

Andhra govt clears ₹2,003-cr projects

fe Bureau

Hyderabad, June 22:

The Andhra Pradesh government has cleared seven projects that would need investments to the tune of ₹2,003 crore and would likely create 35,700 jobs in the state, a review meeting by the State Investment Promotion Board (SIPB) said.

These seven projects are Mohan Spintex (textile), Indian Designs (textile and garment), Divis Lab (pharmaceutical ingredients project), Vayhan Coffee (premium coffee), Jain Irrigation (mega food park), Greentech Industries (auto-components) and NHK Springs India (ancillary auto-components).

Chief minister N Chandrababu Naidu asked the industries department at the meeting to give monthly updates on the status of the projects. "The Economic Development Board can prepare feasibility reports of projects," said Naidu.

गर्मियों में कॉटन के कूल-कूल कपड़ों का चलन

जैसे-जैसे सूरज जोर दिखा रहा है वैसे लोगों का पहनावा बदल रहा है। युवाओं में कॉटन फेब्रिक्स का क्रेज बढ़ा है। मौसम अनुकूल बाजार में 'डिजाइनर कूल कपड़े' आ गए हैं। इनकी विशेषता

है कि कॉटन के होने से गर्मी का अहसास नहीं होने देते।

कपड़ा व्यापारियों का मानना है राजधानीवासी खासकर युवाओं की पसंद और पर्चेजिंग पावर दोनों में बदलाव आया है। युवा गर्मी में

कॉटन फेब्रिक ज्यादा पसंद कर रहे हैं। रेंज, वैरायटी की मांग और आवश्यकतानुरूप है। शादियों का सीजन है ऐसे में नए कपड़े खरीदना हर कोई

और लांग टी-शर्ट लड़के मैरिक कॉटन, प्योर कॉटन, मिक्स्ड कॉटन टीशर्ट, शर्ट पसंद कर रहे हैं। व्यापारी बताते हैं इस साल ट्रेंड देखते हुए लखनवी चिकन के कुर्ते मंगाए हैं, जो युवाओं को काफी

पसंद आ रही है।

लांग टी-शर्ट और शर्ट फिर पसंद की जा रही है।

हर रंग में उपलब्ध

भूरे, कथई, सफेद, रेड, पिंक, परपल रंग की टी-शर्ट ज्यादा बिक रही हैं। शर्ट में सफेद, लाइनिंग, नीला, हल्का पीला,

हजार तक की रेंज के कपड़े मौजूद हैं।

वयों भा रहे हैं कूल गार्मेंट्स

कॉटन के इस्तेमाल से शरीर ठंडा रहता है।

गर्मियों में पसीने और तेज धूप में खराब न हो ऐसे कलर और डिजाइनर एलिमेंट।

- रामबीर सिंह

हर उम्र का टेस्ट

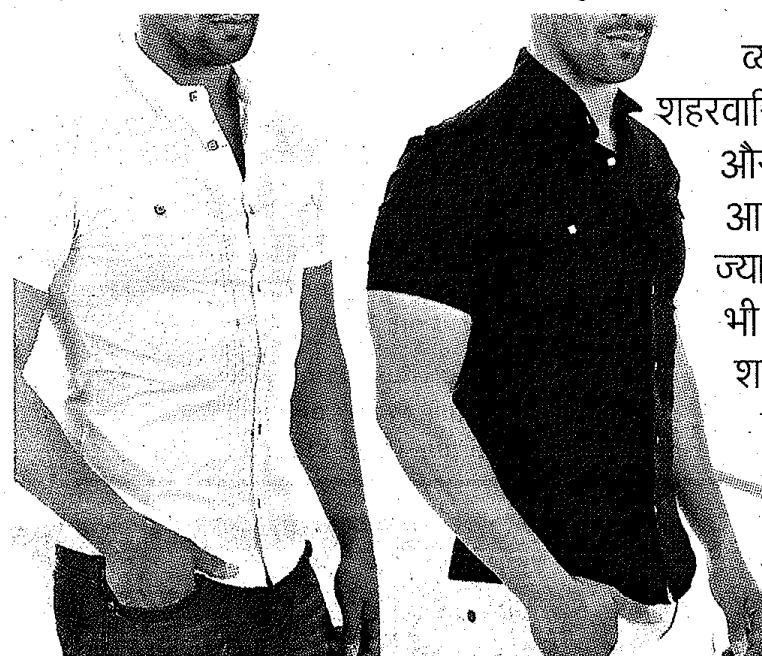
व्यापारियों के अनुसार 10 से 30 साल तक के लड़कों को राउंड नेक ज्यादा पसंद आ रहा है। 25 से 40 साल की उम्र वाले फॉर्मल टी-शर्ट, शॉर्ट व डिजाइनर शर्ट मांग रहे हैं। 40 से ज्यादा वालों में फॉर्मल कॉटन लाइनिंग शर्ट की मांग ज्यादा है।

