



Kufner Textiles India Private Ltd.

“The Indian market has great potential”



Mr M K Singh

By participating at the F&A Trade Show 2009, the company wants to announce its presence in India and make people aware about their wide range of innovative products. They also want to take this opportunity to break preconceived notions that products from European companies are expensive. Mr. M K Singh, Business Head - Indian Subcontinent, Kufner Textiles India Private Ltd., Bengaluru, shares his views about his company and the Indian market with F&A Trade Show Update.

What are the main products that you market in India?

The main products marketed in India include canvas, wovens, knits, non-wovens and shirt interlinings. Kufner also produces technical textile products that meet the highest quality standards. This includes an innovative textile product that provides almost complete shielding against electromagnetic radiation like mobile phones.

What is the ‘unique selling point’ of your product?

First of all, we believe that first-class service is one of the most important aspects of satisfying our customers. By that, we mean, offering services of qualified technocommercially competent professionals to offer intensive consultation and on the spot support. Our strengths include service-studios across the globe with professional clothing technicians, and most importantly, worldwide reliable deliveries. Infact, right from the beginning, innovation has been and remains the key factor of Kufner’s success.

Where are your production units located and from where are they supplied into India?

Kufner has production units spread through three continents. In Europe, the units are located in Germany, Austria and Slovakia; in the Americas it is located in Mexico and in Asia the unit is located in China. Kufner has its presence in more than 100 countries worldwide. The requirements are serviced through more than 70 own warehouses strategically located across the globe.

What do you feel about the scope of the Indian market for your products?

We strongly feel that the Indian market has great potential for our products especially in the light of more global brands looking for garments manufacturing out of India. We

believe that India is a market of the future as far as clothing is concerned and as long as there is a demand for clothing, there will be a demand for interlining products. Moreover, India is also evolving quickly as a market that is embracing innovative technology and modern products. Hence, we feel that there will be a demand for high quality products going forward and this is the reason we are here to stay and expand into the next years. Now, with our Chinese factory fully operational, we are able to deliver Kufner quality at affordable prices, which is an incomparable combination of amazing value for money.

When did you begin operations in India?

Kufner Textil GmbH, based in Germany was founded by Mr. Bartholomaeus Kufner in 1862. Today, Kufner Textil GmbH, is one of the leading worldwide companies in the interlinings business. The company, though family owned is entirely professionally run. The first liaison office in India was opened in New Delhi in the year 1995. Later, in 2002, a liaison office was started in Chennai, both of which have resident sales managers each. In the year 2006, a private limited company called Kufner Textiles India Private Ltd., was formed and based in Bengaluru with its own private bonded warehouse. They also have liaison offices in Bangladesh and Sri Lanka.

‘BRAND SURAT’ - SGCCI plans Surat Pavilion at F&A Trade Show



Mr Chetan Shah

‘Brand Surat’ will be the theme of the special Surat Pavilion being planned at the F&A Trade Show 2009 by The Southern Gujarat Chamber of Commerce & Industry (SGCCI), based in Surat. “We hope to have around 12-16 participants at the pavilion,” said Mr Chetan Shah, President, SGCCI. “Surat is known as the textile city of Gujarat. We are proud of our region and its strengths and participation in exhibitions like this is a collective effort to develop and popularize ‘Brand Surat’ across the globe.”

In fact, this will be the first time that SGCCI will be participating in a trade show of this kind in South India.

“The objective of this exercise would be to tell the apparel industry more about Surat fabrics and how they can come and source their requirements from us here. Garment manufacturers in South India have begun using blended fabrics and we felt this would be the right time to showcase Surat this part of the country,” noted Mr Shah. Participation in exhibitions such as this would also enable manufacturers to meet the buyers directly ensuring better understanding of the markets and their particular needs.

Along with the gems and jewelry trade, the textile industry is one of the oldest and most



widespread industries in Surat. “Out of a population of four million in Surat spread over a 400 sq km wide territory, the textile industry itself employs over one million people,” said Mr Shah. “Surat boasts of around 600,000 power looms, 425 process houses and 40,000 embroidery machines. The total production is around 25 million meters of cloth per day. There are 140 textile markets in Surat with around 40,000 wholesale outlets for these fabrics.”

Mainly engaged in the activities of yarn production, weaving, processing as well as embroidery, Surat is well known for its synthetic textile products. According to industry estimates, around 90 percent of polyester used in India originates from Surat. The Middle East is a major export market for Surat textile products, as are also other Asian countries. But the main demand continues to

originate from within the country itself.

The textile industry has grown considerably over time in Surat. In recent times, it has been growing at around 10 percent. One of the main reasons behind this growth has been the industry’s ability to adapt to changes and latest trends. Besides, the industrialists here have strong entrepreneurial skills. As an example, Mr Shah points out that about four years ago, there were only 1,000 embroidery machines in Surat. Today, there are over 40,000 and many more being installed. “The businessmen they are, they realized that there was more money to be made in embroidered fabrics with its value addition than simply selling it plain,” said Mr Shah. “Embroidered fabrics came into fashion propelled by Bollywood and ever since business has only been growing.”

It is because of this quick thinking and adaptability that in spite of all the talk of slowdown and recession, the textile business in Surat has been growing. “This present scenario mainly came about because large imports from China and the sudden, huge hike in oil prices and its subsequent fall, which upset a lot of calculations,” said Mr Shah. “But that is now changing. International buyers are shifting to India from China due to quality related issues. There will be a growing demand not only from India but also other apparel manufacturing countries like Sri Lanka, Bangladesh and Thailand.” And, ‘Brand Surat’ is ready to cash in on this demand.