

R|Elan™

Fabric 2.0

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FABRICS OF THE
FUTURE FOR
HI-PERFORMANCE
FASHION &
ACTIVE WEAR

India's ~4.5 Million MT polyester market is expected to grow at almost 6-8% per year over the next three years. However, market participants have consistently indicated lack of a comfortable operational ecosystem across the value chain for specialty polyester products. Towards the same, R|Elan™ was conceived as the first of its kind fibre-to-fashion platform for co-branded high performance fabrics.

R|Elan™ spans six key "growth engines" catering to a range of aesthetics, performance, and comfort needs. Bringing together 24 leading players across key textile centers under the Hub Excellence Program, a collaborative platform was developed to both provide technical support based on Reliance's extensive R&D and expertise in fibre re-engineering and market creation opportunities.

This effort has resulted in excellent market traction since R|Elan™'s launch event in Bengaluru in October. Leading apparel brands such as VF Corp (for Wrangler), Arrow and Myntra have already partnered with various HEP Partners for a range of products and multiple others are looking forward to engage.

WE PLAN TO PROVIDE
VALUE-ADDITION
TO OUR CUSTOMER'S
PRODUCT PORTFOLIO
USING R|ELAN™



SET-UP EFFECTIVE SUPPLY CHAIN

Develop accredited partner network for fabric development

Provide required technical and marketing support

INCREASE CONSUMER AWARENESS

Launch consumer focus brand

Establish partnership with top brands, designer houses to co-develop products focused on solving consumer needs

Leverage RIL's reach & network to support all stakeholders of R|Elan

STRONG MEDIA
COVERAGE
RECEIVED ACROSS
NATIONAL AND
REGIONAL FORUMS

R|ELAN™ HUB PARTNERSHIP PROGRAM: OUR HEROES ARE MAKING THIS A SUCCESS!



ABOUT HUB PARTNERSHIP PROGRAM

RIL is creating a robust fibre-to-fabric value chain, working with the best manufacturers across the country to provide innovative fabrics to consumers

Ludhiana

- Harihar fabrics
- Avon Cottex
- Rihana Industry

Mumbai

- AJ Textiles
- Bhaskar Industries
- SVG Fashions Ltd.

Delhi/ Bhilwara

- Baba Spinners (MR weaving mills)
- Innovative Textiles
- Sangam India Ltd.

Surat / Ahmedabad

- Ajanta
- Arvind Ltd.
- Ayushi Fab
- Natwarlal Jekinsandas Kachiwala
- RIL Naroda
- Suresh Tex
- Yes Fashion

Coimbatore

- Armstrong Spinning Mills
- Balavigna Weaving Mills
- Jeyavishnu Tex Processors
- Kesarinandan Knit Fabrics
- Pranera Services & Solutions
- RG Spinning Mills
- Sree Dinakar Fabrics
- Sounderaraja Mills

HUB PARTNER SPEAK

"...the (hub) program has been a great platform to develop and showcase our fabrics...and through the events (in Delhi, Bangalore) we have been able to showcase our products outside our traditional markets..."

"... co-development has been key to successful availability of some of the most in-demand products ... worked as single unit with RIL's team right from brainstorming to final testing of products ..."

"...as a value chain player, we do not invest in branding and marketing directly but through this initiative we are getting greater visibility and connectedness to downstream players ..."

"...with the help of your (RIL) technical assistance team, we were able to initiate the product developments..."

"..R|Elan™ products are starting to gain acceptance in the market...due to the concentrated efforts, people have begun to show faith in experimenting with new products and developments..."

"Even as brands and value players explore these new age fabrics and applications, the next step is already being evaluated ... many customers are already considering relevance of hybrid products ..."

BRANDS HAVE JOINED THE R|ELAN™ JOURNEY: AND ARE LOVING IT!



RIL has tied up with VF Corp to manufacture moisture control products for Wrangler for Spring-Summer '18



Garments having R|Elan Feel Fresh fibres were launched in the Mast&Harbour brand of Myntra for Autumn-Winter '17



R|Elan Greengold has been used in Arrow's sustainable women's trousers line in Autumn-Winter '17

CUSTOMER SPEAK

"..Reliance (under R|Elan™) has developed a great product portfolio with multiple products catering to various needs of all, be it manufacturers, brands or consumers..."

"...RIL has been helpful to partners in development of new products and technical guidance..."

"...products being launched are quite unique and innovative...we strongly feel that these products will create demand in the market..."

"...co-marketing is a great idea as it benefits all parties involved...consumers are also assured of quality not just of design but also of the very ingredients and processes used in developing the product..."

"...R|Elan™ initiative shows RIL's commitment towards developing polyester market in India..."

"... (own way) to contribute to Make In India initiative ... have assured quality and timely delivery of inputs critical for us to take our products to global markets ..."

MORE GOOD THINGS ARE TO COME!

ENHANCED PRODUCTS AND SERVICES

NEW PRODUCTS

Lead by Vijay Garg and Sanjay Gupta (product heads, PFY and PSF), the product teams are innovating constantly to launch new and innovative products

CUSTOMER EXPERIENCE CENTRE

Lead by Mr. Rakesh Bali (Sr. V.P.), RIL is developing all-round experience center to showcase special properties of products and end uses

MORE BRAND TIE-UPS

Lead by Ritesh Sharma (Head, Retail team), the retail team is in advanced talks with several brands for partnerships

TIE-UP WITH TOP NATIONAL DESIGNERS

likely in next few months

ESTABLISHING DIGITAL PRESENCE

RIL is committed to expanding polyester acceptance and is investing in connecting with consumers through digital and social media

R|Elan™ website, Facebook and LinkedIn being used to establish consumer connect

GREATER CUSTOMER CONNECT

R|ELAN PRODUCTS: FOCUSED ON SOLVING CONSUMER NEEDS

GREENGOLD

Ecofriendly polyester fiber from recycled PET bottles

FREEFLOW

Polyester filament products with silk and viscose like properties

KOOLTEX

Polyester yarn with inherent moisture management properties



SUPERBLACK

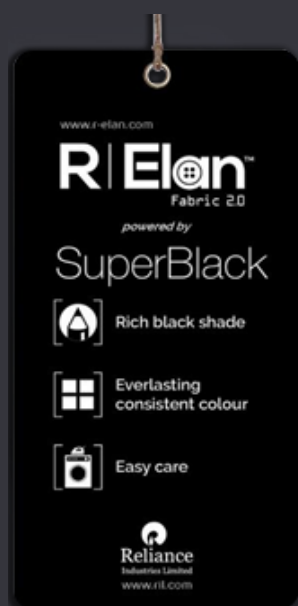
Polyester fibre with deep, consistent black shade

SUPERSOFT

0.6D super fine polyester fibre with soft touch and feel

FEELFRESH

Polyester with silver-ion technology, giving inherent anti-microbial property



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