

# TRANSFORMING TEXTILE MANUFACTURING

## JYOTIRMAYE TEXTILES' JOURNEY WITH ARISER COMFACT SPINNING SYSTEM

**Purna Chandra Rao**, General Manager, Jyotirmaye Textiles Pvt Ltd.

### A LEGACY OF EXCELLENCE: JYOTIRMAYE TEXTILES PVT LTD

Established in January 2011, Jyotirmaye Textiles Pvt Ltd has steadily risen to prominence in the Indian textile industry. In an exclusive interaction, **Mr. Purna Chandra Rao, General Manager, Jyotirmaye Textiles Pvt Ltd.**, shared in detail about the companies uprising from a strong foundation. The late Mr. Dhanda Prasad, the visionary founder, laid a strong foundation for the company alongside key figures such as Mr. Dhanda Brahmanandam and Chairman Mr. Ravela Satyanarayanan. Over the years, the company has witnessed remarkable expansion, from an initial setup of 20,160 spindles to an additional 17,280 spindles in 2015. The company further expanded in 2018 with the establishment of an open-end unit.

Currently, Jyotirmaye Textiles operates at **an impressive production capacity of 45 tons per day**, demonstrating its commitment to growth and innovation. The acquisition of Sri Venkateswara Spintex in 2022 further underscores their ambitious expansion strategy.

### PRODUCT RANGE AND MARKET REACH

Specializing in coarse counts, Jyotirmaye Textiles has carved a niche in manufacturing ring-spun yarns ranging from 6s to 60s. The company supplies 6s, 10s, 12s, 16s, and 20s counts primarily to the Chinese and Taiwanese markets, while the 16s corded compact is exported to Germany. The company also serves both the domestic and international markets with 60s combed compact and 61s combed compact yarns, ensuring a diverse portfolio.



### COMMITMENT TO WORKFORCE AND SUSTAINABILITY

What truly sets Jyotirmaye Textiles apart from its competitors is its strong workforce and organizational culture. The management credits its success to dedicated employees who ensure timely delivery and uncompromised quality. However, like many in the textile industry, the company faces challenges such as rising power costs, which have escalated to approximately 8.5 rupees per unit.





To combat this, Jyotirmaye Textiles has invested significantly in renewable energy, boasting a 10-megawatt wind power setup and a 2-megawatt solar power system, with an additional 2-megawatt solar power installation underway. This strategic move aligns with the company's vision of sustainable growth. Looking ahead, Jyotirmaye Textiles envisions expansion into weaving, already forming a joint venture with Tarakeshwara Textiles. The long-term goal includes venturing into garment manufacturing, bringing the company closer to the end consumer.

#### **ADOPTING ARISER COMFACT: A GAME-CHANGER IN PRODUCTION**

**In its pursuit of operational excellence, Jyotirmaye Textiles recently incorporated Ariser ComFact Spinning System, starting with two machines on a trial basis. Encouraged by the results, the company plans to expand further with an additional ten machines.**

Within just six months of implementation, the mill has observed a 10% increase in production and a 15% improvement in quality. Compared to traditional iron and copper compact systems, Ariser ComFact has delivered significant enhancements in spinning efficiency. The investment in Ariser was driven by its cost-effectiveness as an Indian-manufactured solution, offering comparable—if not superior—quality to its German counterparts.

#### **Operational Improvements with Ariser**

Jyotirmaye Textiles has noted tangible improvements after integrating Ariser ComFact into its production process. The most notable benefits include:

- **Reduced Breakage in Ring Spinning:** The system has significantly minimized yarn breakage, ensuring a smoother production flow.
- **Enhanced Auto Coner Efficiency:** The automated processes have seen fewer cuts, improving overall productivity and reducing waste.
- **Cost-Effective Performance:** With Ariser's competitive pricing, Jyotirmaye Textiles has achieved substantial cost savings while maintaining superior quality.

#### **Exceptional Customer Support from Ariser**

A crucial factor in Jyotirmaye Textiles' satisfaction with Ariser ComFact has been the excellent customer support. The Ariser team has consistently provided prompt responses and technical assistance, ensuring seamless integration and optimal performance of their systems.

#### **The Role of Gayathri Marketing Consultants**

A key contributor to the successful adoption of Ariser ComFact in Andhra Pradesh and Telangana has been Mr. P. Nagaraju, who heads Gayathri Marketing Consultants. As the regional agent for Ariser, Mr. Nagaraju has played a pivotal role in ensuring smooth implementation and ongoing support for textile mills. His highly professional approach, deep industry knowledge, and commitment to customer satisfaction have made him a trusted partner for manufacturers seeking advanced textile solutions. His efforts have been instrumental in strengthening Ariser's presence and reputation in the region.

***With a strong legacy, a commitment to sustainability, and an embrace of cutting-edge technology, Jyotirmaye Textiles Pvt Ltd continues to set new benchmarks in the textile manufacturing sector, reinforcing its position as a leader in innovation and excellence.***