



Beyond Terry Towel Solapur – a bamboo, hemp and banana product.

Problem Statement



- ▶ Solapur's textile sector produces goods with export potential, so those commodities must be marketed globally.
- ▶ Fees challenges were observed when the BTT got opportunities to attend global trade fairs to promote their product

Key Intervention

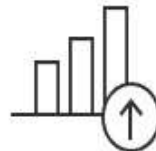


- ▶ Beyond Terry Towels, established on 2015, a rising company, has created terry towels made from natural fibre yarns such as bamboo, hemp, and banana.
- ▶ To push this technology, Director BTT has not only attended but also presented and exhibited these products at various platforms in Delhi, Mizoram and other places.
- ▶ Beyond Terry Towels after a long R&D developed a technology which not only makes terry towels but also disposal surgical gowns, PPE kits, face towels, and medical caps using natural fibre yarn such as bamboo.

"The quality of Beyond Terry Towel is excellent, and it is available in a variety of colours and designs."

Mr. S.P. Kolte
(GM DIC Solapur)

Impact



- ▶ Due to attending events at various different platforms and presenting terry towels and allied products made from natural fibre yarns like bamboo, hemp and banana at exhibitions at different places, Beyond Terry Towels is successful in attracting customers unaware of the benefits and use of these fibre yarns and is creating a market place that never existed for the same.
- ▶ It receives enquiries and orders from all over the country for its distinctive characteristics. BTT is still exploring in the manufacturing of variety of products made from these natural fibre yarns. Major clients of BTT are Indian Navy, Naptol and Pfizer.