



**BSL**

BRANDS & SOURCING LEADERS ASSOCIATION  
INCUBATOR | ACCELERATOR | CATALYST

# SHEROES

*Women Achievers*



**BSL**

BRANDS & SOURCING LEADERS ASSOCIATION  
INCUBATOR | ACCELERATOR | CATALYST



## **SUCHARU UPPAL**

JOINT PRESIDENT - BRAND AND RETAIL  
GRASIM INDUSTRIES LIMITED | PULP & FIBRE

**ADITYA BIRLA**



# **SHEROES**

*Women Achievers*



## **Y**our Transformative Journey In the Industry.

From starting as an Assistant Merchandiser to becoming a Section Manager and later a Business Head at Impulse International, my journey in the industry has been diverse. Currently leading Brands and Retail at Pulp and Fiber/Aditya Birla Group, my focus is on sustainable fibres. With global client management and key roles in business growth, turnaround, and pioneering speed sourcing strategy, each chapter in my biography is a purposeful step in a dynamic professional journey.

**SHEROES**  
*Women Achievers*



## **A**n Inspirational Chapter Of Your Life that Stands Out

In 2008, brands typically had 4 collections/year, and the far east garment sourcing lead time was 100-120 days. Facing a challenge from a key European client shifting to 12 collections/year with a 60-day lead time, we introduced the Speed Sourcing solution, a first in India. Key elements included rigorous calendars, overlapping activities, and modules to reduce lead times.

Detailed planning secured raw materials, and controlled pilot trials built confidence. With management buy-in, we took higher risks, keeping key fabrics ready dyed even before order release. The outcomes: established a 12-season cycle for a 60-day Garment delivery, business grew from 0.5 Mn to 42 Mn USD over 7 years. success hinged on a winning team, Trust and effective risk management.

**SHEROES**  
*Women Achievers*



# **G**ame-Changing Retail & Consumer Technologies In Your View

## **AI is the next game changer.**

New Business Models are under creation and adoption that takes into account this new environment and consumer paradigms.

This will help in mapping predictive customer preferences individually, segment wise, geographically.

In a vast country such as ours with regional and varied socio-economic preferences, the benefits of predictive AI will be at all levels.

Design and Merchandise assortment will be more on point. Warehousing and logistics can be regional preference wise. This will lead to better resource deployment, the issue of unsold garments and over inventories will be contained and overall reduce waste (a rampant problem of our industry) and lead to better NRV utilisation to Brands.

**SHEROES**  
*Women Achievers*



## Observations On Gaps In the Industry & Recommendations for Enhancements.

Post-COP 26, the Global South is urged to shift from fossil fuels. The EU's recent Gas crisis led to shortages and a 7x cost increases prompting a shift back to Coal. India's Green energy framework emphasizes a balanced transition. Brands and manufacturers must embrace, adopt, and accelerate action. India produces all three primary fiber classes-Cotton, Man Made cellulosic, and Polyester.

The Woven to Knits ratio is 75:25 in India (dominated by cotton), compared to the global ratio of 55:45. Despite challenges, India can become a credible global supply base. India needs to invest in Knitwear technologies, particularly in Man Made Cellulosic and blends, to be a year-round sourcing destination.

# SHEROES

*Women Achievers*



# **Y**our Endeavors Towards Supporting the Industry's Ambition Aligned With the Nation's Vision Of Becoming A Trillion-Dollar Textile Economy

Textile & Apparel currently contributes 2% to India's GDP, making up 7% of industry output and employing 45 million people, ranking as the second-largest employer after agriculture.

As India targets a 30 trillion USD economy, the Textile and Apparel share is expected to grow significantly. Traditionally cotton-centric, the limited resources have led to a crucial role for Manmade fibers, especially cellulosic, anticipating exponential growth. In the global market of 110 million T (expected to reach 127 million T by 2027), the current 7 million T MMCF market size is set to expand to 17 million T by 2030. India's textile, apparel, and handicraft exports, currently at \$40 billion, are projected to exceed \$100 billion by 2030 with governmental initiatives and expansions.

As part of Mitra Parks, we're exploring initiatives to offer technical/design support and studio connections closer to proposed hubs, aligning with our commitment to innovation and sustainable growth.

# **SHEROES**

*Women Achievers*



# A Message You'd Impart to Galvanize - India's GenZ.

Gen Z is witnessing Climate change in action. This generation is more seized with need for demonstrable action in this area. As a savvy adopter of smart solutions and technologies, they show an inclination of adoption of Sustainable durable fashion made responsibly.

They support Brands, icons and influencers who are putting forward sustainable, responsible fashion collections. In our working with the Brands, the adoption of circular fibers and next gen materials has been led by younger price conscious consumers rather than by traditional established older target customers.

Gen Z is a smart consumer set. Digital technologies in demonstration of transparent, equitable supply chains appeals to them instead of being swayed by Greenwashing claims. Brands would do well to adopt and adapt to this consumer set with speed.

**SHEROES**  
*Women Achievers*