



Sanjeev Grewal, Regional Business Director, Christine Bauer, Chief Commercial Officer and Markus Nicolaus, CEO

# AMANN Group: Engineering Global Thread Leadership with India at the Core

An exclusive interaction with Markus Nicolaus, CEO, and Christine Bauer, Chief Commercial Officer

By Nithin Kumar

**In a global textile industry navigating volatility, sustainability mandates, and shifting trade equations, strategic clarity is emerging as the ultimate competitive advantage. For AMANN Group, the Germany-headquartered premium sewing and embroidery thread manufacturer, that clarity is increasingly anchored in India.**

In an exclusive interaction with The Textile Magazine, Markus Nicolaus, CEO of AMANN Group, and Christine Bauer, Chief Commercial Officer, outlined how India is transitioning from a production base to a strategic growth engine within the company's global architecture.

**India as a Structural Growth Driver**

AMANN operates across Europe, Asia, and the Americas, serving apparel, automotive, leather, technical, and medical textile segments. Yet, within this diversified footprint, India has assumed heightened strategic importance. "India is a strategically important pillar of AMANN Group's global operations and growth strategy," says Markus Nicolaus. "It strengthens our global manufacturing and sourcing network through reliable, competitive production capabilities and resilient regional supply chains. At the same time, it is gaining importance as a market, driven by a dynamic textile and apparel industry and rising requirements for quality, sustainability, and traceability."

He is clear that India's role extends beyond cost competitiveness. "India is not just a cost-driven production base for AMANN. It is an integral component of our long-term global value creation, innovation, and sustainability strategy." The inauguration of AMANN's state-of-the-art manufacturing facility in Tamil Nadu in 2024 underscores this commitment. Designed as both a growth engine and technological benchmark, the plant integrates advanced automation, energy-efficient processes, and digital quality monitoring systems.

"Conceptually, the facility is engineered to operate at a theoretical net-zero level," Nicolaus notes. "It has a unique role within the group as a reference site and blueprint for future developments across our global manufacturing footprint."

Operationally, the plant is scaling steadily, with a strong focus on high-quality sewing thread solutions for apparel and footwear—segments that remain core to India's export strength.



### **Engineering Performance for Demanding Applications**

AMANN's reputation has long been built on high-performance and specialty threads engineered for precision applications. Whether in automotive interiors, airbags, seat belts, or technical textiles, seam reliability is mission-critical. "Our growth in apparel, leather, automotive, and sustainable solutions is driven by targeted product and technology innovations," Nicolaus explains. "We focus on high-performance threads with clearly defined functional properties—tensile and abrasion strength, resistance to heat and chemicals, and maximum seam reliability."

Recent innovations reflect the convergence of performance and sustainability. The company recently introduced "Isacord Recycled UV," a UV-resistant embroidery and sewing thread made from 100 percent recycled polyester for outdoor applications. "For us, sustainability is not an add-on," he emphasizes. "It is a central innovation driver, alongside advanced dyeing and finishing methods, higher process efficiency, and data-driven quality monitoring."

The Tamil Nadu facility exemplifies this philosophy. Constructed under the leadership of Sanjeev Grewal, AMANN's Regional Business Director Asia Middle East & Pacific, the plant integrates renewable energy usage and advanced water management systems. It was recognized with the CITI Textile Sustainability Award 2024, presented by India's Minister of Textiles, Commerce & Industry, Piyush Goyal, at the Bharat-Tex exhibition in New Delhi. For Indian exporters supplying European and global brands, such measurable sustainability credentials are becoming indispensable.

### **Apparel Leads, Automotive and Technical Follow**

From a commercial standpoint, Christine Bauer highlights that apparel and footwear are currently the strongest demand drivers in India. "The strongest demand driver in India today is clearly the Apparel & Footwear market," she says. "Export-oriented manufacturers and rising requirements from global brands are increasing demand for high-performance, process-stable threads with high abrasion resistance and seam reliability." However, the growth strategy is becoming increasingly segment-focused.

"Apparel remains volume-driven, especially through export-oriented garment manufacturing," Christine explains. "Automotive is growing based on rising local demand and performance requirements, while technical textiles are gaining importance through specialized applications. Medical textiles, though smaller in scale, are strategically attractive due to high quality standards and strong entry barriers." Local manufacturing strengthens AMANN's ability to capture these opportunities.

"Our state-of-the-art production facility in India is a key lever for expanding market share," she notes. "It enables shorter lead times, faster speed-to-market, and greater customization. At the same time, it strengthens customer proximity—technical support and joint development projects can be handled much more efficiently."



### Partnerships and Trade Tailwinds

Looking ahead, both leaders see structural tailwinds supporting India’s textile growth story. The proposed India–EU Free Trade Agreement could significantly enhance export competitiveness by reducing tariff barriers. “For export-heavy sectors such as textiles and leather, this can translate into better margin protection and more predictable order pipelines,” Nicolaus observes. “It also reinforces the need for robust documentation and traceability—areas where we can add value.” Partnerships will be central to this trajectory. Bauer emphasizes collaboration with brands, OEMs, buying houses, and manufacturers as a growth accelerator.

“Through joint development, technical alignment, and standardization, we create solutions that can be scaled efficiently across the value chain,” she says. “This positions AMANN not just as a supplier, but as a strategic partner actively shaping growth, quality, and sustainability.”

### A Decade of Expansion

Over the next five to ten years, AMANN intends to expand capacity at scalable and sustainable sites, deepen its local product portfolio, and position India as an export hub for selected segments. “We see significant potential in India, especially as its textile and apparel market is projected to grow faster than other markets of similar scale,” Christine says. “India will increasingly become a growth and export hub for AMANN, directly supporting our global expansion.” Talent development forms a parallel priority. Investments in training, upskilling, and leadership development are designed to strengthen local competencies, while on-site medical and childcare facilities reflect the company’s commitment to long-term employee well-being.

For AMANN Group, the India strategy is not transactional—it is structural. As Nicolaus concludes, “India is set to grow not only in scale, but as an integral part of our global value creation, innovation, and sustainability strategy.” In an industry defined by continuous reinvention, AMANN’s India playbook illustrates a clear thesis: global leadership is increasingly built on localized excellence, measurable sustainability, and performance engineered down to the last stitch.

In a textile industry often driven by price pressures, AMANN’s approach underscores a different equation: performance plus sustainability, scale plus specialization, and global standards anchored in local execution. For the global thread leader, India is not a peripheral market—it is a central node in engineering the next chapter of its international trajectory.