

**FOCUSED**  
performance  
towards  
— quality  
excellence





## SALASAR BALAJI GROUP

Since its foundation in 1980, Salasar Balaji group has grown its business exponentially in the field of ginning, spinning and commodity exports. With 3 decades of experience in the field of cotton supply and almost a decade of experience in the spinning industry the group has successfully managed in consolidating their position nationally as well as internationally. Projections for the next few years suggest the expansion is set to continue.

Consistency, quality and passion in every endeavour are the hallmarks of the organisation. With such set benchmarks in all areas the group continuously is in pursuit of excellence towards unparalleled reliability and growth. The group's strength apart from its quality products, are its values and beliefs in building strong and long standing relationships with all its customers and associates for mutual growth and development.



## Introduction

Salasar Balaji Group is a well known cotton supplier since last 3 decades with transaction of more than five hundred thousand cotton bales in a year. The group is one of the leading exporter/ginner of raw cotton and manufacturer of cotton yarn in India.

The founder and promoter of Salasar Balaji Group, Sri Mahesh Kumar Khetan sowed the seeds with the ginning unit in 1980. An expert in cotton, he later started exporting the cotton bales to the global market.

Now, being the 2<sup>nd</sup> largest cotton exporter in India, the group is a leader in the do-

mestic and international market. Then, in 2005, the group entered the spinning industry which was forward integration of the business. At its inception the yarn manufacturing unit of Salasar Balaji Industries named Sree Astalaxmi Spinning Mills Pvt. Ltd. had an installed capacity of 18,000 spindles which has today increased to 60,000 spindles.

The company's stringent quality commitment and customer centric approach has enabled it to expand regionally and internationally over the years. Sri Salasar Balaji Agro Tech Pvt. Ltd., the export arm is one of the largest and growing companies in India to be certified as a Govt. Export House recognized by the

Commerce Ministry, Government of India after it emerges successful from a strict appraisal test.

The group engaged in export of raw cotton of all varieties that grow in India and now also into agro commodities i.e. Wheat, Rice, Maize, Soya DOC, Rape Seed, Red Chilli and Turmeric etc. Also an integrated plant of Salasar Balaji Group, K. K. Agro Protein manufactures Indian Toasted Yellow Soya Bean De Oiled Cake with a strong client base in domestic and international markets. The group is also a member of various textile associations which include Cotton Association of India, International Cotton Association, AQSIQ, Texprocil with RCMC & FIEO.

## Management



**Sri Mahesh Kumar Khetan**  
Chairman

The Chairman of the group Sri Mahesh Kumar Khetan, a Bachelor of Commerce, started his business as a cotton commission agent in Andhra Pradesh. With his efforts he started the Ginning & Pressing Factory in Bela (A.P.), Jalna, Bori and Pandarkawada (M.H). He established a firm Sri Salasar Balaji Agro Tech Pvt. Ltd., which supplies the cotton bales to various spinning mills in India. With his professional management skills he developed his ginning unit and later on started exporting the cotton bales to the global market.

With the rich experience of more than 35 years in the field of raw cotton fiber & textile business he possesses complete knowledge of the internal working of Textile Mills and from time to time provides guidance to the management in running the affairs of the mill efficiently and smoothly.



**Sri Dhiraj Kumar Khetan**  
Director

His son, Sri Dhiraj Kumar Khetan joined the group very young-immediately after completing his MBA. He was appointed as the Director of the various group companies in 1995. He has rich experience of more than 2 decades and is competent in his business dealings especially

Sri Mahesh Kumar Khetan's special knack in formulation of policies, future planning and selecting the right employee has enabled the mill to expand its market reach. He is also on the Board of other group companies and philanthropy trust.

procurement of plant and machinery, raw material and other assets. A rich experience in sales promotion of 100% Raw Cotton Fiber he has achieved success for Salasar products in the domestic & in export markets. He has received many prestigious awards from various government organizations for excellent export performance.

With rich experience of managing textile companies and understanding market dynamics, he has undertaken various expansion projects of the textile sector and has also diversified towards dairies. Being a Director of Sri Salasar Balaji Agrotech Private Limited Group, responsibilities bestowed upon him, enabled him to accept challenges and take decisions in critical scenarios. The textile industry has complex dimensions because of seasonal exposure and hence it requires to be out manoeuvred by efficient planning.



