

## Birla Cellulose Launches Liva Reviva M — India's First Mechanically Recycled Fibre

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Birla Cellulose, a leading global producer of man-made cellulosic fibres and part of the Aditya Birla Group, has announced the launch of **Liva Reviva M** — the *first-of-its-kind mechanically recycled cellulosic fibre in India*. This innovative material marks a significant step toward **circular fashion** by transforming discarded textiles into high-quality fibre suitable for apparel and other fabric applications.

Liva Reviva M incorporates **up to 50% post-consumer textile waste**, offering a solution to the growing global challenge of clothing waste while maintaining performance and feel comparable to conventional fibres. It's certified by recognised standards, underscoring its sustainability and traceability credentials.

### Supporting Circularity in Fashion

The launch of Liva Reviva M reflects Birla Cellulose's broader commitment to embedding **circularity** into the textile ecosystem. By reusing textile waste — once destined for landfills — the company demonstrates how fashion production can pivot from a **linear** model of take-make-discard to a **regenerative**, resource-efficient system.

Liva Reviva M retains familiar properties such as *softness, breathability and drape*, making it suitable for a wide range of garments from denim and knits to everyday apparel. The fibres are produced without additional chemical inputs or excessive resource use, further bolstering their eco-friendly profile.

### Industry Impact and Future Potential

Textile waste is a mounting global issue, with millions of tonnes generated annually. Innovations like Liva Reviva M offer a scalable pathway to reduce that burden and encourage **responsible production and consumption** within the fashion industry.

Birla Cellulose's entry into mechanically recycled fibre positions India at the forefront of sustainable textile innovation and supports broader industry efforts to mainstream circular materials — from yarn and fabric manufacturing to finished garments.

This launch also strengthens ongoing collaborations within the textile value chain, including partnerships aimed at scaling recycled fibre adoption and expanding sustainable material offerings to brands and manufacturers globally.

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