

ACTIVITIES OF THE ASSOCIATION FOR THE MONTH OF MAY 2024

1. RENEWAL OF MEMBERSHIP WITH THE ASSOCIATION

The Association has sent E-mail on 1st April 2024 to all the Categories of Members requesting them to Renew their Membership with the Association with Options of Renewal of 1,3 or 5 Years as convenient to them. Membership Renewal received from Members in various Categories during the month of May 2024 are as under-

Region	Primary	Associate	Agent / Distributor	Retailer	Organisation	Total
Mumbai	55	4	-	-	-	59
Western	7	2	-	-	-	9
Southern	3		-	-	-	3
Northern	14	2	-	-	-	16
Eastern	7	-	-	-	-	7
Central	-		1	-	-	1
Total	86	8	1	-	-	95

There are 667 Members whose Subscription for the current Financial Year is still pending. We request those Members to send their Renewals at the earliest to avoid uninterrupted Services. Members can Pay their Renewals through the following Link or NEFT or by a Crossed Cheque. https://cmai.in/membership_form/public/members/login

The Bank Details of the Association for NEFT/RTGS are as under:-

Name of Beneficiary: **CMAI Membership A/c.**

Bank Name: **HDFC Bank**

Account Number: **00051450000092**

IFSC CODE: **HDFC0000005**

As a part of Membership Drive, the Association has decided to waive off the Admission Fee of Rs.1500/- from 3rd November 2023 till 31st July 2024.

New Membership received in various Categories by the Association during the month of May 2024, are as under-

Region	Life	Primary	Associate	Agent / Distributor	Retailer	Total
Mumbai	1	52	4	2	1	60
Western	-	18	3	-	1	22
Southern	-	2	-	-	-	2
Northern	-	34	4	7	2	47
Eastern	1	1	-	2	-	4
Central	-	5	-	1	-	6
Total	2	112	11	12	4	141

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WESTERN REGIONAL OFFICE

The Western Regional Office of the Association has generated 4 New Members and forwarded 6 Renewal and the Gujarat Regional Office has generated 6 New Members and forwarded 6 Renewal during the Month of May 2024

NORTHERN REGIONAL OFFICE

The Northern Regional Office of the Association has generated 12 New Members and forwarded 1 Renewal during the month of May 2024

SOUTHERN REGIONAL OFFICE

The Southern Regional Office of the Association has forwarded 1 Renewal received during the Month of May 2024

2. CONCILIATION & ARBITRATION SUMMARY REPORT FOR THE MONTH OF MAY 2024

MIS FOR THE PERIOD OF	MAY'2024	
	No. of Files	Amount
Opening Total Cases pending resolution	1719	₹ 38,79,02,593
New Complaints	38	₹ 76,58,750
Complaints resolved fully in the Month	17	
Amount Collected in the Month		₹ 41,16,578
Total Cases pending resolution as on month end	1740	₹ 39,14,44,765
Active Cases in Caution List	1218	₹ 26,25,84,332
Active Cases Not in Caution List pending resolution as on month end	522	₹ 12,88,60,433
Current Payment	20	₹ 29,61,638
Post Dated Cheque Received	4	₹ 11,54,940
Amount Collected in the Month	24	₹ 41,16,578

3. MEETINGS / EVENTS / REPRESENTATIONS

The Members of the Fair Sub Committee, Northern Regional Sub Committee, Brands of India Sub Committee met from time to time to discuss and chalk out the Organising of National Garment Fair, North India Garment Fair, Brands of India Show etc.

2ND NORTH INDIA GARMENT FAIR

After the stupendous Success of the 1st Edition of the North India Garment Fair held in May-June 2023, the Association has decided to Organise the 2nd Edition of the North India Garment Fair (**NIGF**) from 11th to 13th June 2024 at Yashobhoomi (IICC), Sector 25, Dwarka, New Delhi 110077.

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The Booking of the Fair commenced on 16th February 2024. The Association has received an Overwhelming response and received booking from 175 Exhibitors (185 Stalls)



ROAD SHOWS IN DELHI



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President Mr Rajesh Masand , Hon Gen Secretary & Chairman, North India Garment Fair , Mr Santosh Katariya addressed a Road Show held in Delhi to Promote the Activities of CMAI and in Particular the North India Garment Fair. Regional Chairman Mr Sanjay Jain also Addressed the gathering. Nearly 125 of Delhi's top Manufacturers, Agents, and Distributors attended this Road Show.

ROAD SHOWS IN LUDHIANA



President Mr Rajesh Masand , Hon Gen Secretary & Chairman, North India Garment Fair Mr Santosh Katariya and Mr Rahul Mehta, Chief Mentor CMAI addressed a Road Show held in Ludhiana to Promote the Activities of CMAI and in Particular the North India Garment Fair. Mr Sudarshan Jain, President, Knitwear & Apparel Manufacturers Association of Ludhiana (Kamal) and Mr Darshan Dawar, President ,Ludhiana Woollen Manufacturers Association of Ludhiana also Addressed the gathering. Approx 150 of Ludhiana's top Manufacturers, Agents, and Distributors attended this Road Show.

