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Manufacturers Are Optimistic About The Revival Marked By New Styles And Wider Application Of The Fabric. Capacity Utilization Of Units Has Risen, Export Order Books Look Good. Profit Margins, However, Still Frayed

DENIM FINDS ITS FIT AGAIN

Parag Dave & Niyati Parikh | TNN

Gujarat's denim sector is witnessing a noticeable rebound, with several mills reporting a sharp rise in production and improved utilization levels after a prolonged period of sluggish demand. Industry stakeholders say order enquiries from both Indian and overseas markets have picked up in recent months, creating renewed optimism across the manufacturing chain.

According to manufacturers, the recovery is being aided by evolving fashion preferences and a gradual return of denim as a mainstream wardrobe choice. Over the last few years, consumers — especially younger buyers — had shifted heavily towards athleisure and knit-based casual wear. Denim is now making a comeback as fashion trends move towards more versatile and expressive styles suited for daily wear.

Manufacturers say consumers are increasingly returning to denim because it offers both comfort and style, whilst allowing greater room for personal expression through newer silhouettes and washes.

"The good news is that denim demand is clearly back, with strong capacity utilization across mills. The real challenge now is not selling — but sustaining profitability amid rising input costs and limited pricing flexibility across the value chain," said Sourav Jalan, director, Syama Denims.

Image: AI

FASHION'S NEW SILHOUETTE FUELS DEMAND

The return of denim has been amplified by a broader fashion reset. Wide-leg jeans, flared trousers, barrel fits and relaxed straight cuts have become increasingly popular, replacing skinny and heavily fitted styles that had dominated the market for years. This transition is proving beneficial for mills because it is not only encouraging fresh purchases but also increasing fabric consumption per garment. According to industry estimates, these newer silhouettes require 20-30% more fabric than older slim-fit designs, resulting in stronger fabric demand even when unit sales growth remains moderate.

The shift is also being driven by changing workplace culture. "With the change in trends and fashion, overall demand has picked up well. Office attire is also becoming more casual, with men and women preferring denim paired with a top or shirt. Demand is good and there is no resistance to higher price points," said Rahul Mehta, chief mentor, CMAI.

Amid the revival, rising raw material, energy and logistics costs a challenge for the entire value chain

"Retro-inspired fits have changed the demand pattern in a meaningful way. Consumers are not just buying denim again — they are buying different kinds of denim, and those styles consume more fabric. That has created a stronger pull for mills and processors across the chain. Despite the huge rise in yarn prices, orders for yarn from denim manufacturers have remained strong," said Ronak Kejriwal, who supplies yarn to denim mills.

TIMES DHANDHO

Apart from garments, denim is also finding wider application in accessories, lifestyle products and non-traditional categories, helping broaden the market beyond conventional apparel. This diversification is seen as a positive development for the sector, particularly as mills seek to reduce dependence on a narrow set of end uses.

EXPORT TAILWINDS ADD TO THE MOMENTUM

Manufacturers in Ahmedabad and other denim clusters across Gujarat say improved order visibility has helped stabilize production schedules. Export-oriented mills are also benefiting from a stronger dollar against the Indian rupee, which has enhanced the competitiveness of Indian denim shipments in global markets. Buyers from overseas are placing orders as sourcing patterns continue to diversify, whilst domestic brands are stepping up procurement to align with shifting retail demand.

Mehta notes that export demand will have a growing influence on mill performance. Inventory levels with garmenters are currently low, meaning fresh procurement cycles are likely to sustain order flows in the near term.

VALUE BRANDS AND GEN Z: THE NEW DEMAND ENGINE

A significant driver of the current recovery is the rise of value brands, which are pulling demand in ways that differ markedly from traditional consumption patterns. "Value brands have acquired a comfortable price point. Gen Z consumers buy frequently as trends change and tend to purchase in bulk from value brands rather than expensive labels. Because their volumes are high, they can negotiate better costs from manufacturers — and so they don't raise their mark-ups," said Mehta.

This dynamic is creating a steady, high-volume floor of demand that is proving resilient even as prices rise. Rahul Shah, co-chair of the GCCI Textile Committee, adds that low inventory levels across the garment supply chain are reinforcing this trend. "Inventory levels with garmenters are low — everyone will need to buy. Value brands are driving sales in a big way and overall demand has improved," he said.

