



BIRLI KNITTERS

QUALITY APPAREL | SINCE 1971



BIRLI KNITTERS





BIRLI KNITTERS

A TRADITION OF RELIABILITY

Birli Knitters is synonymous with quality and trust in the field of apparel manufacturing in India. Incorporated in 1971 in Tirupur - the knitwear manufacturing hub of India, we have a dedicated tradition of over 5 decades in the manufacture and export of knit wear apparel for leading global brands. We provide complete garmenting solutions by integrating our experience in apparel manufacturing with modern technology and uncompromising levels of quality and consistency.

Birli Knitters is positioned with a vertically integrated manufacturing set up from yarn to garment. The factories are equipped with hi-tech modern machineries and highly skilled employees thereby enabling us to supply quality products with a minimal turnaround time. A strong commitment to excellence in manufacturing along with our endeavours towards environmental sustainability have established Birli knitters as one of the most preferred garment manufacturers in the world.



BIRLI KNITTERS



FOUNDER

Birli Knitters was founded by the Iconic Shri. M. Nachimuthu Gounder, driven by his quest to cater readymade garments to the Indian retail market. We are guided by his vision to manufacture clothing with the highest levels of quality and commitment in adherence with the principles of truthfulness, perseverance and integrity at the core of our business practices. Steered by his dynamic leadership, the company has grown from humble beginnings with a handful of employees in 1971 to a vertically integrated manufacturing base offering expertise solutions across the manufacturing spectrum.

VISION

Our vision is to have a strong presence in the global textile market by following the principles of truthfulness, perseverance and integrity with a strong focus on quality, innovation and sustainability.



BIRLI KNITTERS



MANAGING DIRECTOR

Mr. N. Duraiswamy, the son of Mr. M. Nachimuthu, joined the business in 1985. He chartered the course for Birli knitters to diversify into the export market in 1991 thus enabling the company to transcend boundaries and establish its presence across the globe. He has travelled widely on business and gained in-depth knowledge on the export of knitwear. His ability, skill, experience and untiring efforts has garnered the confidence of the leading global customers. Under his able guidance, Birli knitters has emerged as an integrated, quality driven, star rated exporter of knitwear garments, catering to leading fashion brands all over the world.

MISSION

Our Mission is to pursue excellence in manufacturing using state of art technology in an environmentally friendly manner. We also aim to develop a work culture that fosters inclusive growth of all our employees.



BIRLI KNITTERS



INFRASTRUCTURE

We pride our self with a robust manufacturing capability and cutting edge technologies. Starting from the spinning of yarn and fabric processing to the supply of finished garments, our manufacturing units work in harmony to synergize the overall operations of Birli knitters thus making us a leading vertically integrated manufacturer and exporter of garments in India.

Our machines conform to the highest technical standards of garment manufacturing and allow us to cater to a diverse range of product requirements. Our in-house infrastructure allows us to offer our customers a constant quality in our products and thereby provide comprehensive solutions in manufacturing.



BIRLI KNITTERS



SPINNING

Our spinning mill which is equipped with the fully automated state of art spinning frames from LMW, turns quality cotton into high grade yarn. The superior quality raw cotton selected by our quality experts are mixed appropriately and processed with Cotton Contamination Cleaner machines to discard impurities. Hi-tech machinery for blow room, carding, combing and drawing, to high-end cone Winding machinery and Autoconer helps us in achieving superior quality cotton yarn in a wide range of counts from 20's to 60's.



TECHNOLOGY: Blowroom & Carding - Trutzschler - Germany | Breaker Drawing, Lapformer & Comber - Reiter - Switzerland | Simplex & Spinning - LMW - India | Linkconer - Muratec - Japan

CAPACITY: 14 Tonnes per day.



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KNITTING

World class knitting machines form the base for fabrics in Birli knitters. Computerised full jacquard knitting machines, auto stripper, vertical stripper and wrapper stripper knitting machines along with jersey, rib and interlock knitting machines from allow us to offer a a attractive assortment of fabrics to our customers.

TECHNOLOGY: Full Jacquard , Auto Striper , Interlock , Rib Knitting - Orizio - Italy | Vertical Stripper , Wrapper Stripper Knitting - Camber - Leicester UK | Single Jersey and Fleece Knitting - Pailung - Taiwan



CAPACITY: 20 Tonnes per day



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DYEING

Technologically always ahead in sustainable manufacturing, we have installed earth-positive machines like the German-made Thies Soft flow Dyeing machines, Swiss-made Santex Padding & Drying machine along with DataColour Lab Equipment & Compacting machines from the USA. Advanced testing machines in our lab help us achieve the right colour as per the garment requirement. The resulting quality is a benchmark of increased efficiency and colour requirements.

As an Oeko-tex 100 accredited factory, we ensure that our dyes and chemicals meet international regulations on harmful dyes . A high tech reverse osmosis plant with multi effect evaporators has been installed to achieve zero discharge of process effluents. This eliminates the chances of potential toxic substances from reaching our water bodies.

TECHNOLOGY: Soft Flow Dyeing & Washing - Theis - Germany | Padding - Santex - Switzerland | Laboratory - Datacolour - New Jersey USA | Compacting - Fabcon - USA

CAPACITY: 10 Tonnes per day.





BIRLI KNITTERS



EMBROIDERY

The embroidery division houses sophisticated embroidery machines from Tajima-Japan that drives to handle the most complex embroidery designs with the help of sophisticated CAD/CAM designing. This also enables mass scale execution of intricate embroidery with laser cut and sequence techniques in upto 9 colours.

