

Portal: Business Standard

Link: [http://www.business-standard.com/article/government-press-release/union-textiles-minister-unveils-tie-up-between-india-handloom-brand-and-116110701726\\_1.html](http://www.business-standard.com/article/government-press-release/union-textiles-minister-unveils-tie-up-between-india-handloom-brand-and-116110701726_1.html)

## Union Textiles Minister unveils tie-up between India Handloom Brand and BIBA

Union Textiles Minister unveils tie-up between [India](#)Handloom Brand and BIBA

### [India](#) Handloom Brand garments to be promoted by BIBA

***The collaboration would strengthen the [India](#)Handloom Brand and make it more successful: Smt. Smriti Zubin Irani***

*The [Ministry of Textiles](#) has joined hands with the ethnic apparel brand BIBA and has launched [India](#) Handloom Brand garments at BIBA's flagship store at Lajpat Nagar, [New Delhi](#) today. Speaking at the launch function, the Union Textiles Minister Smt. Smriti Zubin Irani said that the [Ministry of Textiles](#) is focusing on promoting and reviving Indian handlooms and Indian weaves. Smt. Irani said that [India](#) has a rich textile heritage and that an initiative such as this, wherein brands collaborate with the Government's initiative, would help make the programme bigger and more successful.*

*Under the collaboration, India's leading pan-[India](#) ethnic brand BIBA would create apparels using the [India](#) Handloom Brand fabrics promoted by the Ministry of Textiles. To start with, the clothing line would comprise [India](#) Handloom Brand Pochampally Ikkat fabrics from the state of Telangana, and would be available at key BIBA outlets, with a starting price range of Rs XXX. The new Spring Summer Collection will have pieces with an additional tag of [India](#) Handloom Brand to certify that the product is made using the quality fabric. This initiative will help popularize Indian handloom products, which will in turn help weavers and local artisans showcase their works on a wider platform.*

*Mr. Siddhartha Bindra, Managing Director, BIBA said that BIBA is proud to be associated with [India](#)Handloom Brand. He said that the [India](#) Handloom Brands fabrics are of supreme quality and are environment friendly. He said that it has been BIBA's constant endeavor to provide its customers with products of high quality which will glorify beauty, femininity and grace of Indian women. He added that BIBA will be using the [India](#) Handloom Brands fabric to craft some exclusive pieces for the upcoming collections, expressing confidence that they will be able*

*to provide BIBA loyalists the best shopping experience with these new additions. Development Commissioner (Handlooms), Shri Alok Kumar, and Chairperson, BIBA, Ms. Meena Bindra were also present on the occasion.*

*The [India](#) Handloom Brand was launched by the Prime Minister of [India](#) on 7<sup>th</sup> August last year in order to promote the branding of high quality handloom products, with zero defects and zero effect on the environment.*

*Under the collaboration, the [India](#) Handloom Brand fabrics would be made available at key BIBA outlets across India.*

*(This story has not been edited by Business Standard staff and is auto-generated from a syndicated feed.)*