ROAD SHOW AT INDORE



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CMAI Team comprising of Mr Rohit Munjal, Vice President, Mr Santosh Katariya, Hon. Gen Secretary and Chairman, North India Garment Fair, Mr Naveen Sainani, Jt. Hon Gen Secretary and Mr Rahul Mehta, Chief Mentor, CMAI addressed a Road Show held in Indore on Saturday, 4th May 2024 to Promote the Activities of CMAI and in Particular the North India Garment Fair. Mr Ashish Nigam, President, Indore Readymade Vastra Vyapary Sangh also Addressed the gathering. Approx 80 of Indore's top Manufacturers, Agents, and Distributors attended this Road Show.



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The highlight of the event was the MOU signed between CMAI and Indore Readymade Vastra Vyapar Sangh to promote each other's activities and support the Garment Industry in general and Madhya Pradesh in particular. Mr Ashish Nigam was nominated to chair the activities under this MOU in Madhya Pradesh.

79TH NATIONAL GARMENT FAIR

We are glad to inform you that the Association has received an Overwhelming Response towards Participation in the **79th National Garment Fair to be held on 23rd, 24th, 25th & 26th July 2024** at Bombay Exhibition Centre, NESCO Complex, Goregaon East, Mumbai 400 063 for Men's, Women's & Accessories Section and Jio World Convention Centre, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051 for Kids Section. The details are as under :

Men's Wear Section : 317 Exhibitors (336 Stalls)
Women's Wear Section : 338 Exhibitors (356 Stalls)
Kids Wear Section : 385 Exhibitors (443 Stalls)
Accessories Section : 19 Exhibitors (22 Stalls)

The Association started accepting Bookings for the "Show Directory", popularly known as the Fair Guide, from Monday 3rd June 2024. The Last Date for Accepting Booking for "Special Position" in the Show Directory is Wednesday, 12th June 2024 and the Draw of Lots for the Special Position, if required, will be held on Friday, 21st June 2024 in the Office of the Association. The Last Date for accepting Booking for the Show Directory is Saturday, 29th June 2024 Subject to Availability of Space. The Last Date for Accepting the Directory Printing Material is Wednesday, 3rd July 2024.

2ND BRANDS OF INDIA SHOW

After the resounding Success of the 1st Edition of the Brands of India Show held in November 2023, the Association has decided to Organise the 2nd Edition of " Brands of India " Show,

**MAXIMIZE YOUR REACH
TRANSFORM YOUR BUSINESS**

CMAI
PRESENTS
SECOND EDITION
BRANDS OF INDIA

17-19 SEPTEMBER 2024
DUBAI WORLD TRADE CENTRE


2023 EDITION : VISITOR TURNOUT
2800 Trade Visitors From 63 Countries

SUDAN ETHIOPIA SLOVENIA TANZANIA MOZAMBIQUE
AUSTRALIA NETHERLANDS SOUTH AFRICA YEMEN
TUNISIA MALAYSIA SOUTH AFRICA MALAYSIA
IRAN MALAYSIA SOUTH AFRICA MALAYSIA
BELGIUM UNITED KINGDOM PAKISTAN IRAQ
DJIBOUTI SAUDI ARABIA INDONESIA ANGOLA
FRANCE SAUDI ARABIA INDIA USA GHANA SINGAPORE GUINEA
UGANDA HONG KONG CHINA BANGLADESH SURINAME
ISRAEL AUSTRIA OMAN QATAR MOROCCO JAPAN
AZERBAIJAN TAIWAN RUSSIA
RWANDA CAMBODIA

TO BOOK YOUR STALL CONTACT

HARDIK SHAH | VISHAL REVLE
99301 85699 | 90042 77291

**MEET OVERSEAS BUYERS
FROM ACROSS THE GLOBE**


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at DWTC, Dubai (UAE) from 17th to 19th September 2024. The Booking of Stalls commenced on 13th May 2024. Members who are interested to take their Brands Globally are requested to contact either Mr Hardik Shah on his Mobile No 9930185699 or Mr Vishal Revle on his Mobile No. 9004277291 for more Information and Booking of Stalls.



CMAI Achievers Club successfully hosted its first program On 9th May 2024 in Mumbai.

The knowledge-cum-success story sessions viz. 'Decoding Digital Marketing' by Mr Temujin Mansukhani & Mr Suraj Adhikari from Schbang Academy and 'How to Build a Brand – The Go Colors Way' by Mr Gautam Saraogi from Go Colors helped to unlock valuable insights, enhance skills and empower entrepreneurs.

Schbang Academy is one of India's leading Creative, Media, Technology Transformation company. Go Colors, is one of the most popular women's wear brands who have added 94 stores in the last financial year taking their overall count to 714 stores and having plans to add 120-150 new stores in FY25.

The Digital Marketing session helped Members understand its impact, discover Brands which grew exponentially using Digital Marketing and elaborated on Digitalisation to strengthen Customer Relationship Management.

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The Brand Building session was conducted by Mr Rahul Mehta, Chief Mentor, CMAI in a fascinating interaction with Mr Gautam Saraogi, Co-Founder and CEO of GO COLOURS. encompassing key aspects of Consumer Retail, Marketing, Brand Building and Business Strategy. In a frank yet insightful manner, Mr Gautam Saraogi chronicled the growth journey of Go Colours, the mistakes made on the way, the tough calls which had to be made, the courage of conviction which the promoters had to show, and the critical decisions taken over the years. The results were there for everyone to see.



The fact that not a single attendee left in spite of the sessions going on till 10.00 pm showed the impact the two sessions had on the audience.

