



ANUBHA

**YOUR
CLEAN
DENIM
JOURNEY**



**REDUCE
REUSE
RECYCLE**

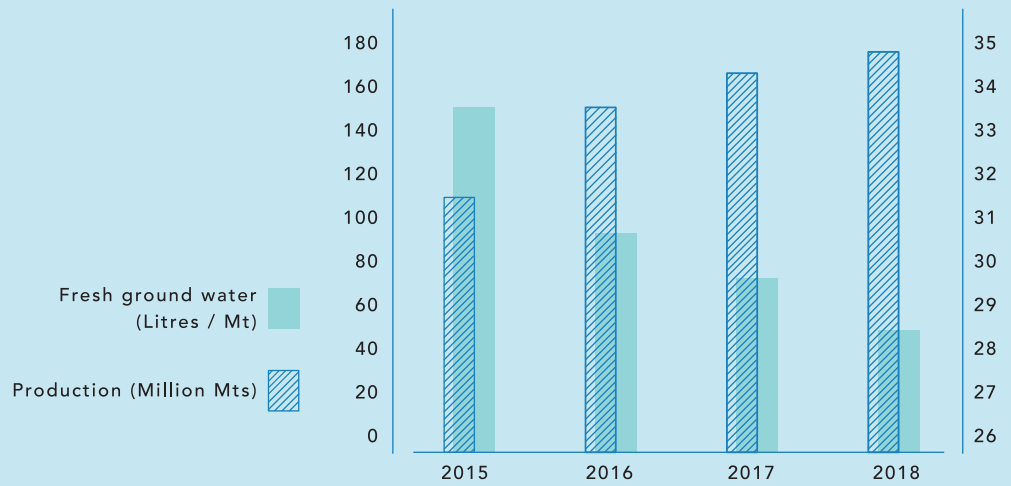
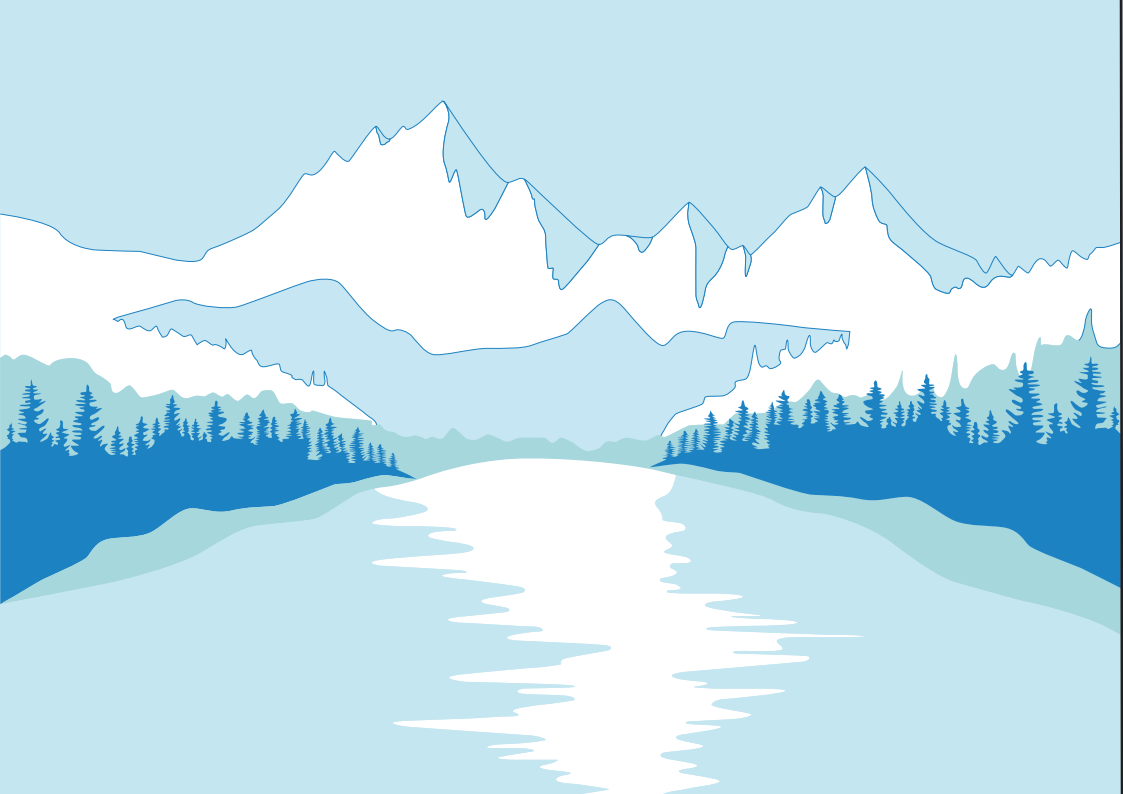
The story behind Anubha Industries
sustainability dedication