कूल जींस हॉट लुक

गर्मियों के लिए टी-शर्ट ही नहीं पैंट्स में भी नए डिजाइन आए हैं। पेंसिल जींस, नेरो जींस और कॉटन के सिक्स पॉकेट ट्राउजर्स खूब भा रहे हैं। कॉटन के लोवर, कैपरी तथा बरमूडे भी बिक रहे हैं। लड़कियों के लिए भी जींस और कॉटन के ट्राउजर में बैली लैंग, पेंसिल, लेगीस आई हुई हैं।

सलवार-कुर्ते पहली पसंद

सलवार-कुर्ते में भी खास वैरायटी है। लड़कियों और महिलाओं में कॉटन वस्त्रों की डिमांड है। लड़कियां प्रिंटेड कॉटन के कुर्ते और सूट ज्यादा पसंद कर रही हैं। नए फैशन के टॉप, कुर्तों की विशेष मांग और समर कोट भी चलन में है। फैशन और मांग को देखते हुए नए स्टॉक की व्यवस्था की है।



कपड़ा

व्यापारियों का मानना है

शहरवासियों खासकर युवाओं की पसंद और पर्चेजिंग पावर दोनों में बदलाव आया है। युवा गर्मी में कॉटन फेब्रिक ज्यादा पसंद कर रहे हैं। रेंज, वैरायटी भी मांग और आवश्यकतानुरूप है। शादियों का सीजन है ऐसे में नए कपड़े खरीदना हर कोई चाहता है।

चाहता है। ग्रामीण हो या शहरी इस गर्मी भी कॉटन कपड़े पसंद आ रहे हैं। डिजाइनर कॉलर



दूधिया और हल्का हरे रंग का उठाव है। बाजार में 300 से लेकर 3



Andhra Pradesh 'single desk' clears 217 investment proposals

Investment
Promotion Board
holds review meeting

OUR BUREAU

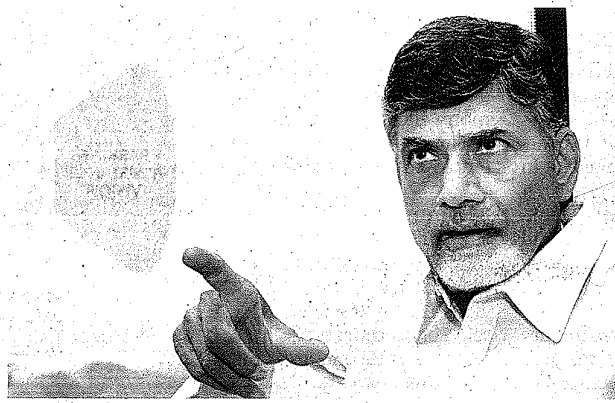
Hyderabad, June 22

The Andhra Pradesh government has cleared 217 investment proposals, out of a total of 417, since the single-desk clearance system became operational in May this year.

Of the total applications, 148 were pending while the remaining were beyond the purview of the single desk. This was disclosed at a review meeting of the State Investment Promotion Board (AIPB) chaired by Chief Minister N Chandrababu Naidu here on Monday.

Mega projects

Seven mega projects in the pipeline involving a total investment of ₹2,003 crore will create 35,700 jobs. They are Mohan Spintex (textiles), Indian Designs (textile &



Right direction Seven mega projects in the pipeline involving a total investment of ₹2,003 crore will create 35,700 jobs

garmenting), Divis Laboratories (Active Pharmaceutical Ingredients project), Vayhan Coffee (premium instant coffee plant), Jain Irrigation (mega food park), Greentech Industries (auto-components) and NHK Springs India (ancillary auto-components unit of iSuzu Motors India).

