



ANAURA HOME

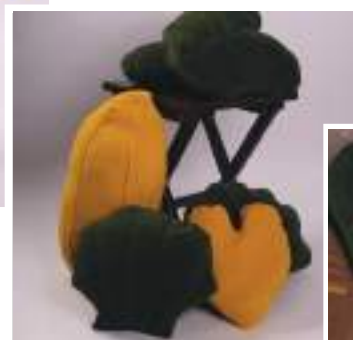
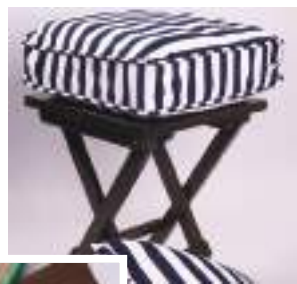
FUTURE-PROOF FASHION



PRODUCT CATALOGUE

Welcome to Anaura

Where innovation meets sustainability in fashion



SUSTAINABILITY ISN'T JUST A BUZZWORD FOR US – IT'S OUR CORE

Discover how Rudra Ecovation and Anaura are redefining sustainability through innovation. From plastic recycling to creating upcycled fabric, we're crafting a greener tomorrow, one product at a time.

We're proud of our end-to-end traceability, ensuring that every stage of our production process is accountable.

About us

PIONEERING SUSTAINABILITY WITH PURPOSE

At Rudra Ecovation, we are not just a plastic recycling company in India we are a transformative force driving resource conservation, circular economy practices, and climate change mitigation. Our mission extends far beyond recycling—we are committed to pushing the boundaries of sustainability through innovative technologies and forward-thinking solutions.

ANAURA: TRANSFORMING PLASTICS INTO PURPOSE

Through our flagship brand, Anaura, we breathe new life into discarded plastics, converting them into high-quality, upcycled R-PET materials that are redefining sustainable design. Our advanced manufacturing processes repurpose plastic bottles into upcycled products that are soft, breathable, and visually striking. These versatile materials are ideal for a wide range of applications, from interior décor to lifestyle products.

- **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.

INTEGRATED RECYCLING: TURNING WASTE INTO VALUE

Anaura's recycling process is holistic and efficient, turning waste PET bottles into premium upcycled R-PET products.

- **Asia's Largest Vertically Integrated Recycling Plant**
Spanning over 100 acres, our state-of-the-art facility is the largest of its kind in Asia, combining operational efficiency with cutting-edge innovation.
- **A Skilled Workforce Driving Change**
Our team of over 3,000 skilled employees, 45% of whom are women, reflects our commitment to women empowerment, inclusivity, and creating positive social impact.

With a daily production capacity of 320,000 square meters, Anaura is making sustainable materials accessible to the masses, proving that sustainability and functionality can go hand in hand.

SUSTAINABILITY WITHOUT COMPROMISE

Anaura's upcycled R-PET materials are more than just sustainable—they are built to last. Skin-friendly, flexible, and durable, these materials are designed to meet the growing demand for products that are beautiful, functional, and long-lasting. By bridging the gap between sustainability and performance, we're proving that responsible choices can deliver exceptional quality and design.

INNOVATIVE DYEING: VIBRANT AND ECO-CONSCIOUS

Anaura is revolutionizing dyeing technology with cutting-edge techniques:

- **Dope-Dyeing and Pre-Colored Fibers**
These advanced methods eliminate water-intensive, chemical-heavy dyeing processes, ensuring vibrant colors while drastically reducing our environmental impact.

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.

MISSION

Redefining the Fabric of Sustainability

At Rudra Ecovation, our mission is to revolutionize the textile industry through relentless innovation and a steadfast commitment to sustainability. By converting millions of plastic bottles daily into high-quality flakes, fibers, yarns, non-woven carpets, and fabrics, we offer eco-friendly alternatives that reduce waste, conserve water, and minimize reliance on external resources. Embracing cutting-edge technologies and sustainable practices, we are setting new benchmarks in eco-innovation, delivering exceptional quality products that cater to a conscious global market. Rudra Ecovation is more than a company—it's a movement towards a greener, more sustainable future.

VISION

Fashion in Harmony with Nature

We envision a future where design seamlessly aligns with nature. Each Anaura creation embodies this harmony, inspiring a shift toward eco-conscious living. Our products are not just upcycled R-PET materials—they tell a story of care, purpose, and responsibility, ensuring that sustainability becomes the new standard.



**Weaving Nature
into Every Thread**





Green Environmental Impact

Anaura is dedicated to transforming waste into value through innovative plastic recycling, advancing energy efficiency, and supporting a circular economy. By reducing greenhouse gas emissions, conserving water, and contributing to climate action, Anaura is crafting a greener, more sustainable future for all.

Why Choose Us?



Integrated Plastic Recycling

A complete circular economy, from recycling PET bottles to finished products, all under one roof.



Sustainable Impact

Saving resources, reducing greenhouse gas emissions, and contributing to waste reduction.



Innovative Recycler

Advanced recycling techniques that reduce water and energy consumption while delivering unmatched quality.



Visionary Leadership

Setting benchmarks in sustainable manufacturing and upcycled fabric innovation, Anaura leads the charge in redefining sustainable practices.



ANAURA HOME PRODUCTS: CRAFTED FOR STYLE AND SUSTAINABILITY

Anaura offers a versatile range of home products crafted with premium-quality materials and a commitment to sustainability. From cozy upcycled R-PET textiles to functional home accessories, every product reflects Anaura's dedication to sustainable innovation and elegance. Our products feature air-wicking, water-resistant properties, and fur fabric, ensuring both comfort and functionality while maintaining a strong commitment to the environment.





Chair Pads and Box Cushions Comfort Meets Aesthetic

Enhance your seating experience with Anaura's chair pads and box cushions. These products are not only ergonomically designed for comfort but also add a chic look to your interiors.



Cushion Covers Vibrant Designs for Every Space

Anaura's cushion covers come in an array of colors and designs, helping you refresh your living spaces effortlessly. These covers are crafted from premium upcycled fabrics, making them as sustainable as they are stylish.



Bed Sheet Sets

Elevate Your Bedroom Aesthetics

Transform your bedroom with our luxurious bed sheet sets. Designed for ultimate comfort, these sets are made with soft, breathable fabrics that prioritize your well-being and the planet's.



Blankets

The Perfect Blend of Warmth and Comfort

Our collection of blankets is made from fur fabrics and super-soft materials, designed to keep you warm and cozy while adding a touch of sophistication to your home. These blankets combine style with functionality, making them perfect for any season.



Window Curtains

Elegant Drapes for Every Room

Our window curtains are crafted to add elegance and functionality to your home. With a variety of designs and patterns, they offer privacy and style, perfectly complementing your home decor.



Throws

Cozy, Stylish, and Sustainable

Our throws are ideal for adding a layer of warmth and style to any space. Whether draped over a sofa or used as an extra layer on the bed, these stylish and sustainable throws are a must-have for every home.



Table Mats and Table Runners Style Your Dining Spaces

Anaura's range of table mats and table runner provides the perfect finishing touch for your dining area. Durable, easy to clean, and sustainable, they blend practicality with aesthetic appeal.

Dog Beds A Heaven for Your Furry Friends

Pamper your pets with our specially designed dog beds. Made from durable and plush materials, these beds offer the perfect combination of comfort and longevity, ensuring your pets sleep as soundly and comfortably as you do.





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