

# PARAMOUNT TEXTILE MILLS P LTD.,



“Weaving a class apart”



# The Tradition.

One of the first families in India to have established Textile business as early as 1899 and exported fabrics in 1971/72. PTMPL incorporated as a separate entity in 1979 and has had textile expertise for a little over 4 decades.



Mahatma Gandhi visited the then Meenakshi Mills, part of the Karumuttu Thiagarajar Group in 1921 to set up Khadi centre in Madurai. Infact Meenakshi Mills was the first spinning company in India to have exported COTTON from the country under the then BRITISH REGIME to UK.





# THE COMPANY.

- Mid-Sized Company – producing currently about 6000 sheets a day (&/or) 45,000 meters of fabrics /day.
- Focus on Niche, Functional & Innovative Fibre Technology Linen.
- Hospitality/Luxury Bespoke Linens
- Bespoke Concierge Services to British/Scandinavian Tailors
- Designer/Private Label Manufacturing for Upscale Premium Lines

# INFRASTRUCTURE



# Well Established & Organized Set up



# With precision & diligence.





# Finest Technology from the globe.



# Evolution



- ❑ 1979- WEAVING ENTERPRISE with MODERN JET TECHNOLOGY from conventional Handlooms.
- ❑ 1995 – AIRJET & RAPIER INTRODUCTION
- ❑ 2000 – INNOVATIONS in Technology
- ❑ 2004 – FINISHING & BED LINEN
- ❑ 2005 – GOTS, FAIR TRADE ( First Few in India)
- ❑ 2010 – TECHNICAL TEXTILES & FUNCTIONAL INNOVATIONS.
- ❑ 2014 – LUXURY LINEN/BOUTIQUE
- ❑ 2016 – MODERN AGE FIBRE RE-INVENTIONS







# The European Influence

- ❑ Paramount still sells 60% of products as Fabrics.
- ❑ Primary Market is Europe & Japan.
- ❑ Italy & Portugal constitute 90% of the European Markets.
- ❑ Partnered with Frette for over 2 decades in servicing Fabrics & Bed Linen for EU Markets.
- ❑ Partnered Production for Yves Delorme(Fremaux, France) & Garnier Theibaut.
- ❑ OEM Manufacturing for Several Upscale EU & Western Private labels.



# Customer References

## □ Portugal

- ▣ More Textile Group.
- ▣ Lamerinho
- ▣ Tecidos Marize
- ▣ Texteis Panedo
- ▣ ACL Impex

## □ Italy

- ▣ Frette
- ▣ Mirabello
- ▣ Martenelli Ginetto
- ▣ Pratesi
- ▣ Bellino Linens

# Customer References – Home Textiles

- Gailarde Home, UK
- Yves Delrome, France
- Bloomingdales, USA
- Sheets on the Line, AUSTRALIA
- Whisper Organics, USA
- Sol Organics, USA
- Boll & Branch, USA
- West Wing, WLABELS, Germany
- Debenhams, UK
- Frette, ITALY & GLOBAL
- Bellino Linen, USA
- SOLINO Home
- Landmark Group, DUBAI





# The World is changing!

In 2030, 90% of Retailers across the world would need to identify new products. The world is changing. The need for sustainable functional fabrics will rule and replace Cotton as a pre-dominant source of luxury need. The ways to buy sheets could change and BRICK & MORTAR Stores could potentially consolidate. Those who differentiate from the mass survive and the rest will find its fate.

- The Tomorrow needs VISION- A Vision combined with functional need & innovation that pays value for customer demands and solutions for problems created by Environment & Lifestyle.
  - NEW AGE FIBRES & INNOVATIONS
  - THE INFRA-RED & TECHNOLOGY INFUSIONS FROM NATURE.



So Why PARAMOUNT?

