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our operations, we aim to create a positive environmental impact while delivering quality products that resonate with our commitment to a better future.

Additionally, we invest in continuous innovation to enhance the durability and eco-friendliness of our materials, further reducing our environmental footprint. By aligning our practices with global sustainability goals, we strive to inspire trust and confidence among stakeholders while contributing to the long-term well-being of our planet. Sustainability is not just a goal but an integral part of who we are.

How do you see the role of e-commerce and digital marketing shaping the company's future?

We are leveraging e-commerce platforms extensively to market and sell our products in the home furnishing and personal hygiene categories. For personal hygiene products, we have strategically embraced an "online-only" approach, disrupting traditional distribution channels and creating a new paradigm for accessibility and convenience. In the school uniform segment, we have developed a cutting-edge digital application for our dealers. This tool enables them to better visualise fabrics and trends while providing real-time support for both sales and after-sales service needs.

In the Workwear space, we have introduced an exclusive online distribution platform tailored for all petrol pumps of a major oil marketing company, streamlining

operations and enhancing efficiency. Beyond product sales, we actively harness digital channels for marketing and brand storytelling, using them as a medium to build brand equity and share our commitment to sustainability and ethical practices, thereby strengthening our connection with customers and stakeholders alike.

What are the leadership qualities essential for navigating challenges in today's dynamic textile market?

Leadership in today's fast-changing textile industry requires a mix of traditional skills and modern, forward-looking abilities. Leaders need strategic foresight, a focus on sustainability, adaptability, resilience, and strong crisis management skills. They must be quick to embrace change and learn digital and AI-driven innovations that can disrupt markets. A solid understanding of global fashion trends and the ability to predict them are also essential to staying ahead of competitors and meeting ever-evolving consumer needs.

Most importantly, today's leaders in the textile industry must bring creativity and innovation to every aspect of their work. They should inspire teams, encourage collaboration, balance traditional craftsmanship with modern advancements, and ensure long-term growth by embracing ethical practices. Leaders must also foster a culture of continuous learning, enabling their teams to stay agile and responsive in an increasingly digital world.

How does Mafatlal Industries integrate sustainability into its innovation strategies to ensure long-term growth?

At Mafatlal Industries Limited (MIL), sustainability forms the cornerstone of our approach to business. This begins with the adoption of eco-friendly fibers such as organic cotton, bamboo, and other biodegradable materials, ensuring our products are both high-quality and environmentally responsible. As pioneers in the school uniform space, we have introduced an entire range of "eco-friendly knit" uniforms, fostering awareness about sustainability among children from an early age and encouraging future generations to prioritize eco-conscious living.

Recognising the significance of partnerships in our outsourcing-driven business model, we actively collaborate with vendors who uphold fair labour standards and prioritise sustainable practices. These partnerships align with globally recognised sustainability certifications, ensuring that our shared values extend across the supply chain. By embedding sustainability into every facet of