



Spin Connect

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The six-day India International Textile Machinery Exhibition (India ITME) 2016, which was held in Mumbai from December 3, hosted about 1050 exhibitors from 38 countries. The show, which focuses on innovation and modernisation in the textiles industry, saw the emergence of a clear trend: that India is emerging as a new destination of textile machinery, reports **Hiral Oza**

Shaping

Ever since words trickled out of China that all is not well with the textiles industry there, speculation has been rife as to whether India can grab that space, and emerge as the new global leader. But if the buzz at India ITME 2016 is anything to by, grounds for such speculation is not misplaced.

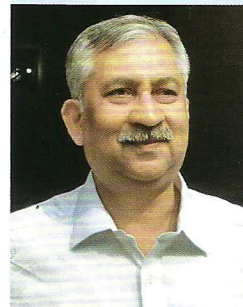
The six-day India International Textile Machinery Exhibition 2016 (India ITME), held at the Bombay Convention & Exhibition Centre in December, hosted textile machinery exhibitors from over 30 countries. India's biggest textile event of its kind exhibited the latest in machinery across all textile verticals, but what caught one's attention was the "India" word that kept buzzing around.

Growing cost of production in China had most worried, and they all saw India as a financially viable alternative.

The 10th edition of the India ITME saw over 20 product launches. The fair was spread across eight large halls and showcased machines for the spinning, knitting, weaving, garmenting, processing & finishing, technical textiles, environmental solutions, home textiles and denim industries. The event was supported by the department of heavy industry, the textiles ministry, and the government of Maharashtra as state partner. India ITME 2016 saw about 1050 exhibitors, 13 delegations and over 1,40,000 visitors. However, it still remains small compared to ITMAs elsewhere—as of now.

BR Nand Kishore

Head – Sales & Marketing, AB Carter India Pvt Ltd



Response received: There was tremendous response from the elite spinning sector. It was well attended to showcase our niche range of AB Carter Xcalibur Rings and Ultra Series Ring Travellers.

Expectations from India ITME 2020: With further modernisation blended with innovation, 2020 mega-event promises to be more promising for high quality machinery.

Business leads received: Confidential.

Business transacted: Confidential.

SN Barathi

Managing Director, Airmaaster Tecnolozijs India (P) Ltd

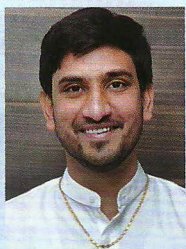


Response received: The response at this ITME edition was rather good.

Expectations from India ITME 2020: Better.

Business leads received: Good leads.

Business transacted: Not yet transacted.



Jayesh Panchal

Owner, Apple Engineering

Response received: We were amazed to see clients asking for upgrading technologies. Such demands encourage us to come up with something more and invest more in R&D.

Expectations from India ITME

2020: We expect more demand for latest technologies. Our aim will be to bring technologies to empower clients to develop export quality products. This will increase India's share in international textile trade.

Business leads received: ₹5 crore

Business transacted: None yet.



Smarth Bansal

Brand Manager, Colorjet India Limited

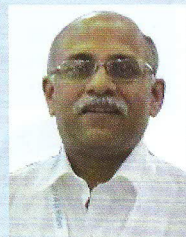
Response received: Great, both in terms of quantity and quality of enquiries. We got enquiries from all parts of India, mainly from the western and southern parts. We also received few international enquiries from countries like Bangladesh, Sri Lanka and Vietnam. We hope for some

closures in the near future.

Expectations from India ITME 2020: We hope more companies venture into the Indian market. Since the DTP industry is growing at a CAGR of 15 per cent annually and since only 3 per cent of overall printing is digital, we anticipate more opportunities. This will bring in new technologies and more players.

Business leads received: More than 350-plus.

Business transacted: Not to be disclosed now



K Sivakumar

AGM-Marketing, Elgi Ultra Industries Limited

Response received: Fair

Expectations from India ITME

2020: More visitors from India and overseas.