THE COST CRUNCH: WHERE THE PAIN LIES

Despite the recovery in demand, profitability remains under pressure. Input costs across the denim value chain have risen sharply, with the squeeze felt all the way from raw cotton to finished fabric. Geopolitical tensions have compounded the problem, continuing to disrupt freight routes and logistics networks and adding further uncertainty to delivery schedules and transportation expenses.

The numbers tell the story plainly. "Denim demand has remained good, but profitability and margins are under pressure. Pre-spun yarn and ring yarn have gone up by Rs 80 per kg, open-end yarn by Rs 50, spandex by Rs 100 and polyester by Rs 35. Liquid indigo has risen by about Rs 30 a kilo and dyes and chemicals by around 20%. This is because international cotton prices have moved up by nearly 30%, with Indian cotton going from Rs 54,000 to Rs 66,000. With all these increases, the actual rise in fabric cost works out to Rs 45-Rs 50 a metre — but we could only pass on Rs 30 a metre to buyers. That gap is being absorbed by manufacturers," said Shah.

The pressure is particularly acute because apparel brands and retailers typically operate within pre-defined seasonal pricing structures, limiting their ability to revise prices mid-season even as costs move. As a result, margin compression is being felt throughout the chain — from spinning and weaving units to garment manufacturers and brands.

"What makes this cycle unusual is that mills are not struggling for orders. Capacity utilization is healthy and buyers are active. The concern is whether the entire value chain can protect margins when raw materials, energy and logistics are all moving up at the same time," said Vinod Mittal, director, Vinod Denim.

LABOUR SHORTAGES ADD ANOTHER LAYER OF STRAIN

Labour availability is another challenge affecting operations in some clusters. Seasonal migration and structural workforce issues have made it difficult for certain units to maintain optimal efficiency, even as order books improve. Manufacturers say that whilst production lines are active, labour shortages can still affect turnaround times and push up operating costs — further compressing margins that are already under strain from the input cost surge.

A MEANINGFUL OPPORTUNITY, WITH CAVEATS

Industry observers note that this marks a significant shift from the previous phase, when weak demand was the primary concern. The current environment is more favourable in terms of consumption and order flow, but less comfortable from a profitability standpoint. Mills are producing more, yet many are doing so under tighter financial conditions because cost increases cannot be fully passed on to customers.

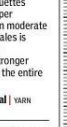
For Gujarat — which remains one of India's key denim manufacturing hubs — the current recovery offers a meaningful opportunity. Stronger domestic demand, improving export orders and favourable fashion trends have created momentum that was largely absent during the slowdown years. Yet the industry's next challenge will be converting this demand revival into stable and profitable growth.

"Denim demand has returned, production lines are active, and buyers are back in the market. The task ahead is to manage cost volatility — because the entire input cost increase is not accepted by buyers. Input costs are rising frequently, and many players are now cautious: if yarn or colour chemical prices come down suddenly, it could create panic across the chain," said Suketu Shah, chief executive, Vishal Fabrics Ltd.

INDUSTRY SPEAKS

Denim is back, but the battle has shifted. Mills are not struggling for orders; they are struggling to protect margins as every input from cotton to coal moves up simultaneously

Rahul Shah | CO-CHAIR, GCCI TEXTILE COMMITTEE

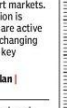


Fashion has done mills a quiet favour. Wider silhouettes mean more fabric per garment, so even moderate growth in unit sales is translating into meaningfully stronger demand across the entire weaving chain

Ronak Kejriwal | YARN

Gen Z is rewriting the demand playbook. They buy frequently, they buy in volume, and they buy from value brands. That steady, high-frequency consumption is now one of the most reliable engines driving denim's recovery

Rahul Mehta | CHIEF MENTOR, CMAI



Denim demand is good in the domestic and export markets. Capacity utilization is healthy, buyers are active but frequently changing input costs are key challenges

Sourav Jalan |

Demand has returned, and orders are strong, but cost volatility is the real threat. If yarn or chemical prices reverse sharply, it could trigger panic across the chain — and that uncertainty is keeping everyone cautious

Suketu Shah | CHIEF EXECUTIVE, VISHAL FABRICS LTD

Two die as bike hits autorickshaw in Patan

Two persons were killed and another sustained injuries after a speeding sports motorcycle collided with an autorickshaw in Patan district, police said on Sunday.

