

ACTIVITIES OF THE ASSOCIATION FOR THE MONTH OF JUNE 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 June 2024 are as under-

Region	Primary	Associate	Agent / Distributor	Retailer	Organisation	Total
Mumbai	28	5	2	-	-	35
Western	8	-	-	-	-	8
Southern	4	1	1	-	-	6
Northern	7	-	1	1	-	9
Eastern	3	-	-	1	-	4
Central	1	-	-	-	-	1
Total	51	6	4	2	-	63

There are 605 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 June 2024, are as under-

Region	Life	Primary	Associate	Agent / Distributor	Retailer	Total
Mumbai	-	16	2	3	-	21
Western	-	6	1	1	-	8
Southern	-	2	-	1	-	3
Northern	-	10	3	5	1	19
Eastern	-	-	-	1	3	4
Central	-	3	-	3	-	6
Total	-	37	6	14	4	61

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THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA

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WESTERN REGIONAL OFFICE

The Western Regional Office of the Association has generated 2 New Members and forwarded 3 Renewals and the Gujarat Regional Office has generated 2 New Members and forwarded 1 Renewal during the Month of JUNE 2024

NORTHERN REGIONAL OFFICE

The Northern Regional Office of the Association has generated 8 New Members and forwarded 2 Renewals during the month of JUNE 2024

SOUTHERN REGIONAL OFFICE

The Southern Regional Office of the Association has generated 1 New Members and forwarded 3 Renewals during the month of JUNE 2024.

CONCILIATION & ARBITRATION SUMMARY REPORT FOR THE MONTH OF JUNE 2024

MIS FOR THE PERIOD OF	JUN'2024	
	No. of Files	Amount
Opening Total Cases pending resolution	1740	₹ 39,14,44,765
New Complaints	36	₹ 46,77,487
Complaints resolved fully in the Month	17	
Amount Collected in the Month		₹ 20,75,080
Total Cases pending resolution as on month end	1759	₹ 39,40,47,172
Active Cases in Caution List	1218	₹ 26,25,84,332
Active Cases Not in Caution List pending resolution as on month end	541	₹ 13,14,62,840
Current Payment	31	₹ 20,75,080
Post Dated Cheque Received	0	₹ 0
Amount Collected in the Month	31	₹ 20,75,080

2. MEETINGS / EVENTS / REPRESENTATIONS

The Office Bearers of the Association had a couple of Meetings on Zoom and discussed and decided matters pertaining to the Activities of the Association including Organising of 79th National Garment Fair, 2nd Edition of the North India Garment Fair, & Brands of India Show in Dubai in November 2024 .

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2ND EDITION OF NORTH INDIA GARMENT FAIR (N I G F)

The Association Successfully Organised the 2nd Edition of the North India Garment Fair from Jun 11 to June 13, 2024, at the Yashobhoomi Convention Centre (IICC), Dwarka, New Delhi. 176 Exhibitors showcased their array of Products viz: Menswear, Womenswear, and Kids wear.

The NIGF was Inaugurated by leading Retailers from North India including Manik Jain & Sahil Jain of Aristocrat Garments, Bharat Bhushan Taneja of Paul Garments, R D Gupta of Bindals Group, Ranjit Surana of Bachoomal Collection, Sanjeev Garg of Stanmax, Mohinder Chaudhary and Saurabh Chaudhary of Suvidha Stores, Tarun Langer & Chander Shekhar Mahajan of Yougal Sons as Guests of Honour in presence of Rajesh Masand - President; Rohit Munjal - Vice President; Santosh Kataria, Hon Gen Secretary & Chairman - NIGF; Rahul Mehta - Chief Mentor and Pankaj Jain - Hon. Secretary - North and other Office Bearers of CMAI. The Fair was visited by 5450 Retailers from Pan India.

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The 2nd NIGF 2024 by CMAI



Mumbai: The 2nd North India Garment Fair (NIGF 2024) organised by the Clothing Manufacturers Association of India (CMAI) commenced on Jun 11 till June 13, 2024, at the Yashobhoomi Convention Centre (IICC), Dwarka, New Delhi.

Key dignitaries from CMAI present at the Inauguration included Rajesh Masand - President; Rohit Munjal - Vice President; Santosh Kataria - Chairman - NIGF; Rahul Mehta - Chief Mentor and Pankaj Jain - Hon. Secretary - North and other office bearers of CMAI.

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BUSINESS NETWORKING SESSION

The Association also Organised a Business Networking Session on the 2nd Day of the NIGF. 65 Exhibitors Participated in this Session and had one to one Meeting with 22 Leading Pan India Retailers, Distributors & Agents.



2nd NIGF 2024 by CMAI Concludes with Overwhelming Success, Signalling a Promising Festive Season for the Garment Industry

: 5 :



New Delhi/ The 2nd North India Garment Fair (NIGF 2024), organised by the Clothing Manufacturers Association of India (CMAI), concluded on a high note at the Yashobhoomi Convention Centre (IICC) in Dwarka, New Delhi. The fair held from June 11-13, 2024, saw an impressive turnout of more than 200 exhibitors and over 5450 trade visitors, indicating strong positive sentiments for the upcoming festive season. NIGF is an effective platform for manufacturers from across the country to connect with the retailers, distributors and agents from Northern India, while retailers can benefit discovering new suppliers and brands from across India under one roof.

During the fair, a business networking session on the second day was very well received, with more than 65 exhibitors availed opportunity to have one-on-one meetings with 22 leading agents and distributors who were invited from across India. Exhibitors were able to present their collections to potential agents and distributors from different regions.