# A Company that thinks. If you're out of the BOX, we are your source!



## **We need partners who can understand & Invest in the FUTURE.**

- ▣ PARAMOUNT Invests in the FUTURE, the current can live and ride, but we know it will fade and we will be the cause.
- ▣ We create fabrics that will help change the perception & definition of luxury & functional needs as threats with life style and environment demand we change or we will run to extinction.

### **THE 5 MOST SUCCESSFUL ONLINE BRANDS IN THE WORLD:**

**\*BROOK LINEN # 1  
BOLL & BRANCH # 2  
SHEETS ON THE LINE # 3  
WLABELS – WEST WING # 4  
YUMEKO # 5**

**A PROUD ASSOCIATION.**

\* Fabric Supplier



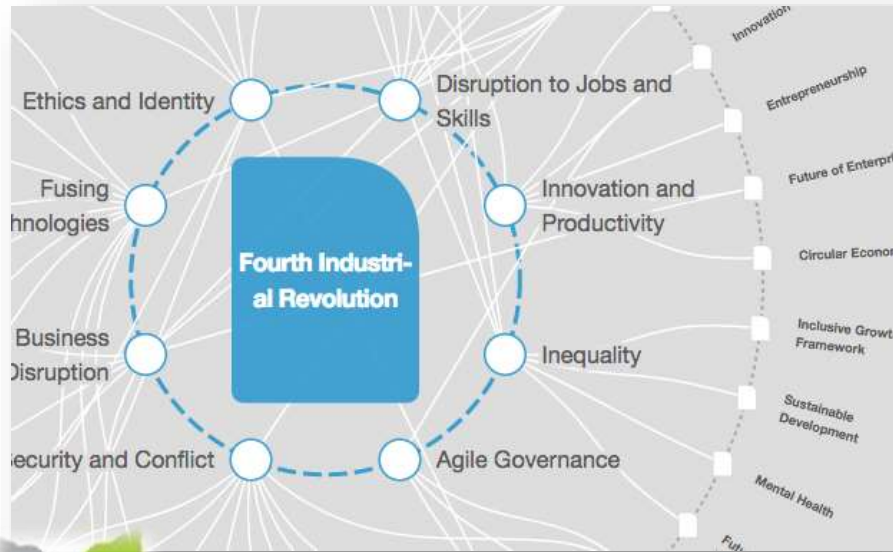
# True to Quality: THREAD COUNT is a Game to destroy Quality



- The best fabrics in the world are not known by the number of threads in a square inch, rather its measured by the staple length per inch in a square yard of fabric!!! – Unfortunately the commercial world has a growing number of animal sheets beyond it.
- THE FINEST SHEETS in the world are always with the 2 or 3 Ply yarns folded to form a 3-Dimensional view of the fabric.

***“Logically & Scientifically any thread count larger than a 400 cannot exist.”***

# Welcome to 2030 – I own nothing, except an “IDEA”.



- ❑ Retail Extinction will happen sooner than later.
- ❑ 80% of people will suffer from work pressure & depression.
- ❑ 64% of people will have problems from Pollution & Environment Change
- ❑ The extinction of COMPASSION & the rise of walls and wars.!
- ❑ Water: A Precious commodity can wage a war on its road to depletion.

**SO BUY SUSTAINABLE & BE SUSTAINABLE. !**





# THE FUTURE FOR RETAIL – “LAM”

- The worlds most profitable companies that own nothing but an idea & on LAM theory:

- ▣ AIR BNB
- ▣ BOOKING.COM
- ▣ UBER
- ▣ AMAZON

■ To name a few.....

- AI, Blue Chip & Human Predictive Cell behavior can change the retail revolution and 2030 is just 11 years away. !!!

# THE PARAMOUNT WE WERE



- ❑ Suvin Cotton – The Worlds Most Luxurious Cotton available on Earth – Staple Lengths longer than GIZA 88,93
- ❑ The Authentic White Gold – EGYPTIAN COTTON – After all the farce, the cotton is still the king of lusture.
- ❑ SUPIMA – The true children of American Farms.
- ❑ PERUVIAN PIMA – The fighting brother of Supima in every right.
- ❑ CASHMERE – The Mongolian Pride.
- ❑ MULBERRY – Sublime Touch
- ❑ SEA ISLAND COTTON- The cotton from SEA ISLANDS in BARBADOS that seem to heavenly infuse softness.
- ❑ GOTS/FAIR TRADE INDIAN COTTON – Traceable Routes and Social Responsibilities accounted in sourcing Cotton and GOTS.
- ❑ BELGIAN LINEN – The Mother of all FLAX.
- ❑ MODAL/TENCEL – The Functional LENZING alternative to Cotton



# THE PARAMOUNT WE ARE



- ❑ CARBON FIBER in Defence, Irrigation & Electro-mechanical Uses.
- ❑ POLYAMIDE & NYLON in Clothing & Apparels.
- ❑ ARAMID, META-ARAMID in Defence, Thermal Insulation & Heat Conductivity.
- ❑ ACRYLIC, MODACRYLIC for Aeronautics, Defence and Medicine.



# THE PARAMOUNT WE WILL



- VITAMIN E- Infusion
- VEGETABLE/FRUIT Infused Dye with BIO-PROCESS & Degradable Routes.
- Sea Weed & Application of Bed Linen with sea weed.
- Salt Water Technology from Sea to infuse ION-Based Technologies. & Propel dyeing with ION-Salting systems for faster color hybrid.
- The SEA SPONGE- Venus Flower Basket to cure OPTICAL PROBLEMS – EYE MASKS or NIGHT MASKS (Photo from the submarine Researchers in Canada as early as 2002).
- SEA PEARL FIBRES in Bedding
- OYESTER FIBRES for SKIN TREATMENTS – Medicine.
- THE JELLY FISH SYNDROME – Bioluminescence – The Luciferan & Luciferase contact OXYGEN. Natural Glowing – Under Patent – Exp.Timeline 2025.





# The LUXURY unparalleled.



- THOMAS MAISON SHIRTS & PARAMOUNT EVOLUTION:
- WEAVING 170/2 COMPACT GASSED SWISS COTTON using AIRJET TECHNOLOGY for the FIRST TIME IN TEXTILE HISTORY. – FOR ALBINI ITALY.



# THE SWISS CONNECTION



- GIZA 45 – Spoerry & G. Special Invitation by HER MAJESTY, the QUEEN OF ENGLAND for BED LINEN with GOLD LUREX for the SUMMER RESIDENCES IN 2011.
- PARAMOUNT had woven this fabric under the FRETTE Partnership in 2011 & Swiss Textile Company ALUMO interaction.

# SEACELL BEDDING- Getting it Right.

SeaCell  
// ANTIOXIDIZING FIBERS //



FILLED WITH  
NATURAL  
ANTIOXIDANTS



NUTRIENTS  
REVITALIZE &  
PROTECT SKIN



ANTIMICROBIAL  
SILVER CHLORIDE  
PRODUCT PROTECTION



PREMIUM  
SATEEN FIBER  
WEAVE



LONG  
STAPLE COTTON  
FIBERS



POCKETED  
PRECISION-FIT™  
CORNERS

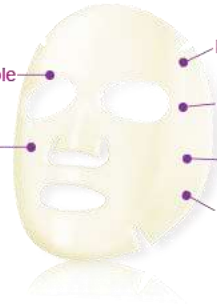


PRECISION-FIT™  
ELASTIC CUFF ON  
FITTED SHEET

SeaCell™  
time to relax

100% Biodegradable

Age-defying



Relieving negative energy

Activate skin cell regeneration

Intensify skin health

Protect skin against free radicals



FILLED WITH  
NATURAL  
ANTIOXIDANTS



NUTRIENTS  
REVITALIZE &  
PROTECT SKIN



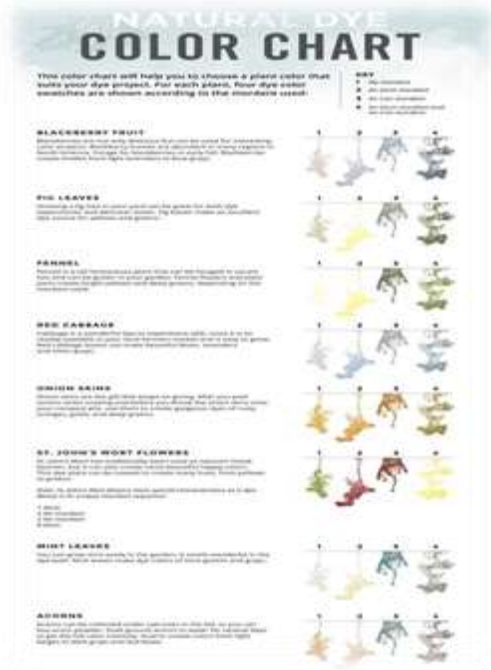
The world is too beautiful: Lets forget the mechanical world of lab dips: every sheet has to be your signature!



COLORS FROM NATURAL DYES	
Natural Dye Materials	Primary Dye Color Obtained
Black-Eyed Susans	green with gold tones
Coreopsis	brick red
Dandelion	soft yellow
Geranium	warm brown
Goldenrod	rich gold (color of blossom)
Indigo	blue (only natural source)
Marigold	yellow orange
Orange Cosmos	orangish red
Oxeye Daisy	yellow green
Queen Ann's Lace	light, bright yellow
Yarrow	medium green



# It is true that leading companies around the world inherited colors from Nature!





# VEGETABLE & FRUIT INFUSED DYES: GO BEYOND ORGANIC CERTIFICATIONS & TRUE TO BE SELF



□ Dope drum dyeing technology to use conventional available fruit infused dyes for quintessential high end bedding, with no chemical infusion at all!

□ In 2013, Paramount Serviced properties in the Lake District, Windermere & Lake properties nearby with Natural Dye Sheets for organic living properties.



# FUNCTION LINENS. WHY?

- The world is slowly losing its old world charm.
- Spring & Autumns are no longer a season to cherish. Summer & Winter are too harsh that they prevent the mid seasons to exist.
- Finding balance of life is essential as work pressure and monetary requirements take centre stage.
- The art of writing letters, waiting for telegrams and surprises are now over. The world has become too fast and the most beautiful things in life are lost between what is said and what is not.
- While everything else is so rushed, 1/3<sup>rd</sup> of ones time on bed is still essential and we need to turn this time to act as the rejuvenation.



Spoerry  
Ice Cotton  
with natural  
cooling effect!

# WHY WE NEED CHANGE?

## The Great Rise & Fall: NOKIA



**“We didn’t do anything wrong, but somehow, we lost”. – CEO NOKIA.**

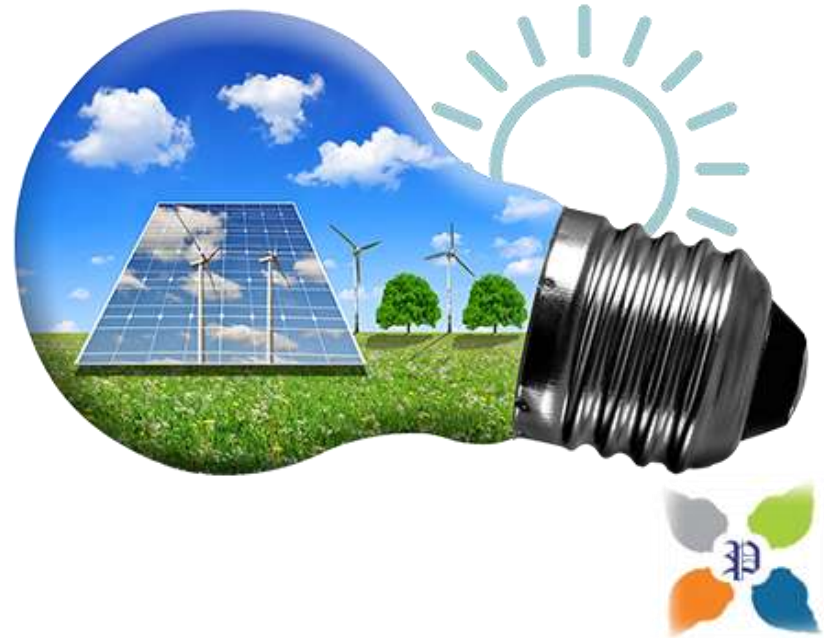
CHANGE IS REQUIRED  
AND IS REQUIRED AT  
THE RIGHT TIME.!