"Those applications which have not been cleared will be given deemed approvals next month. Also, the concerned officer who has delayed the process will be asked to give an explanation on why there has been a delay," the Chief Minister said. The SIPB will meet once every month

to review the progress of pending applications. To give a thrust to investments in the State, the government is looking at digitising all industries sector-wise. The Industries Department has been asked to give a monthly update on the status of new projects.

Speedy clearance

Referring to applications/projects put on hold because of litigations, Naidu directed officials to request the Centre to set up a commercial desk in the High Court for speedy clearance.

The single-desk portal, which grants clearances to projects, is being linked to CM CORE Dashboard where the Chief Minister can monitor the status of clearances real-time.

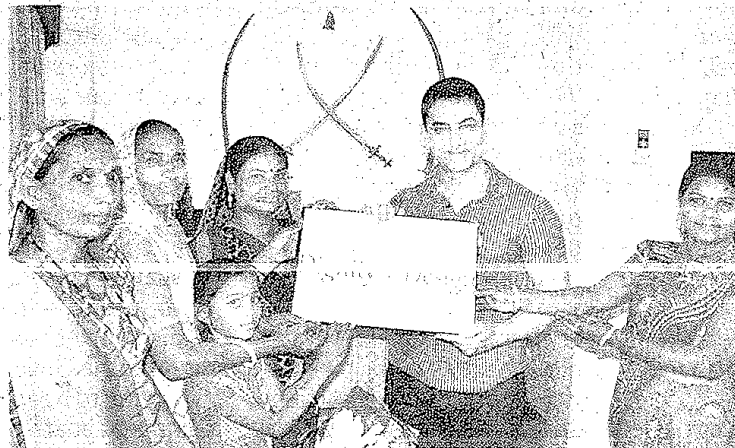
The government is also planning to organise a global investors summit on October 12-14, on the eve of the Hudhud anniversary to symbolise the resurgence of Andhra Pradesh after the cyclone battered its coastal areas.

Making a brand out of the basket

Dignity & Design provides livelihood to scavengers

When scavengers burnt their baskets in a symbolic gesture to end the centuries-old scourge, a brand emerged to restore their dignity and enhance their security by offering a viable livelihood.

In September 2014 actor Aamir Khan coined the name 'Dignity & Design' and formally launched the brand. Liberated women scavengers along with Jan Sahas turned it into a pri-



D power Aamir Khan launches the brand in September 2014

vate limited company that would market products made by its members.

Mobilizing the women through self-help groups and cooperatives, Dignity & Design

makes garments, spices, nutrimixes and *agarbatti* (incense sticks).

To test the waters, it had tied up with the Tata Tea Gaon Chalo initiative to market the company's products to rural consumers. It had also tapped ITC Limited to build its *agarbatti* business.

Today, it has initiated a *Gari-ma* kitchen spices brand in Madhya Pradesh and Rajasthan with women cleaning, grinding and packing chillies, turmeric, coriander and other spices. Its *agarbatti* brand *Avinav* is also on the cards.

Dignity & Design sees high potential in the garment busi-

ness and is busy training women in cutting, stitching and designing. It is also busy executing its first order that comprises 200 pairs of baby booties for the Gendercide awareness project in the US. The order has to be delivered in August.

At present Dignity & Design has nine production units, incense sticks and spices at eight locations in three districts of Madhya Pradesh. The company plans to promote livelihood for over 5,000 liberated scavenger women and will up scale up this model with government programmes and the private sector.

CEA downplays Fed rate hike

Arvind Subramanian believes that the anticipated rate hike by the US Federal Reserve would not have much of an impact in India. The circumstances are entirely different than 2013. And our economic situation is much better, he said.

बदलते फैशन के साथ खादी को दिया जा रहा नया रंग-रूप

नई दिल्ली, 22 जून (भाषा)। परिधानों का फैशन समय के साथ बदलता रहता है। बदलते फैशन के अनुरूप खादी को लोगों और उद्योग में प्रासंगिक बनाने के लिए प्रयोग किए जा रहे हैं। डिजाइनर इसमें हाथ के काम को जोड़ते हुए नए रंग रूप में पेश करने की संभावना तलाश रहे हैं। डिजाइनरों का कहना है कि फैशनेबल और आकर्षक डिजाइनों के साथ अलग-अलग सुंदर रंगों में पारंपरिक परिधानों में तेजी आई है। यह लोगों को आकर्षित भी कर रही है।

