

## Gokak Textiles Launches MerinoCot TM range of Fashion suiting & Trouser fabric for the Indian Market

*Gokak Textile Ltd (GTL), one of the largest internationally reputed textile company, headquartered in Bangalore, today announced the launch of its premium bottom weight fabric range of MerinoCot to cater to the higher end cotton bottom wear and cotton suiting segment in the Indian, European and American markets*

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MerinoCot, is a premium fabric, made out of high quality cotton dyed yarn with special finishes. It is available in different designs and the uniqueness of this fabric lies in the fact that they have performance based finishes. This basically implies that many treatments can be given depending on the season and can be made suitable for different skin tissues.

'While there is no shortage of basic fabrics, functional fabric for bottom wears in the country, we at GTL feel that there is still room for high value added, fashionable cotton and eco-friendly blended fabrics, to cater to the needs/demands of upper segment customers. This has inspired us to launch this premium product range', said H.S. Bhaskar, Executive Director & CEO, Gokak Textiles Ltd. 'The estimated market size for bottom weight fabric is more than \$ 14 billion.' he further added.

Over the past three years the company has invested to the tune of Rs.160 Crores in its factories located at Gokak falls and village Marihal, in Karnataka. This has enabled them to create a Supply chain solution for MerinoCot. These fabrics will be produced on State-Of-The-Art air jet looms.

GTL also manufactures knitted garments and has a State-Of-The-Art fully integrated garment factory at Belgaum, Karnataka, supplying garments to most of the major brands in India like Peter England, John Phillips, Globus, Pantaloons, etc. and internationally to brands like Charles Vougler, Berton, M&S, Andrew Sports, Debanhams etc.

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### **About Gokak Textiles**

Established in 1887, **Gokak Mills** today is a part of the Forbes group, acquired by The Shapoorji Pallonji Group (A USD 2.5 Billion Premier Business Group in India) in January 2002.

It is well known for its quality products and has been exporting textile goods to various European and American countries right from its inception. Having over 295 products in their product range, they produce yarn for use in Knitting, Weaving, Braiding, Tufting applications besides yarn for hosiery and woven apparel fabric.

They are also manufacturing sewing thread, industrial yarn, core spun yarn and industrial fabrics for high tech military applications and other non traditional textile uses such as surgical, automotive, work-wear etc.

In the field of industrial fabrics, they have State-Of-The-Art air jet 'Dornier' looms, Sulzer rapier looms and NP looms. 90 percent of the fabric produced is exported to Europe, America and

Australia. The fabrics are mainly used in Military, Automotive and other high tech applications. GTL is a ISO 9001-2000 and ISO 14002 certified Company. Besides they have a license to produce Oeko-Tex Standard 100, Organic Cotton and Supima Certified products.

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