. Renu Chaudhary Fanco Centre – Surat, Gujarat

## COMMUNITY

- Friends Of Tribal Society (FTS)







**THE ANUBHA  
INFRASTRUCTURE**





## DENIM JEN-ETICS

A breathable, comfortable, durable, fashionable and versatile fabric, denim is hardly ever likely to lose popularity or go out of fashion. With increasing acceptance as workwear all over the globe, the way forward is innovation in the manufacture and use of the fabric.







## 01 WARPING

4 Prashant Westpoint (machine)



## 02 ROPE DYEING

Morrison Rope-dyeing machine  
with 24 ropes (machine)



## 03 SIZING

2 Prashant Westpoint (machine)



## 04 WEAVING

100 Toyotal 810 air-jet machines

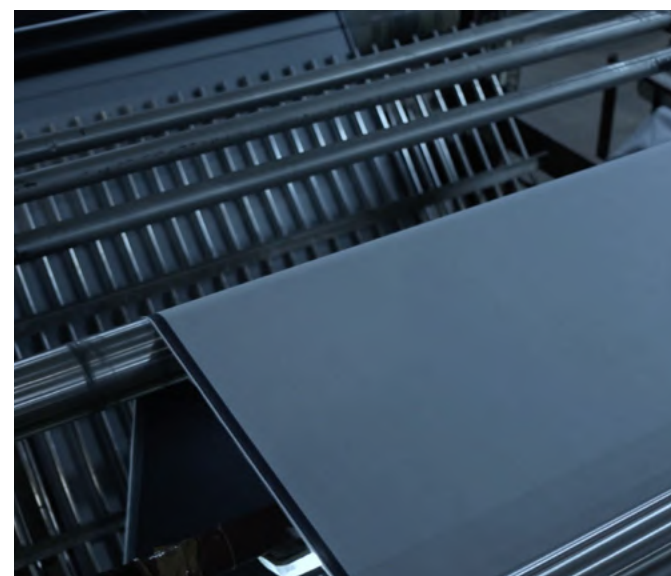






## 05 FINISHING

- Singeing: Kusters & Callico
- Mercerizing Range :Kusters & Callico
- Twin Air Stenter: Motex
- Contious Dyeing and Bleaching Range :  
Kusters & Callico
- Sanforizing range: Morrison
- Peaching: Zetma



## 06 COATING AND PRINTING



## 07 INSPECTION



## 08 PRODUCT DEVELOPMENT







**THE ANUBHA  
PRODUCTS**





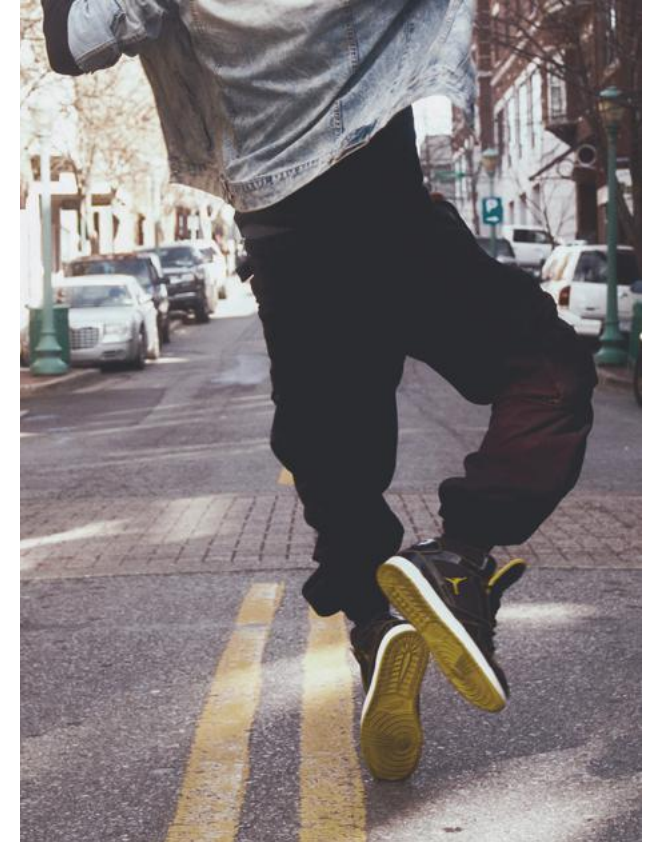
**PREMIUM**



**SUPER STRETCH**



**COMFORT STRETCH**



**JOGGER**







**SECOND SKIN**



**BI STRETCH**



**ECO**



**SHIRTING**





# GET IN TOUCH



## **CITY OFFICE**

C - 326, 3rd Floor  
International Trade Center,  
Majura Gate, Ring Road,  
Surat - 395 002,  
Gujarat - India.

## **PLANT OFFICE**

Plot No - 369, 371, 377 - NH8,  
Village & Taluka Palsana,  
Surat - 394 315,  
Gujarat - India.

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**ANUBHA**

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