



Mr. Paritosh Agarwal - MD

SURYALAKSHMI COTTON MILLS

Fabricating the future

It is also about creating a more fulfilling and safer workplace. Paritosh Agarwal is proud of how far Suryalakshmi has come. During his time in the business, one of the greatest lessons he has learned is the importance of quality. "Without quality, a customer can never be happy," he says. "Some companies can gain customers by offering lower prices but, ultimately, what customers want is better quality. At Suryalakshmi, we make quality our highest priority." In the future, Paritosh is looking toward greater expansion within the business. "Suryalakshmi is planning to increase the operation in many sectors," he says. "We are planning to invest in synthetic yarn, fibres, digital printing and many other sector of the textile industry." We are partnering with partners for a disruptive technology in the way fabric will be colored. This is a very important part of our strategy. We'll be offering that capability in most of the regions where we operate. A combination of our disruptive fabric technology and our supply chain can hopefully give a more holistic solution to our customers, especially after this coronavirus crisis," Paritosh says. adding company's credibility, expanding plants actively, strong product development, fully integrated company modernization, quality products, environment friendly, core values, significant growth. Suryalakshmi has implemented several strategies to further improve its operations and stand out from its competitors. It has increased the number of automated machines, prioritized sustainability, adhered to compliance and focused on using recycled products.

In the constantly evolving world of textiles, the stability of reliable suppliers is vital, with the secret to development lying in successful collaboration. Suppliers include major machines, industrial machines, and chemical solutions. What makes Suryalakshmi stand out as a valuable addition to its suppliers' customer base is that it naturally views suppliers as partners. For example, the garment maker works alongside a lot of the companies from which it sources dyes and chemicals. The result is a supply chain characterized by collaboration and communication. Suryalakshmi customers give it ideas about the kind of product they want and, in turn, Suryalakshmi provides feedback to its suppliers and work with them on a long term base. At the end of this process, garments are made according to the requirements of the customer base. Without a close relationship with its partners, Suryalakshmi wouldn't have achieved the success it has enjoyed these many years. "This industry is never static, it's always changing and evolving and the only way to have the edge over your competition is to focus, understand the needs of the customers and respond quickly. We have to be proactive to create and develop the products they are looking for and this requires collaboration. Actually, you have to give them solutions, not a product, and that's one of our greatest strengths. We believe in being proactive, not reactive, and continuously encouraging greater creativity is one of our main differentiating factors against our competitors." This means improving our processes while maintaining

quality," he explains. Over the next years, we need to consolidate what we have while still developing and adding new products. All our top executives are from Suryalakshmi and it's been like that right from the beginning. We have never brought people in from outside, they have all been homegrown people. This has created an ethical culture based on honesty, integrity and transparency. We respect human values, we believe in teams and operating on openness, trust and the flow of ideas. These are the core values Suryalakshmi Spinning Mills has built over the years." New products, new development – that is a mantra for us," He added. "We search, we develop, we listen to our customers and look at other competitors so we are always ahead of the game. It's continuous. You cannot stop. Customer loyalty, some of it stretching back more than 15 years, is important and safeguarded by consistency. "We retain our customers by always offering quality, supply and developments," he says. "It's another important thing on which we judge ourselves. "Whether it be with a supplier or a customer, we build relationships. After all, they help us grow. One example of this is allowing our suppliers of textile machinery, raw materials suppliers in dyes, chemicals and packaging, all our partners to experiment with new technology and equipment in our plants. I'm in a business that employs a lot of people, so when we make a proposal, we impact people's lives. We are in a very polluted industry. If we can do something right, we impact the planet and the environment."