



CCI Launches- 'HIRA' (High in Reliable Attributes)

The best quality cotton for its valuable customers

It is an immense pleasure to inform all esteemed buyers that the Cotton Corporation of India Limited (CCI), a Mini Ratna PSU, has launched its best quality cotton under brand name 'HIRA' on 26.02.2020

To unlock the full potential of Indian varieties of cotton, CCI has taken the initiative and launched its best quality cotton under the brand name 'HIRA' (High in Reliable Attributes). The cotton being offered under the brand 'HIRA' is of highest quality and contaminant controlled, offering benefits of minimal trash (below 1.7 %), low moisture (below 8%) , best grade (Rd 78 plus), optimal mic (3.8-4.2) and strength (29 g/tex plus). Thus, 'HIRA' cotton will assure the buyers of the benefits of better quality raw material, equivalent to quality standards of international cotton.

It is a pleasure to inform that the best quality CCI Cotton "HIRA" is being offered for sale in e-auction from 26.02.2020 onwards. All our esteemed buyers are requested to login their account on <https://www.tenderwizard.com/TCCIL> to know more and place bid to reap the benefits of "HIRA"

For any further queries you may please contact Sh.S.K.Panigrahi, Chief General Manager (Marketing) at cgmmktg@cotcorp.com , Mob: +919619516383 or Sh. Mohit Sharma, DGM (Marketing) at mohitsharma@cotcorp.com, Mob:+918657414766.