The mission of Achievers Club is to encourage powerful vision, strategies and goals, and get real world insights from experts, address specific pain points affecting growth and progress, thus getting results faster than others. The next program has been announced to be held in Mumbai on 9th August 2024.

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Global Fashion Summit

SU.RE - Sustainable Resolution Supported by British Council India

SU.RE - Sustainable Resolution is the Indian Apparel Industry's largest voluntary commitment to sustainability is an initiative by the Clothing Manufacturing Association of India (CMAI), Reliance Brands Limited (RBL), UN in India, and The Ministry of Textiles aiming to catalyse the industry's transition towards sustainability.

In partnership with the British Council, SU.RE endeavours to reinforce sustainability within India's apparel sector, fostering global alliances and knowledge exchange. This strategic collaboration not only empowers SU.RE signatories to transform into sustainable brands but also serves as a conduit for collaboration with like-minded partners in the UK, Copenhagen and beyond. Comprising 3 comprehensive phases, the project is tailored to guide and support participating delegates from SU.RE on their sustainability voyage.



The Association has decided to nominate Mr Naveen Sainani, Jt Hon Gen Secretary , CMAI and Mr Sanjay Valkharia, CEO, Spykar, Mr Ashish Katariya, CEO, Peppermint, & Mr Sanjay Rastogi, New Business, ESG & Leadership, Trent from the Industry to Represent CMAI and SU.RE. who did a fabulous job and impressed the International Delegates hugely , keeping the CMAI Flag flying high.

....10/-

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Stakeholders' discussion on the “Prevailing issues in the Textile Value Chain “

A Meeting of Stakeholders of the **Textile Value Chain was Organised by NCTC** on 18th May 2024 in MATEXIL (Formerly SRTEPC), 1st Floor, Resham Bhavan, 78, Veer Nariman Rd, Churchgate, Mumbai

During the meeting, Representatives of the NCTC from different Segments of the Textile Value Chain highlighted the various underlying issues as also brainstormed various Policy Measures which would be suggested to the Government on behalf of NCTC to resolve the same.

Mr Rajesh Masand President attended the said Meeting on behalf of the Association.

Buyers & Sellers Meet at “Knits & Wears, 202 “ , Ludhiana

Knitwear & Apparel Manufacturers Association (KAMAL) of Ludhiana offered a complimentary 9 sq. mtr stall to CMAI to setup a CMAI Information Centre, at their forthcoming Buyers & Sellers meet “Knits & Wears, 2024 held from 14-17 May ,2024 at Ludhiana Exhibition Centre, Sahnewal, Ludhiana, where their Members & Visitors could be able to get first class information about CMAI and its Activities. Accordingly, the Association has decided 2 Staff Members to Ludhiana to manage the Stall there.



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The **Only** National Textile Daily
Tecoya Trend

VOL. LIV No. 085

MUMBAI, TUESDAY, MAY 21, 2024

PRICE: Rs. 5.00

Marketing mantras on brand building & decoding power of digital marketing take limelight at opening event of CMAI Achievers Club

MUMBAI, MAY 20—

CMAI Achievers Club successfully hosted a knowledge-cum-success story sessions - 'Decoding Digital Marketing' by Temujin Mansukhani & Suraj Adhikari from Sehang Academy, one of India's leading digital marketing agencies followed by a captivating talk titled 'How to Build a Brand - The Go Colors Way' by Gautam Saraogi, Co-Founder & CEO of Go Colors moderated by Rahul Mehta, Chief Mentor. The captivating sessions helped industry members to unlock valuable insights, enhance skills, feel inspired as take charge as empowered Entrepreneurs.

The Digital Marketing session helped members understand its impact, discover brands which grew exponentially using Digital Marketing and elaborated on Digitalisation to strengthen Customer Relationship Management. The Brand Building session encompassed key aspects of Consumer Retail, Marketing, Brand Building and Garment manufacturing.

Welcoming the audience, Rajesh Masand, President, Clothing Manufacturers Association of India (CMAI), said, "The objective of the Achievers Club is to learn from distinguished speakers, professionals, and brand owners about their journeys and business models, which can inspire and guide us in our own ventures."

In today's challenging environment for brand creation, many claim to be brand owners, but there is a significant difference between a mere label and a true brand. Gone are the days when simply opening a shop would guarantee sales; the business landscape has constantly evolved, and it is essential for us to adapt and learn these new strategies to enhance our success."

During the discussion Gautam Saraogi revealed the inspiring journey of Go Colors highlighting the importance of resilience, adaptability, and strategic focus in building a successful brand.

From running an export business that did not see much success, the family decided to pivot to domestic retail, identifying a gap in the women's bottom wear market in 2010-2011, and launched a domestic brand focusing on leggings and other bottom wear for women.

Initially, they faced complexities of general trade, but the turning point came in 2011 when they opened a kiosk in a mall, which was a mega success. This triumph led them to rapid expansion, with over 80 kiosks in two years.

By 2013-2014, they had built a 45-crore business and decided to seek investment to grow further. In 2014, Sequoia Capital invested \$10 million, which enabled further expansion but also led to missteps in advertising and international ventures.

Despite the challenges, Go Colors opened a full-fledged store, which proved to be a game-changer. Sales tripled, and by focusing on a single product category and maintaining frugality in expenditures, they rapidly expanded from 1 store to 200 stores within two years. By 2017, Go Colors had turned profitable, and today, with 720 stores, it stands as a strong brand in the Indian retail market. He acknowledged that Retailing online and digital marketing played a crucial role in the success of Go Colors and provided significant growth opportunities and expanding its market reach.

