



ANAURA

FUTURE-PROOF FASHION



PRODUCT CATALOGUE

ABOUT US

Anaura, the latest innovation from Rudra Ecovation, is a remarkable embodiment of eco-conscious fashion products that seamlessly blend sustainability and style. We transform post-consumer PET bottles into essential fashion products to further our commitment to reducing the environmental impact of the fashion industry.

One key highlight of our commitment to sustainability is our emphasis on end-to-end traceability. This ensures that, in the journey of our products—from the origin of the materials to their final creation—every step of the process is accounted for. The transparency in the supply chain is designed to enhance trust and allow customers to make informed choices, aligned with their values.

With a daily production output of 320,000 square meters, our scale of operation makes sustainable fashion accessible to a broader market of customers. This mass production of eco-friendly materials contributes to making responsible choices more mainstream and impactful.

The emphasis on creating skin-friendly, flexible, and durable materials reflects our dedication to providing not only sustainable but also comfortable and long-lasting fashion products. This commitment aligns with the growing consumer demand for products that not only look good but also feel good and stand the test of time.

The adoption of dope-dyeing and pre-colored fibers is a practice undertaken to eliminate conventional wet dyeing processes. This not only enhances the efficiency of the production process but also leads to substantial savings in water, chemicals, and energy.



FUTURE-PROOF FASHION

Our products' vision goes beyond merely creating eco-friendly, versatile wearable materials. In positioning itself as a leader in responsible fashion, Anaura emphasizes that sustainability is not just a trend but a transformative ethos. By seamlessly blending environmental consciousness with creative expression, Anaura sets out to inspire others to follow suit and contribute to a more sustainable and ethical future.

- **8.8 Million Plastic Bottles Recycled Daily**

With an installed capacity to recycle 8.8 million plastic bottles daily, Anaura is among the largest recycling operations in Asia.

- **140,000 Metric Tons of CO₂ Emissions Saved Annually**

Our innovative practices result in a substantial reduction in greenhouse gas emissions, reinforcing our commitment to climate action.

- **Landfill Reduction of Over 1 Million Cubic Meters Per Year**

By diverting waste from landfills, we are transforming discarded materials into valuable resources, helping to conserve essential natural resources.

A Movement, Not Just a Brand

Anaura is more than a brand; it's a movement. We are dedicated to fostering a future where functionality and sustainability align seamlessly with environmental responsibility. By making sustainability the foundation of our operations, Anaura exemplifies how innovation, responsibility, and design can come together to create a greener, more sustainable tomorrow.

Anaura is making sustainable materials accessible to the masses, proving that sustainability and functionality can go hand in hand.

MISSION

Our mission is to replace unsustainable fabrics with premium, recycled alternatives that preserve the integrity of our planet. We aim to provide materials that are not only aesthetically beautiful but also responsibly created—. By utilizing our in-house, recycled spun and filament yarns, we reduce reliance on external resources, fostering a more sustainable and efficient supply chain. The innovative machinery and techniques we apply during production ensure that our products are of superior quality, with enhanced durability, all while minimizing environmental impact.

VISION

Anaura product as a seamless blend of style and
Our vision is to create every

sustainability, where eco-consciousness is at the heart of everything we do. Anaura products offer a unique visual and tactile experience, while also promoting thoughtful consumption. We aim to contribute to a more sustainable future in the ever-evolving world of fashion, ensuring that each piece reflects our commitment to both beauty and the environment..

GREEN ENVIRONMENTAL IMPACT

- Resource Conservation through Plastic Recycling
- Energy Efficiency
- Waste Reduction & Circular Economy Contribution
- Lower Greenhouse Gas Emissions
- Water Conservation in PET to Fiber Conversion
- Supporting Climate Change Mitigation



ANAURA

FUTURE-PROOF FASHION

SUMMER/SPRING/WINTER COLLECTION

Embrace the warmth of summer with our exquisite collection of lightweight and breathable Anaura. Introducing a revolutionary fabric designed to enhance your active lifestyle with a delightfully light and comfortable feel. Featuring an innate hollow fiber structure, this fabric adeptly traps and retains air, delivering an effortlessly light and comfortable experience for wearers, enabling unrestricted movement.