Reflecting on the success of the event, Rajesh Masand, President of CMAI, stated, "The overwhelming response to NIGF 2024 is a testament to the strength and potential of the Indian garment industry. The fair not only provided a platform for manufacturers and North region buyers to connect but also highlighted the industry's readiness for the upcoming festive season. We are confident that this event will help to stabilise the business and pave the way for a remarkable growth in the current year."

Santosh Kataria, Chairman of NIGF, added, "Apart from the buyer seller meetings, the key highlight of NIGF was the business networking session which offered an invaluable

opportunity for exhibitors to connect with top agents and distributors from across India. The session significantly enhanced and widened the reach of the retail industry to get introduced to new suppliers, discover latest brands and refresh their merchandise. NIGF 2024 witnessed a significant turnout from leading retailers and distributors from Punjab, Haryana, Himachal Pradesh, Rajasthan, Gujarat, West Bengal amongst others."

NIGF 2024 showcased exhibitors from Mumbai, New Delhi, Bangalore, Jaipur, Kolkata, Surat, Ahmedabad, Ludhiana, Noida besides other cities. Few key exhibitors included names like J.D. Enterprise (Ahmedabad) - Naughty Boy / Elligon, Lekhus Collections, (New Delhi), Maa Garments (Mumbai) - Aisha, Manjot Trading Co (Ludhiana) - Boyce, Pocket Money Fashion (Indore) - Pocket Money, Junior Rocks, Little Ducks, Bafna Clothing Company (Bengaluru) - Cool Colors, Menzstyl Creation (New Delhi) - Club Merino, N M Fashion Designs (Mumbai) - Kora, NRB Alliance (Surat), Sparrow Classic Trends (New Delhi) - Classic / Kid Classic, Swayam Industries (Ludhiana) - Pro Riders, Zomic Knitting Machines (Noida) - Bonjour, Aman Lifestyle (Mumbai) - Sealkhi, Arriview Merchants (Kolkata) - Mim, Bodycare Creations (Noida), Cheer Sagar (Jaipur), Devi Designs (Kolkata), G T Fashion (New Delhi) - Meeznawati, Knit Tech India (Ludhiana) - Knit Studio, Maam Arts (Jaipur) - Aadcws, Multi Brand Exports (New Delhi) - Arunvarun The Fashion Studio, Europe One (Surat) - Rewaa, Sagar Design Fab (Jaipur) and Sky Fashion (Mumbai) amongst many others.

Some of the large retailers who visited the fair included Aristocrat Garments (Ludhiana, Punjab), Paul Garments (New Delhi), Bindals Group (New Delhi & UP), Bachoonal Collection (UP), Stanmax (New Delhi), Suvidha Stores (Karnal, Haryana), Youngal Sons (Jammu & Punjab) and many others.

Exhibitor at NIGF 2024, Arun Sharma, 2nd Generation of Multi Brand Exports - Arunvarun, New Delhi said, "We have been members of CMAI for more than five years and are delighted to have participated in NIGF 2024 as it's a great platform to meet the buyers. The footfall has been amazing and we have been able to connect with many new buyers. In such trade shows, buyers come to directly discover brands. The success here has encouraged us to participate in other CMAI shows like the upcoming NIGF in Mumbai and the Brands of India Show in Dubai."

Exhibitor at NIGF 2024, Arshdeep Singh Dua, Knit Tech India, Ludhiana, expressed "The footfalls at NIGF 2024 have been better as compared to the previous year. We are positive about the upcoming season as buyers are looking for creativity in styling."

NIGF 2024 was inaugurated by notable retailers and featured a diverse range of menswear, womenswear, and kids' wear, providing exhibitors with extensive networking opportunities to foster connections with buyers from across India and top-tier industry leaders. Key dignitaries from CMAI present at the inaugural ceremony included Rajesh Masand (President), Rohit Munjal (Vice President), Santosh Kataria (Chairman of NIGF), Rahul Mehta (Chief Mentor), and Pankaj Jain (Hon. Secretary - North), amongst other office bearers.

The success of NIGF 2024 highlights the importance of trade shows in gauging industry sentiments and expectations. As the industry looks forward to a prosperous festive season, events like NIGF serve as crucial indicators of market trends and business opportunities.

About CMAI- The Clothing Manufacturers Association of India (CMAI) is the most representative association of the Indian apparel industry having over 5000 members and serving more than

25,000 Retailers. Its Membership consists of Manufacturers, Exporters, Brands, and ancillary industry.

CMAI advocates regarding policies and also guides and encourages its members on ESG related matters and initiatives. In 2019, CMAI launched the SURE initiative to encourage members to embrace sustainability.

Established sixty years ago, CMAI has contributed immensely towards development of the industry. In 1978, CMAI had led the creation of the Apparel Export Promotion Council (AEPIC). CMAI is also authorised by the Government of India to issue Certificate of Origin (Non-Preferential) to Exporters.

CMAI is the only Indian Association that represents the entire Indian Apparel Industry & Trade on prestigious international forums such as International Apparel Federation (IAF) headquartered in Netherlands.