Business leads received: ₹20 lakh.

Business transacted: ₹4 lakh



The Indian government has made R&D investments in textile machinery manufacturing. The country is already more competitive than China in labour, power and manufacturing costs for the textiles industry.

Realising the India potential

Interactions with international exhibitors at the fair clearly indicated that India is being seen as a strong market, and in the future can well beat China. As things stand, the demand for textile machines has risen in the country as a result of the growing domestic demand for textiles and increasing exports.

Speaking about the spinning market in India, Francesco Gozio, head of marketing at Marzoli, told this magazine, "India is the second largest market in the world for spinning machinery. A recent report of the International Textile Manufacturers Federation (ITMF) says that over 40 million spindles have been installed. Obviously, in such a big market there will be a lot of opportunities. There are always spinning mills that want to renovate their technical assets."

Gozio continued, "In India, Marzoli has installed machines in several spinning mills, many of whom are well-known opinion leaders of the industry. The FT6E and FT7E series confirms Marzoli's intention to provide the Indian spinning sector with the most modern technology for roving production. Besides offering the most advanced European technology, we also aim at supporting the industry through our Indian branch which can provide spare parts and technical assistance."

Stefano Galluci, Group CEO of the Santex Rimar Group, emphasised during a talk at the event, "The Indian textiles-apparel and technical textiles markets are projected to grow at a CAGR (compound annual growth rate) of 9 per cent and 8 per cent respectively from 2013 to 2023. India is the second largest market for us after China. China is still moving, but India is growing faster."



AB Carter

For Swiss manufacturer SSM, India is important. SSM chairman Ernesto A Maurer said, "I am convinced that India is a very important market for all of us. We expect to reinforce our close contacts with the Indian textile industry, as we always have. It was important for us to come to India ITME, specially this year, since ITMA Asia did not witness many Indians. Virtually nobody from India went to ITMA Asia due to the close temporal vicinity, of course. If there are two shows that are just six weeks apart and if you have one in your own country, that's primarily why the turnout was less at ITMA Asia. Second, the recent situation in China has not been very easy. We wanted to pick up what we weren't able to in Shanghai and this was fulfilled (here at India ITME 2016)."

The response was better than expectations for Voltas vice-president C Kamatchisundaram said, "The huge turnout of quality visitors proved that the industry is always looking out for new products and solutions not only to manage current needs and overcome current challenges, but also from the long-term perspective. Our team members were on their toes throughout the exhibition, attending to diverse visitors from across the country in the stalls of our principals in spinning, knitting, weaving, processing, finishing, digital printing, nonwoven and technical textiles."

Textile commissioner Kavita Gupta also underlined India's potential to be the next textile manufacturing hub in an address to textile engineers at Sasmira. Gupta assured of a favourable business environment and asserted, "Research and development (R&D) will be the key to this growth. The government has made R&D investments in textile machinery manufacturing. There is no reason why India cannot overtake China in the near future. We are already more competitive than China in labour, power and manufacturing costs for the textiles industry."



International exhibitors at India ITME felt that India's textile landscape is going to change soon. With rising productions costs in China, many global buyers have been trying to explore the possibility of India being the next sourcing destination.



Harsh Shah

MD, Embee Corporation

Response received: We did not expect many visitors due to demonetization, but the response was overwhelming. We launched three innovative products i.e. LaserBird- The Revolutionary Stripping Machine, Automation Module in Color

Kitchen System and Infinium – Rotary Printing Machine with Servo Individual Drive System. LaserBird was our star product as it is the first of its kind laser screen stripping machine.

Expectations from India ITME 2020: Our premium and high precision rotary printing machine, the Infinium has been a grand success in the textile industry of India and abroad. Over the past three years, many customers have upgraded rotary printing machines. Many customers are demanding new machineries that can replace manual processes. We expect this trend to grow.

Business leads received: ₹50 crore.

Business transacted: In the process.



