



Vedprakash Chiripal,
chairman

A stitch in time...

Entrepreneur Vedprakash Chiripal made humble beginning with a few Power Looms 50 years ago and today, the organisation has become a successful business conglomerate; offering everything—from textile to education—under one roof through **Chiripal Group**. Read on as we walk you through his and his team's various business ventures

Vedprakash Chiripal founded the Chiripal Group in 1972 with 12 power looms in Ahmedabad. Under his guidance, the group propelled itself to become the powerhouse of textile manufacturing over a span of 50 years. Chiripal Group, with a turnover of over ₹8622 crores (USD 1.06 billion), has acquired an eminent position as a diversified business conglomerate having interest in the fields of petrochemicals, spinning, weaving, knitting, processing, chemicals, infrastructure, realty, education, and solar.

Chiripal Poly Films Ltd (2009) is in the flexible packaging industry manufacturing BOPP & BOPET films and PET Resin chips used for printing, packaging, labelling and PET bottle applications. Vishal Fabrics Ltd. (1985) is India's leading manufacturers of denim and one of the largest fabric processing houses in India. Nandan Terry Limited (NTL) (2016) is vertically integrated state of the art terry towels manufacturer having all strengths from Spinning, Weaving, Processing and CSP of Terry Towels. Nandan Denim Ltd. (NDL) (2003) has India's largest full vertical set up for making a whole range of denim fabrics. NDL (along with VFL and Nova Denim) is the largest denim manufacturer in Asia. Chiripal Industries Ltd. (CIL) is one of the biggest process houses in the country and has four divisions namely Fiber, Fabric, Cotton Spinning, and Petrochemical Divisions. CIL Nova Petrochemicals Ltd is a leading producer of Partially Oriented Yarn (POY), Micro-Filament Yarn, Draw Twisted Yarn (DTY), Texturized Yarns and Fully Drawn Yarns (FDY). Shanti Educational Initiatives Ltd. (2010) has three key business units namely Shanti Juniors - pre-school (350 schools in 74 cities), Shanti Asiatic School - Jr. KG to grade 12th (five schools and 7400 students), and Shanti Business School - present in management education space. Chiripal Group diversified into the solar power



AWARDS & RECOGNITIONS

- Quality and customer delight are at the core of Chiripal Group's business philosophy and they have managed to achieve numero uno position in every business domain they have entered into, thanks to this unwavering focus on their customer's expectations.
- Nandan Terry Limited has bagged an award as the Best Bath Towel Supplier in the world by Home Textile Today Reader Ranking 2022.
- Ronak Chiripal was named as New Age Entrepreneur 40 Under 40 by Fortune India. He was also felicitated as the Crown of Gujarat by Divya Bhaskar Group for business excellence. He also bagged the Influential Leaders of India 2022 award by Marksmen Daily.

equipment space with Chiripal Renewable Energy which is a domestic solar hardware manufacturing company.

MISSION & VISION - CHIRIPAL GROUP

Integrity, transparency, honesty, and determination are the cornerstones of Chiripal Group's vision. The organisation's sole purpose is to reach the pinnacle of success by serving its customer with best quality products. Customer satisfaction is at the core of Chiripal Group's philosophy. The group pursues

excellence in all spheres of manufacturing. Their continuous quest to enhance the quality of their products has not only augmented the brand equity but also made them one of the most trustworthy manufacturers.

SUSTAINABILITY AT CHIRIPAL

Chiripal Group is on a mission to reduce, recycle, and reuse waste. Investing in energy efficient modern machinery, reducing dependence on non-renewable energy sources, and adopting greener energy sources to meet power demand are some of the initiatives that reflect their vision. The group recycles water in their facilities by deploying effluent treatment plants and reverse osmosis plants. Chiripal Group is committed to enhance the green cover around their facilities as sustainability is deeply integrated into their growth strategy. As a responsible corporate, the group is clear about its sustainability goals and is aggressively working to reduce its carbon footprint.

Chiripal Group, as a part of its environment friendly commitment, conceptualised 'Chiripal Mirchi Green Yodha' – a campaign with Radio Mirchi and Ahmedabad Municipal Corporation – to enhance green cover of Ahmedabad. As a part of this initiative, 50,000 trees were planted in Ahmedabad, thanks to overwhelming support received from the residents of the city. Chiripal Group undertakes regular tree plantation initiatives to inculcate a sense of environment friendly mind-set amongst its employees.



CORE BUSINESS ACTIVITIES OF CHIRIPAL GROUP

- Denims & Twills (Denim, bottom weight, shirting, *khakis*), Terry Towels, and Bath Robes
- Flexible Packaging (BOPP, BOPET)
- Process House (All types of dyeing, printing, bleaching, and finishing facilities)
- Filament Business (POY, FDY, DTY, PFY)

POST PANDEMIC IMPACT

Chiripal Group has seen a healthy business growth post pandemic. The group's total turnover for FY2021 was ₹4958 crores and increased to ₹8622 crores in FY 22. Business in the post pandemic economy is all about reaching out to the emerging markets and getting competitive in the existing markets with better understanding of new variables. In their journey towards growth, Chiripal Group has always focussed on innovation and dedication in developing their products, which happens to be their biggest strength.