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2nd NIGF 2024 by CMAI Concludes with Overwhelming Success, Signalling a Promising Festive Season for the Garment Industry

AGENCY

NEW DELHI: The 2nd North India Garment Fair (NIGF 2024), organised by the Clothing Manufacturers Association of India (CMAI), concluded on a high note at the Yashbhoomi Convention Centre (IICC) in Dwarka, New Delhi. The fair held from June 11-13, 2024, saw an impressive turnout of more than 200 exhibitors and over 5450 trade visitors, indicating strong positive sentiments for the upcoming festive season. NIGF is an effective platform for manufacturers from across the country to connect with the retailers, distributors and agents from Northern India, while retailers



can benefit discovering new suppliers and brands from across India under one roof. During the fair, a business networking session on the second day was very well received, with more than 65 exhibitors availed opportunity

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success of the event, Rajesh Masand, President of CMAI, stated, "The overwhelming response to NIGF 2024 is a testament to the strength and potential of the Indian garment industry. The fair not only provided a platform for manufacturers and North region buyers to connect but also highlighted the industry's readiness for the upcoming festive season. We are confident that this event will help to stabilise the business and pave the way for a remarkable growth in the current year." Santosh Katariya, Chairman of NIGF, added, "Apart from the buyer seller meetings, the key highlight of NIGF was the business networking session

which offered an invaluable opportunity for exhibitors to connect with top agents and distributors from across India. The session significantly enhanced and widened the reach of the retail industry to get introduced to new suppliers, discover latest brands and refresh their merchandise. NIGF 2024 witnessed a significant turnout from leading retailers and distributors from Punjab, Haryana, Himachal Pradesh, Rajasthan, Gujarat, West Bengal among others." NIGF 2024 showcased exhibitors from Mumbai, New Delhi, Bangalore, Jaipur, Kolkata, Surat, Ahmedabad, Ludhiana, Noida besides other cities.



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71st INDIA INTERNATIONAL GARMENT FAIR

The 71st India International Garment Fair was Successfully concluded on 25th, 26th & 27th June 2024 at Yashobhoomi, Dwarka, New Delhi .

A Total of 353 Exhibitors (8502 Sq Mtr) Participated in this Fair , out of which CMAI has generated 34 Participants (738 Sq Mtr)

The Union Textiles Minister Shri Giriraj Singh inaugurated 71st Edition of India International Garment Fair (IIGF) in New Delhi .Shri Ramesh Bidhuri, Member of Parliament, Shri Sudhir Sekhri, Chairman, AEPC, several prominent members of trade, international buyers and exhibitors were present at the inauguration. Around 685 International Buyers and Approx. 600 Buying Agents Visited this 3 Day Fair.

IGFA also Organised Two Fashion Shows on each Day showcasing the best of the Collections amongst the Exhibitors.



Delivering his inaugural address, Shri Giriraj Singh stated that, “Today, India is one of the fastest growing economies in the world with a GDP growth rate of 7.2% and is expected to be 3rd largest economy by 2027-28.” The convergence of a positive domestic outlook with a growth-oriented political establishment has provided a conducive ecosystem for business in India. Several measures have been taken by the Government of India to enhance the infrastructure sector and ease of doing business.

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79TH NATIONAL GARMENT FAIR

The Association received an Overwhelming Response from the Members for Participation in the 79th National Garment Fair to be held from 23rd to 26th July 2024 at Bombay Exhibition Centre, NESCO Complex, Goregaon East, Mumbai 400 063 for Men's, Women's & Accessories Section and at Jio World Convention Centre, G Block, Bandra Kurla Complex, Bandra (East), Mumbai 400 051 for Kids Section.

1075 Exhibitors (1165 Stalls) Showcasing 1300 Brands, will be Presenting their Latest Festive Collections 2024 to Approx. 40,000 Retailers from all over India who are expected to Visit this 4 Day Fair.

This is **India's Largest Apparel Trade Show** ever Organised by the Association.

The Association also Allotted Stall Numbers to the Exhibitors on 25th June 2024 at Brahman Seva Mandal, Dadar (East) Mumbai and the same was Uploaded on the Website of the Association on 29th June 2024.

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 was Wednesday, 12th June 2024 and the Draw of Lots for the Special Position, if required, was to be held on Friday, 21st June 2024 in the Office of the Association. The Last Date for accepting Booking for the Show Directory was Saturday, 29th June 2024 Subject to Availability of Space. The Last Date for Accepting the Directory Printing Material was 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, at DWTC, Dubai (UAE) from 17th to 19th September 2024. However, based on our Members request to postpone the Dates of 2nd Edition of Brands of India Show after the Diwali Season, the Association has now Revised the Dates of the said Show from 17-19 September to **12th to 14th November 2024** at the same Venue at Dubai World Trade Centre, (DWTC) Dubai, UAE.

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Mr

Rajesh Masand, President with Shri. Giriraj Singhji, the New Hon'ble Minister of Textiles, Ministry of Textiles, Govt of India at a Stakeholder Meeting convened by the Hon'ble . Minister in New Delhi on 19th June 2024 along with the Hon'ble Minister of State for Textiles Shri Pabitra Margherita and Senior Officials of the Ministry attended the Meeting.

Mr Ankur Gadia, Hon Treasurer, and Mr Rahul Mehta, Chief Mentor, also accompanied the President and attended the said Meeting.

Mr Sanjay Jain, Chairman, Northern Regional Committee of CMAI also met the Hon'ble Minister of Textiles in New Delhi on the same day.