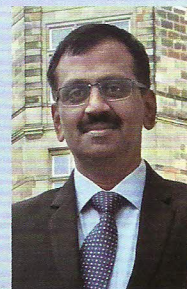
Rikesh Mistry

Director, Jupiter Context Pvt Ltd

Response received: The response to our significant presentation was overwhelming. **Expectations from India ITME 2020:** We expect more focus and highly advanced exhibits with innovative technologies.

Business leads received: We surpassed our target.

Business transacted: Business transaction was not that easy due to various reasons, like demonetisation.



C Dhandayuthapani

Director, Mag Solvics Pvt Ltd

Response received: We got a good response. This has reflected on the enquiries generated, and the confirmed orders we got at the show. We have been participating continuously and displaying our range of products since 2000.

Expectations from India ITME 2020: We have seen quality visitors, mainly decisionmakers. The kind of publicity done by ITME was exceptional. They should continue to do so.

Business leads received: We got about 200 good leads at this exhibition. Though most are Indian customers, there were leads from other countries too.

Business transacted: About a dozen business transactions.



Aayush Rath

CEO, Orange O Tec Pvt Ltd

Response received: Good.

Expectations from India ITME

2020: Better.

Business leads received: €5 million.

Business transacted: Ongoing.



Amoli Shah

Director, Prashant Group of Industries

Response received: India ITME is one of the most important shows for Indian textile machinery manufacturers. Despite demonetisation, there were many visitors. We had booked around 250 sq m to demonstrate our latest innovations. Our robotic warping

machine PB9, our Jet size box and motorised trolley were the main attractions. Our robotic sectional warping is designed to get higher productivity with reduced labour. There were many enquiries for this hi-tech sectional warping machine from important buyers both from India and abroad. Automation is the key to future success.

Expectations from India ITME 2020: We hope India ITME builds up an international reputation. Shanghai Tex attracts visitors from Europe, Africa, Russia, South America, Southeast Asia, India and neighbouring countries. Similarly, India ITME should be able to attract more international buyers. Most textile manufacturing has shifted to China, India, Southeast Asia, Turkey, Russia, Pakistan, Bangladesh and some African countries. We need to create international level exhibition centres and more awareness to get many international visitors.

Business leads received: Like other years, we got important leads which we hope to convert into business within three to six months.

Business transacted: Not to be revealed.

Leaders of the Indian textiles industry made the most of the event discussing strategies to make India a dominant player in the global textiles industry. Faster technology upgradation, better policy framework, focus on quality, marketing innovation and enhancing production capacities were by and large recognised as factors that can boost the Indian textiles and apparel industry. Use of sustainable technologies was also one of the key points discussed at the conference.

The latest machines

Many companies unveiled their latest and newest technological innovations at the event. In fact, India ITME 2016, inaugurated by Sanjiv Lathia, chairman of the India ITME Society, kicked off with a host of product launches and important announcements.

Murata Machinery Limited celebrated the installation of 100,000th Drum of QPRO Series supplied in India, while LMW launched its new products in a number of subsystems—card sliver system, combing system and ring spinning system with automation and energy efficient spinning solutions. Among other major launches were high-efficiency energy-saving motors by Kirloskar Toyota.

Switzerland-based SSM Schärer Schweiter Mettler AG, the inventor of the electronic yarn traverse system, exhibited eight new product launches for dye package/rewinding, assembly winding, air texturing and sewing thread finish winding. One of the most interesting applications was the introduction of the DIGICONE 2 winding algorithm, enabling a 10 to 20 per cent increase on dye package density with same dyeing recipe, which is only available on the SSM XENO-platform. On the other hand, the SSM X-series are the most economised winding solution, reduced to the max yet maintaining highest flexibility for any cost-efficient winding application.



Since India ITME is an international event, it becomes a galvanising opportunity for many important collaborations and joint ventures.



Some projects take longer to complete (in India), and that is a sheer disadvantage because the world is moving so fast today.

