



E-Serve No.: 5 of 2025 | Date: January 06, 2025

Sub: Kasturi Cotton Introduces New Staple Lengths to Meet Market Demand

Dear Member,

TEXPROCIL is privileged to inform you about the latest developments in the Kasturi Cotton Bharat program, which now includes Extra Long Staple (ELS) cotton varieties with staple lengths of 34 mm+ and 35 mm+. These new additions, alongside the expanded range of shorter staple lengths, reflect our commitment to meeting market demands with the highest quality cotton. We encourage you to actively demand yarn made from these ELS cotton varieties to leverage their superior strength, softness, and durability. Together, let's set new benchmarks in the cotton value chain and showcase the excellence of Indian cotton to the world.

In addition to the existing staple lengths of 29 mm+ and 30 mm+, Kasturi Cotton will also now include 28 mm+, 31 mm+, 32 mm+, 33 mm+, and Extra Long Staple (ELS) cotton measuring 34 mm+ and 35 mm+.

The full range of staple lengths included in the Kasturi Cotton Bharat program is attached ([click here](#))

This initiative empowers ginners to begin offering lots for sampling and testing of Indian cotton that meets these new staple lengths. By expanding its range, Kasturi Cotton significantly increases the availability of Indian cotton that meets the brand's stringent quality criteria, reinforcing its commitment to delivering excellence across the cotton value chain.

The KC Track blockchain platform has also been upgraded to introduce advanced traceability features, offering detailed insights into the cotton's origin from the farm level including the geographical location to provide a clear and intuitive overview of the cotton's journey through the value chain for enhanced transparency and accessibility.

Assured Quality and Benefits

Kasturi Cotton provides the entire cotton value chain—from farmers to manufacturers and even consumers—with the assurance of receiving the finest Indian cotton. All products are rigorously tested and certified, offering:

- Assured product quality: Reliable and consistent cotton fibre makes for superior finished products.
- Authenticity: Genuine Indian cotton that meet the Kasturi Cotton's specifications.
- End-to-end traceability: Transparency throughout the supply chain.
- Sustainability: Responsibly farmed cotton that supports eco-friendly practices.

Why buy Kasturi Cotton?

Kasturi Cotton stands out in the global market for its exceptional quality and sustainable practices. Key advantages include:

- Enhanced product performance: Finished products are softer, stronger, more durable, and exhibit superior colour vibrancy, assuring excellence in every thread.
- Supply chain transparency: Kasturi Cotton's blockchain-based KC Track platform ensures complete traceability from origin to finished product.
- Consumer trust: Builds confidence and preference by adhering to compliance and sustainability standards.
- Informed decision-making: Offers unparalleled insights into the supply chain for better business outcomes.

Kasturi Cotton's sustainability initiatives align with globally recognized programs with its collaboration with the Better Cotton Initiative (BCI), Regenagri, CITI-CDRA and sustainable projects of CottonConnect. The brand also provides field-level training on best practices for cotton-picking in collaboration with ICAR-CIRCOT and Farmer Producer Organizations (FPOs).

About Kasturi Cotton

Kasturi Cotton is India's flagship cotton brand, known for its commitment to quality, sustainability, and transparency. By fostering collaborations and leveraging cutting-edge technology, Kasturi Cotton is driving a transformative shift in the cotton industry, making Indian cotton the preferred choice for global consumers.

Incase of any queries or additional information kindly contact Mr. Uday Kharat at uday@texprocil.org / Jayesh Kakkad at jayesh@texprocil.org

Regards,

Dr. Siddhartha Rajagopal
Executive Director

::TEXPROCIL::

TEXPROCIL respects your privacy. You are receiving this email because of your membership with TEXPROCIL.

To ensure that you continue receiving our emails, please add us to your address book or safe list.

Subscribe us on WhatsApp +91-9152009163



TEXPROCIL

Engineering Centre, 5th Floor, Shrimad Rajchandraji Marg,
Mumbai, Maharashtra 400004, India

[Unsubscribe](#)