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Sub: Invitation to Kasturi Cotton Awareness Programme – Opportunities for Spinners and Downstream Industry | 5th November 2025, SIMA Conference Hall, Coimbatore

Dear Member,

The Southern India Mills' Association (SIMA), in association with **TEXPROCIL (The Cotton Textiles Export Promotion Council)**, is pleased to invite you to a **Physical Awareness Programme on “Kasturi Cotton – Opportunities for Spinners and the Downstream Industry through Value Creation and Enhancing Market Competitiveness”**.

Date: Wednesday, 5th November 2025

Time: 10.00 a.m. onwards

Venue: SIMA Conference Hall, 41, Race Course, Coimbatore – 641018

This interactive session will focus on:

- Traceability and transparency in Kasturi Cotton – ensuring end-to-end integrity from farm to fashion.
- Building value through the Kasturi Cotton Standard and its traceable certification model.
- Opportunities for spinners, fabric manufacturers, and brands in domestic and export markets.
- Collaboration for a sustainable, contamination-free cotton value chain.

The session will be addressed by Dr. Siddhartha Rajagopal, Executive Director, TEXPROCIL, along with senior industry leaders and experts from SIMA. [Click here](#) for more details.

Your participation will be highly valuable in strengthening the initiative and positioning Indian cotton globally through the **Kasturi Cotton brand**.

We look forward to your participation.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

::TEXPROCIL::

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