The crash occurred on the Shankheshwar-Dashada Road around 11pm on Saturday, police said. The motorcycle collided with an autorickshaw, killing Ranjit Thakor, and Kalubhai Thakor while Kalpesh Thakor suffered injuries. PTI

High airfares fail to ground Gujarat's travel enthusiasm

Shinjini Sen & Niyati Parikh | TNN

Ahmedabad: Gujaratis are known for their love of travel and, barring safety concerns, little seems to hold them back from embarking on summer holidays. With tensions in the West Asia region easing somewhat and airlines operating on Gulf routes gradually restoring services, many travellers have once again resumed planning international vacations.

"Travel operators across Gujarat said domestic leisure travel stayed strong throughout the summer, while demand for overseas holidays is now gradually regaining momentum.

According to industry stakeholders, inquiries for vacation bookings have climbed steadily over the past 10 days, with growing interest in destinations across Europe as well as Singapore, Malaysia, Thailand and Vietnam.

"The affluent class in Gujarat has a deep passion for travel and summer vacations are almost non-negotiable for them. Even high airfares rarely disrupt their plans," said Manish Sharma, an Ahmedabad-based travel expert. "With West Asia tensions easing recently, we are again witnessing strong demand for Europe travel in June and July. While India enters monsoon during this period, Europe offers extremely pleasant weather. The classic Western Europe circuit — Switzerland, France, the UK and Italy — continues to be a top choice."

Although overall summer travel bookings from Gujarat are estimated to have dropped by nearly 30%, according to senior members of the Travel Agents' Federation of India (TAFI) Gujarat chapter, the recent surge in inquiries has renewed optimism in the sector.

However, travellers planning holidays in the coming weeks may need to prepare for higher seasonally higher expenses, as both airfares and hotel prices have risen sharply.

Flights to destinations like London and Paris are now estimated to be about 50% costlier than last year, while fares to Sydney have increased by roughly 40%.

Even typically budget-friendly Southeast Asian destinations such as Thailand, Singapore, Vietnam, Malaysia and Sri Lanka are witnessing airfare hikes exceeding 40%.

"The desire to travel remains intact, but people are becoming more budget-conscious," said Ankit Bajaj, an Ahmedabad-based travel operator.

"Since Schengen visa dates are currently available without much difficulty, there is an overall positive sentiment among travellers. Due to higher airfares, hotel tariffs, and transportation costs, the overall spending per trip has increased by 20-25%. Travellers who earlier planned 10- to 12-day Europe holidays are now considering five- to seven-day trips to Southeast Asia instead."

Domestic tourism, meanwhile, continues to witness strong demand, especially for hill stations and cooler destinations as temperatures rise across Gujarat.

CITY UNION BANK LIMITED
Credit Recovery and Management Department
Administrative Office : No. 24-B, Gandhi Nagar, Kumbakonam - 612 001. E-Mail id : crmd@cityunionbank.in, Ph : 0435-2432322, Fax : 0435-2431746

TENDER-CUM-AUCTION SALE NOTICE UNDER SARFAESI ACT 2002

The following property/ies mortgaged to **City Union Bank Limited** will be sold in Tender-cum Public Auction by the Authorised Officer of the Bank, under Rule 8 (6) & 9 of the Security Interest (Enforcement) Rules, 2002, under the SARFAESI Act, 2002, for recovery of a sum of **Rs.40,16,246/- (Rupees Forty Lakh Sixteen Thousand Two Hundred and Forty Six only)** as on **03-05-2026** together with further interest to be charged from **04-05-2026** onwards and other expenses, any other dues to the Bank by the borrowers / guarantors **No.1) Mr. Rajesh Verma, S/o. Bhimsen Verma, House No.9B, Floor No.1, Ward No.9B, Plot No.10, Shree Geeta Co-operative Housing Society, Bharat Nagar, Gandhidham, Gujarat - 370201. No.2) Mr. Sagar Verma, S/o. Rajesh Verma, House No.9B, Floor No.1, Ward No.9B, Plot No.10, Shree Geeta Co-operative Housing Society, Bharat Nagar, Gandhidham, Gujarat - 370201. No.3) Mrs. Manju Verma, W/o. Rajesh Verma, House No.9B, Floor No.1, Ward No.9B, Plot No.10, Shree Geeta Co-operative Housing Society, Bharat Nagar, Gandhidham, Gujarat - 370201. No.4) Mr. Rajesh Bhimsen Verma, S/o. Bhimsen Premraj Verma, House No.40, Ward No.9B, Geeta Co-operative Housing Society Ltd., Gandhidham, Kachchh, Gujarat - 370240.**