Mr Naveen Sainani, Jt Hon Secretary, CMAI, had a very fruitful Meeting with Mr. Shombi Sharp - Resident Coordinator in India, United Nations (UN), Mr. Mozaharul Alam - Regional Coordinator, Climate Change, United Nations Environment Programme (UNEP) and Mrs Radhika Kaul Batra - Chief of Staff, UN Resident Coordinator's Office. They Discussed about CMAI taking forward the Implementation of Sustainability Program by forming Clusters which has been Identified by the Ministry of Textiles, Govt of India i.e. Surat and Karur in Coordination and Support of UNEP and UNIDO.

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CONCLAVE & FASHIONOVA 2024

Institute of Design of Technology (IDT) , Surat Invited Mr Naveen Sainani, Jt Hon Gen Secretary and Dr Ajoy Bhattacharya, Regional , Chairman, Gujarat Regional Committee for insightful discussion at the FASHIONOVA 2024 Organised by IDT on 30th June 2024, an amazing Fashion event which gave insight about the Garment Industry and showcase the creativity of Designers of IDT.



IDT
Institute of Design & Technology
A Recreational Center of Art and Fashion

Presents

fashionova

2024



FUTURE OF GARMENT INDUSTRY IN SURAT



ASHOK KUMAR GOYAL
Chairman, IDT



DR. AJAY BHATTACHARYA
Regional Chairman, CMAI
MODERATOR, CONCLAVE



NAVEEN SAINANI
Jt. Hon Gen Secretary,
CMAI



KAILASH HAKIM
President, FOSTTA



SUNIL JAIN
President, South Gujarat
Textile Traders Association



V.B. SHAH
Director,
Alliance Fibres Ltd.



RAKESH SARAWGI
Director,
Laxmipati Group



KANIKA VOHRA
Founder, ICH Next



RAMAN DUTTA
Founder & National General
Secretary, BRANDS & SOURCING
LEADERS ASSOCIATION



ANIL PITALIYA
CEO, KavarSa
Pitaliya group



LELLA TALARIA
Educationist,
Fashion Design

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AMBIENT MEDIA PARTNER



MARKETING PARTNER



MAKEUP AND STYLING PARTNER



SOCIAL MEDIA PARTNER





2ND FLOOR, ORCHID HALL, AVADH UTOPIA, SURAT

SUNDAY 30TH JUNE 2024 | 4:00 PM ONWARDS

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ECONOMY & POLICY

T-shirts, innerwear may find place in textiles PLI scheme

The Centre's move is aimed at improving the effectiveness of the scheme approved in Sep '21

Dhirendra Kumar
dhirendra.kumar@livemint.com
NEW DELHI

The Centre may bring more products such as T-shirts and innerwear under the ₹1,000-crore production linked incentive (PLI) scheme for the textile sector, according to two people close to the development, amid a sharp decline in exports.

The government will also extend the time provided to an applicant to set up the facility from two years to over three years, the people added.

The Centre plans to tweak the scheme, approved in September 2021, to increase its effectiveness as it has failed to boost India's textile exports, which have declined sharply 11.69% from \$16.24 billion in 2018 to \$14.34 billion in 2023.

Mint reported in April that the Central government is planning a periodic review of its marquee manufacturing incentive scheme across sectors and make necessary adjustments.

The government is considering restructuring the PLI scheme in sectors with slow progress, and even scrap it in sectors where investor interest is dim and not much progress has been made, the report said.

According to industry stakeholders the scheme would do better by reducing the minimum entry level so that smaller



The government is considering restructuring the PLI scheme in sectors with slow progress, and even scrap it in sectors where investor interest is dim. AFP

players could also benefit from it.

"If the government is keen to have the garment sector also take advantage of the PLI scheme, it will have to treat the minimum entry levels differently from the rest of the sector, as the capital required to set up a mega garment unit is substantially lower than that of a textile unit," said Rahul Mehta, chief mentor at the Clothing Manufacturers Association Of India.

"Textile industry is composed of textile and apparel industries. The current PLI scheme structure with large capital layout is more suited to setting up large textile mills but not apparel fac-

ories," said Pawan Gupta, chief executive and co-founder of Fashinza, a business-to-business global fashion supply chain startup.

"We need a PLI scheme with a lower initial capital requirement for the apparel industry, which is a significant employer compared to mills that are increasingly automated. A substantial base of apparel factories would also act as demand centres for large mills, which might otherwise struggle to sell their products," Gupta added.

Based on industry suggestions, the government plans to implement "corrective measures to support the textiles

industry in achieving a positive growth trajectory", said one of the persons cited above.

Queries emailed to the spokesperson of the textiles ministry remained unanswered till press time.

The Centre launched the PLI scheme for textiles sector with an approved outlay of ₹10,683 crore to promote the production of man-made fibres (MMF) apparel, MMF fabrics and products of technical textiles in the country to enable the industry to achieve size and scale and to become competitive.

MMFs are chemically derived, while technical textiles are utilized in the production of items like personal protective equipment, and bullet-proof vests.

The government has approved 64 applicants under the scheme, with a proposed investment of ₹19,798 crore, projected turnover ₹1.9+ crore and employment generation of 245,362.

The first set of applicants will start receiving incentives from 2025-26.

"Between 2018 and 2023, India's trade dynamics in the garments, made-ups and textiles sectors have shown a mixed pattern of growth and decline. Overall, India's total exports in these sectors decreased by 7.87% from \$37.16 billion in 2018 to \$34.24 billion in 2023," said Ajay Srivastava, the founder of Global Trade Research Initiative (GTRI), a research group focused on climate change, technology and trade.