दिल्ली स्थित फायकुन डिजाइन स्टूडियो के संस्थापक और डिजाइनर आस्था वशिष्ठ ने कहा कि खादी का अपना एक स्थान बनाना, स्थापित करना और अधिक महंगा बाजार बनाना कठिन नहीं है। लेकिन जब किफायती बाजार का सवाल आता है तब कहानी थोड़ी अलग हो जाती है। वशिष्ठ ने खादी के एक रूप को नए सिरे से तलाशने का काम किया है जो लदाख घाटी से जुड़ी ऊन से बनी खादी है। वह अपने कारोबार के तहत खादी को गहरे नीले से लेकर सफेद रंग तक तरोताजा रंगों में खुदरा बाजार में उतार रही हैं।

खादी को आमतौर पर गर्मी के मौसम का परिधान माना जाता है। जयपुर स्थित

महिलाओं के परिधान का ब्रांड काटन रैक ने इन कपड़ों में आर्गेनिक तत्त्वों को बनाए रखने और स्टाइल के साथ आरामदायक कपड़ों को तवज्जो देने का फैसला किया है। निफ्ट के पूर्व छात्र व काटन रैक के संस्थापक विनायक शर्मा ने कहा कि वह खादी के ऐसे परिधान तैयार करना चाहते हैं जो आकर्षक होने के साथ बहुराष्ट्रीय ब्रांडों में मौजूद हों।

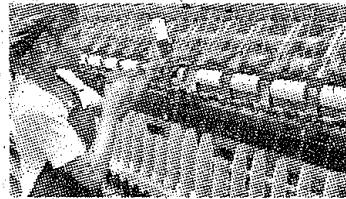
बुनकरों के लिए काम करने वाली दिल्ली स्थित संस्था दस्तकार के संस्थापक लैला तैयबजी ने कहा- मेरे विचार में खादी में सभी खूबियां हैं क्योंकि वैश्विक उपभोक्ता पारिस्थितिकी अनुकूल विषय को लेकर काफी सजग हैं जो कम लागत, रखरखाव में कम खर्च और प्राकृतिक तत्त्वों से हाथ से बने होने के साथ कम कार्बन तत्त्वों से युक्त होने से जुड़े हों। नए रंग रूप में खादी व्यापक वर्गों तक पहुंच बना रही है जिनमें पारंपरिक कुर्तों से लेकर अनोखे रंगों के संयोजन से युक्त परिधान शामिल हैं। फैशन उद्योग में जाने-माने नाम रितु कुमार, सब्यसाची मुखर्जी, गौरंग शाह ने खादी के परिधानों के व्यापक रूपों को पेश किया है जिसमें शादी से जुड़े कलेक्शन से लेकर पारंपरिक साड़ियां और जरी के काम वाले कपड़े शामिल हैं।

कॉटन यार्न के भाव गिरने से गारमेंट सस्ता होने की उम्मीद

अमर उजाला ब्यूरो

नई दिल्ली। कॉटन यार्न की कीमतों में पिछले साल के मुकाबले 10 फीसदी तक की गिरावट से घरेलू बाजार में गारमेंट के दाम में उपभोक्ताओं को राहत मिल सकती है। पिछले दो-तीन महीनों से कॉटन यार्न के दाम में लगातार कमी हो रही है। चीन में मांग कम होने से घरेलू बाजार में कॉटन यार्न की उपलब्धता काफी अधिक हो गई है। इस वजह से यार्न के भाव लगातार कम होते जा रहे हैं। पिछले साल मई में जिस होजरी कॉटन की कीमत 231 रुपये प्रति किलोग्राम थी। इस साल मई में 204 यह रुपये प्रति किलोग्राम के स्तर पर आ गई। इसी तरह ही अन्य प्रकार के कॉटन यार्न की कीमतों में 6-9 फीसदी तक की कमी आई है।

गारमेंट कारोबारियों के मुताबिक कॉटन यार्न में नरमी का सीधा असर यह होगा कि अगले तीन



महीने बाद त्योहारी मौसम के दौरान घरेलू बाजार में गारमेंट की कीमतें नहीं बढ़ेंगी। क्योंकि गारमेंट का निर्माण फैब्रिक से होता है और फैब्रिक का निर्माण यार्न से।