He recognised the potential of e-commerce and explained how he leveraged it to reach a broader audience beyond the physical store locations. Online platforms allowed Go Colors to tap into the growing trend of online shopping, providing convenience and accessibility to customers nationwide.

Additionally, digital marketing strategies, including social media and targeted advertising, helped in building brand awareness and engaging with customers directly. Having online presence not only increased sales but also provided valuable insights into consumer preferences, enabling the company to refine its product

Continued on Page 3

Indian fashion designer Sana Aziz Khan: A beacon of Turkish fashion's global ascent

MUMBAI, MAY 20—

In the dynamic landscape of global fashion, Turkish style has emerged as a vibrant force, captivating the world with its unique blend of tradition and modernity. At the forefront of this cultural renaissance stands Sana Aziz Khan, an accomplished Indian fashion designer who has made Türkiye her home and canvas for creative expression. FASHION designer Sana Aziz Khan has become synonymous with the evolution and elevation of Turkish fashion on the global stage.

With a career spanning over a decade, Sana Aziz Khan has witnessed firsthand the remarkable journey of Turkish fashion from a hidden gem to a radiant star on the world's fashion map. In her own words,

Turkish fashion is no longer a well-kept secret; it has evolved into a beacon of style that seamlessly integrates the nation's rich heritage with contemporary trends.

Sana Aziz Khan's affinity for Türkiye goes beyond just geographical boundaries; it's deeply rooted in her passion for culture, art, and craftsmanship. Her journey in the Turkish fashion industry is not just a professional endeavor but a personal odyssey of discovery and inspiration.

Turkish fashion's ascent to global prominence has been nothing short of extraordinary, marked by its ability to strike a delicate balance between tradition and innovation. Sana Aziz Khan's designs exemplify

Continued on Page 3



<http://www.fibre2fashion.com/news/apparel-sustainability-news/su-re-british-council-partner-to-promote-sustainability-in-fashion-295601-newsdetails.htm>

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FM Sitharaman: Will go back to original rule if MSMEs okay with delay in payments beyond 45 days <https://www.financialexpress.com/business/sme/fm-sitharaman-will-go-back-to-original-rule-if-msmes-okay-with-delay-in-payments-beyond-45-days/3505767/>

<https://www.ecotextile.com/2024052932094/fashion-retail-news/bid-to-drive-sustainability-in-indian-fashion.html>

<https://www.passionateinmarketing.com/marketing-mantras-on-brand-building-and-decoding-the-power-of-digital-marketing-take-limelight-at-opening-event-of-cmai-achievers-club/>

Garment makers join hands with CMAI to boost output

TIMES NEWS NETWORK

Indore: Garment manufacturers of Indore has collaborated with Clothing Manufacturers Association of India (CMAI) to polish skills and tap into new markets with enhanced quality output.

With an estimated market size of over Rs 1000 crore, the readymade garment sector of Indore, a hub for more than 1000 readymade garment makers, is eyeing to market the brand in the country and expand its reach in the country and offshore.

Readymade Textile Dealers Association has signed a memorandum of understanding (MoU) with CMAI in presence of around 200 garment manufacturers.

CMAI chief mentor Rahul Mehta said, "Indore is a leading manufacturing hub in



Representational pic

kids wear garment and this segment is the fastest in our industry. Indore's garment industry is at a nascent stage and requires a platform to expand its reach and build a brand for itself. CMAI as an association helps regional industries flourish and upgrade themselves as per the latest trend and market requirement."

Mehta said the collaboration between the two associations will help garment manufacturers of Indore upgrade, upskill and tap into new markets.

Rajasthan, Uttar Pradesh, Maharashtra, Gujarat, Tamil

Nadu, Andhra Pradesh and Haryana are the major markets for Indore's readymade garments.

Readymade Textile Dealers Association president Ashish Nigam said, "This will embark a new journey for the readymade garment manufacturers of Indore. We have membership of 2,200 manufacturers and the collaboration with a national body will help our makers get a platform to reach out to national and international buyers. We will now get a display in international and national fairs and events. Exposure at big platforms will help our industry get a fillip in business".

The participation of readymade garment manufacturers of Indore in exports is meagre but upgrading and upskilling will pave the way for new avenues in the international market, said players.

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Success of CMAI FAB Show 2024 Beckons a Bright Future for India's Textile & Apparel Industry

The Fabrics, Accessories & Beyond Show 2024 (FAB Show 2024), hosted by the Clothing Manufacturers Association of India (CMAI), wrapped up its 4th edition on a successful note consequently boosting Textile industry sentiments with exceedingly high business prospects. The three-day event, which took place from April 15 to April 17 at the Bombay Exhibition Centre, Mumbai, outperformed industry expectations with an estimated business generation of more than 2,100 crores.



The trade show successfully attracted 10,200 trade visitors from 320+ cities across India which included over 1,500 elite platinum buyers. Moreover, overseas buyers from 16 countries mainly Bangladesh, UAE, Bahrain, Egypt, Russia, Hong Kong, USA, Kenya, Sri Lanka and Nepal also visited the show. The presence of sourcing heads from renowned brands and retail majors like Aditya Birla Fashion & Retail, Bestseller, Gokaldas Exports, Kora, Multi, Pepe Jeans, Reliance Brands, Shoppers Stop, Soch, Stori, Spykar, Westside and many others further boosted industry confidence thus reflecting the event's importance as a prime sourcing platform.

