



Relief kit distribution by Chiripal Poly Films Ltd during COVID-19 pandemic



Tree plantation drive carried out by Chiripal Group



Tree plantation drive carried out at one of the units under Chiripal Group



Water distribution through tankers carried out by Chiripal Group to help people residing around its facilities

Growth with sustainability

The Ahmedabad-headquartered Chiripal Group is a force to reckon with when it comes to textiles. From a humble beginning in 1972 with a few power looms, it has grown and evolved into a multi-activity and multi-product textile house that produces fibre to apparel under one roof

Roaring like a lion in the apparel industry, Chiripal Group has diversified its business interests in the field of petrochemicals, infrastructure, BOPP films, and education. The group, which is synonymous to growth and innovation, employs over 20,000 people directly or indirectly.

Entities driving growth

Under the textile division of the group, four companies—Nandan Denim Limited, Chiripal Industries Limited (Fabric Division), Vishal Fabrics Limited, and Nandan Terry—are setting benchmarks for the industry. Notably, Nandan Denim Limited is the country's largest denim fabric manufacturer that also deals in cotton fabrics and yarn. Similarly, Vishal Fabrics Limited is a leading processing house, engaged in textile fabrics processing and manufacturing with a wide product spectrum across categories for men, women, and kids. This apart, Nandan Terry—the youngest member of the group—has made a name in the terry towels segment due to its focus on quality and innovation and has grown manifold since its inception in 2016. Under the group's yarn and petrochemicals vertical, the petrochemical unit of Chiripal Industries Limited and CIL Nova Petro-

chemicals Limited are driving the growth. Under packaging solutions vertical of the group, Chiripal Poly Films Limited has created a name for itself in the packaging solutions business. The Chiripal Group comprises of Vraj Integrated Textile Park Limited. In the

domestic and global textile business environment with a vision to organically scale-up businesses. He is actively involved in the strategic decision making of the group companies on corporate and administrative affairs, financial operations, expansion



Birds eye view of Nandan Terry

education segment, the group operates through Shanti Educational Initiatives.

Key strengths of Chiripal Group

Several factors attribute to the growth and expansion of Chiripal Group, despite stiff competition. One of the key strengths of the group is its management expertise. Notably, the group's founder, Ved Prakash Chiripal, has an extensive knowledge and understanding of the

activities, business development, and management of the overall business. Another key strength that works in the group's favour is its strong technological capabilities. The third key strength of the group is strategic location of its manufacturing facilities, which, in Ahmedabad, are well connected with rail, road, and air connecting the rest of India. Quality control and assurance are also key strengths that the group has

developed over the years. All manufacturing facilities of the group have a fully equipped quality control facility with experienced and qualified staff to carry out quality checks and inspections at all stages of the manufacturing process.

The group also has a strong customer base in both domestic and international market due to its solid track record in timely deliveries and for its approach towards ensuring customer satisfaction. The group has been able to retain customers and further strengthen the relationship by providing them with products suited to their requirements.

For a greener tomorrow

While the Chiripal Group is driven by its growth strategy, it equally cares for the environment and society. The group takes issue of water management very seriously and has ensured that its entities become zero liquid discharge companies. That is why, the various group companies reuse and recycle water by employing effluent treatment plants (ETP) and reverse osmosis (RO) plants. The companies also ensure that wastewater is treated through a sewage treatment plant (STP) and is reused for gardening and other purposes.

One of the group companies, Nandan Denim, has successfully achieved the status of being a carbon-neutral company. The company has created its greenbelt with over 25,000 trees. Another group company,



Ved Prakash Chiripal



Vishal Chiripal



Ronak Chiripal

Vishal Fabrics, has adopted a responsible approach to business and continues to engage in endeavours that ensure sustainability across its operations. The company has already installed a zero discharge effluent treatment plant that treats liquid waste from the manufacturing process and makes it reusable.

Similarly, Nandan Terry has adopted a host of measures which include use of polyester fibres obtained through mechanical recycling of PET bottles and recycling of fabric scrap that would have ended up at waste dumping sites. Interestingly, various companies of the group are also striving to reduce their energy consumption and dependence on non-renewable sources of energy.

For the society

The Chiripal Group also remains at the forefront when it comes to serving the society. As a responsible corporate group, it takes care of the people residing around its facilities as well as its employees. The group regularly conducts tree plantation drives and blood donation camps. This apart, it also sends water

tankers to villages to help them meet their water needs, especially during summers.

The group also stood by the villagers residing nearby its facilities during COVID-19 pandemic and distributed relief kits to people who required support. The relief kit distribution drive continued for multiple days to provide maximum possible support to people in need. Also, many villagers were employed by the group during the pandemic to help them during their crisis.

Also, the group is giving back to the society through its chain of Shanti Asiatic Schools that provide quality education at affordable cost.

Taking the legacy forward

Under the guidance and wisdom of the founders, the second generation of Chiripal family—Vishal and Ronak Chiripal—are taking forward the legacy of the group with a fresh and young approach.

According to Vishal, "The Indian economy is at the cusp of quantum leap across sectors, be it manufacturing and services or creative and innovative problem solving start ups. The Indian government's approach of lesser government interventions has aided

this transition. The increase in government thrust on manufacturing technical textiles, thereby reducing dependence on imports by launching the production-linked incentive (PLI) scheme, will have a long lasting impact. As an entrepreneur, I think social spending by the Indian government had a tremendous impact on people to get over the hardships created by COVID-19 pandemic."

"With the changing scenario in the country, we, at Chiripal Group, strongly believe in creating new businesses and becoming a dominant leader in the industries we operate. Going forward, Chiripal Group would be investing its resources in technologies and processes to achieve sustainability and further reduce its carbon footprint."

"We will continue to focus on the training and development of our human resources to bring out the best in them and attracting good talent. Community service is an integral part of the group's value system. We strongly believe in giving back to the society and express our gratitude towards the communities we operate in."

Sharing his views, Ronak says, "At Chiripal Group, we believe in the highest quality and utmost customer satisfaction; and this has been the success mantra of our group for the last five decades. Taking this legacy forward, we have heavily invested in technological upgradations and sustainable practices that have helped in further boosting our growth trajectory. We aim to become number one in whatever we do, and lead the industry by example."