The pioneering technology seamlessly melds into the fabric throughout its lifespan, ensuring effortless care and minimal maintenance. Elevate your wardrobe with our vibrant palette and embrace the ease and elegance of our summer-ready textiles, ensuring you stay effortlessly chic under the sun.



Name

TRANSFER JACQUARD

GSM Range

150-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection By incorporating advanced technology, our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.

Durability Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring long-lasting durability.

Odourless Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.

Dyeability Anaura offers limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications Sportswear - Casual Wear • Formal Wear



Name

COTTFEEL JACQUARD

GSM Range

150-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection By incorporating advanced technology, our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.

Durability Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring long-lasting durability.

Odourless Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.

Dyeability Anaura offers limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications Sportswear - Casual Wear • Formal Wear



Name

COTTFEEL WAVES

GSM Range

150-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection By incorporating advanced technology, our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.

Durability Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring long-lasting durability.

Odourless Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.

Dyeability Anaura offers limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications Sportswear - Casual Wear • Formal Wear



Name

GOLDFINCH

GSM Range

150-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection By incorporating advanced technology, our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.

Durability Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring long-lasting durability.

Odourless Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.

Dyeability Anaura offers limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications Sportswear - Casual Wear • Formal Wear



Name

DENALI JACQUARD

GSM Range

150-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection By incorporating advanced technology, our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.

Durability Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring long-lasting durability.

Odourless Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.

Dyeability Anaura offers limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications Sportswear - Casual Wear • Formal Wear



Name

TOUCAN

GSM Range

150-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection By incorporating advanced technology, our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.

Durability Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring long-lasting durability.

Odourless Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.

Dyeability Anaura offers limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications Sportswear - Casual Wear • Formal Wear



Name

MACAW

GSM Range

150-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection By incorporating advanced technology, our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.

Durability Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring long-lasting durability.

Odourless Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.

Dyeability Anaura offers limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications Sportswear - Casual Wear • Formal Wear



Name

POLY STRUCTURE

GSM Range

150-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection By incorporating advanced technology, our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.

Durability Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring long-lasting durability.

Odourless Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.

Dyeability Anaura offers limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications Sportswear - Casual Wear • Formal Wear



Name

MATTERHORN

GSM Range

150-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Sportswear - Casual Wear • Formal Wear



Name

KANGCHENJUNGA

GSM Range

150-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Sportswear - Casual Wear • Formal Wear



Name

CANVAS

GSM Range

150-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Sportswear - Casual Wear • Formal Wear • Active Wear



Name

DENIM

GSM Range

150-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Sportswear - Casual Wear • Formal Wear • Active Wear



FUTURE-PROOF FASHION

WINTER COLLECTION

Indulge in the cozy embrace of winter with our luxurious collection of cold-weather Anaura. Crafted from hollow fibers that effectively trap air, our winter collection enhances insulation, acting as a protective shield against chilly temperatures, guaranteeing both warmth and comfort seamlessly.

Explore various ways to stay warm while maintaining a cool demeanor and avoiding chafing. Our rich, deep hues and textured weaves add a touch of opulence to your winter wardrobe. Embrace the cold with confidence, wrapped in the sumptuous elegance of Anaura's winter collection.



Name

EVEREST

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Sportswear - Casual Wear • Formal Wear • Winter Wear



Name

RABBIT FUR

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Casual Wear • Formal Wear • Winter Wear



Name

PILL FREE

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Sportswear - Casual Wear • Formal Wear • Winter Wear



Name

TWEED

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Sportswear - Casual Wear • Formal Wear • Winter Wear



Name

SANDWICH

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Sportswear - Casual Wear • Formal Wear • Winter Wear



Name

VELVETY

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Sportswear - Casual Wear • Formal Wear • Winter Wear



Name

SWISS ALPS

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Sportswear - Casual Wear • Formal Wear • Winter Wear



Name

CAMBRIC

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Sportswear - Casual Wear • Formal Wear • Winter Wear



Name

RUSSIAN BRUSH

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Sportswear - Casual Wear • Formal Wear • Winter Wear



FUTURE-PROOF FASHION



+91 161-5184000



info@rudraecovation.com



www.rudraecovation.com



Rudra Ecovation Limited -Wood Stock Tower,
Ferozepur Rd, Adarsh Nagar, Ludhiana,
Punjab, India 141008

