

## Arvind and JCB India partner to provide safety-compliant industrial uniforms

22 December 2018 | News

### First tie-up for manufacturing co-branded industrial wear in India



Arvind Ltd. and JCB India Ltd. has announced a partnership to introduce protective, smart, comfortable, and stylish ready-to-wear Industrial Uniforms. This partnership is the first of its kind to offer co-branded protective wear and industrial uniforms for India's workforce. The product range will be made available through Arvind & JCB India's distribution network and point-of-sale locations across the country.

Industrial uniforms have become essential in view of the increasing focus on occupational safety and health (OSH) and regulatory compliance in India. Stringent government norms, growing awareness about safety regulations, globalization of domestic companies, and the growing number of MNCs setting up manufacturing facilities in India have contributed to the increase in demand for safety-compliant and comfortable industrial uniforms. While the OSH market is growing, there is limited choice in branded ready-to-wear industrial uniforms in the country. The partnership between Arvind and JCB India will unlock new opportunities in this market segment by offering best-in-class products for core sectors like healthcare, pharmaceuticals, iron & steel manufacturing, mining, automobiles, defence, armed forces, and construction, among others.

Arvind will complement JCB India's safety shoes business with its value-added protective wear and personal protective equipment (PPE) product basket, which includes coveralls, dungarees, rain wear, and balaclavas. These products are fire-resistant, chemical-resistant, and shock-resistant, and possess other such properties that serve to protect factory workers, fire-fighters, construction crew, soldiers, healthcare professionals, and security personnel from the harsh operating environments that their respective jobs entail.

Commenting on the partnership Mr. Ashish Kumar, CEO – Advanced Materials Division & Arvind Envisol, Arvind Limited said, "We are transforming our business quickly through technologies and partnerships that enable us to explore and create new opportunities. Extending textile manufacturing beyond fashion and into areas like safety and protection, is one of the areas we are focusing on. This partnership will leverage JCB's market presence with Arvind's textile manufacturing capabilities to provide industrial wear that will meet the highest standards of safety and protection."

"Safety is of paramount importance for us at JCB. It does not get limited to our machines on Construction sites only, but is an

overarching philosophy. We are committed to introducing products which enhance safety and protection and our partnership with Arvind Limited gives us an exciting opportunity to do just that in the area of apparel. In India's rapidly growing occupational safety and health market, we look forward to working together to create a market presence for value-added protective wear and personal protective equipment," said Mr. Vipin Sondhi, MD and CEO, JCB India Limited