गारमेंट निर्माताओं के मुताबिक हो सकता है कि उपभोक्ताओं को पिछले साल के मुकाबले गारमेंट सस्ते दामों में मिले। हालांकि अभी इसकी गारंटी नहीं है। क्योंकि कई बार कच्चे माल की कीमत कम होने के बावजूद निर्माता व रीटेलर्स उसका फायदा उपभोक्ताओं को नहीं देते हैं। गारमेंट निर्माताओं ने बताया कि अगर इस साल मॉनसून कमजोर रहा, तो निश्चित रूप से गारमेंट के दाम में 5-7 फीसदी तक की कमी आ सकती है।

Made-to-order is the latest buzz in fashion world

CUSTOMISATION has always been a strategic advantage for decades for a lot of small boutiques, upcoming designers and startups across the world. It has helped entrepreneurs start, survive and live their dreams. It's a hands-down successful business proposition, as, due to the complexities in body structures of people globally, standard sizes don't work — especially in the category of formal, evening and partywear.

A lot of us who have been doing bridal couture for decades know what it takes to fulfil the aspirations of so many to-be brides and, trust me, it is not just about an ensemble, it's about a dream being stitched to form. It's a fact that most of the designers in India are doing well because of the made-to-order option. Of late, this lucrative category is branching out — be it shoes, bags, cars, cakes, or gifts... and the list goes on. The term made-to-measure, or bespoke, is getting bolder and bigger spaces in marketing by brands who want have a competitive advantage. Even with the onslaught of e-commerce sites such as Myntra, Amazon and others, the customisation market has held its own.

Recently, I am hearing that some brands who customise are going online with this service as well. I was quiet excited about the idea and explored some of those sites. It is quite interesting how technology has

BUSINESS OF FASHION

GAUTAM GUPTA



facilitated a complex process of customising online. The options are enormous and the kind of choices they give you — from change in styles, patterns, collar, cuffs, fabrics, accents to textures is breathtaking. One gets a complete graphical view of the design one wants and also can compare with other options before taking decisions.

Yes, these sites take time to open and, therefore, one might get impatient. But I am sure this issue will soon be resolved. Till now there has been customisation options available with basic change in sizes, colours and lengths, but these choices will surely lure the buyers. Though they have to wait longer for their order, I am sure people won't mind that considering they get perfectly designed product that fits like a dream in the end.

This customisation phenomenon is spreading fast, and many startups are focusing only on customisations, specialising in either men's formals or ladies western wear.

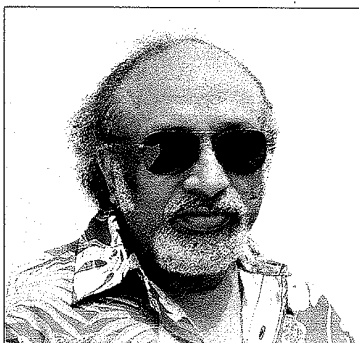
Also, rumour has it, that a lot of domestic and international brands are setting up portals seeing the potential. This option is really much more needed in the men's wear category, as we still have very limited options to shop from. No wonder some of my colleagues and friends who do men's wear are eyeing online portals to launch their collection and looking for customisation. Time will be the deciding factor on the degree of success of these startups. But I am quite happy to see this revolution and banking on this to be a new era in online shopping.

(The writer is a Delhi-based fashion designer)

AD-DENDUM BY KV SRIDHAR

A week full of surprises

In the last three years the Cannes Lions International Festival of Creativity has gone through a transformation when it comes to story-telling. Every year we have seen new ideas and new styles of telling those ideas. This week expect to see more



A last-minute trip to the nearby shopping district, getting the foreign exchange sorted, and packing everything were all that I had in mind before I left for Cannes. But then I got a call to write a column on the world's biggest festival of creativity. The Cannes Lions International Festival of Creativity, popularly known as Cannes Lions, in the last three years has gone through a transformation in storytelling. Every year we have seen new ideas and new styles of telling those ideas.

Let's start with 2012, a year when the advertising fraternity showed versatility in storytelling. With consumer spending taking a hit due to the recession in 2008-09, the next few years saw consumers being very cautious in spending their money even when it came to buying grocery or daily needs. It was then that American Express launched, 'Small Business Saturday', a shopping holiday in the US on the first Saturday after Thanksgiving. The idea was to give the much needed boost to small and local businesses. It was then turned into a regular fixture in the pre-Christmas shopping season in the US. In its second year it turned out to be hugely successful with as many as 5000 small businesses participating in it and 103 million Americans shopping on the day. It soon became a phenomenon on social media generating 2.7 million 'Likes' on Facebook. Remember, those were the days of 'Likes'. Even US president Barack Obama tweeted his support. And soon the US Senate passed a motion declaring Small Business Saturday an official day.

