



Welspun to hike capacity by de-bottlenecking

June 10, 2010 (India)



Welspun India Ltd, which is rated amongst the top three home textile suppliers in the world is planning a capital expenditure of around Rs three billion in the current fiscal year to ramp up its production capacity of towels, bath rugs and bed linen.

"This amount is being spent to achieve a top line growth of between 15-20 percent year-on-year and going forward", said Mr Akhil Jindal, Director, Corporate Affairs at Welspun, who spoke to fibre2fashion.

The amount is being spent on hiking its yearly towel capacity from 41,500 tons to 46,000 tons, bed linen output from 45 million meters to 52.5 million meters and bath rug production from eight million units to 10 million units.

When asked as to how this expansion will be helpful for Welspun, Mr Jindal said, "De-bottlenecking will help us improve our throughput without significant investment and help us in improving overall asset utilization".

"The increased production & sales will help us in improving our market share in different product categories", he added by saying.

In the global markets, Welspun sells its products in 32 countries and also plans to expand its global footprint by expanding in to new markets like Japan, Singapore and the Middle East in the next 2-3 years.

In the domestic Indian market, it manages 209 retail stores across 119 cities and towns. It has two domestic brands in its portfolio. 'Spaces', which is an up-market brand and "Welhome", a economy brand.

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