**Sri Vikrant Kumar Khetan**  
Director

The yarn Export, Spinning and Ginning of the group are handled by the Director, Sri Vikrant Khetan who is armed with a MBA. His domains of textile, spinning, dyeing, knitting and finishing benefit from his enriching experience of 14 years. He has received many prestigious awards from various government organizations for excellence in exports.

He plays a major role in planning new projects in terms of their implementation and expansion. He is the one behind the new lines in textile business. His good experience in sales promotion has added goodwill for Salasar products in local as well as in international markets. At present he is working to expand in value addition textile chains / lines.



### Cotton Procurement

Sree Astalaxmi Spinning Mills Pvt. Ltd. (SASMPL) believes that their major strength to meet the quality standards is their own ginning units. The mill is having their own 5 “TMC GINNING” units to supply the consistent raw material quality to their spinning products. Located in prime locations in AP and Maharashtra, the ginning units are equipped with the most modern machinery for accurate and effective production of cotton.

These units produce one lack twenty five thousand (7, 50,000 Metric Tons) bales per year.

To produce quality yarns as per international quality standards and meeting customer’s requirement, the company requires very stable properties of cotton blend.

To meet quality requirements at SASMPL, raw material selection is done based on the High Volume Instrument -HVI by Experts and mixing issue based on BIAS. Raw material procurement is done from the company’s head quarter at Adilabad in Andhra Pradesh where they strategically procure cotton from ginner’s and farmers.

Beginning from the purchase of raw cotton to spinning, warehousing and shipping, a strict and meticulous inspection is carried out. The results of these tests, provides quick and clear report on staple length, micronaire, pressley, trash content and spinning values. Every product distributed by the company conforms to the international standard of purity and functionality.

### Product Range, Count & End Use

The success of SASMPL can be attributed to its manufacturing flexibility and versatility. Unlike other major players in this field, the mills follows a customer-centric approach, understanding and accepting unique requirements of each customer and producing yarns according to their specification.

The product range of SASMPL comprises premium quality 100% cotton Single &

Double Yarn with the count range from Ne 20/1 to 80/1. Also manufactures compact, combed and carded ring spun as well as open ended yarns. All these yarns meet the quality parameters for varied knitting and weaving applications.

The mill has established in markets around the globe through their commitment towards quality products and dedicated services.

### Sales & Distribution

Since its inception, SASMPL obsession for providing world-class quality products has helped it to expand into several new markets around the world.

Consistent in supplying quality products to more than 35 countries across the global has been certified by the Government as an “Export House”.

Due to strict and stringent quality policy and prompt services, the mill has been able to get repetitive business from various clients and made a mark in market as a manufacturer of premium quality cotton yarn.

The mill has made a rich client base in Kolkatta, Ichalkaranji & New Delhi in domestic market and Argentina, Bangladesh, Brazil, China, Columbia, Czech Republic, Egypt, Hong-Kong, Israel, Korea, Italy, Lithuania, Poland, Portugal & Turkey etc. in international market.

The company’s strength apart from its quality products are its values and beliefs in building strong and long standing relationship with all its customers and associates for mutual growth and development.

Therefore, the mill focuses on offering their customers the best value for their money.

Yarn Type	Range	Application
Single Yarn - Carded & Combed (Autoconed Spliced Usterized SIRO Cleared Yarns)	Ne 16/1 to 80/1	Weaving, Knitting
Compact Yarn - Carded & Combed (Autoconed Spliced Usterized SIRO Cleared Yarns)	Ne 20/1 to Ne 80/1	Weaving, Knitting
Double Yarn - Carded & Combed (Autoconed Spliced Usterized SIRO Cleared Yarns)	Ne 2/30 to 2/60	Weaving, Knitting



Department	Machine
Blow Room	LMW
Carding	LMW LC 300 A V3
Breaker & Pre Comber Draw Frame	LMW LD 2
Lap Former	LMW LH10
Comber	LMW LK 64
Finisher Drawing	LMW RSB 851
Simplex	LMW LF 1400 A
Ring Frame	LMW LR6s, Suessen Elite Compact System
Contamination Clean	VETAL SCAN with Polysensor
Spark Diversion system	Elgi Argus
Autoconer	Murata 21-C, UQC - 2 & Loepfe Zenith SIRO Clearers
TFO Twister	J. C. Tech Double Decker Standard
Yarn Conditioning	Sara Elgi Profix
Laboratory	Cotton Testing – HVI, Yarn Testing - Cascade System, Uster Tester 5

### Machinery Infrastructure

SASMPL has the most modernized latest state of art machineries and infrastructure that produces wide range of premium quality 100 % cotton yarn with production capacity up to 20 MT per day.