Speaking about the success of FAB show, Rajesh Masand, President, CMAI expressed, "The impact of this grand sourcing event will resonate across the garment industry supply chain, promising not only immediate business but also long-term strategic developments and new sourcing relationships for all stakeholders involved. The remarkable success of this year's show reflects a buoyant industry outlook, fueling optimism for a robust recovery in the upcoming seasons. This resurgence comes at a crucial time as our industry was stressed with tepid demand and recent challenges like the amendment affecting MSME payments. With the positive momentum generated by the FAB Show, there is a renewed confidence that the industry outlook will soon be back on growth path."

This year's FAB Show was a focal point for industry Innovation and Sustainability, showcased by over 200 domestic exhibitors, including major names like Grasim, Arvind, Siyaram's, Gokul Print, Jindal, BanswaraSyntex, Ruby Mills, Bhagwan Enterprise apart from many MSME's. Noteworthy participants from diverse sectors such as fabric suppliers, accessories manufacturers and software developers demonstrated their latest offerings and services to a discerning audience.

"FAB Show 2024 has set a new benchmark for success in the textile & apparel industry, reflecting our commitment to driving growth and sustainability," said Naveen Sainani, Chairman FAB Show, CMAI. The Sustainability zone was a major attraction at the fair which showcased fabrics crafted from waste, recyclable materials and educated about benefits of waste water management promoting innovation & circularity which is a cornerstone of CMAI's holistic strategy to engage, educate, and inspire the garment industry. He further elaborated "Our environment is changing and if the world can't avoid deforestation, we need to invest in reforestation. On behalf of the 2876 visitors who pledged to voluntarily become earth warriors, CMAI will be planting 2876 tree saplings to create a healthier environment, fight climate change, and protect biodiversity".

The Surat Pavilion organised by the Southern Gujarat Chamber of Commerce & Industry (SGCCI) showcased over 40 leading fabric manufacturers for the fourth consecutive edition of FAB. One of the key reasons for the popularity of the

Surat pavilion amongst the visitors is their ability to present the latest trends and understand the needs of the garment industry. Speaking about the current business landscape, Siddharth Dhawan, Director, Gokul Tex Print – a leading fabric manufacturer from Surat, expressed, "We have seen a steady growth over the last year, which slowed down in the last few months due to the MSME payment amendment that came in. This year, we are confident that starting June till December, signs of growth will become evident as we deliver the merchandise to manufacturers, which they will provide in the market." Another participant, Ritesh Patel, Director, Surbhi Textile Mills from Surat said "We received an extraordinary response for all of our products and the presence of buyers from all across the country gave us a great exposure. We are looking forward to participate in the next CMAI show".

Speaking about their business outlook, Murugan Thenkondar, President – Marketing & Global Head – Business Development, Aditya Birla (Cellulosic Fibres) stated "The export market is facing lot of turbulence currently and our domestic market has been growing steadily which is the reason we are exhibiting here. CMAI has been highly successful in presenting the textile value chain to participate mainly cloth manufacturing brands, yams, weavers, knitters, spinners and fibres thus offering a one-stop-destination to meet sourcing requirements. Distinguishing from other fairs, FAB is an excellent annual platform for the domestic customers and we are seeing a lot of positive energy at the show".

Sailesh Kukreja, Managing Director, Bhagwan Enterprise from Mumbai elatedly said "We thank CMAI for implementing innovative measures to ensure the presence of buyers from across the country that made the fair a thrilling success. The exhibition was well organized and the on-spot visitor registration process was very swift. The overall publicity campaign was very well designed and consistently created a buzz on social media. We look forward to participate in all upcoming CMAI fairs and hope for a grander success". Speaking about Sustainability, J.P. Singh, Director, Ramtex - Parmeshwari Silk Mills from Ludhiana said, "We are committed to Sustainability and have adapted eco-friendly processes to save approximately four lakh litres of water daily. It is heartening to see that consumers are getting more environment conscious by the day and are preferring eco-friendly fabrics such as ours. Our main markets have been Punjab, Haryana and Delhi; however, we have started receiving increased demand through our distributors from Mumbai, Pune, Hyderabad, Chennai, Bengaluru, Kolkata and Indore too."

A lucky draw contest was also held on all the three days of the show wherein Rupees 10 lacs worth of scooters, gift cards and holiday vouchers of leading brands were handed out to visitors and exhibitors. □

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SIGNS OF REVIVAL IN TEXTILE INDUSTRY

Improved Consumer Sentiment And Rising Retail Sales Abroad Push Demand For Textile And Apparel As Exports Get Back On Track

Niyati Parikh and Parag Dave | TNS

The textile industry of Gujarat — in Ahmedabad, the Manchester of the East, and in Surat, the country's largest man-made fibre manufacturing hub — which was till recently clouded by escalated cotton prices and plunging demand in domestic and international markets, has begun showing signs of revival. After at least six months of degrowth, the entire value chain in the textile industry has been lately witnessing a slow resurgence.

Improved consumer sentiment and rising retail sales abroad pushed demand for textiles and apparel, but the uptakes overall remained slow. According to data compiled by the Confederation of Indian Textile Industry (CITI), textile exports in FY2024 showed a marginal 2.6% growth, settling at \$19,889 million compared to \$19,991 million in the year-ago period. Apparel exports registered a degrowth of -10.25% during the same period. Overall, the textile and apparel segment registered a degrowth of -3.24% during FY2024.