Marketing mantras on brand building and decoding the power of digital marketing

CMAI Achievers Club successfully hosted a knowledge-cum-success story sessions - 'Decoding Digital Marketing' by Temujin Mansukhani & Suraj Adhikari from Schbang 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, and 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-cr business and decided to seek investment to grow further. In 2014, Sequoia Capital invested \$10 mn, 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 offerings and marketing tactics. By integrating digital strategies with their retail model, Go Colors successfully expanded its footprint and solidified its brand in a competitive market.

The other session 'Decoding Digital Marketing' by Schbang Academy, highlighted the importance of understanding the Indian market's unique characteristics and leveraging an integrated approach combining creativity, technology, and strategic planning. By addressing every stage of the consumer journey from awareness to retention, the Speakers beautifully enlightened how brands can create meaningful and engaging experiences that drive growth and loyalty.

Case studies on brands like H&M, IMS, and Crompton highlighted the impact of targeted digital campaigns. These examples demonstrated significant increase in



engagement and customer interaction through creative content, strategic planning, and advanced technology. The use of voice search optimisation was also showcased, improving brand visibility and engagement. Practical takeaways included adopting a holistic approach that combines creative content, strategic media planning, and advanced technology to address all stages of the consumer journey. Personalization is key, using data to tailor customer experiences and ensure relevant interactions. An omni channel presence is essential, ensuring brand visibility across multiple platforms and touch points to capture a broader audience.

The presentation made by Schbang Academy encapsulated the following points: -

1. Understanding the Pulse of India is crucial for successful brand engagement. It requires cultural sensitivity and a localised approach to resonate with consumers. This involves integrating local nuances and preferences into campaigns to create a strong connection with the audience.
2. The Consumer journey can be divided into three main stages - awareness, consideration, and conversion. At the top of the funnel, awareness is generated through digital integration, utilizing various formats like social media, video content, and influencer marketing. This is akin to offline billboards creating brand visibility. Moving to the middle of the funnel, the consideration stage focuses on creating engaging experiences, allowing consumers to interact with the brand. This is achieved through diverse content forms, ensuring the brand remains memorable. At the bottom of the funnel, the conversion stage involves activation, where consumers start interacting with the brand's offerings, and retention, which includes personalized follow-ups to maintain engagement and loyalty.
3. Creative and Technical solutions are essential for comprehensive brand development. This includes integrated marketing services covering brand ethos, guidelines, and multi-channel strategies. An in-house production studio allows for quick content creation, providing flexibility and immediacy in campaign execution. Every content piece is geared towards delivering measurable ROI, whether in terms of sales or brand engagement.
4. Technology and Media Planning are critical components of a successful strategy. This involves managing D2C brands, marketplace presence, and providing strategies for sponsored ads and paid media. Effective SEO and content marketing are emphasized to ensure the brand is discoverable online, driving organic traffic.

The Achievers Club by CMAI continues to be a pivotal platform for apparel manufacturers and brand owners, fostering an environment of learning and growth. By featuring industry leaders like Gautam Saraogi of Go Colors and the experts from Schbang Academy, CMAI provided its members with essential knowledge and practical strategies to navigate the evolving market landscape. The success stories and innovative marketing approaches shared during these sessions not only inspire but also equip participants with the tools needed to elevate their brands. As the apparel industry faces new challenges and opportunities, the CMAI Achievers Club remains committed to guiding its members towards sustainable success and industry excellence. The event was attended by more than 60 MSME apparel brands and manufacturers. □

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Decoding The Indian Market With Digital Marketing

At a recent knowledge session by CMAI Achievers Club Schbang Academy highlighted the importance of understanding the Indian market's unique characteristics and leveraging an integrated approach combining creativity, technology, and strategic planning.

Case studies on brands like H&M, IMS, and Crompton highlighted the impact of targeted digital campaigns. These examples demonstrated significant increase in engagement and customer interaction through creative content, strategic planning, and advanced technology. The use of voice search optimisation was also showcased, improving brand visibility and engagement. Practical takeaways included adopting a holistic approach that combines creative content, strategic media planning, and advanced technology to address all stages of the consumer journey. Personalisation is key, using data to tailor customer experiences and ensure relevant interactions. An omnichannel presence is essential, ensuring brand visibility across multiple platforms and touchpoints to capture a broader audience.

The presentation made by Schbang Academy encapsulated the following points:

Understanding the Pulse of India is crucial for successful brand engagement. It requires cultural sensitivity and a localised approach to resonate with consumers. This involves integrating local nuances and preferences into campaigns to create a strong connection with the audience.

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Creative and Technical solutions are essential for comprehensive brand development. This includes integrated marketing services covering brand ethos, guidelines, and multi-channel strategies. An in-house production studio allows for quick content creation, providing flexibility and immediacy in campaign execution. Every content piece is geared towards delivering measurable ROI, whether in terms of sales or brand engagement.

Technology and Media Planning are critical components of a successful strategy. This involves managing D2C brands, marketplace presence, and providing strategies for sponsored ads and paid media. Effective SEO and content marketing are emphasized to ensure the brand is discoverable online, driving organic traffic.



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MANAGEMENT UPDATE

BRAND SUCCESS STORY

June 01-07 June, 2024

Digital Platforms Helped Go Colors To Effectively Reach Customers With The Right Product



GAUTAM SARAOGI, Co-Founder & CEO, Go Fashion

Gautam Saraogi, Co-Founder & CEO, Go Fashion, recently 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 Rs 45 crore business and decided to seek investment to grow further. In 2014, Sequoia Capital invested US\$ 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 one 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 in 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 offerings and marketing tactics. By integrating digital strategies with their retail model, Go Colors successfully expanded its footprint and solidified its brand in a competitive market.