Karl Mayer, Germany's leading textile machinery company, received positive feedback and attracted a huge number of visitors at the event. The tricot machines on show were sold at the fair itself. For producing warp knits, Karl Mayer showcased the fourth generation of its high-speed HKS 3-M, with a modern design, and the HKS 4-M EL machine, which is as versatile as it is productive. The four-bar, high-speed tricot machine was demonstrating the advantages of its EL control facility. Karl Mayer wrapped up the presentation of its sought-after machines and products by showcasing its 360° technical support service. By utilising the latest components of online communication, this comprehensive service concept provides even more user benefits and machine efficiencies than ever before.



Faster technology upgradation, better policy framework, focus on quality, marketing innovation and enhancing production capacities were by and large recognised as factors that can boost the Indian textiles and apparel industry.

Jupiter



The size of India's textile machinery industry is poised to double itself to ₹45,000 crore in the next seven years from the present ₹22,000 crore in light of new projects that are coming up and the emphasis being laid on the setting up of textile parks.

French textile machinery manufacturers exhibited state-of-the-art machinery and services in long fibre spinning, yarn twisting and control, heat setting, carpet systems, nonwovens, dyeing and finishing, air and recycling processes. SUPERBA's Hubert Tretsch, who is also president of the French Machinery Association's promotion committee, said that their focus was, "on the very effective networks which have been set up by each company to offer the best service to the most remote customers' locations, service and spare parts. These are very important to get the best use of the machines, and in the end, the best bottomlines for our customers." German, Swiss, Italian, French and Chinese companies dominated the halls across all the machinery and spare parts segments at the show.

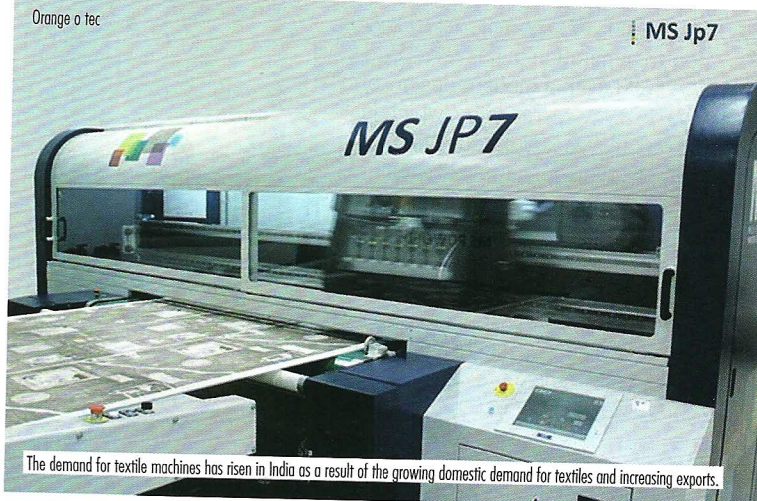
Galluci of Santex Rimar Group said, "We did not display machines, but we had several new enhancements that we are presenting to the Indian markets. There is the fact that we are taking back Smit—the looms brand—to India. It's for India. This brand had stopped several years ago, but we bought over the company and have restarted it. This has been welcomed by Indian customers. A lot of them had come here to talk about it, and understood how to get the looms. Then, we had technical textiles, and many requests for nonwoven machinery."



The Indian textiles-apparel and technical textiles markets are projected to grow at a CAGR of 9 per cent and 8 per cent respectively from 2013 to 2023.

Orange o tec

MS Jp7



The demand for textile machines has risen in India as a result of the growing domestic demand for textiles and increasing exports.

The blues and woes

There was some pessimism and scepticism in the run-up to the fair as result of the demonetisation announced by the Indian government that was initiated about a month prior to the event. But that appeared to be short-lived. Amol Bhagwati, Managing Director of InspirOn Engineering Private Limited (IEPL), remarked, "Despite demonetisation, we saw a good turnout on the first and second days of the fair. That was really encouraging. People who are important and really matter came and understood the products well."