Meanwhile, the quick estimates data released by the ministry of commerce and industry, suggests that exports of cotton yarn/fabrics/made-ups, handloom products etc from India grew by 6.78% in March 2024 over March 2023. The same during the entire fiscal settled at 6.71%.

"We have certainly seen a slow revival in the textile industry over the past four to six months. After taking a

beating because of a decline in the demand from American and European markets, textile and apparel exports are slowly getting back on track with an improvement in demand," said an industry source.

The textile industry — be it ginning and spinning units, weavers, processors and even apparel makers — has been battling one or the other challenge ever since the Covid pandemic. A plunge in domestic demand, skyrocketing cotton prices, a fall in export demand and inflationary pressures — all the challenges brought in new learning for the industry.

Manufacturers suggest that larger industries are increasingly focussing on backward integration to shield their profit margins by optimising the cost of operation.

Consumer confidence improving in Europe

Over the past three months, the demand for apparel began showing signs of revival, however, in overall numbers, the change seldom reflects. While apparel exports grew marginally by 1.7% year-on-year in March 2024, exports in the full financial year period declined 10.25%.

"A weak demand in the international market especially after the Russia-Ukraine war and an overall weakening consumer sentiment with an increase in inflationary pressures were among the key reasons for a decline in the demand for apparel. Even in the domestic market, a poor purchase capacity, marred by inflation, dampened the demand for apparel," said an apparel manufacturer, requesting anonymity. However, the situation has enhanced lately with improving



and we expect that the new fiscal will see better recovery."

Textile processing houses witness steady orders

Ahmedabad is considered one of the biggest cotton textile hubs in the country. City-based processing houses have an installed capacity of more than 3 crore metres per day.

Nareesh Sharma, former vice-president of the Ahmedabad Textile Processors' Association (ATPA), said, "In the 2023-24 financial year, cotton prices reached a low level of Rs 55,000 per candy (356kg) and remained stable at this level for a significant time which helped in the revival of the demand."

He added, "In 2022-23, cotton prices had reached a high of Rs 1.10 lakh per candy and it affected the industry badly across the world. Last year, cotton prices were at a two-year low and also, and inventory levels were low so there were better orders for textile processing in the last financial year compared to the previous year. Cool and colour chemicals prices were also more stable than in previous years and it helped in business revival. However, still, processing houses do not run at full capacity, and the 45-day payment rule has also affected the business."

Gaurang Bhagat, president, Maskati Cloth Market Mahajan said, "Cotton prices have dropped by almost 50% from their high in 2022 and are more stable now. Ahmedabad-based manufacturers have invested significantly in adopting digital printing technology. The city has around 100 such digital machines now and it has ensured more variety in designs. This has helped city-based cotton shirting segment in a big way, and in the last year, Ahmedabad has seen a notable increase in cotton shirting orders from various states."

TIMES DHANDHO



Exports improve, yarn makers rejoice

India's cotton yarn fabrics/made-ups and handlooms exports rose 6.71% year-on-year to \$11.7 billion in FY2024. Gujarat is home to about 200 cotton spinning units, exporting cotton yarn to the US, China, Bangladesh, the Middle-East and Sri Lanka.

In FY2024, profitability was affected by lower cotton yarn spreads and inventory losses. Stable cotton prices due to better availability of cotton during the season and improved cotton yarn spreads this fiscal have already begun supporting improvement in margins.

"Better availability of domestic cotton and continued downstream demand growth will drive recovery in cotton yarn spreads to Rs 90 to 92 per kg this fiscal from Rs 67 per kg last fiscal. The improvement was already visible in the second half of the 2024 fiscal as higher cotton arrivals resulted in the normalisation of cotton prices, thereby boosting margins for spinners. With cotton prices expected to stay benign and likely to remain below international prices, the operating margin is expected to recover 150-200bps to 10.5-11% this fiscal," said Gautam Shahi, director, CRISIL Ratings Limited.

Jayesh Patel, senior vice-president, Spinners' Association Gujarat (SAG), said, "There have been good arrivals in the current cotton season and prices have remained in a range after the recent spark. However, international demand is still not at its peak and there is pressure on prices due to comparatively low demand. Also, the ongoing Red Sea crisis has affected the supply chain for Europe and US markets. But there is a steady demand from Bangladesh. Domestic industry is expected to see a revival in demand with good monsoon predictions. Global brand orders have improved in the last year

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Gujarat is the cotton hub of India, and a competitive new textile policy will boost new investments in the sector. Apart from spinning, we will see forward integration in weaving, processing, knitting, garmenting and technical textiles after the implementation of the new policy



Jayesh Patel | VICE-PRESIDENT, SPINNERS' ASSOCIATION GUJARAT

Weaving units faced challenges after Diwali due to increase in cotton prices and the 45-day payment rule. More than 30,000 cotton powerlooms do not have enough orders as of now



Bharat Chhajjar | FORMER CHAIRMAN, POECIL

Ahmedabad-based manufacturers have adopted digital printing technology in a big way and it has helped the city increase its market share in the national shirting segment. Festival demand will be key to the overall business



Gaurang Bhagat | PRESIDENT, MASKATI CLOTH MARKET MAHAJAN

The demand for cotton yarn was high from Bangladesh, China and Turkey last financial year and it has led the recovery in exports with good numbers. We believe there will be good demand if prices remain favourable this year too



