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In order to enable it to penetrate global export markets, Swan Energy's textile division has expanded the capacity of its plant in Ahmedabad to enable it to produce three million metres of fabric a month.



“Recently, we have been presenting our fabric range to renowned brands, retail, ready made garment manufacturers, exporters, buying houses, large traders,” Swan Energy’s general manager Vivek Merchant told the Economic Times. “We are working in collaboration with the large textile corporates to explore the possibilities growing commercially.”

The business aims to tap into retail and export markets in areas including Latin America, South Africa, Vietnam, Bangladesh, Sri Lanka, and the US. The reduction of the price of cotton has enabled the business to make its prices more competitive internationally, according to Merchant.

The business is confident its expansion and more favourable market conditions, coupled with a more favourable crop outlook, will enable it to increase its global market share. The business specialises in manufacturing and marketing cotton and polyester textiles.

“It will be no surprise to see the output curtailed from the international textile sector in the next few months,” said Merchant, acknowledging the myriad factors currently affecting the industry.

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