The first two days of India ITME 2016 saw few footfalls, but then on the show picked up pace. Many exhibitors said that the number of visitors was far less in comparison to India ITME 2012; nevertheless, many exhibitors said that they did meet genuine buyers and investors during the show.

Martin Basset, sales manager for Zimmer Austria, said, "It (the event) has been a good one for us. A little bit of quiet one, primarily due to the demonetisation drive in India but a very productive one nonetheless. We have met less, but serious customers."



Most textile manufacturing has shifted to China, India, Southeast Asia, Turkey, Russia, Pakistan, Bangladesh and some African countries. So, there is a need to create international level exhibition centres and more awareness to get many international visitors.



CR Srinivasan

Head - Sales, Premier Evolvics Pvt Ltd

Response received: Technology and automation products are in demand.

Expectations from India ITME

2020: Venue should be changed as infrastructure at NSE ground is poor.

Business leads received: ₹6-12 crore.

Narendra Vansjalia

Managing Director, Prism Textile Machinery Pvt Ltd



Response received: Good.

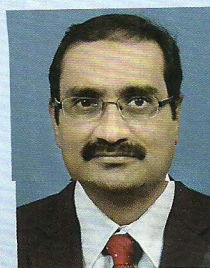
Expectations from India ITME

2020: They need to look into infrastructure including avoiding traffic jams and crowd management at the exit gate, proper flooring for easy walking, display of each hall and stalls at junctions, signage, free WiFi, adequate lighting on the outside. When the entry pass is

prepared, details of visitors must be conveyed to exhibitors through an app so that visitors can be contacted.

Business leads received: Some.

Business transacted: None yet, but expected.



S Senthilkumar

Managing Director, Simta Machinery Pvt Ltd

Response received: Encouraging.

Expectations from India ITME

2020: Looking forward to more innovation in automation process.

Business leads received: A fair amount for original equipment and spares.

Business transacted: Not to be revealed.



Vikas Vinayak Banduke

Director, Softech Controls Pvt Ltd

Response received:

We had many things to showcase. We received an amazing response from this exhibition. It was a platform to connect with

our customers. We received a lot of queries for various requirements from genuine customers. We thank ITME Society for giving us such a wonderful platform to display our products and connect with every local and international customer. Demonetisation did not affect attendance. It was more than we expected.

Expectations from India ITME 2020: Daily circulars during the exhibition and a concise review after would help customers who cannot visit a particular stall for some reason. We expect Fibre2Fashion to collect every customer's views and requirements. There is scope for market research.

Business leads received: We received many leads for polyester winders and machine upgradation. We could attract customers for our lycra yarn manufacturing attachment. Response for slub yarn attachment is always fantastic.

Business transacted: Due to demonetisation, immediate business transactions seemed difficult.



Prashanth Y Shah

General Manager, Sumanlal J Shah & Co

Response received:

Good response.

Expectations from

India ITME 2020: More

interaction with customers.

Business leads received: ₹20 lakh.

Business transacted: ₹10 lakh.



Mukesh Pachauri

CMD, Textab Engineers (India) Pvt Ltd

Response received:

Interest from visitors exceeded our expectations, especially against the background of the

downward trend in the textiles sector due to demonetisation.

Expectations from India ITME 2020: For the next ITME 2020, the company is going to book a bigger space and display more machines of advanced technology. This exhibition gave us a chance to meet new potential customers from India and abroad.

Business leads received: We have got plenty of orders and enquiries.

While discussing the challenges they faced while dealing with their Indian clients, one of the participants, Andreas von Bismarck, managing partner at Terrot, said, "Banking issues and bureaucracy are some of the challenges that remain. Some projects take longer to complete, and that is a sheer disadvantage because the world is moving so fast today."

India ITME 2016 was well-organised though there were a few voices of dissent. Some exhibitors expressed concern about the venue and its infrastructure. While some exhibitors could not exhibit their technologies due to the dearth of adequate space, some others suggested that technologies and solutions could be better displayed category-wise for the ease of visitors. Still others felt that logistics were a bit cumbersome. Ernesto A Maurer, chairman of SSM, spoke of the need for truncating the six-day affair, "A four-day event is perfect. I think the show would gain from such a measure. That way you can also make senior executives stay for the entire duration of four days."