Gautam Saraogi shared these insights at a knowledge session organised by CMAI Achievers Club.

सीएमएआई ने दूसरे एनआईजीएफ का शानदार सफलता के साथ समापन किया

सवेरा न्यूज, कास.

नई दिल्ली, 14 जून : क्लोदिंग मैनुफैक्चरर्स असोसिएशन ऑफ इंडिया (सीएमएआई) द्वारा आयोजित दूसरा नॉर्थ इंडिया गारमेंट फेयर (एनआईजीएफ) द्वारका, नई दिल्ली में यशोभूमि कन्वेंशन सेंटर में एक शानदार समापन के साथ संपन्न हुआ। 11-13 जून, 2024 तक आयोजित, इस कार्यक्रम में 200 से अधिक प्रदर्शकों और 5450 से ज्यादा ट्रेड आगंतुकों ने अपनी प्रभावशाली उपस्थिति दर्ज की, जो गारमेंट इंडस्ट्री के लिए आगामी त्रैहारी सीजन के लिए मजबूत सकारात्मक

भावनाओं का संकेत देता है। इस आयोजन की सफलता पर चर्चा करते हुए, सीएमएआई के अध्यक्ष राजेश मसंद ने कहा, को मिली जबरदस्त प्रतिक्रिया भारतीय गारमेंट इंडस्ट्री की ताकत और क्षमता का प्रमाण है। इस मेले ने न केवल उत्पादकों और उत्तरी इलाके के खरीदारों को जुड़ने के लिए एक प्लेटफॉर्म दिया, बल्कि आगामी त्रैहारी सीजन के लिए उद्योग की तैयारी से संबंधित जानकारी भी दी। हमें भरोसा है कि यह आयोजन बिजनेस को मजबूती देने और चालू साल में उल्लेखनीय वृद्धि का मार्ग प्रशस्त करने में मदद करेगा।

सीएमएआई का दूसरा एनआईजीएफ 2024 संपन्न

नई दिल्ली, 14 जून (एजेंसियां)। क्लोदिंग मैनुफैक्चरर्स असोसिएशन ऑफ इंडिया (सीएमएआई) द्वारा आयोजित दूसरा नॉर्थ इंडिया गारमेंट फेयर (एनआईजीएफ) यहां संपन्न हो गया

■ कार्यक्रम में 200 से अधिक प्रदर्शकों व 5450 से ज्यादा ट्रेड आगंतुकों की रही मौजूदगी

है। तीन दिवसीय इस कार्यक्रम में 200 से अधिक प्रदर्शकों और 5450 से ज्यादा ट्रेड आगंतुकों ने अपनी उपस्थिति दर्ज की, जो गारमेंट इंडस्ट्री के लिए आगामी त्रैहारी सीजन के लिए मजबूत सकारात्मक भावनाओं का संकेत देता है। एनआईजीएफ देश भर के उत्पादकों के लिए उत्तरी भारत के रिटेलरों, वितरकों और एजेंटों से जुड़ने का प्रभावी प्लेटफॉर्म है, जबकि रिटेलर एक ही छत के नीचे पूरे भारत के नए आपूर्तिकर्ताओं और ब्रांड को खोजने का लाभ उठाए। एनआईजीएफ 2024 को मिली जबरदस्त प्रतिक्रिया भारतीय गारमेंट इंडस्ट्री की ताकत और क्षमता का प्रमाण है। इस मेले ने न केवल उत्पादकों और उत्तरी इलाके के खरीदारों को जुड़ने के लिए एक प्लेटफॉर्म दिया, बल्कि आगामी त्रैहारी सीजन के लिए उद्योग की तैयारी से संबंधित जानकारी भी दी।



नॉर्थ इंडिया गारमेंट फेयर का समापन

क्लोदिंग मैनुफैक्चरर्स असोसिएशन ऑफ इंडिया (सीएमएआई) द्वारा आयोजित दूसरा नॉर्थ इंडिया गारमेंट फेयर द्वारका में संपन्न हुआ। 11-13 जून तक आयोजित इस कार्यक्रम में 200 से अधिक प्रदर्शकों और 5450 से ज्यादा ट्रेड आगंतुकों ने अपनी प्रभावशाली उपस्थिति दर्ज की, जो गारमेंट इंडस्ट्री के लिए आगामी त्रैहारी सीजन के लिए मजबूत सकारात्मक भावनाओं का संकेत देता है। सीएमएआई के अध्यक्ष राजेश मसंद ने कहा, गारमेंट फेयर को मिली जबरदस्त प्रतिक्रिया भारतीय गारमेंट इंडस्ट्री की ताकत और क्षमता का प्रमाण है। इस मेले ने न केवल उत्पादकों और उत्तरी इलाके के खरीदारों को जुड़ने के लिए एक प्लेटफॉर्म दिया, बल्कि आगामी त्रैहारी सीजन के लिए उद्योग की तैयारी से संबंधित जानकारी भी दी। हमें भरोसा है कि यह आयोजन बिजनेस को मजबूती देने और चालू साल में उल्लेखनीय वृद्धि का मार्ग प्रशस्त करने में मदद करेगा। नॉर्थ इंडिया गारमेंट फेयर के चेयरमैन, संतोष कटारिया ने कहा, खरीदार-विक्रेता मीटिंग्स के अलावा इसका मुख्य आकर्षण बिजनेस नेटवर्किंग सेशन था, जिसने प्रदर्शकों को पूरे भारत के प्रमुख एजेंट्स और वितरकों से जुड़ने का अमूल्य अवसर दिया। इस सेशन ने नए आपूर्तिकर्ताओं से परिचय कराने, नवीनतम ब्रैंड्स को खोजने, और उनके मर्चेडाइज़ को नया रूप देने के लिए रिटेल उद्योग की पहुंच को महत्वपूर्ण रूप से बढ़ाया और व्यापक बनाया। इसमें पंजाब, हरियाणा, हिमाचल प्रदेश, राजस्थान, गुजरात, पश्चिम बंगाल आदि से प्रमुख रिटेलर्स और वितरकों की महत्वपूर्ण उपस्थिति दर्ज की गई।