Immovable Property Mortgaged to our Bank
(Property Owned by Mr. Rajesh Bhimsen Verma, S/o. Bhimsen Premraj Verma)

All that piece and parcel of the land known and described as Residential Plot/House No.40, Ground Floor + First Floor, Block-B, Ward No.9-B, Shri Geeta Co-operative Housing Society Ltd. situated at Village Gandhidham, Sub-District Gandhidham, District Kutch, Gujarat and Bounded as follows , North : 18.30 mtr. wide Road, South : 3.05 mtr. wide Lanes, East : Plot No.39, West : 6.10 Mtr. wide Lane.

Reserve Price : Rs.60,00,000/-
(Rupees Sixty Lakh only)

AUCTION DETAILS

Date of Tender-cum-Auction Sale	Venue
16-06-2026	City Union Bank Limited, Gandhidham Branch, Shreeji Complex, Plot No.91, Ward No.12-B, Opp.City Police Station, Gandhidham, Kutch, Gujarat - 370201. Telephone No.02836-237390, Cell Nos.9376865737, 8925942749, 8925964906.

Terms and Conditions of Tender-cum-Auction Sale :
(1) The intending bidders should be present in person for the auction and participate personally and give a declaration in writing to the effect that he/she is bidding for himself/herself. **(2)** The intending bidders may obtain the Tender Forms from **The Manager, City Union Bank Limited, Gandhidham Branch, Shreeji Complex, Plot No.91, Ward No.12-B, Opp. City Police Station, Gandhidham, Kutch, Gujarat - 370201. (3)** The intending bidders should submit their bids only in the Tender Form prescribed in sealed envelopes addressed to **The Authorised Officer, City Union Bank Ltd.,** together with a Pay Order / Demand Draft for an EMD of **10% of the** Reserve Price, drawn in favour of **"City Union Bank Ltd.", on or before 12.00 Noon** on the date of Tender-cum-Auction Sale hereby notified. **(4)** For inspection of the property and other particulars, the intending purchaser may contact **Telephone No.02836-237390, Cell Nos.9376865737, 8925942749, 8925964906. (5)** The property/ies are sold on "As-is-where-is", "As-is-what-is" and "whatever-there is" basis. **(6)** The sealed tenders will be opened in the presence of the intending bidders at **01.00 p.m.** on the date of Tender-cum-Auction Sale hereby notified. Though in general the sale will be by way of closed tenders, the Authorised Officer may, at his sole discretion, conduct an Open Auction among the interested bidders who desire to quote a bid higher than the one received in the closed tender process, and in such an event, the sale shall be confirmed on the person making highest bid. The sale, however, is subject to confirmation of City Union Bank Limited. **(7)** The successful bidder shall have to pay **25% (inclusive of EMD paid)** of the sale amount **immediately** on completion of sale and the balance amount of **75%** within **15 days** from the date of confirmation of sale, failing which the initial deposit of **25%** shall be forfeited. **(8)** The Sale Certificate will be issued by the Authorised Officer in favour of the successful purchaser only after receipt of the entire sale consideration within the time limit stipulated herein. **(9)** The successful purchaser shall bear the charges/fees payable for conveyance, such as stamp duty, registration fee etc., as applicable under law. **(10)** The successful bidder should pay the statutory dues (lawful house tax, electricity charges and other dues), TDS, GST if any, due to Government, Government Undertaking and| local bodies. **(11)** The Authorised Officer shall have all the powers to accept or reject the bids or postpone or cancel the sale without assigning any reason whatsoever.

