

## About Us

Reliance Chemotex Industries Limited (RCIL) truly bears testament to its inspired founder, Shanker Lal Shroff's allegiance to excellence. Started as a humble spinning mill catering to the local apparel industry, RCIL has evolved impressively, carefully curating its growth in order to ensure that its products positively impact the lives of millions of people around the world.

RCIL's ascent to the pinnacle as of one of the most-revered Indian spinners of synthetic, blended yarns has not been sudden; rather it has been strategically built upon creative product development, a highly flexible and consumer-centric marketing ideology, a recruiting philosophy that values long-term commitment and perhaps most importantly, an unconditionally strong value system.

## Mission & Vision

Governed by the core ideals of continuous improvement and customer centricity, Reliance Chemotex conceives, develops and manufactures unique, value-added, synthetic ring-spun yarns to serve the most discerning weavers and knitters around the world.

## Our Culture

At its core, Reliance Chemotex is a bonafide family business, nurtured not only by generations of the Shroff family but also by the exceptional individuals that constitute the Reliance Parivar. Our Parivar (or family) is united by our relentless pursuit of perfect quality, our effort to build long-term and meaningful relationships with our partners and our innate respect for each other and those around us.

## Quality

Reliance Chemotex's pursuit of perfect quality has benefitted immeasurably from the emphasis it places on awareness and change. We believe that cutting-edge technology and state-of-the-art machinery is a small, albeit vital element that enables us to attain a world-class quality standard. Maintaining that standard, on the other hand, requires something far more intangible: a willingness to embrace change.

Our change-oriented work culture greatly influences the way we think, the way we solve problems and also forms the basis of our research and development efforts. Our management team's focus on lean methodologies and belief in continuous improvement have taught us to learn from our mistakes and to constantly challenge our quality benchmarks. Today, we take tremendous pride in knowing that our yarns are the products of choice in the most demanding applications, across an imposing breadth of textile-related industries around the world.

## Customer Centricity

At Reliance Chemotex, we fervently believe that our existence as a textile manufacturer is justified primarily by the comprehensive satisfaction of our customers. We work hard to instil this notion of customer centricity in every one of our employees. Our goal is to attain a thorough understanding of what a customer values and to tailor our products and services to his needs. We have worked with several customers to engineer new yarns that have eventually redefined their raw material requirements and have collaborated with others to design more efficient production processes. Perhaps most importantly, we have over the years, managed to forge meaningful relationships on the foundation of mutual learning, respect, and trust.

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**RELIANCE  
CHEMOTEX**  
INDUSTRIES LIMITED

## **An Array of Applications**

In a world textile market characterised by the burgeoning production of low-priced commodities, Reliance Chemotex's product mix has been painstakingly designed. Our strong research and development efforts together with uncharacteristically close collaborations with our customers have helped us create, develop, fine tune and streamline products and in many cases even our customers' subsequent processes. We are privileged to be able to choose our products and we make this choice conscientiously knowing that only by challenging an organisation's ability can you sustain its growth. From carpets to awnings and artificial leather to suit our yarns have found their way into more products than you can imagine.

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