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नई दिल्ली। क्लोदिंग मैनुफैक्चरर्स असोसिएशन ऑफ इंडिया सीएमएआई द्वारा आयोजित दूसरा नॉर्थ इंडिया गारमेंट फेयर 2024 द्वारका, नई दिल्ली में यशोभूमि कन्वेंशन सेंटर में एक शानदार समापन के साथ संपन्न हुआ। 11-13 जून, 2024 तक आयोजित, इस कार्यक्रम में 200 से अधिक प्रदर्शकों और 5450 से ज्यादा ट्रेड आगंतुकों ने अपनी प्रभावशाली उपस्थिति दर्ज की, जो गारमेंट इंडस्ट्री के लिए आगामी त्यौहारी सीजन के लिए मजबूत सकारात्मक भावनाओं का संकेत देता है। एनआईजीएफ देश भर के उत्पादकों के लिए उत्तरी भारत के रिटेलर्स, वितरकों और एजेंट्स से जुड़ने का प्रभावी प्लेटफॉर्म है, जबकि रिटेलर्स एक ही छत के नीचे पूरे भारत के नए आपूर्तिकर्ताओं और ब्रैंड्स को खोजने का लाभ उठा सकते हैं। मेले के दौरान, दूसरे दिन आयोजित बिजनेस नेटवर्किंग सेशन को बहुत अच्छी प्रतिक्रिया मिली, इस आयोजन की सफलता पर चर्चा करते हुए सीएमएआई के अध्यक्ष राजेश मसंद ने कहा एनआईजीएफ 2024 को मिली जबरदस्त प्रतिक्रिया भारतीय गारमेंट इंडस्ट्री की ताकत और क्षमता का प्रमाण है।

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વ્યાપાર

વ્યાપાર-ઉદ્યોગ

યાર્ન પાછળ ગ્રે સુતરાઉ કાપડમાં સુધારો, યુનિફોર્મ સિઝન નબળી જતાં મિલો પાસે રહી ગયેલો સ્ટોક જીએસટી કાઉન્સિલની આજની બેઠક, બજેટ અને નેશનલ ગાર્મેન્ટ્સ ફેર પર બજારની નજર

કોટન યાર્નના ભાવ ઘોડાક વધી આવતાં ગ્રે સુતરાઉ કાપડમાં મીટરફીટ રૂ. ૧થી ૨નો સુધારો જોવાયો છે. ગ્રે કાપડનું ઉત્પાદન પોસાણના અભાવે ઓછું છે. સાઉદી અરેબિયાએ અમેરિકા સાથેના પેટ્રોડોલર કરારનો અંત આણ્યો હોવાથી ડોલર નબળો પડવાની અને ફૂડ તેલના ભાવ વધવાની શક્યતા છે. ફૂડ તેલ વધે તો પેટ્રોડોલર ટકસ સમા પોલીએસ્ટર યાર્નના ભાવ પણ વધવાની શક્યતા છે. આથી ઘરાકીનો ટેકો ન હોવા છતાંય બજારની મનોવૃત્તિ ઓછા ઉત્પાદનના કારણે ઘોડીક સુધરી આવી છે. આજે શનિવારે જીએસટી કાઉન્સિલની બેઠક છે. જુલાઈના ત્રીજા સપ્તાહમાં કેન્દ્રીય બજેટ અને જુલાઈ આખરે નેશનલ ગાર્મેન્ટ ફેર મુંબઈમાં છે. આથી આ બનાવો પર કાપડ બજારની નજર છે. યુરોપિયન યુનિયને તાજેતરમાં ઇકોડીઝાઈન ફોર

