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10th October 2020

Dear Captains,

At the outset here is hoping all of you are keeping well, safe, and healthy.

The last few months have been some of the most trying in recent memory. The silver lining is that markets are beginning to look up, especially in the non-Metro cities. Even in Metros, Malls and High Street stores are showing some signs of revival, though it is still miles to go before we can say 'normalcy' has returned.

One of the best aspects of this otherwise depressing period is the statesmanship, integrity, and reasonableness shown by a majority of our Brands and Retailers. There have not been too many instances of Goods Return or Order cancellations, unlike what were faced by many from our overseas Buyers.

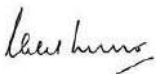
It speaks volumes of our inherent character and ethos of the Indian Domestic Apparel Industry. Our grateful thanks to all those who have stood by their vendors in this difficult period. It is in the same spirit of cooperativeness and togetherness that I am writing to you once again. Many of you will be looking to support your existing vendors in the coming months, especially those who may be carrying stocks manufactured against your orders – and rightly so. However, at some point of time many of you may once again be looking for newer sources of supply. It would be great if the bigger players, Brands, and Retailers can enter into some sort of a tie up with smaller manufacturers for their requirements. I am sure this is one time when we can go out of our way to support Domestic manufacturers, especially from the MSME Sector.

CMAI would be happy to offer our services to assist Brands to connect and interact with these Manufacturers.

I look forward to receiving suggestions from the Captains towards this. Do let us know. Once again, here's wishing all of you a safe and prosperous future.

With Best Regards

Yours sincerely



Rahul Mehta
Chief Mentor

THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA

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