Rahul Shah | CO-CHAIR, GCOT TEXTILE TASK FORCE

<https://timesofindia.indiatimes.com/city/indore/garment-makers-join-hands-with-cmai-to-boost-output/articleshow/109930800.cms>

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Date	Subject	Particulars
Circulars (Email, Website & WhatsApp to All Members)		
6th May 2024	Cir No. 05 / 79TH NGF / 2024	Cir No. 05 / 79th NGF / 2024 – 79TH NATIONAL GARMENT FAIR – BOOKING OPENS FOR EXHIBITORS WHO WERE PARTICIPATED IN 78TH NATIONAL GARMENT FAIR
9th May 2024	Cir No. 06 / M-3 / 2024	Cir No. 06 / M-3 / 2024 – ACTIVITIES OF THE ASSOCIATION FOR THE MONTH OF APRIL 2024
9th May 2024	Cir No. 07 / B-4 / 2024	Cir No. 07 / B-4 / 2024 – BRANDS OF INDIA – STALL BOOKING OPENS ON MONDAY, 13TH MAY 2024
16th May 2024	Cir No. 08 / 79TH NGF / 2024	Cir No. 08 / 79TH NGF / 2024 – 79TH NATIONAL GARMENT FAIR – STALL BOOKING OPENS FOR ALL THE MEMBERS OF THE ASSOCIATION
31st May 2024	Cir No. 09 / 79TH NGF / 2024	Cir No. 09 / 79TH NGF / 2024 – 79TH NATIONAL GARMENT FAIR – SHOW DIRECTORY
Social Media Posts (Facebook, Instagram, LinkedIN, Twitter, WhatsApp & YouTube)		
1st May 2024	2ND EDITION BRANDS OF INDIA SHOW	Jayesh Shah, Vice President and Chairman, Brands of India, Jinen Shah, Mg. Committee Member and Joint Chairman, Brands of India, along with Rahul Mehta, Chief Mentor, CMAI, and Mr. Rajeev Arora our Advisor and contact in Africa called on Ms. Wambui Retrak, CEO of Retail Trade Association of Kenya to seek her support to promote BRANDS OF INDIA amongst their Associated Members and also Non Associate Members in Apparel Category.
1st May 2024	79TH NATIONAL GARMENT FAIR	SAVE THE DATE 23RD, 24TH, 25TH & 26TH JULY 2024
1st May 2024	2ND EDITION BRANDS OF INDIA SHOW	SAVE THE NEW DATES: BRANDS OF INDIA SHOW - 2ND EDITION INDIA'S LARGEST APPAREL TRADE SHOW IN THE MIDDLE EAST DATES: 17TH - 19TH SEPTEMBER 2024

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1st May 2024	2ND EDITION BRANDS OF INDIA SHOW	The CMAI Team consisting of Jayesh Shah, Vice President and Chairman, Brands of India, Jinen Shah, Mg. Committee Member and Joint Chairman, Brands of India, and Rahul Mehta, Chief Mentor, CMAI addressing the gathering of the various Associations and Retailers in Nairobi which included Retailers Trade Association in Kenya, Kenyan Designers Council, Kenyan Fashion Council as well as independent Retailers and Designers..
2nd May 2024	2ND NORTH INDIA GARMENT FAIR	TO BOOK YOUR STALL PLEASE CONTACT - HARDIK SHAH : 9930185699 OR VISHAL REVLE : 9004277291
2nd May 2024	79TH NATIONAL GARMENT FAIR	SAVE THE DATE 23RD, 24TH, 25TH & 26TH JULY 2024
3rd May 2024	79TH NATIONAL GARMENT FAIR	SAVE THE DATE 23RD, 24TH, 25TH & 26TH JULY 2024
3rd May 2024	2ND NORTH INDIA GARMENT FAIR	President Rajesh Masand and Hon Gen Sec Santosh Katariya addressed a Roadshow held in Delhi to Promote the Activities of CMAI and in Particular the North India Garment Fair. Regional Chairman Sanjay Jain also Addressed the gathering. Nearly 125 of Delhi's top Manufacturers, Agents, and Distributors attended this Roadshow.
4th May 2024	2ND NORTH INDIA GARMENT FAIR	President Rajesh Masand and Hon Gen Sec Santosh Katariya addressed a Roadshow held in Ludhiana to Promote the Activities of CMAI and in Particular the North India Garment Fair. Sudarshan Jain, President, Knitwear & Apparel Manufacturers Association of Ludhiana (Kamal) and Darshan Dawar, President Ludhiana Woollen Manufacturers Association of Ludhiana also Addressed the gathering. Approx 150 of Ludhiana's top Manufacturers, Agents, and Distributors attended this Roadshow.
4th May 2024	2ND EDITION BRANDS OF INDIA SHOW	SAVE THE DATE: BRANDS OF INDIA SHOW - 2ND EDITION INDIA'S LARGEST APPAREL TRADE SHOW IN THE MIDDLE EAST DATES: 17TH - 19TH SEPTEMBER 2024
4th May 2024	4TH FAB SHOW (FABRICS, ACCESSORIES & BEYOND SHOW) - VIDEO BIT	In Conversation with Mr. Naveen Sainani Chairman, FAB Show & Jt. Hon. Gen. Secretary / Prakash Parekh Jt. Chairman, FAB Show at the 4th FAB Show, Mumbai