Place : Kumbakonam, Date : 07-05-2026 **Authorised Officer**

Regd. Office : 149, T.S.R. (Big) Street, Kumbakonam, Thanjavur District, Tamil Nadu - 612 001, **CIN -** L65110TN1904PLC001287,
Telephone No. 0435-2402322, **Fax :** 0435-2431746, **Website :** www.cityunionbank.com

SBI
STATE BANK OF INDIA
Stressed Assets Recovery Branch : 1st Floor, SBI Gymkhana Road Branch, Jawahar Road, Nr. Tirkon Baug, Rajkot - 360 001, Ph. : 0281-2991380

SALE FOR IMMOVABLE PROPERTIES UNDER SARFAESI ACT
APPENDIX IV-A (SEE PROVISO TO RULE 8(6))

E-AUCTION SALE NOTICE
DATE : 29.05.2026

E-Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8(6) of the Security Interest (Enforcement Rules, 2002). Notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor (S) that the below described Immovable properties Mortgaged / Charged to the Secured Creditor, the **Physical Possession** of which has been taken by the Authorised Officer of **State Bank of India** "The Secured Creditor", will be sold in **" As is Where is ", As is What is", and "Whatever is there is"** basis on **29.05.2026** for recovery of dues to Secured Creditor.

Sr. No.	Details of Property	Amt. to be Recovered	Possession Type / Date	Name of Borrower / Guarantor	Title deed Holder	Reserve Price / EMD/BID Increase	Date & Time of Inspection
1	(3BHK) Flat No. 301, 3rd Floor of 'Sarvam Complex', Trilok Park, Opposite Paradise Hall, Raiya Road, Rajkot, Built Up Area 83.64 Sq. Mtrs. **(Property ID : SBIN200013177968)**	As per Demand Notice dated 22.05.2023 for Rs. 47,72,946 plus interest thereon, cost and expenses etc. thereafter Less: Recovery, if any	Physical Possession (18.02.2024)	1. Suresh Ramniklal Ghaghda & 2. Kantaben Ramniklal Ghaghda	1. Suresh Ramniklal Ghaghda & 2. Kantaben Ramniklal Ghaghda	Rs. 40,00,000/- ----- Rs. 4,00,000/- ----- Rs. 10,000/-	13.05.2026 From 03:00 PM to 04:00 PM
2	4 BHK Flat No. B-301, Area 180.32 Sq. Mtrs., 3rd Floor, B Building, "Vasant Kunj", Pushkar Dham Main Road, Off. Kalawad Road, Nana Mava, Rajkot - 360005 **(Property ID : SBIN200084999568)**	As per Demand Notice dated 02.05.2025 for Rs. 1,65,19,188 plus interest thereon, cost and expenses etc. thereafter Less: Recovery, if any	Physical Possession (09.12.2025)	Payal Siddharthbhai Rawal Bhasabiniben Bhupendra Rawal	Payal Siddharthbhai Rawal Bhasabiniben Bhupendra Rawal	Rs. 1,37,00,000/- ----- Rs. 13,70,000/- ----- Rs. 50,000/-	16.05.2026 From 11:30 AM to 12:30 PM
3	3 BHK Flat, Area 77.53 Sq. Mtrs., situated at Flat No. 101, 1st Floor, Vina Apartment, Jagnath Plot, Street No. 15/B, Opposite Ekilaya Community Hall, Off Hemu Gadhvi Marg, Rajkot - 360001 **(Property ID : SBIN200059498065)**	As per Demand Notice dated 27.05.2025 for Rs. 43,20,194 plus interest thereon, cost and expenses etc. thereafter Less: Recovery, if any	Physical Possession (22.11.2025)	1. Hema Bhadresh Mashru & 2. Bhadreshbhai Harsadkumar Mashru	1. Hema Bhadresh Mashru & 2. Bhadreshbhai Harsadkumar Mashru	Rs. 40,00,000/- ----- Rs. 4,00,000/- ----- Rs. 10,000/-	16.05.2026 From 01:00 PM to 02:00 PM
4	Immovable Residential Property (2BHK) Flat No. B/301, 3rd Floor, Backbone Residency, 150 Ring Road, Nr. Madhapar Circle, Rajkot - 360006, having built up area 54.70 Sq. Mtrs. **(Property ID : SBIN200058361096)**	As per Demand Notice dated 30.12.2023 for Rs. 17,82,744.00 plus interest thereon, cost and expenses etc. thereafter Less: Recovery, if any	Physical Possession (23.04.2024)	Hardik Sharadchandra Aiya	Hardik Sharadchandra Aiya	Rs. 14,00,000/- ----- Rs. 1,40,000/- ----- Rs. 10,000/-	16.05.2026 From 03:00 PM to 04:00 PM
5	Flat No. 402 (3BHK), 4th floor, "Rudra Prayag Appartment", Paradise Hall Road, Raiya Rajkot, having built up area admeasuring 110.49 Sq. Mtrs, situated on Plot No. 4, 5, 6, 7, 18, 19, 20 & 21 of Revenue Survey No. 120 Paiki Village Raiya, F.P. No. 635 Paiki, of T.P. Scheme No. 4 (Raiya) **(Property ID : SBIN200050682865)**	As per Demand Notice dated 19.01.2024 for Rs. 75,68,450.99 plus interest thereon, cost and expenses etc. thereafter Less: Recovery, if any	Physical Possession (22.07.2024)	Mansukhbhai Raghavjibhai Sorathiya Legal heirs of Mansukhbhai Sorathiya 1. Nirmalaben Mansukhbhai Sorathiya 2. Rushabh Mansukhbhai Sorathiya 3. Twinkle Mansukhbhai Sorathiya	Mansukhbhai Raghavjibhai Sorathiya	Rs. 60,00,000/- ----- Rs. 6,00,000/- ----- Rs. 25,000/-	16.05.2026 From 05:00 PM to 06:00 PM

