PM Modi inaugurates Arvind Ltd's ₹150-crore garment manufacturing unit in Varanasi

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News

On 25 Oct 2026 PM Narendra Modi inaugurated Ahmedabad-based Arvind Ltd's ₹150-crore garment manufacturing unit at Khochwan village, Mirzamurad, near NH-19, in his Varanasi Lok Sabha constituency. It is Arvind's first large manufacturing plant in the Purvanchal region and will make sportswear, innerwear and other garments for brands such as Jockey, U.S. Polo Assn. and Arrow. Over 300 local women have already been recruited and are being trained; the unit aims to employ about 1,000 women, and a second phase is planned. UP Governor Anandiben Patel and CM Yogi Adityanath attended.

Key facts

Inauguration	25 Oct 2026 – PM Modi; Khochwan, Mirzamurad, Varanasi (UP)
Company	Arvind Ltd – 1931, Ahmedabad (Lalbhai family); India's largest denim maker
Investment	₹150 crore (phase 1); phase 2 planned
Products	Sportswear, innerwear, other garments – Jockey, U.S. Polo Assn., Arrow
Jobs	300+ women in training; ~1,000 women targeted

Background

- Company history: Arvind Mills was founded in Ahmedabad in 1931 by Kasturbhai Lalbhai and his brothers. In the 1980s it introduced denim to the Indian market; it is now India's largest denim producer.
- Schemes: PM MITRA (PM Mega Integrated Textile Region and Apparel parks) – Union Ministry of Textiles; announced in Budget 2021–22; ₹4,445 crore; 7 sites chosen in March 2023: Tamil Nadu (Virudhunagar), Telangana (Warangal), Gujarat (Navsari), Karnataka (Kalaburagi), Madhya Pradesh (Dhar), Uttar Pradesh (Lucknow) and Maharashtra (Amravati). '5F' vision – Farm to Fibre to Factory to Fashion to Foreign; run in PPP mode through a State–Centre SPV.
- PLI (Production Linked Incentive) for textiles – ₹10,683 crore (Sept 2021) for man-made fibre (MMF) apparel and fabrics and technical textiles.
- Culture: Varanasi's 'Banarasi' sarees are brocades woven in Katan silk with gold/silver 'zari' thread, famous since Mughal times; 'Banaras Brocades and Sarees' received a GI tag in 2009. National Handloom Day – 7 August (the day the Swadeshi Movement began in 1905).

Tamil Nadu link: one of India's 7 PM MITRA parks is coming up on 1,052 acres of SIPCOT land at E. Kumaralingapuram, Virudhunagar district; Tamil Nadu was the first State to sign the agreement and launch its park (March 2023, Chennai). Also, the first National Handloom Day was launched by PM Modi on 7 August 2015 at the Centenary Hall, University of Madras, Chennai.

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