CHALLENGES

The outbreak of the pandemic caused an economic downturn on a global proportion which included the closures of several businesses and a trend of reduced consumer expenditure. As people all around the world spent more time at home, it led to an increase in the demand for home textile products. Logistics was a challenge and Chiripal Group identified innovative ways to ensure that their clients did not face any delays in delivery. The situation improved significantly with the ease of lockdown restrictions, production and sales resumed to pre-covid volumes gradually.



VISION - NANDAN TERRY

Nandan Terry Limited's vision is to be one of the biggest manufacturers and exporters of terry towels and bath linen in the world. NTL wants

to be a sustainable corporate that produces best quality products using natural ingredients and optimising the use of renewable energy so as to minimise its carbon footprint. The company wants to be an employer of choice having balanced workforce of men and women. The vision is to provide employment and skill development and enrich lives of the community members where we operate. We want to constantly enhance our quality standards and foster a culture of excellence throughout our operations so as maximise wellbeing of our people, environment, community, and customers.

STAYING AHEAD OF THE CURVE

The manufacturing facilities of Chiripal Group is supported by dedicated, competent, and experienced teams to ensure that the products or services delivered to their customers are amongst the best in the world. The fact that Chiripal Group exports its products to 52 countries globally is a testimony to its world-class production standards.

The group has a robust research and development team that is constantly trying to identify market trends and creating a customised solution ahead of time. In early stage of Nandan Terry, they had drawn an ambitious roadmap of doubling their turnover each year which seemed like an impossible dream, but they achieved it. Despite being a new entrant in Terry Towel business, their product was selected in as NOS basis (Never Out of Stock) by some of the most reputed names in the global textile industry. This was a testimony to Chiripal Group's commitment to best quality and world class service.

SUCCESS MANTRA

Chiripal Group believes in creating a differentiation through quality and delivering what its customers want. They try their best to go beyond a customer's expectation and add value in their lives. This mantra has helped the group to continuously earn goodwill over the last 50 years. They have an excellent team which is passionate about their work, whose single-minded focus is to delight their clients with world-class products and a flawless service. Chiripal Group's clarity to invest in latest technology to ensure superior product quality helped them in garnering trust of their global clients and this propelled them to be amongst the best towel manufacturers in the world.

USP

Remaining flexible and responding to consumer tastes is one of Chiripal Group's USPs and they shall maintain that as they are planning to increase their global footprint.



UPCOMING INNOVATIONS

For Nandan Terry, they now intend to focus on providing a sustainable range of eco-friendly towels with Global Recycle Standard (GRS) certified polyester yarns and natural fibres. As mentioned, Nandan Terry has been awarded as the Best Bath Supplier by Home Textile Today Reader Ranking Awards 2022. Accolades like these are possible only because of the company's drive for constant innovation.

A BREAKTHROUGH MOMENT

Chiripal Group stated Nandan Terry in 2016. This reinforces the group's focus on growth, innovation, and customer delight. Right from inception, customer centricity has been their focus. As a company, Chiripal Group will continue to focus on innovation, sustainability, and customer delight in line with the continuously evolving aspirations of its widening global customer base. Vedprakash is confident that with the unwavering support from his team, he will continue to drive the group's journey onwards and upwards.

DIVERSIFIED BUSINESS ACTIVITIES

- **Real Estate / Infrastructure:** Vraj Textile Park, Dholi Spinning Park, Shanti Developers
- **Education:** Shanti Education Initiatives Ltd.
- **Solar Energy:** Grew Energy Pvt Ltd - A solar component manufacturing company

The group offers employment to more than 20,000 people. It is focused on delivering the best products by continuous R&D, defined processes, stringent quality policies, and state-of-the-art technologies

FAMILY SUPPORT

The group is a very close-knit family. Growing up in an entrepreneurial family, Ronak Chiripal has always been exposed to discussion about textile business. He naturally became interested in this subject. When Ronak finished his education, he was certain about starting something new in textile. Soon after joining family business, his passion for textile led him to start Nandan Terry. Ronak considers himself lucky for

getting mentored by his father and uncles who are veterans in this domain. Their experience and knowledge shaped his thinking since an early age. He is also greatly influenced by his mother who raised him with a lot of love and care. Her kindness and empathy have helped him in building his character and personality. Ronak counts his blessing each day for giving him such a supportive family.

IN A NUTSHELL

Chiripal Group believes that profitability and growth must result from efficient exploration of challenging opportunities and for the same reason, they set very high standards for themselves as well as their operations. In the years to come, the group's absolute commitment to quality, innovation, and development will carve out a strong position in their organisation.

