

Global Linkages & Market Opportunities

Threading the Future

Kasturi Cotton Bharat Initiative

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Positioning India in the Global Textile Landscape

- **5F Vision:** Integrating Farm, Fibre, Factory, Fashion, and Foreign markets into one cohesive brand story
- **The Shift:** Moving from "Low-Cost Hub" to "Value-Added Innovation Partner"
- **Drivers:** Quality, Sustainability & Traceability
- **Holistic Approach:** Bring together cotton stakeholders from farmers to finished product manufacturers to leading brands
- **Challenge:** Compliance Requirements.

Kasturi Cotton Bharat

- An innovative branding initiative to elevate Indian Cotton and provide it with a unique global identity
- Benchmarked to world standards of quality
- Aligning all stakeholders and transforming the textile sector's traditional strengths into a modern, sustainable and integrated ecosystem.

GOVERNMENT- BACKED RELIABILITY

Kasturi Cotton is a joint initiative of the Government of India and the Cotton Corporation of India, and TEXPROCIL – ensuring trust that lasts a lifetime



THE SPIRITUAL FIBRE
SOFTER · STRONGER · PURER



वस्त्र मंत्रालय
MINISTRY OF
TEXTILES
GOVERNMENT OF INDIA



Industry Associates



Rooted in Indian Soil. Elevated by Standards



QUALITY

- 🌱 Wide range of staple lengths
- 🌱 Softer | Stronger | More Durable
- 🌱 Improved Colour Vibrancy

TRACEABILITY

- 🌱 Conformity of Indian Origin
- 🌱 Blockchain technology with QR code
- 🌱 Complete Chain of Custody
- 🌱 Farm to Fashion Transparency

SUSTAINABILITY

- 🌱 Collaboration with BCI, Regenari and CottonConnect
- 🌱 Ensuring better value for farmers
- 🌱 Promoting environmental care

PROVEN PERFORMANCE

3X

HIGHER TENSILE
STRENGTH

4X

HIGHER TEAR
STRENGTH

Reported by leading Indian Textile Manufacturers

For Yarn-dyed Oxford fabric



WHAT MAKES KASTURI COTTON SPECIAL?

The Assurance of Consistency

- 🌱 Dependable Quality
- 🌱 Complete On-Product Traceability from Farm to Finished Product
- 🌱 Softer, Stronger, More Durable with Improved Colour Vibrancy



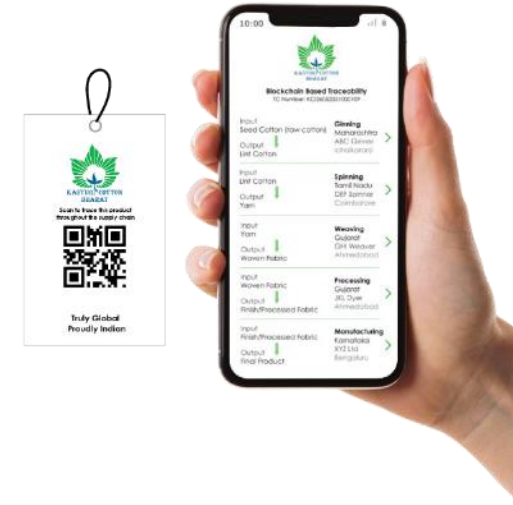
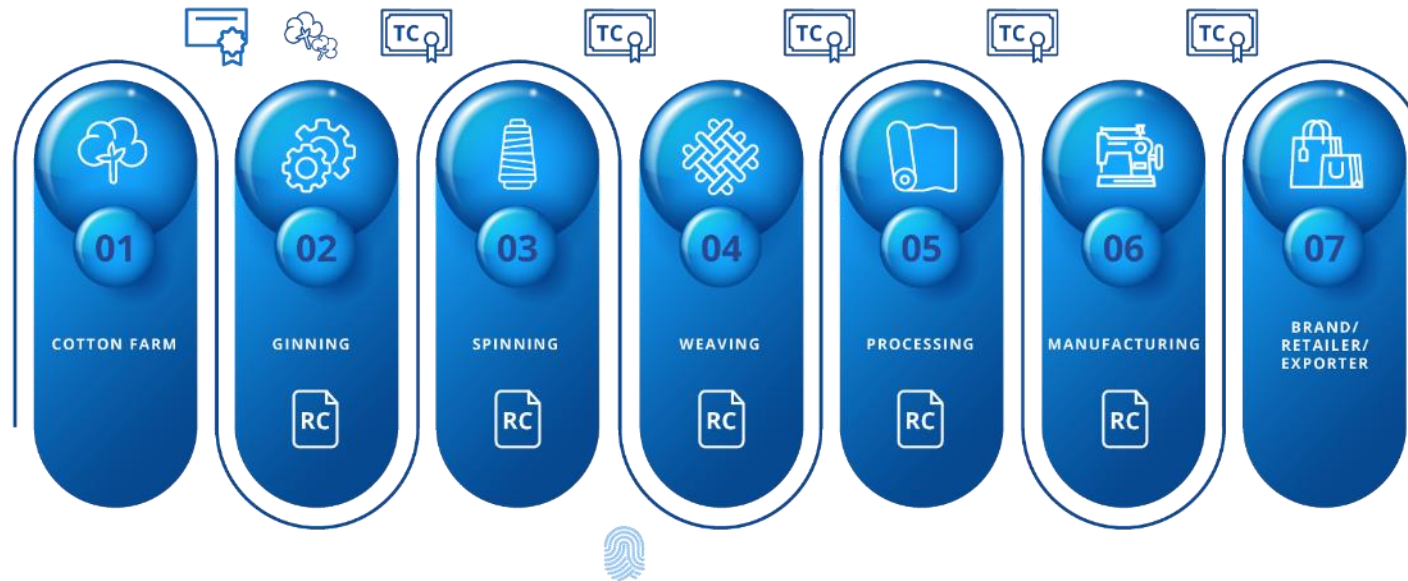
READY FOR TOMORROW WITH END-TO-END TRACEABILITY

Kasturi Cotton's indigenous advanced blockchain captures relevant data at source facilitating compliance requirements.