WATER

ENERGY

WASTE

MATERIALS



Our new Sulphur dyeing method **REDUCES** the water consumption to 3.5 litres/kg from 12 litres/ kg is used for washing and oxidation process. Our custom-designed counter flow system reuses the water used in the production process, resulting in a considerable amount of process water savings in the year.

1965
million ltrs
SAVED

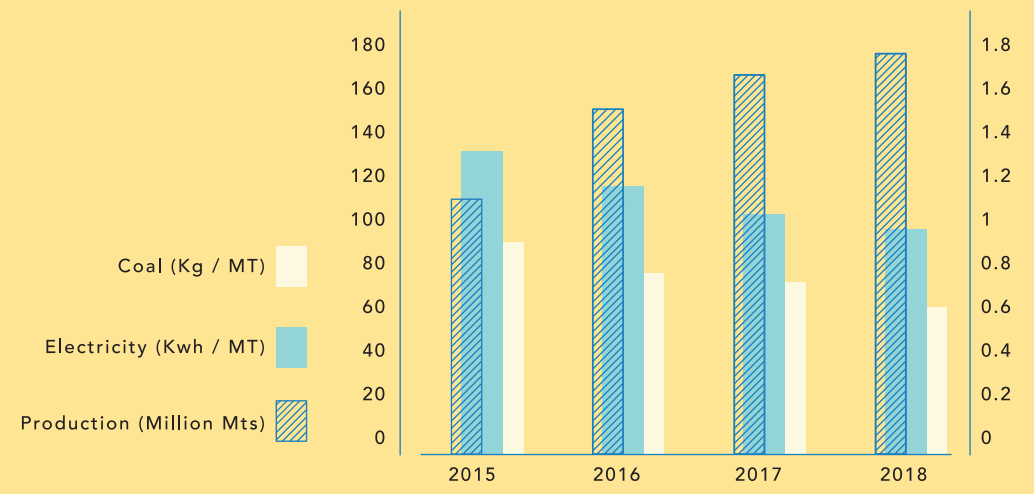
Our water consumption has decreased drastically by 33%, with increase in production in 2015 - 2018