TECHNOLOGY: Computerised Automatic Embroidery - Tajima - Japan

CAPACITY: 10000 garments per day.





BIRLI KNITTERS



PRINTING

The printing unit is competent to print on a wide range of fabrics with enticing colours and a spectral range and intricate patterns. To offer a complete range of print options, we have installed state-of-the-art fully automatic placement printing machines from MHM - Austria, which facilitate various types of prints like reactive, discharge, pigment, plastisol, high density to flock & rubber prints. This technology empowers us to print sharp designs with high level of accuracy. Entire range of fabrics, such as light and heavy as well as delicate and sensitive fabrics can be printed in the same machine.

From design selection to final execution, our expert and experienced personnel ensure perfection. AZO free dyes and chemicals are used in the printing process and our prints adhere to the likes of Oeko tex 100.

TECHNOLOGY: Automatic Chest printing - MHM - Austria

CAPACITY: 18000 garments per day





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G A R M E N T I N G

Our Stitching Unit has high end sewing machines to measure up to the complexities of manufacturing a vast number of styles. Our team of skilled personnel work towards stitching with the highest degree of precision. Dynamic inspections are done by the quality team that undertakes detailed examination of every batch of garments. Strict quality control measures are enforced at every step of production to meet the global standards.

TECHNOLOGY: Overlock, Flatlock Sewing Machines - Pegasus - Japan | Single Needle Sewing Machines - Juki - Japan | Button, Button Hole, Bartack Machines - Siruba - Taiwan

CAPACITY: 30000 garments per day.





BIRLI KNITTERS



FINISHING

CHECKING AND IRON

As part of our rigorous quality control exercise, a final round of inspection is meticulously carried out to ensure the quality of the garments. Sophisticated needle detector machines ensure that the products are metal-free. The garments are then carefully ironed for a wrinkle free and smooth finish in the sophisticated steam-pressing division.

PACKING

After the garments are steam-pressed, they are made ready for dispatch. Our packaging department employs various types of packing techniques to meet the different needs of the customer. Inventory is well-managed with extensive warehousing spaces where the products are stored and are ready to be shipped.



BIRLI KNITTERS

PRODUCTS

We have the competence to manufacture knitwear for newborns, infants, toddlers, younger boys and girls, men and women. We produce a wide range of products from rompers and sleepsuits, nightgowns, pyjamas, maternity wear and thermal wear to athleisure and fashion wear.





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QUALITY

Quality has always been a major catalyst in our success story. Our undisputed reputation stems from our dedication to quality which extends to every process and product in adherence to stringent global standards and protocols.

Excellent quality is a state of mind held by everyone at Birli Knitters. It is this state of mind that inspires our task force to manufacture superior garments. Total Quality Management is an integral aspect of all our units. We follow stringent Statistical Quality Control (SQC) and Acceptance Quality Level (AQL) standards throughout various stages of production with the supervision of our experienced quality team. Quality checks are conducted on a day to day basis and at each stage of garment production.

In-house Quality Control laboratory and trained workforce ensure that both processing methods and products meet the required

industry standards. We test the physical characteristics of the raw materials and finished garments on parameters like after-wash print durability, GSM, shrinkage, PH value, yarn count, strength and small parts pulling test. Our internal laboratories ensure that the highest-quality product is produced, while simultaneously reducing garment lead-time through faster approvals on quality.



BIRLI KNITTERS

CERTIFICATIONS

We are committed to pursue high-quality manufacturing and ethical employment practices. Endorsing our commitments our products and factories have been audited and approved for leading global standards.



Sedex



SMETA



OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100



Disney
FAMA



STAR EXPORT HOUSE
RECOGNISED BY GOVT OF INDIA
**GOVT. RECOGNIZED
STAR EXPORT HOUSE**



ISO
9001:2015



BIRLI KNITTERS

ENVIRONMENTAL SUSTAINABILITY

At Birli knitters, we believe in responsible business growth by integrating environmental sustainability into the heart of our operations at all stages of production. Over the years, we have made a mark not just as a manufacturer of quality apparel, but also as a responsible corporate with a commitment to our environment.



1. WATER MANAGEMENT

Due to the increasing demand for clean water, we believe that it is necessary to effectively and efficiently store water. All our manufacturing units follow models for Retention (rain water harvesting) and Re-use. Our Industrial Effluent Treatment Plant treats 100% of the water after dyeing and printing. This enables us to reuse the treated water thereby enabling us to achieve zero discharge of effluents



2. GREEN ENERGY

Major part of our electricity requirements are met by green energy generated by our wind mills and solar units. The use of LED lighting fixtures in the production floors helped in reducing the energy consumptions. We are planning towards solar power capacity augmentation every year to power all our facilities with green energy.



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3. TREE PLANTATIONS

As a socially responsible corporate citizen, we are engaged in various outreach initiatives that aim at sustainable development and growth. We support various environmental friendly initiatives to plant and maintain trees in Tirupur with an aim to provide a greener ecosphere for our future generations.





4. LABOUR SAFETY AND WELFARE

Birli knitters has a long legacy of nurturing and looking after its workforce to the extent that staff feel they are part of a wide & inclusive family. We are committed to pursuing ethical employment practises facilitated by a clean, safe and healthy working environment. We take the welfare of our workers very seriously and the HR department remains dynamically engaged to look into the needs and concerns. We support our workforce with free transportation and accommodations, subsidised food and enrolment in government sponsored health care and pension funds. The labour welfare measures also help in garnering labour satisfaction which is a key index of our growth and success



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