



SHIVA TEXYARN LIMITED

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Website : www.shivatex.co.in CIN : L65921TZ1980PLC000945 GSTRN : 33AABCA6617M1Z0

STYL/SEC/SE/3103/2018-19

22nd January 2019

To

<p>The Secretary, Corporate Listing Department, BSE Limited, P.J. Towers, Dalal Street, Mumbai – 400 001.</p> <p>Script Code: 511108</p>	<p>The Manager, Listing Department, National Stock Exchange of India Limited, “Exchange Plaza”, Bandra-Kurla Complex, Bandra (East), Mumbai – 400051</p> <p>Scrip Code :- SHIVATEX</p>
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Sub: Launch of Reusable Fabric Diaper – “Paw Paw” – Reg.

Pursuant to Regulation 30 read with Para B of Part A of Schedule III, we wish to inform that the Company has launched a new environment friendly and sustainable product i.e. Reusable Fabric Diaper – “Paw Paw” a first of its kind in India. The details about the said products are attached herewith.

The said information will also be hosted on the website of the Company www.shivatex.com.

Thanking you

Yours faithfully

For Shiva Texyarn Limited


R. SRINIVASAN
Company Secretary
M.No.21254

SHIVA TEXYARN LIMITED

PRODUCT LAUNCH INTIMATION

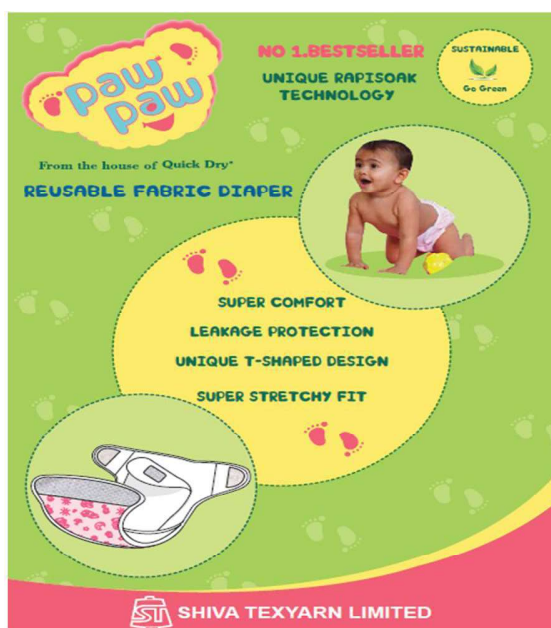
Launched Reusable Fabric Diaper – “Paw Paw” - a first of its kind in India

Based on unique RapiSoak Technology

Environment friendly & sustainable product

Mumbai, January 22nd, 2019: Shiva Texyarn Limited (BSE: 511108, NSE: SHIVATEX), a multifaceted Company engaged in the business of manufacturing and marketing of cotton yarn and value-added technical textiles products is pleased to announce that the Company has launched a new unique product in the Technical Textile business division. This new product is a reusable fabric diaper named “Paw Paw” and is a first of its kind in India. The Patent for the product is pending and forms a part of the ‘Quick Dry’ segment of the Company.

The diaper pad is made by using a unique ‘RapiSoak’ technology, which enables the diaper to hold maximum fluid in a given span of time leading to quickest drying facilities and leakage protection. The diaper is ergonomically designed and fully elasticised that ensures the baby’s hygiene and comfort. “Paw Paw” – available in different sizes and colours, is not only easy to clean and hygienic but more importantly it is also environment friendly and sustainable. The product is backed by CPSIA certification ensuring compliance with children’s product safety rules.



SHIVA TEXYARN LIMITED

Management Comment:

Commenting on this latest update, **Mr. Sundararaman K.S., Managing Director, Shiva Texyarn Limited** said:

“We are very happy to share that we have launched a reusable fabric diaper called “Paw Paw”, a first of its kind in India. We have applied for patenting this product which is based on a unique technology and is not only environment friendly and sustainable but is also competitively priced which will enable us to reach out across all sections of our society.

We have currently launched this product in the state of Tamil Nadu and over time, plan to expand to other states in South India. Our target is to have a pan India presence through a wide network of distributors and retailers. We expect this to create a significant growth opportunity for our Company. ‘Paw Paw’ is currently available in retail outlets and will be soon available in e-commerce platforms as well.

We are continuously re-engineering ways to elevate client experiences by launching innovative products with technology as the backbone to achieve inclusive and sustainable growth. I would like to thank the entire team of ‘SHIVA’ for their untiring efforts, hard work, sincerity and dedication. Also, I would like to thank our valued Shareholders, whose support and faith in our Company has given us the determination and ambition to set and achieve higher benchmarks.”

About Shiva Texyarn Limited:

Shiva Texyarn Ltd. is a multifaceted Company engaged in the business of manufacturing and marketing of cotton yarn and value-added technical textiles products. Based in Tamil Nadu, the Company which became a public limited Company in 1986 and entered into the business of manufacturing cotton yarn in 1989. Since then, over the last two decades, the Company, through its professional and experienced Management, has evolved into one of the leading integrated textile companies in India, with a strong focus on technical textiles and value-added products.

The Company’s business divisions include Spinning Mill Unit, Home textiles, Processing, Garments, Coating, Lamination, Bag Division, military and tactical gear division and Windmills. The State-of-the-art plants are in Tamil Nadu, India. The spinning mill is located in Coimbatore with an installed capacity of 52,400 spindles and has its own captive power through 58 windmills located all over Tamil Nadu that harnesses around 18.15 MW of power. The Company’s various divisions are certified by various international organizations for its best quality management practises and safety standards.

Over the years, Company has diversified its portfolio from its traditional manufacturing and marketing of cotton yarn to value added technical textile such as coated and laminated fabrics, home textiles, military & tactical gears, garments and back bags. The Company has well known and reputed brands like Quick Dry, Quick Fit, Q-Club and Quick Dry SilQ.

SHIVA TEXYARN LIMITED

The Company operates in its own brand name as well as private label manufacturing for its esteemed clients across the world.

The Company is focused towards growing its product portfolio and manufacture quality products and cater to larger clientele.

For further information, please contact:

<p>Mr. C Krishna Kumar</p> <p>Shiva Texyarn Limited.</p> <p>krishnakumar@shivatex.co.in</p> <p>www.shivatex.in</p>	<p>Ms. Savli Mangle/ Mr. Harshit Gandhi</p> <p>Bridge Investor Relations Pvt. Ltd.</p> <p>Email: savli@bridge-ir.com</p> <p>Email: harshit@bridge-ir.com</p> <p>www.bridge-ir.com</p>
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Caution Concerning Forward- Looking Statements:

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For Shiva Texyarn Limited


R. SRINIVASAN
Company Secretary
M.No.21254