Aditya Birla Group: Growing together with Indonesia, its people and its environment

As India celebrates its 70th Republic day, we record our deep appreciation of the government and people of Indonesia for their support. It is only because of their continued cooperation and encouragement that we have been able to continue this journey for the past six years. Our preferred quality Viscose Staple Fiber and yarn producers in Indonesia. We remain committed to the growth and development of Indonesia in the times to come.

As a Group, we were the first Indian investor in Indonesia and till date remain the largest Indian investor in Indonesia.

Indo Birla Rayon and ABY are a great reflection of the Indonesia—India partnership, leading to our prominent position in the Viscose Staple Fiber and Yarn businesses.

This has helped us contribute to Indonesia’s growth story. We provide direct and indirect employment to more than 10,000 people. We are engaged in CSR activities like the setting up of schools, spiritual activities, adopting nearby villages, providing medical support and scholarships to a few.

Mr. Mukul Agrawal
President Director Spinning
Aditya Birla Group

Integrity requires that we follow the highest standards of Governance and apply ethical business policies in conducting our business in Indonesia and any other country worldwide.

Aditya Birla Group attributes much of its success to its commitment to its CSR. Mr. Kumar Mangalam Birla, believes it is being globally competitive on all counts. “Our products should be in the top 5 in the world, we should be one or two in our business where we are present, and whatsoever market we are present in, we are present.” Mr. Mukul Agrawal remarked, alluding to Mr. Birla’s vision. “To be the best in the Group’s success is in close attention to its employees and surrounding communities besides product excellence and superior customer service.

One of the cornerstone principles of the Group business is the focus on CSR and Citizenship. Mr. Thomas Birla says the “Spinning, Textiles, Acrylic Fibre & Dyes, Spinning,” says “Our core

spinning business of the Group is a magical transformation with the country in its exciting journey ahead.”

Aditya Birla Group is an Indian multinational conglomerate. Aditya Birla Group has a strong presence in Indonesia spanning more than four decades. Aditya Birla Group entered the Indonesian market in 1972 in the yarn business by with a modest investment of US$1 million and has now to US$1.3 billion. The Group has established 50 factories throughout the country. It has diversified its product portfolio, which includes Viscose Staple Fibre (VSF), yarn, acrylic fibre, sodium sulphate, sodium carbonate, carbon dioxide, etc. Through these five factories, the Group provides employment to more than 120,000 people in Indonesia. The company’s products are exported across the globe.

The common production of VSF at BTI’s VSF spinning plant in Jakarta. The Aditya Birla Group has a strong presence in Indonesia spanning more than four decades. Aditya Birla Group entered the Indonesian market in 1972 in the yarn business by with a modest investment of US$1 million and has now to US$1.3 billion.