

THE TEXTILE MAGAZINE

Volume: 63 Issue: 8
June 2022

ASIA'S LEADING TEXTILE INDUSTRY MAGAZINE

Ginni Filaments- Perfect Equipments

Successful partnership

Focus on higher productivity,
improved efficiency and quality
that matches global standards



GINNI FILAMENTS flourishes using machinery from Perfect Equipments

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With a strong presence in multiple segments of the textile industry, including spinning, yarn, fabrics, garments and nonwovens, Ginni Filaments is one of India's leading textile companies that have demonstrated a dramatic increase in growth in recent years. The last fiscal year saw a historically unprecedented level of growth for Ginni Filaments of nearly 40% compared to the year before. Providing insights into the factors that have guided this growth, Business Head Balakrishna Sharma says that a major share has been from their involvement in the spinning industry with infrastructure well-suited to match the demand.

Currently in possession of 80,000 spindles and 720 rotors, the company oversees a daily production of up to 60 tonnes of cotton and polyester blended yarns. In addition to this, Ginni Filaments has ventured into products like course spun yarns, slub yarns, Eli Twist yarns, organic yarns and global recycle standard (GRS) yarns – witnessing success on all fronts. However, with spinning being an industry that has numerous competitors, a question arises as to what are the prime distinguishing factors that make Ginni Filaments stand taller than the rest? According to Sharma, one of the reasons is that the company uses the finest raw materials available.

It also tests every single bale of cotton and kilo of yarn for its quality before sale. To him, the company's maintenance of top-notch quality, consistency in performance and testing the products for even the smallest of issues before



Balakrishna Sharma, Business Head, Ginni Filaments

putting them on the market are the factors that make their clients keep coming back to purchase more from their portfolio. The advantage of a company with such a diversified profile is that once a customer becomes satisfied with the first product he has purchased from them and sees the wide range of products the company has on offer, it invariably leads to repeat orders.

This way, Ginni Filaments has slowly increased the confidence the customers repose in its product quality and over the years and it has cemented itself in the industry as a brand of utmost reliability. Sharma has had an important role to play in maintaining the qualitative aspect. A strong believer in sincerity, joint team efforts and clarity of purpose, he has been widely credited for significantly turning the company's business around after coming on board. Sharma credits the company's management for being both understanding and enabling in nature. His mantra for success entails the incorporation of robust marketing in both import and export segments, stellar product positioning and a strong focus on customer orientation. "That should be a staple for any textile company," he states.

Facing the Pandemic Challenge

The onset of the pandemic initially led to a widespread disruption of the textile industry's supply chain, leading to demand being affected and the prices of commodities plummeting. Indeed, the months between March 2020 and September 2021 were incredibly challenging times. However, the resumption of normal operations in October 2021 saw an explosion of 18 months' worth of pent-up demand from the consumers, leading to a huge increase in prices, which was of benefit to both the spinning industry and companies in the value chain. This was one of the triggers that led to an unprecedented level of success over the course of the last fiscal year.

Association with Perfect Equipments



Jayesh Mistry, Director, Perfect Equipments along with Balakrishna Sharma and team

Meanwhile, the company's association with Perfect Equipments has been an intrinsic pillar contributing to its success story. Although the management of Ginni Filaments was aware of cheaper alternatives, they discovered that the machinery offered by Perfect Equipments was capable of giving a level of output that no other machine in the market could provide. After conducting research in the matter, the management was convinced that the fully automatic machines offered by Perfect Equipments far outstripped the semi-automatic alternatives which would entail a higher cost of production. As such, the machines of Perfect Equipments were found to be best suited to its interests. Also driving this decision was Ginni Filaments' focus on modernisation instead of just expansion. The machines have led to increased productivity, efficient usage of material, significant reduction in operating cost and better product quality along with risk elimination. Ginni Filaments' long-standing philosophy of updating automation is what has created a strong bond with Perfect Equipments, a company that is also strong in terms of after-sales service. "Indeed, the management of Perfect Equipments has made it their duty to attend to any problems or service requirements that arise from use of their machines and lived up to its 'customer first' motto. This partnership will continue in the coming years," Sharma says. ♦