Further the mill has undergone for major modernization program from 2007 to upgrade the machineries.

At present the mill is installed with the latest state of art of machineries from Blow Room up to Autoconer. The Mill is installed with the Latest Generation of LMW Machines up to Spinning and Murata 21-C Process Coner with Uster Quantum-2 Clearers in Post Spinning.

### Machinery Maintenance

Regular plant assessment through analysis of reliability, availability and maintainability proceedings of the machines is conducted regularly by maintenance engineers.

Also the best preventive maintenance schedule is followed by the maintenance engineers, which helps with the smooth working with lesser breakages, to achieve maximum efficiency in the whole spinning process. The mill follows all the above procedure on the daily basis to provide their respective consumers quality yarn which allows them to brilliantly, spin quality products for their esteemed customers.

For Testing/checking	Instrument make
Yarn Evenness Test	Uster (ut5) Evenness tester
Fibre Process control Test	Uster high volume instrument
Yarn trash analyzer & appearance test	ASTM Standard boards
RKM Test	Uster tensojet-4
Classimat/ CSP Test	USTER CLASSIMAT TESTER 5/ CASCADE CSP SYSTEM
Electronic Twist Test	Techno Electronic
Yarn Clearers	Uster Quantum -2
Cotton Trash Analysis	Uster Trash seperator
Yarn TPI Testing	Techno Electronic
Lea Strength Testing	Cascade CSP system

### Quality Assurance

SASMPL strives to maintain a uniform quality that is incomparable and only the best yarn makes its way to the customer after stringent inspections and quality control tests.

Measures are taken to ensure that the yarn delivered to their customer is consistent and reliable and truly adheres to their specifications. Quality management is the essence of any business.

The mill focuses on maintaining the quality standards, and also on continuous improvement in product quality, processes and personnel. Towards this end, the company has invested significantly in the latest quality control equipment that can measure various yarn parameters like count, strength, elongation, evenness, twist, coefficient of variation, objectionable faults, yarn appearance etc.

To monitor quality online, carding and finisher draw frames are equipped with autolevellers and sliver monitors to maintain uniform quality.

In post spinning, autoconer machines are installed with SIRO electronic yarn clearers with wide range of clearing options in different classes. For effective imperfection control, all the products are tested on latest testing equipment of Uster Tester 5. All yarn quality standards at SASMPL are in line with Uster 5% to 25% levels depending on the customers.

Also round the clock stratified data collection procedures are carried at the mill to analyze the process for consistent quality.

## Manpower

The exponential progress at SASMPL has been fostered and powered by single-minded dedication of their employees towards the company. The mill is built with professionals and scientifically trained skilled 500 workers mainly from the state.

The top management at SASMPL believes that for the company to achieve new peaks it has to work hand-in-hand with its employees, encourage and aid them to reach their full potential and accomplish goals that constantly help them to seek newer heights.

The mill also remains very alert regarding the safety measures of its workers. SASMPL does not seek to merely expand their business volume. Rather the organization is dedicated to use its innovation and knowledge to contribute to the culture, benefits and welfare of the people. Each worker of the mill is provided with free accommodation and subsidized food. Cultural activities are held regularly for the entertainment of the employees.

## Expansion Plan

The ultimate goal is to benchmark Salasar for quality for both 100% Raw Cotton Fiber & 100% Cotton Yarns. In the coming years, Salasar aims to increase capacities by expansion and diversification and adding new product lines. The Group also plans to further consolidate its integration plans by expanding its spinning unit with total 1, 00,000 spindles by end of 2015.



## Salasar Balaji Industries

(Manufacturer of 100% Cotton Yarns & Open End Yarns)

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