



KASTURI COTTON
BHARAT

THE SPIRITUAL FIBRE
SOFTER • STRONGER • PURER

Implementation Partner



A joint initiative by the Ministry of Textiles, Government of India,
The Cotton Corporation of India and
The Cotton Textiles Export Promotion Council



Proud to be associated with Kasturi Cotton

Arvind
FASHIONING POSSIBILITIES

TRIDENT GROUP
Being different is normal

WELSPUN GLOBAL BRANDS
Sustainable. Not at all.



kg
Denim

PREMIER
Fine Linens

CHRISTY LINENS[®]

CG creative
group

Objectives

- 🌱 Elevate Indian cotton by setting specification-based benchmarks for quality and transparency
- 🌱 Deliver a consistently superior product that stands out for its softness, strength, and cleanliness
- 🌱 Support lives and livelihood of farmers by enabling them to get better returns for their produce



QUALITY

- 🌱 Long Staple Cotton
- 🌱 Softer
- 🌱 Stronger
- 🌱 More Durable
- 🌱 Improved Colour Vibrancy
- 🌱 Purer

TRACEABILITY

- 🌱 Conformity of Indian Origin
- 🌱 Complete Chain of Custody
- 🌱 Full Transparency
- 🌱 Blockchain Technology

SUSTAINABILITY

- 🌱 Encouraging good farm practices
- 🌱 Ensuring better value
- 🌱 Promoting environmental care

The Kasturi Promise of consistent Purity & Quality

| Staple length/UHML | Micronaire Value | RD Value | Fibre Strength | Uniformity Index | Trash | Moisture Content |
|-------------------------------|--|--------------------------------|------------------------------|-----------------------------|-------------------------------|-----------------------------|
| 30+ mm | 3.7 to 4.5 | 76+ | 30.5 (-1.5) g/tex | 84% or more | 2% or below | 8% or below |
| 29+ mm | 3.7 to 4.5 | 76+ | 29.5 (-1.5) g/tex | 83% or more | 2% or below | 8% or below |
| Heightened Comfort | Increased Softness & Luster | Improved Brightness | Better Durability | Purity | Greater Efficiency | Ease of Process |

The Kasturi Cotton Program Structure

INSPECTION

TESTING

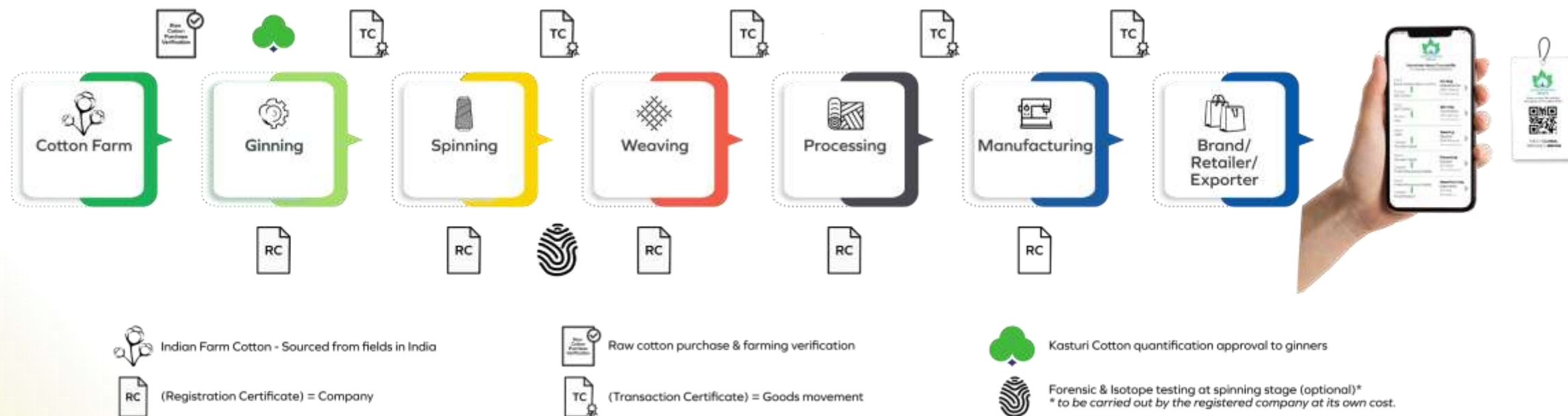
CERTIFICATION

- ✿ By Nominated NABCB Accredited Certification Bodies & NABL Accredited Testing Laboratories
- ✿ Issuance of Registration Certificate through TEXPROCIL
- ✿ Verifiable and Traceable using Blockchain Technology

Authenticity with Traceability

- 🌱 Indigenous blockchain platform that is specially created to address the complexity of the cotton textile supply chain
- 🌱 Complete traceability right up to consumer level
- 🌱 Meets evolving regulations for full traceability in the global supply chain

The Kasturi Promise of Traceability

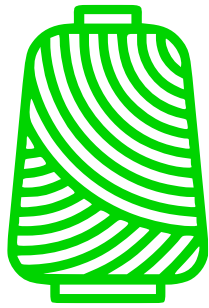


Benefits for Ginner

- 🌱 Higher returns
- 🌱 Sustained long-term growth and competitiveness
- 🌱 Enhanced export opportunities
- 🌱 Tested & Certified
- 🌱 End-to-end Traceability with own blockchain portal
- 🌱 Confirmation of Indian origin



Benefits for Spinners



- 🌱 Upfront recovery of premium
- 🌱 Trash reduced to 2% or less
- 🌱 Increased operational efficiencies
- 🌱 Reduced wastage & turnaround time
- 🌱 Superior product output
- 🌱 Bonus of end-to-end Traceability
- 🌱 Assurance of regular supply of consistently high quality

Moving Ahead

- 🌱 Kasturi Cotton will add Extra Long Staple cotton of 31 mm onwards
- 🌱 Catering to the growing demand for luxury cotton products, adding a new dimension to the brand.
- 🌱 Partnerships with other standards like Better Cotton Initiative, Regenagri and Organic Cotton
- 🌱 Brands gets the double benefit of sustainable cotton that meets the quality specifications of Kasturi Cotton



The Kasturi Cotton initiative: Stakeholders & Benefits



Government of India

Genesis of Kasturi idea was the **5F principles** of GOI - Farm to Fibre, Fibre to Factory, Factory to Fashion, and Fashion to Foreign



Supply Side:

Farmers, ginneries, textile mills, apparel manufacturers



Demand Side:

Global apparel brands, retailers, and consumers looking for consistently superior quality and sustainability



Stakeholder Benefits

Supply side benefits:

- Supply of better quality cotton creates a potential for higher margins
- Standardization of quality attracts global brands

Demand side benefits:

- Consumers get access to products made from high-quality, sustainable and ethically produced cotton
- Brands get better consumer-acceptability

Brand India:

- Position Indian cotton as a premium, sustainable product in the global market

Traceability Demo Video



EXPERIENCE THE BEST OF INDIAN COTTON

ONE BATH & TWO HAND TOWEL SET
SIZE 27" X 54" & 20" X 30"

100% KASTURI COTTON

THE QUALITY FINE
KOTI 100% - 100% KOTI

KASTURI COTTON
BHARAT



Thank You