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6th May 2024	79TH NATIONAL GARMENT FAIR	STALL BOOKING OPENS FOR MEMBERS WHO PARTICIPATED IN THE 78TH NATIONAL GARMENT FAIR
6th May 2024	2ND NORTH INDIA GARMENT FAIR	VISITOR REGISTRATION NOW OPEN
7th May 2024	4TH FAB SHOW (FABRICS, ACCESSORIES & BEYOND SHOW)	4TH FABRICS, ACCESSORIES & BEYOND SHOW - SUCCESS STORY
7th May 2024	2ND NORTH INDIA GARMENT FAIR	<p>CMAI Team comprising of Rohit Munjal, Vice President, Santosh Katariya, Hon. Gen Secretary, Naveen Sainani, Jt. Hon Gen Secretary and Rahul Mehta, Chief Mentor, CMAI addressed a Roadshow held in Indore on Saturday, 4th May 2024 to Promote the Activities of CMAI and in Particular the North India Garment Fair. Ashish Nigam, President, Indore Readymade Vastra Vyapary Sangh also Addressed the gathering. Approx 80 of Indore's top Manufacturers, Agents, and Distributors attended this Roadshow.</p> <p>A highlight of the event was the MOU signed between CMAI and Indore Readymade Vastra Vyapar Sangh to promote each other's activities and support the Garment Industry in general and Madhya Pradesh in particular. Ashish Nigam was nominated to chair the activities under this MOU in Madhya Pradesh.</p>
9th May 2024	2ND NORTH INDIA GARMENT FAIR	Hear it from Ashok Bhai and Kanti Bhai why to Participate in the North India Garment Fair To Book Your Stall Please Contact - Hardik Shah: 9930185699 or Vishal Revle: 9004277291
9th May 2024	2ND EDITION BRANDS OF INDIA SHOW	STALL BOOKING OPENS ON MONDAY, 13TH MAY 2024
10th May 2024	Achievers Club	CMAI Achievers Club successfully hosted its first program yesterday at a luxurious hotel in Mumbai.
10th May 2024	2ND EDITION BRANDS OF INDIA SHOW	STALL BOOKING OPENS ON MONDAY, 13TH MAY 2024
11th May 2024	2ND EDITION BRANDS OF INDIA SHOW	STALL BOOKING OPENS ON MONDAY, 13TH MAY 2024
13th May 2024	2ND NORTH INDIA GARMENT FAIR	VISITOR REGISTRATION NOW OPEN
13th May 2024	2ND EDITION BRANDS OF INDIA SHOW	STALL BOOKING NOW OPEN

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14th May 2024	CMAI CAN	We are happy to inform all that M/s Yes Bharath Wedding Collections, Wayanad has resolved the dispute with our Member after Mediation from CMAI C&A Team. Our Member has received his Dues and now there are no Complaints pending unresolved with CMAI against M/s Yes Bharath Wedding Collections. Since the matter has been Resolved, Members can transact with M/s Yes Bharat Wedding Collections Team CMAI
21st May 2024	2ND EDITION BRANDS OF INDIA SHOW	TO BOOK YOUR STALL CLICK HERE: https://bit.ly/3UWtYaL
22nd May 2024	2ND NORTH INDIA GARMENT FAIR	VISITOR REGISTRATION NOW OPEN (FREE) CLICK HERE TO REGISTER : https://bit.ly/4b7T5xi
23rd May 2024	2ND NORTH INDIA GARMENT FAIR	VISITOR REGISTRATION NOW OPEN (FREE) CLICK HERE TO REGISTER : https://bit.ly/4b7T5xi
24th May 2024	2ND EDITION BRANDS OF INDIA SHOW	TO BOOK YOUR STALL CLICK HERE: https://bit.ly/3UWtYaL
24th May 2024	2ND NORTH INDIA GARMENT FAIR	VISITOR REGISTRATION NOW OPEN (FREE) CLICK HERE TO REGISTER : https://bit.ly/4b7T5xi
24th May 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
27th May 2024	2ND EDITION BRANDS OF INDIA SHOW	TO BOOK YOUR STALL CLICK HERE: https://bit.ly/3UWtYaL
27th May 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
27th May 2024	2ND NORTH INDIA GARMENT FAIR	15 DAYS TO GO!!!
28th May 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
29th May 2024	2ND EDITION BRANDS OF INDIA SHOW	TO BOOK YOUR STALL 🤝🤝🤝 CLICK HERE : https://bit.ly/3UWtYaL
29th May 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
29th May 2024	2ND NORTH INDIA GARMENT FAIR	13 DAYS TO GO 🕒!!!
30th May 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
31st May 2024	2ND NORTH INDIA GARMENT FAIR	11 DAYS TO GO 🕒!!!
31st May 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post

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Weekly Newsletter (Email, WhatsApp & Website)

6st May 2024	eNews Vol. 13 No. 18	Business News related to Domestic and International Garment Industry for the period prior to 6th May 2024
13th May 2024	eNews Vol. 13 No. 19	Business News related to Domestic and International Garment Industry for the period prior to 13th May 2024
20th May 2024	eNews Vol. 13 No. 20	Business News related to Domestic and International Garment Industry for the period prior to 20th May 2024
27th May 2024	eNews Vol. 13 No. 21	Business News related to Domestic and International Garment Industry for the period prior to 27th May 2024

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