Many companies unveiled their latest and newest technological innovations at India ITME.



The huge turnout of quality visitors proved that the industry is always looking out for new products and solutions not only to manage current needs and overcome current challenges, but also from the long term perspective.



Shiladitya K Joshi

AGM- Product and Marketing, Truetzschler India Private Limited

Response received: Response was good. Most senior technicians and decisionmakers visited the exhibition. Compared to the exhibition of 2012, the crowd was less. Due to demonetisation, junior staff and technicians from textile mills across India could not come. Their absence was felt.

Expectations from India ITME 2020: India ITME has reached international levels; so companies like ours showcase modern and latest technologies. Senior management of the textiles fraternity should send most of their technicians and staff to the exhibition in order to stay updated with latest developments.

Business leads received: Truetzschler being technologically strong, our focus was to show innovations.

Business transacted: India ITME provides a platform for interaction with stakeholders. New products will simultaneously be launched in the Indian market in due course.



Tejas Shah

Director, Umto Textyles

Response received: The response was positive and encouraging from customers and visitors. We gave practical demonstrations to explain the function and performance of our products. We distributed technical pamphlets of our products and our corporate brochure.

Expectations from India ITME 2020: We are expecting better response from participants, visitors and customers. International standards, new marketplaces and customers, and innovation are focus areas for growth and development.

Business leads received: ₹15 lakh.

Business transacted: ₹10 lakh. We have enhanced our customer base.



C Kamatchisundaram

Vice-President - TMD, Voltas Limited

Response received: The response was much more than our expectations. The huge turnout of quality visitors proved that the industry is always looking for new products/solutions not only to manage both current and long term needs and challenges. Our team was on its toes throughout

the exhibition attending to diverse visitors from across the country. Our spinning principals had their stalls at strategic locations, enabling huge footfalls of not only existing customers but many new customers. ITME 2016 was a huge success enabling us to plan big.

Expectations from India ITME 2020: India ITME 2016 was well-organised and we appreciate and thank ITME Society. We suggest that exhibitors be grouped better, depending on the part of the value chain that they serve, as well as the products on display. This may help visitors to better plan their visit depending on their areas of interest.

Business leads received: ITME is also an occasion to work on existing leads and take it to the next level, leveraging new products and solutions. Thanks to ITME, we significantly enhanced the enquiry base across various segments including spinning, weaving, knitting, processing and finishing. All products received tremendous interest from customers, enabling us to get huge potential business.

Business transacted: We have concluded a good number of greenfield and brownfield project orders in spinning, knitting, dyeing and finishing and digital printing. Leveraging the new products, we have also concluded many orders for modernisation of existing plants. We are confident that the business leads generated and the orders concluded would keep us in a good stead for FY 17-18.



Interactions with international exhibitors at the fair clearly indicated that India is being seen as a strong market, and in the future it can well beat China.



Since India ITME is an international event, it becomes a galvanising opportunity for many important collaborations and joint ventures. The fair attracts foreign and domestic business leaders, academicians, research scholars and government officials from across the globe. Expectations, naturally, run high.

Ending on a fair note

Even though the fair had its share of lows, most international exhibitors unanimously agreed on India being a strong market for their products, and that Indian manufacturers are willing to move towards automation and more ecological and economical alternatives.

International exhibitors also felt that India's textile landscape is going to change soon. With rising productions costs in China, many global buyers have been trying to explore the possibility of India being the next sourcing destination. Sanjiv Lathia said at a press event, "The size of India's textile machinery industry is poised to double itself to ₹45,000 crore in the next seven years from the present ₹22,000 crore in light of new projects that are coming up and the emphasis being laid on the setting up of textile parks. The textile machinery manufacturing segment is one of the important ones of the machinery manufacturing industry in India." **FF**