

Birla Textile Mills

Optimized quality and cost – even with recycled materials



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Uster Quantum 4.0 is a game-changer

With 2,000 employees and over 83,000 spindles, the Indian company Birla Textile Mills, a unit of Sutlej Textiles and Industries Limited, has faced up with all the 'normal' difficulties of fluctuating market conditions, along with the added challenges of a strong focus on the use of recycled fiber materials in its yarn production.

Birla Textile Mills is sure that its task in maintaining the consistent quality its customers expect has been greatly helped by its installation of the latest generation of Uster Quantum 4.0 yarn clearer, alongside a range of other Uster quality measuring, monitoring and analysis systems.

Says Mr Rohit Arora, Executive President of the Birla Textile Mills: "Uster Quantum 4.0 is a complete game-changer in quality management with its innovative Smart Duo technology. It not only facilitates day-to-day quality monitoring but also gives the edge needed to delight our customers."

"The benefits of consistent quality are immense, since it paves the way for better productivity and reduced cost structures. Cost is important, and we find that maintaining quality, by an 24/7 quality insurance given by the clearer, is the best way to reduce cost."

Birla Textile Mills is located in Baddi, a town on the border of Himachal Pradesh, Punjab and Haryana, and is a unit of Sutlej Textiles and Industries Ltd., of Mumbai. The Company is led by Mr. C. S. Nopany its Executive Chairman. About 60% of production is exported, the major markets being USA, Europe, Bangladesh, Thailand, Sri Lanka and Turkey. Yarns are produced from 100% cotton, both virgin and recycled polyester and viscose, among other fibers, in both dyed and grey state.



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Interview with Mr. Rohit Arora,
Executive President

The impact of Uster Quantum 4.0 on both quality and profitability at one of India's major spinning companies has been enormous. Competitiveness, more efficient processing throughout the mill, and the ability to cope with the challenges of various types of recycled materials have all been influenced.

In this interview, Executive President Mr. Rohit Arora of Birla Textile Mills gives details of market conditions and the way in which Uster products have enabled the company to make significant improvements in a number of production and business aspects.



How does the general market situation look currently?

Market conditions are challenging and not favorable for normal business. In fact, there is a combination of decreased orders from domestic customers alongside a declining trend for export orders.

Market conditions currently are also volatile and fast-changing. In these circumstances, it is even more critical to implement and maintain consistency in product quality. This is the key to retaining customers and satisfying market requirements – and we have been able to achieve this thanks to the adoption of latest technology involving new-generation Uster products.

What were the major issues requiring improvement?

In the current market environment, the main focus of branded customers is the use of sustainable products. This trend will increase in future, so it is necessary to continuously improve the range of innovative products we are offering, while focusing on a strategy of consistent product quality with controlled production costs.

There are major challenges in the use of post-consumer waste. For example, it has been quite a task for us to turn PET bottles into quality fiber and yarn. Using any recycled materials calls for great efforts to assure quality levels and maintain the desired consistency at competitive cost.

How did you arrive at solutions for these challenges?

Firstly, we realized that Uster Quantum 4.0 is a perfect fit in the production of yarns from recycled fibers. We employed careful strategic planning for each product profile, bearing in mind the increasing scope for recycled fiber end-uses from materials such as 100% polyester, recycled cotton, viscose and blends. Raw material management is the key to making products that are consistent in quality terms.

Yarn clearing is an important part of the winding process which paves the way for good quality fabric. Uster Quantum 4.0 has been instrumental for us in achieving the right quality with high cost effectiveness.

How did the changes you made influence production?

We achieved consistent product quality by ensuring our standard operating procedures were delivering the best possible results. Final product quality was the result of optimizing all the production processes with the aid of Uster systems for quality inspection, monitoring and analysis.

We also found that raw material assessment based on Uster products is a major advantage for selecting and planning for the best quality and maximized profitability.

For us, the job of tracking troubleshooting rogue spindles was previously a time-consuming process. But now the alarm option with Uster Quantum 4.0 helps greatly in rectifying outliers. Uster Quantum 4.0 provides just the right tools with immaculate detection and removal of abnormalities. Troubleshooting and Smart Limits make operations easy.

Did the improved aspects of production have an impact on the overall business?

Yes! It is imperative for continuous business growth to have consistent quality with competitive production costs, involving all parameters of the operation.

Operationally, Uster Quantum 4.0 helps to identify quality issues and rectify them efficiently. Various useful reports enable us to continuously monitor the processes effectively.

Mr. Rohit Arora – Thank you very much for these valuable insights.



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Customer Statement

“The benefits are immense. It paves the way for better productivity and reduced cost structures.”

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