WATER



50
million kWh
SAVED

ENERGY



2133
kgs per day
SAVED



450
kWh per day
SAVED



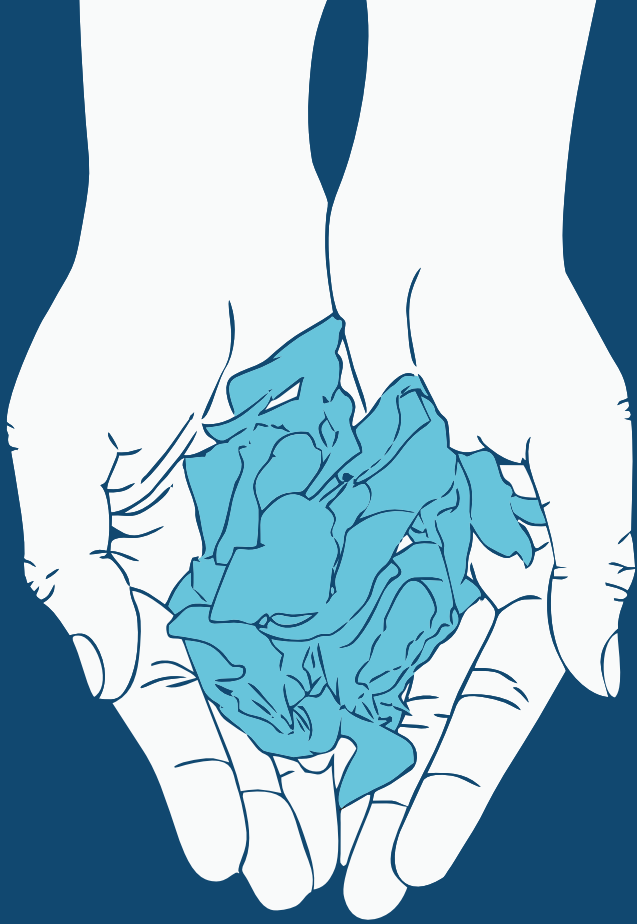
21
KL per day
SAVED



11
KL per day
REDUCTION



Our steam condensate recovery system, flash steam recovery system and waste heat recovery system on boiler and thermopac ensures that energy produced is **REUSED** after recovery.



The installation of a waste heat recovery system on the Stenter machine and hot water from the caustic recovery plant helps recover and **REUSE** whatever energy and by-material that is generated.



We care very much about the environment and aim to protect it by doing everything to minimize the waste produced.

Our process includes the introduction of advanced treatment systems to reduce effluent generated and an eco-processing route that **REDUCES** the other waste obtained.

Our factory also maintains **RESPONSIBLE LIQUID DISCHARGE** by resorting to in-plant pre-treatment of effluent and ensuing further treatment involving sending effluents to CETP for wastewater management.

All our denim waste is recycled to convert to papers for in-house use.

WASTE

MATERIALS



ORGANIC COTTON

Organic cotton is grown by methods that leave a positive impact on the environment. Anubha ensures that organic production systems replenish and maintain soil fertility, expand biologically diverse agriculture, and prohibit the use of synthetic, toxic pesticides and fertilizers. The organic cotton produced is certified by third-party certification organizations to meet strict federal regulations.

FAIRTRADE COTTON

Fairtrade cotton shines the light on the neglected farmers at the end of a long cotton textile supply chain. Anubha works with Fairtrade to guarantee a premium for them, organic crops, fertile soil maintenance, an alternative to better fiber production and more stable incomes.



TENCEL™ LYOCELL

TENCEL™ Lyocell fibers are made by transforming wood pulp into cellulosic fibers with low ecological impact. Anubha Industries does not support the use of toxic chemicals and solvents in the fiber processing. It uses TENCEL Lyocell fiber as a material source, which is a breathable fabric that supports the body's natural thermal regulating mechanism, keeping your skin feeling pleasantly cool and dry throughout the day and night.

RECYCLED POLYESTER

Anubha uses an almost a greener version of polyester that is made of entirely recycled plastic as a fiber. The use of more recycled polyester reduces the dependence on petroleum as the raw material for our fabric needs. Recycling is one of Anubha's steps toward a sustainable future with the same quality and minimum wastage maintained.

REFIBRA™ LYOCELL

Arising from sustainably managed forests, Refibra™ is a product of wood pulp and recycled cotton, it provides fabric that maintains sustainable standards and provides the same quality. With innovation that cuts waste and manufacturing cost, Refibra™ Lyocell contributes to the circular economy as part of Anubha's textile supply chain.

HEMP

Hemp a natural fiber, is used in Anubha's material supply chain in a blend with other fibers because of its reduced impact on the environment. An alternative organic material source, its eco-friendly and durable nature lends a unique finish to the finished garment.



SUSTAINABLE DEVELOPMENT GOALS FOR 2025



GOALS

2025

Adopt leading water stewardship standards to evaluate and reduce resource consumption in materials in supply chain

90% REUSE of water used in manufacturing process

Reducing blue water consumption

Reduction in 80% blue water consumption

GOALS

2025

Reducing chemical consumption

25% reduction in chemical consumption / KG

Improving transparency and traceability in our supply chain requiring suppliers to responsibly source raw materials and products.

100% transparency and traceability in our supply chain

Increase share of sustainable and preferred materials

100% use of sustainable materials

Reusing and recycling of industrial waste into products and into energy

100%

Increase energy efficiency in operations and production

Source 30% renewable energy of the overall energy use

Conduct regular life cycle assessment of product and services

LCA for 50% of over all fabric products and processes

Invest in innovative circular economy technologies , models to promote energy efficiency

Cradle to cradle certification for 10% of fabric products

Source employment and procurement locally, including supplier development

95% in employment and procurements

Our company aims at using only clean chemistry in our entire process by responsible sourcing using bluesign 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.



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