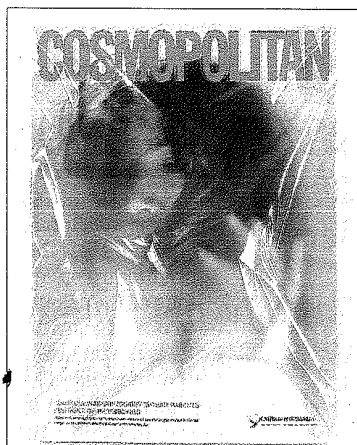
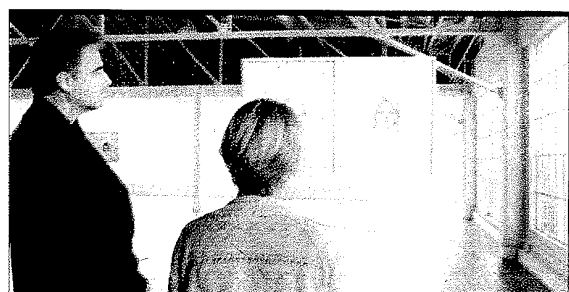
If on one hand AmEx's work was proof of what meticulous and clever planning can do, on the other, 20-year-old Hong Kong student Jonathan Mak Long's The #CokeHands campaign that won a Grand Prix was an

example of powerful creative ideas. Released in Shanghai, the creative featured an illustration in which the Coke ribbon device is transformed into two hands, one passing the other a Coke giving the impression that the hands together are holding a bottle.

And who can forget United Colors of Benetton's Unhate campaign featuring Pope Benedict XVI kissing a senior Egyptian imam on the lips that not only won accolades at the festival, but created a furore as people called it sensational, jaw-dropping and provocative.

Then came 2013—the golden year of emotion. Toshiba and Intel's joint creative work called 'The Beautiful Inside' told a very emotional story of Alex who wakes up every day as a different person. While he is the same person on the inside, his outside appearance changes every day. But then he meets Leah and falls in love. That is the moment when everything changes for him as he is aware that he will see her again, but she will never see him. A tear jerker, this campaign left everyone pondering upon the importance of inner beauty than external appearance.

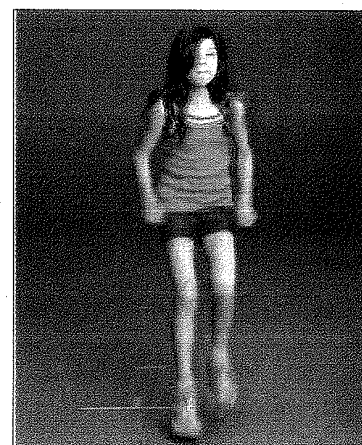
The same year a campaign called 'Dumb ways to die' went home as the winner of the most memorable and awarded work, winning as many as 28 Lions, including five Grand Prix. Created by McCann Australia for Metro Trains to promote rail safety, the ad comprised a catchy tune and a collection of animated characters as part of an online music video. Within



24 hours of its launch on 16 November 2012, the song entered the top 10 chart of iTunes. The video has now amassed close to 100 million views and 4.8 million 'Shares'.

Dove's 'Real Beauty Sketches' online video was another memorable work that year that won a Titanium Grand Prix. The film featured a police sketch artist drawing portraits of women based on how they portray themselves. He then drew the same person from another person description. One of the best years for creativity it was a year dedicated to the power of inner beauty.

The next year, 2014, saw the coming together of technology and some of the best creative ideas. For car racing followers, Dentsu, Honda Motor, and Rhizomatiks' light and sound project Sound of Honda—Ayrton Senna's Fastest F1 Lap (1989) is more than a visual treat, it is the moment when history is relived through the sound of a racing car. Through the help of light and sound



In the race at Cannes 2015: (Clockwise from top) Ads of Guinness Beer, P&G's Always, and Cosmo cover

the companies resurrected engine sound from Ayrton Senna's 24 year-old victory lap. This was one idea which saw technology and creativity joining hands to create something spectacular.

