

**GADDAM'S**



**J. J. TOWELS PVT. LTD.**  
SOLAPUR (MADE IN BHARAT)

**Company Profile**

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# Company Overview

- ▶ Company Name: J.J. Towels Private Limited
- ▶ Founded: 1977
- ▶ Directors: Laxminarayan Gaddam  
Pentappa Gaddam
- ▶ Location: E-1/2, M.I.D.C., Akkalkot Road,  
Solapur 413 006
- ▶ Website: [www.jjtowels.com](http://www.jjtowels.com)





# History

- ▶ Jivan Jyoti (J.J.) Towels was founded in 1977, with an aim to provide hand crafted textile products in the Indian market
- ▶ The company witnessed changing trends in the textile market since 1977, and is always keen to adopt changes
- ▶ Jivan Jyoti was founded as a saree manufacturer, producing versatile sarees crafted from materials such as cotton, silk, nylon and chiffon
- ▶ The company further started chaddar/blanket manufacturing, contributing to the growing blanket industry in Solapur
- ▶ In early 80s, Jivan Jyoti expanded its portfolio, entering into **Terry Towel** manufacturing

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# Evolution



**Saree**



**Blanket**



**Towel**

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# About J.J. Towels

- ▶ J.J. Towels is among the leading Indian manufacturers of **Terry Towels** and **Face Napkins**, with its headquarter in Solapur, India.
- ▶ The company provides fine quality terry cloths achieved through consistent investment in technology and innovations.
- ▶ J.J. Towels offer wide range portfolio including terry napkins, hand towels, face towels, bath towels and beach towels.
- ▶ With a cemented position in Indian market, now the company is set for business expansion in the international market.

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# Production Capacity

- ▶ J.J. Towels holds prevailing production capacities.
- ▶ The company's core values are focused on maintaining product quality through consistent adoption of advanced technologies.





# Quality Assurance

- ▶ The company has built an environment for perfection, creating benchmarks to ensure towel quality through assessments across the process chain.
- ▶ The quality control process starts from yarn procurement through weighing according to company standards and cotton tests
- ▶ The dyes and bleaches are regularly checked to ensure optimum chemical constitution
- ▶ J.J. Towels promises precise colour shade tested through industry-recognized dyeing technologies including series of prototype dyeing.



# Quality Assurance

- ▶ The weaved towels are inspected on lighted table to monitor for the weaving imperfections.
- ▶ The imperfect towels are labelled as per company standards and are rejected from dispatch.
- ▶ J.J. Towels is focused on the quality training at each level of production process to ensure fine quality fabric.
- ▶ The company has shifted from pull-type manufacturing for product quality to manufacturing each product featuring superior quality.
- ▶ For instance, where **washing fastness** was decided on-demand earlier, present manufacturing technologies have enabled optimized washing fastness for each terry cloth.

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# Corporate Sustainability

- ▶ Procurement of the globally standardized recycled cotton fibre from the local sources helps the J.J. Towels to stand autonomous in the market.
- ▶ Towel manufacturing from the recycled cotton provides the ecological aid for the company, while procurement from the local sources enhances the company's economic progress.
- ▶ J.J. Towels has set up sewage treatment plant to meet the ecological regulations pertaining to the textile dye wastes.



# Advanced Technology

- ▶ J.J. Towels has expanded production capabilities through the state of the art-manufacturing machineries.
- ▶ The manufacturing plant covers processing from single **cotton yarn to terry towels** under single roof.
- ▶ The weaving facilities consist,
  - ▶ Saurer - Auto-controlled Jacquard Loom Unit
  - ▶ Neo-Pignone - Auto-controlled Dobby Loom Unit
  - ▶ Sulzer - Auto-controlled Dobby Loom Unit

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# Product Portfolio

- ▶ The company focus on adaptability to the market trends has enabled comprehensive terry towel portfolio including,
  - ▶ Bath Towels
  - ▶ Hand Towels
  - ▶ Face Napkins
  - ▶ Kitchen Towels
  - ▶ Kids Towels
  - ▶ Beach Towels
  - ▶ Hotel Towels
  - ▶ Custom Patch Towels





# Product Features

- ▶ J.J. Towels provide technology-driven superior terry towels to fulfil the consumer living standards.
- ▶ The company's extensive terry towel portfolio features,
  - ▶ Superior Absorbency
  - ▶ Ultra-Soft Feel
  - ▶ High Shrinkage Flexibility
  - ▶ Extensive Durability
  - ▶ Vivid colour and designs
  - ▶ Excellent Finish



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# Bath Towels



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# Beach Towels



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# Salon Towels



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# Kitchen Towels



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# Dinning Towels



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# Spa Towels





# Gift Towels



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# Decoration Towels



Thank You!

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**Towels, Designed to Feel Excellence**