TRACEABLE AND RELIABLE

Powered by KC Track's advanced blockchain technology, Kasturi Cotton delivers complete end-to-end traceability from farm to fashion ensuring 100% transparency, authenticity, and quality.



Indian farm cotton-Sourced from fields in India (Registration certificate) = Company	Raw cotton purchase & farming verification (Transaction certificate) = Goods movement	Kasturi cotton quantification approval to ginners Forensic & Isotope testing at spinning stage (optional)* <small>*to be carried out by the registered company at its own cost</small>
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KC Track
Authenticity Through Blockchain-based Traceability

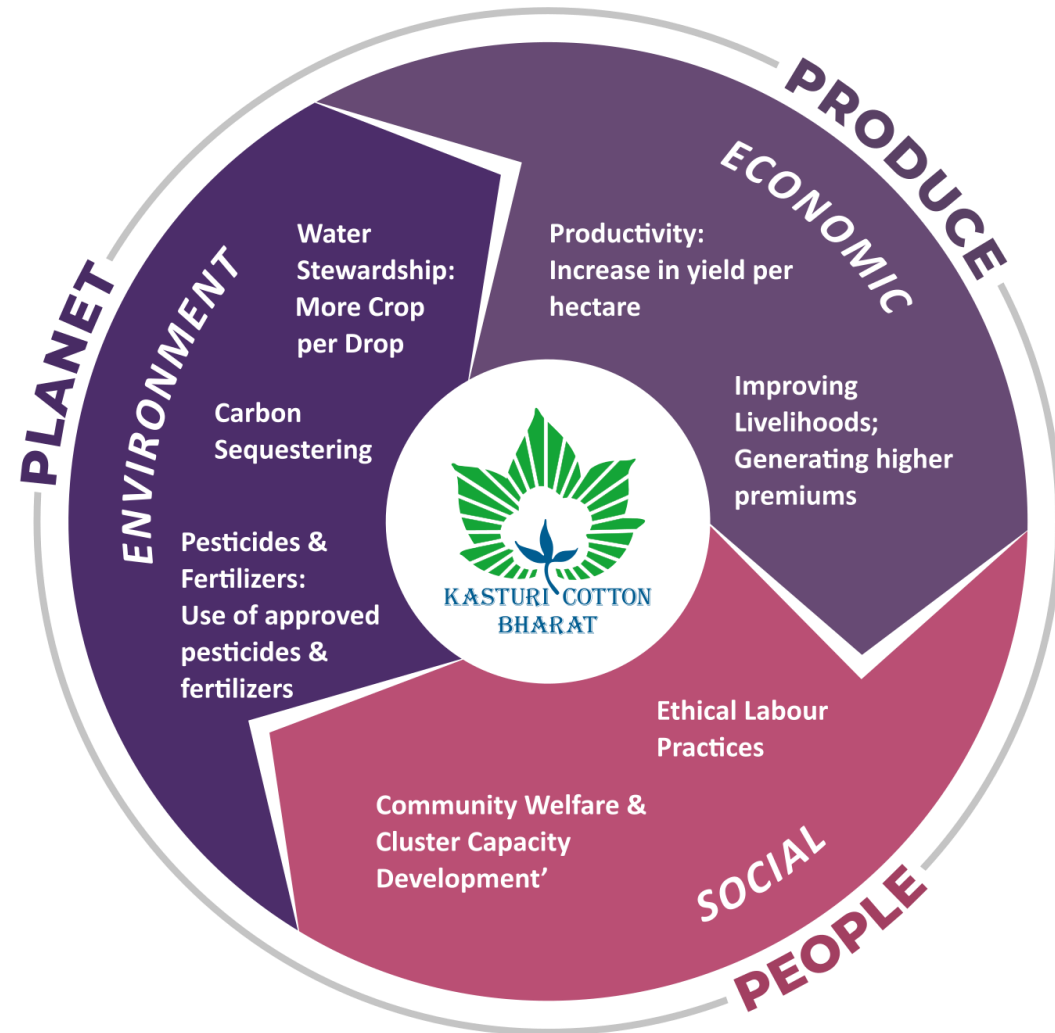
SUSTAINABILITY INITIATIVES

- Establishing 'Kasturi Cotton Villages' as Centres of Excellence
- Nominating 'Kasturi Cotton Mitras' (extension workers) for guidance and monitoring
- Developing LCA parameters to encourage low carbon emissions
- Creating a sustainability framework suitable for Indian agronomic conditions



Framework for Sustainable Cotton Production

- Set sustainability goals along with stakeholders
- Engage with stakeholders on progress towards goals
- Provide a united vision for elevating Indian cotton



ENHANCING THE LIVES OF THE STAKEHOLDERS.

Kasturi Cotton engages with farmers through education and empowerment, ensuring inclusive growth for every stakeholder involved.



Building on Competitiveness with Branding

- Branding isn't just a logo; it's a strategic trade tool:
- Premium Positioning: Moving Indian cotton from a "commodity" to a "premium" raw material, allowing for higher margins.
- Generating Trust: In an era of "fast fashion" concerns, the Kasturi Cotton mark acts as a seal of ethical sourcing and quality assurance.
- Market Access: Simplifies compliance for exporters entering the EU and US markets, where supply chain transparency is a legal requirement.



**KASTURI COTTON
BHARAT**

www.kasturicotton.com

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Let's Connect:

