



AYURTEX™



Natural Herbal Dyed Textiles



*Kairali Exports*  
Manufacturer of Eco-Friendly Handlooms and Textiles

The logo for AYURTEX features a stylized green tree-like symbol composed of several overlapping triangles, positioned above the brand name. The brand name 'AYURTEX' is written in a bold, green, serif font, with a small 'TM' trademark symbol at the end.

# AYURTEX™

Having an experience of more than half a century in the scenario of textile products manufacturing, Kairali Exports focuses mainly on assuring eco-friendliness and quality. Relying on the innovative concept of AyurTex, we leave no stone unturned for the same.

The underlying concept is AyurTex which is the abbreviated form of Ayurvedic Textile. The core notion here is to excavate traditional organic natural dyeing method and implement it to the modern textile industry. Though the synthetic dye has always remained as a cheaper option, the adverse impact it deposits is compelling the world to rethink. Using synthetic dyes paves way for pollution and other environmental and health related issues. And as a result, it seems genuine why the traditional natural dyeing methods are back to the scene.

Kairali Exports team has exploited the opportunities availed by the herbal richness of India and some judiciously selected medicinally rich herbs are used for the textile dyeing process. This not only provides shade but also wellness. We realize the virtues of Ayurveda which is a unique as well as one of the most persuasive forms of medication bestowed from the Indian vedic ethnicities. Here herbs and many other medicinal plants are used to treat 'dosha' imbalance. Kairali Exports uses ayurvedic herbs of exceptional medicinal values in the dyeing process and hence the name AyurTex (Ayurvedic Textiles).





## Our team- our strength

We understand the fact that business can never be a one man show. Kairali Exports work as a team to deliver the best possible results for our customers. Our workers are the most precious assets we have and hence we always maintain a worker friendly atmosphere here at Kairali Exports. Working on ayurvedic dye never brings any unfavourable issues to the workers. We value our employees and they are paid well as per the industry standards. Our strategy of unbiased promotions, bonuses and other rewards based on performance keeps on motivating the employees.

Moreover, Kairali Exports foresee improved financial status and living standard of farmers with this initiative as the large scale ayurvedic textile production demands huger cultivation of traditional organic cotton and herbs. We also benefit handloom weavers by providing more and more job opportunities every year with our constantly evolving and emerging handloom based firm.

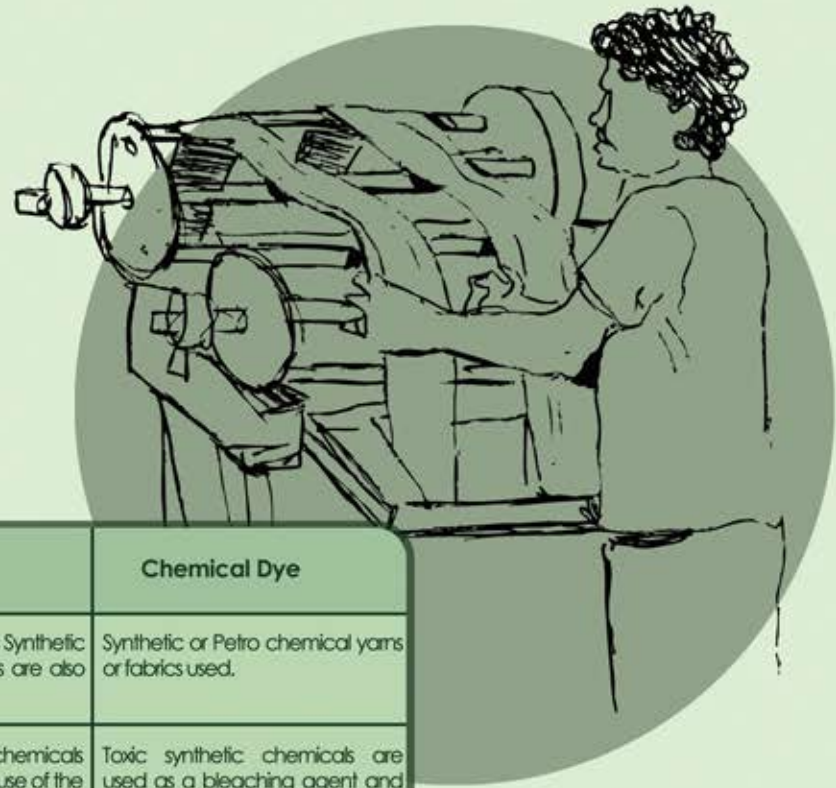
## Benefits of Eco-friendly wellness textiles from Kairali Exports

- The foremost benefit is that you can be proud of contributing your part towards our "Go Green" motive. All our products maintain environmental friendliness in all possible aspects. Thus by preferring us, your moral obligation towards earth is also taken care of.
- Natural fibres like cotton is good for the skin and when it is dyed with natural medicinal rich herbs, the comfort level and soft feel to the skin further enhances.
- The herbal properties of the clothing provided keep the users in safe zone by creating a barrier to the external environmental toxins.
- There are not even hazy chances of any kind of allergic reactions and the fabric is compatible to all type of skins.
- A positive aura remains enveloped to the body thus boosting the confidence of wearer.



## Are we the best?



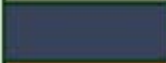


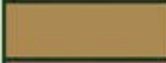

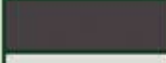
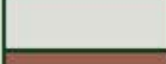



We have some strong reasons to believe so. Expertise, experience and dedication are the virtues which help us to be confident in what we do. With an impeccable track record of top-notch service provision and a vast pool of contented customers, Kairali Exports is looking forward to extend its dimension to all parts of the globe. We are highly concerned about your ROI factor and not a single penny you invest on us will go futile.



**"Reach us and experience excellence not just in the products but throughout the entire process. "**

Process	Our Ayurvedic Dye	Natural Dye	Chemical Dye
<b>Fabrics or Yarn</b>	We only use natural fabrics like Cotton, Silk, Linen, Jute, Bamboo, wool and so on.	Apart from natural fibres Synthetic or Petro chemical yarns are also used.	Synthetic or Petro chemical yarns or fabrics used.
<b>Pre-processing of fabrics</b>	We use Natural surfactants like soap nut whey from milk and there is no harsh treatment of fabrics, the fibres are not harshly treated, the natural feeling is preserved. Bleaching is done naturally using animal manures , sunlight ,natural minerals etc.	Many natural dyers use chemicals for pre-processing because of the lack of cheap and easy work.	Toxic synthetic chemicals are used as a bleaching agent and surfactant. The fibres will react with the chemical and natural properties will be dead.
<b>Dyeing</b>	The dye extracts are directly taken from medicinal rich herbs. The herbs itself will act as a mordant and dye, the shades are earthy and there is no touch of any synthetic chemicals.	Even though dye extracts from natural sources but for fixing colors many toxic and heavy metals are used like tin, chrome etc., chemical mordants are used.	For making bright colors Harmful chemical dyes like Formaldehyde, Chrome, Copper, Dioxin and zinc are used for making colours.
<b>Finishing</b>	Natural herbs and Surfactants are used for finishing.	Organic chemicals are used for finishing the fabric.	Many types of finish are derived from a different chemical process which can create health problems
<b>Softening</b>	Softener is made from natural oil, natural castor oil, aloe vera and natural fixatives.	Eco-friendly chemical softener is used.	Chemical softener is used.



Shade*		Some of predominant herbs	Botanical Name
	Yellow	Turmeric/ Tacomo /Onion	Curcuma longa / Tecoma stans /Allium cepa
	Green	Tulasi/Onion/ karisalaankanni	Ocimum tenuiflorum/ Allium cepa/Eclipta alba
	Blue	Indigo	Indigofera tinctoria
	Orange	Annatto/Marigold	Bixaceae/Calendula officinalis
	Red	Kumkum/Madder	Rubia tinctorum
	Kaki	Triphala	Terminalia bellirica
	Pink	Sappan Tree/Madder	Caesalpinia sappan/ Rubia tinctorum
	Black	Karungali	Acacia
	Natural White	Animal manuares, Fullers earth, Sunlight, grass etc.	
	Brown	Vettiver/Velam	Vetiveria zizanioides/ Acacia Nilotica
	Grey	Vembadam	Ventilago madraspatana
	Ivory	Neem	Azadirachta indica

\*Shades will vary depending upon herbs (Ratio/Season/Climate/Region etc..).



# *Kairali Exports*

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