That year a ten-year-old girl called Sweetie from Philippines took the world by storm. In an effort to tighten the noose on pedophiles, a virtual girl was created by the Dutch advertising agency Lemz and the charity Terre Des Hommes Netherlands. About 1,000 men from across the world were caught in the act. The charity and the agency sent the details including that of 110 British men to Interpol. It won a gold Cyber Lion at Cannes.

Volvo Epic Split featuring Hollywood star Jean-Claude Van Damme doing an implausible split between two moving trucks, still remains fresh in my memory. The ad was a

classic example of marrying celebrity and the 'wow' factor to drive the brand message home.

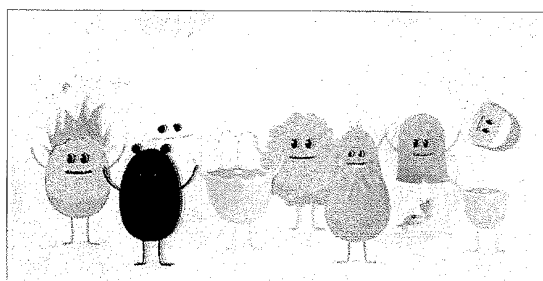
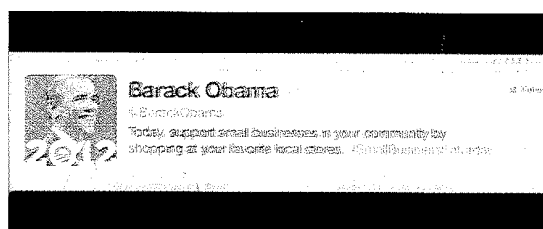
And as I leave for Cannes I cannot stop thinking about some of the work submitted this year that have left an impression on my mind. Like many of us, I am equally curious to find out if these campaigns will take back a Lion or two home. To begin with, after its very emotional 'Thank you Mom' campaign, Procter & Gamble has returned this year with 'Like a girl' campaign for its feminine hygiene brand Always. In the ad, a group of adults and teens are asked to act what it means to do something 'like a girl'. The ad has been viewed 80 million times in 150 countries and shared by 1.5 million people until January this year.

Women's magazine Cosmopolitan featuring a shocking cover picture that appears to show a woman being suffocated to raise awareness of honour-based killings is one of the print campaigns that has left a hard hitting impact on my heart and mind. Created by Leo Burnett, the campaign highlights the work by charity Karma Nirvana.

And I can go on writing about more campaigns. But I reluctantly put a full stop here by mentioning one last creative work that has captured my imagination this year: Guinness Beer's 'Made of Black' campaign that links the colour of its beer, which is very dark and almost black, to the colourful spirit of Africans. The two-minute ad film features local artists and performers in a medley of dance and art propelled by singer Kanye West's 'Black Skinhead' song.

With this I am geared for a week full of surprises. As for all the creative work that has been entered I say, 'May the odds be ever in your favour'.

The writer is chief creative officer, India, Sapient Nitro



Winning Lions: (Clockwise from left) Dove Real Beauty ad (2012), AmEx's Small Business Saturday, Dumb Ways to Die (2012) and Volvo Epic Split (2014)

CCI starts selling cotton as rains gain momentum

fe Bureau

Chennai, June 22: The Cotton Corporation of India (CCI) has started selling its stock due to widespread rains across cotton-growing states such as Andhra Pradesh, Punjab, Haryana, Rajasthan, Maharashtra and Gujarat. CCI has sold nearly 15 lakh bales from its total stock of 86 lakh bales.

It has managed to attract buyers from neighbouring countries such as Bangladesh and sold cotton at approximately 74 cents per lbs from its stocks held in

Andhra Pradesh, Gujarat and Maharashtra, said Indian Cotton Federation here on Monday.

In the last few days, CCI



has managed to sell about 5,000 bales, which is a good beginning to reduce its huge unsold stock and it will be helpful to domestic mills too, the

federation added.

Most of the cotton growing states have started getting good rainfall, which has helped in cotton sowing by farmers in states such as Punjab, Haryana, Rajasthan, Gujarat, parts of Maharashtra and some parts of north Karnataka and small pockets of Andhra Pradesh. It may be recalled that the Union Cabinet has approved an increase of ₹50 per quintal of seed cotton for medium and long staple for 2015-16 season. New rate will be ₹3,800 per quintal of seed cotton of medium staple and ₹4,100 for long staple.