# Its all about sustainability. !



# We are 100% Solar & Wind Powered.

- Paramount is one of the few companies in the globe to have ZERO Carbon footprint emission. 100% of your production can be sustainable and trace a green mile. How about your linens made from Sun & Wind?





# OUR RESEARCH PARTNERS

- ❑ LARSEN FIBRES, DENMARK
- ❑ ADVANCED MATERIAL SCIENCES,  
STANFORD UNIVERSITY, USA
- ❑ THE GOTHENBURG HEADS,  
STOCKHOLM
- ❑ DR.BRIAD, CANADA
- ❑ COMPOSITE MATERIAL SCIENCE,  
UNIVERSITY OF  
SOUTHAMPTON.





# Awards & Accreditations



- **GOLD-** Highest Global Exporter for cotton fabrics out of India for 10 years in a row.
- 1 Gold, 5 Silver & 6 Bronze Export Awards for the highest global export of fabrics from India from TEXPROCIL in conjunction with the TEXTILE EXPORT PROMOTION COUNCIL OF INDIA.

- Swiss Business Quality Award for excellence in Cotton Fabrics for the year 2014-15 & 2016-2017.



# Social Contributions: A CORPORATE SOCIAL RESPONSIBILITY.

- ❑ Contributions to the Prime Ministers National Relief Fund
- ❑ Contributions to MENTALLY DISABLED CHILDREN in Madurai for distribution of medicines to the tune of US \$ 15,000 every year!
- ❑ Contributed US \$ 44,480 to the ROTARY FOUNDATION for Cancer AID in 2014-15
- ❑ Periodical Contributions to the Local & Municipal communities for medical & basic needs through the TRUST.
- ❑ Educational & Medical Support to fellow employees of the Organization at the time of need.
- ❑ Support through non-monetary means to the differently abled people in the society through “KARMA COMPANY” Trust.
- ❑ Aid to BLIND Schools, Leprosy Centres





# CURRENT CAPACITY

- ❑ Estimated 43,775 Meters of fabrics per day with the highest quality specification.
- ❑ Varying widths of 67" to 130" wide to suit apparel & sheeting markets.
- ❑ 14,480 Meter capacity addition in April 2018.
- ❑ Estimated 5915 Sheet sets are currently being produced out of the facility with operations in only 1 shift.

# RENEWABLE ENERGY



- All of the PRODUCTS produced in PARAMOUNT is from CLEAN & GREEN ENERGY. 100% !
- Energy is Harnessed from Solar & Wind Farms that are within and nearby the Mills Premises.





# CERTIFICATIONS.



Innovative by nature



# The True Social Respect Adherence.



The FUTURE NEEDS COMPANIES that can think and invest  
NOT MULTI MILLION /BILLION DOLLAR COMPANIES that will build to feed white  
elephants and eventually die. !

## THE MODERN FIBERS

Take the plenty that is  
available & wasted to  
work with science and  
technology to suit the  
needs of the future.  
Here you are defining  
the world of the  
tomorrow.



Be it beach wood, fir wood, banana, coconut, eucalyptus... today we have fibres to spin yarn.