



## AN APPEAL

Today we are going through unprecedented times seen only at the time of Covid. Each sector of our Industry, whether Manufacturing or Brand or Retail, organized or unorganized, is facing a crisis which can challenge the fundamentals of our business models.

At this critical juncture, it is important to remember that all these years, each of these sectors have collaborated with each other for mutual growth – and adopt a collaborative approach between the Manufacturer, the Brand, and the Retailer. An approach which supports each other to come out of the crisis with the least damage.

Today we need to remember that all of us are a part of an interlinked chain which will snap even if one small component breaks.

All of us are hurting today. And will continue to do so in the months to come. And yet, it is imperative that at this time all of us see beyond our own pain, our own hurdles and challenges. It is time to hold the hands of our partners.

CMAI is a non-commercial body with no direct involvement in individual commercial transactions. And we are fully conscious of this position. And yet, as the body whose membership includes the Manufactures, Brands, as well as Retailers, CMAI is in a unique position of persuading, influencing, and goading its members to arrive at reasonable, just, and mutually beneficial solutions to common problems of the Industry, which may have variations in individual agreements, but are universal in character.

It is our request to Buyers not to return goods to suppliers, who are already facing severe crisis by way of unsold inventory and uncleared payments. Return of goods at this juncture will further add to the chaotic conditions in the market. We urge all Buyers to resolve the current situation in the most positive manner, causing the least disruption to your Suppliers, most of whom have stood by you through thick and thin.

At the same time, in the interest of the Industry, we urge all members to desist from taking any unethical steps, which may appear attractive in the short run, but may prove disastrous in the long run.

We also take this opportunity to urge our Distributor/Agent friends and our colleagues in the other Associations to persuade their respective associates and members to retain the sanity of the industry and not further complicate the situation by returning of goods to suppliers.

We conclude by assuring you that CMAI has still not given up hope, and is continuing its efforts to rescind or at least defer the implementation of the Amendment 43(H)b.

### THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA

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