Rangebound cotton prices to aid spinning mills

After a year of plummeting cotton prices, analysts forecast another year of soft prices during 2015 as well, perhaps even extending into 2016. This bodes well for both farmers and the spinning industry.

Over the last year, a 20-25% drop in both domestic and global cotton prices had shocked farmers and spinning mills. If lower imports from China pulled down global prices, lacklustre demand and high supply, along with the threat from cheap imports price, dragged down domestic prices too. One would have expected the area farmers to switch to other crops because of weak realizations.

Farmers were on the brink of losses and spinning mills were stuck with higher priced raw cotton stock. In India, however, the government action to raise the minimum support prices kept farmer optimism high as the profit from the cotton crop was higher compared with some other crops.

Estimates in May by the agriculture ministry indicate a 14% rise in cotton cultivation in the current year. Further, with the monsoon on track in cotton-producing states, the earlier pessimism on lower yield because of water shortage has been alleviated.

According to **Icra Ltd**, "If the current cultivation trend continues and yields do not get affected sharply, the domestic cotton production in calendar year 2015 and 2016 will be at all-time high levels of ~41.8~44.4 million bales, even if the yield declines by around 5%."

Besides, export prospects for cotton are grim, given that China is unlikely to consume the global cotton supply, after it changed its cotton policy last year and offloaded excess inventory held for its domestic yarn mills to consume.

The above factors indicate that yarn mills would be on a comfortable wicket in the next few quarters. Raw cotton prices are unlikely to catapult. They would remain rangebound at lower levels. Meanwhile, if cotton prices fall steeply, government agencies like **Cotton Corp. of India Ltd** may offer support in the interest of farmers.

Besides aiding spinning mills to improve profitability, the mills may reduce raw material inventory levels due to easy supply. This, in turn, can lower working capital requirement and bring down interest costs. High interest costs had pulled down net profit for most spinning mills in the last several quarters.

That said, a caveat amid all the optimism of stable raw material supply is the subdued demand for the finished product—yarn. The last four quarters saw single-digit increase in net sales for several

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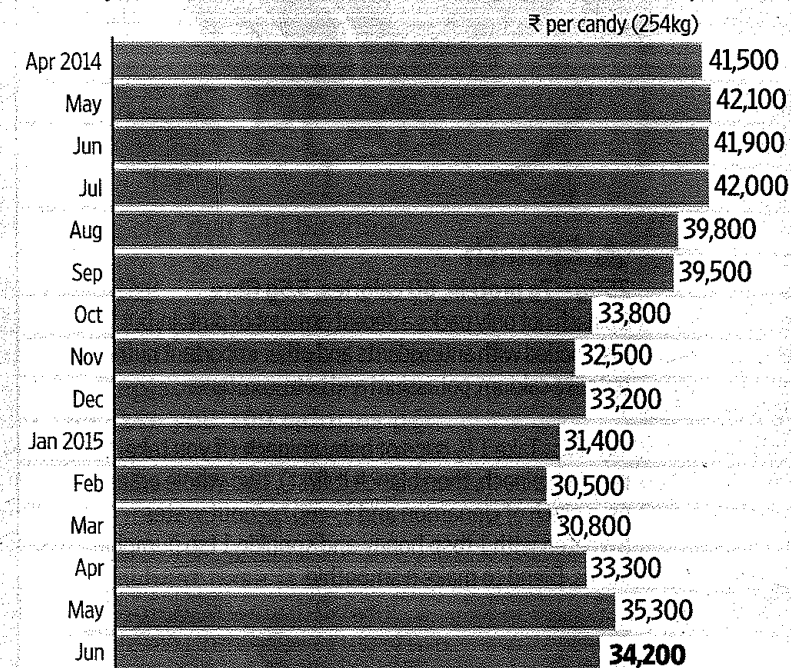
VATSALA KAMAT



We welcome your comments at marktomarket@livemint.com

PRICE PATTERN

Cotton prices are likely to remain rangebound after falling for about a year.



Source: Southern India Mills Association

NAVEEN KUMAR SAINI/MINT

leading yarn mills. Some owners are apprehensive that global demand may be subdued in the current year. Domestic demand too is yet to pick up in spite of the fast-approaching festive season. Low sales may then result in low utilization of capacity and hence impact operating margins.