DATE AND TIME OF E-AUCTION : 29.05.2026 at 11:00 AM To 04:00 PM - WITH UNLIMITED EXTENSION OF 10 MINUTES EACH. DATE & TIME FOR SUBMISSION OF REQUEST LETTER OF PARTICIPATION/KYC DOCUMENTS/PROOF OF EMD *Interested bidder may deposit Pre-Bid EMD with BAANKNET.COM (PSB Alliance) before the close of e-Auction. Credit of Pre-bid EMD shall be given to the bidder only after receipt of payment in BAANKNET.COM Bank account and updation of such information in the e-auction website. This may take some time as per banking process and hence bidders, in their own interest, are advised to submit the pre-bid EMD amount well in advance to avoid last minute problem.)

AUTHORISED OFFICERS FOR ALL THE PROPERTIES - SHRI ARVINDKUMAR OZA : MOBILE NO. 90063 81236, SHRI BHEEMA RAM JEENGER : MOBILE NO. 74120 44544
(CONTACT PERSONS FOR DETAILS : SHRI JAYANT MARATHE : MOBILE NO. 70287 89882, SHRI BHASKAR NIMAJE : MOBILE NO. 76000 42359)

TERMS & CONDITION : THE AUCTION WILL BE CONDUCTED ON LINE THROUGH OUR at **BAANKNET.COM** Portal, E-Auction service provider **M/s PSB Alliance Private Limited** having its Registered Office at 4th Floor, Metro House, Mahatma Gandhi Road, Dhobi Talao, Near New Marine Lines, Mumbai - 400 020 (Helpdesk Numbers : +91 8291220220) at the web portal **https://baanknet.com**
For detailed terms and conditions of the sale, please refer to the link provided in State Bank of India, the Secured Creditor website **https://bank.sbi/web/sbi-in-the-news/auction-notices/bank-e-auctions**

STATUTORY 15 DAYS SALE NOTICE UNDER SARFAESI ACT, 2002

(1) The Borrower / Directors / Guarantors / Mortgagors / Legal Heirs are hereby noticed to pay the sums mentioned above before the date of Auction, failing which the property/ies will be auctioned and balance if any will be recovered from them with interest and cost by legal avenues. (2) It shall be the responsibility of the successful bidder to remit the TDS as applicable u/s 194 1-A if the aggregate of the sums credited or paid for such consideration is Rs. 50 lakhs or more. TDS Should be filed online by filing form 26QB & TDS certificate to be issued in form 16B. The purchaser has to produce the proof of having deposited the income tax into the government accounts within 15 days of e-auction.

Date : 11.05.2026, Place : Rajkot **Sd/- Authorised Officer, State Bank of India, Rajkot**