બે વર્ષથી નાના એકમોની સમસિડી જે બંધ છે જે રીટ્રોસેક્ટીવ અસરથી છૂટી કરવી જોઈએ. એમએસએમઈને ૪૫ ડિવસના પેમેન્ટની જે જોગવાઈ છે તેમાં મોટા એકમો અને ટ્રેડર્સો બધાને આવરી લેવા જોઈએ. જો આમ ન થાય તો ઉધારી પર જીવતા નાના એકમોને બીજું ઓપ્શન આપવું જોઈએ. **રમેશનિક વેરનું વધતું કદ** બ્રાન્ડેડ કે સંગઠિત ભારતીય એથનીકવેર માર્કેટનું કદ રૂ. ૩૦,૦૦૦ કરોડથી રૂ. ૩૫,૦૦૦ કરોડનું અંદાજાય છે. આ માર્કેટનો વાર્ષિક વિકાસદર ૨૦થી ૨૫ ટકાનો છે. આમ છતાં એથનીકવેર ઉત્પાદનમાં ૮૦ ટકા હિસ્સો વિકેન્દ્રીત ભેગનો છે. આમ આ ભેગે વિકાસ માટે જંગી અવકાશ છે. એથનીકવેર બ્રાન્ડે ઘણો વેસ્ટર્ન ટ્રેન્ડ પણ અપનાવ્યો છે. હવે સાડી હોય કે કુર્તા હોય તેમાં કોમલ એથનીકવેરનું પ્રમાણ વધતું જાય છે, હવે ઘણી કોર્પોરેટ ઓફિસોમાં અડધોઅડધ વર્કફોર્સ એથનીક એપરલ પહેરે છે. વપરાશકારો હવે કેશન કરતાં કમ્ફર્ટ વધુ પસંદ કરતા થયા છે. આથી ન્યુ-એઈજ એથનીક ગાર્મેન્ટ્સ બ્રાન્ડ વેન્ચરે ફંડના નાણાં મેળવી વિસ્તરણ કરવા માંડી છે. નોઇડા સ્થિત લીબાસ કંપનીએ મેમાં રૂ. ૧૫૦ કરોડ ઊભા કર્યા હતા જ્યારે બેંગ્લોરસ્થિત કોસકીલે ગત વર્ષે રૂ. ૬૧ કરોડ ઊભા કર્યા હતા. લીબાસનું ટર્નઓવર ગત વર્ષે રૂ. ૫૦૦ કરોડ થયું હતું અને ૨૦૨૫-૨૬ આખર સુધીમાં તે રૂ. ૧૦૦૦ કરોડ થવાનો લક્ષ્યાંક છે. મુંબઈ સ્થિત સાડી બ્રાન્ડ સુતાનું ૨૦૨૪-૨૫માં ટર્નઓવર રૂ. ૧૦૦ કરોડ થવાની ધારણા છે. સુતાના ૧૦ ઓફલાઈન સ્ટોરો છે. બીજી આવી સ્ટાર્ટઅપ ગુરગાંવસ્થિત અર્બન એથનીક લાઈફસ્ટાઈલ બ્રાન્ડ ટુબ્રાઉન્સ છે જે હવે ઇકોમર્સ રોલઅપ કંપની ગોટ બ્રાન્ડ લેબ્સે હસ્તગત કરી લીધી છે. ચેન્નઈ સ્થિત કેશોરનું ૨૦૨૪-૨૫માં ટર્નઓવર રૂ. ૧૦૦ કરોડ થવાની ધારણા છે. આદિત્ય બિરલા કેશન એન્ડ રીટેલ લિ.નું ડિઝાઈનવેર બ્રાન્ડસ અને પ્રીમિયમ એથનીકવેર વાર્ષિક ટર્નઓવર રૂ. ૨૦૦૦ કરોડથી વધુ છે. લીબાસે છેલ્લા ૧૨થી ૧૮ મહિનાઓમાં ૧૪ સ્ટોરો ખોલ્યા છે અને આવતા વર્ષે બીજા ૧૦૦થી વધુ સ્ટોરો ઉમેરવાની યોજના છે.

પાસે સારો એવો સ્ટોક રહી જવા પામ્યો છે. જર્યાબંધ વેપારીઓ પાસે સ્ટોક બહુ ઓછો રહ્યો છે. આ વેળા મિલોએ અને ઉત્પાદકોએ જાન્યુઆરી-ફેબ્રુઆરીમાં જ ભાવ તોડી વેચાણ કર્યું હતું. અમુક મિલોએ વધુ ડિસ્કાઉન્ટ આપી વધુ માલ બજારમાં ઠાલવ્યા હતા. ભીલવાડાથી આ વેળા શૂટિંગ્સના માલ ઘણા બજારમાં ઠલવાયા હતા. આથી શૂટિંગ્સનો ભરાવો સવિશેષ છે. ગ્રે કાપડ : કોટન યાર્ન વધવાથી ગ્રે સુતરાઉ કાપડના ભાવ ઘોડાક ઊંચા બોલાતા થયા છે. ભાવમાં રૂ. ૧થી ૨નો સુધારો છે. સુતરાઉ કેમ્પ્રિક ૬૦/૬૦ ૯૨/૮૮ ૪૮/૧૧" ટેબલ ચેકિંગ ગ્રેના ભાવ રૂ. ૪૯ અને સેમીના રૂ. ૪૨થી ૪૫ બોલાય છે. ૬૦ સીડબલ્યુસીx૬૦ સીડબલ્યુસી (કોમ્બુડ કોમ્પેક્ટ)માં ૧૧૦/૭૨ ૬૩" પ્લેનના ભાવ રૂ. ૬૦ છે. ૧૧૨/૮૨ ૬૩" પ્લેનના રૂ. ૬૪.૫૦ છે. ૧૩૨/૧૦૪ ૬૩" પ્લેનના રૂ. ૭૮ છે. ૯૨/૮૦ ૬૩" પ્લેન ઓર્ગેનિકના રૂ. ૬૫ છે. ૯૨/૮૮ ૬૩" પ્લેન ઓર્ગેનિકના રૂ. ૬૮ છે. ૧૩૨/૧૦૪ ૬૩" પ્લેન ઓર્ગેનિકના રૂ. ૮૮ છે. ૧૬૫/૧૦૪ ૬૩" સાટીનના રૂ. ૮૧ છે. ૧૬૫/૧૦૪ ૬૬" સાટીનના રૂ. ૮૬ છે. ૯૨/૮૮ ૪૮" પ્લેનના રૂ. ૪૬ છે.

મુંબઈ કાપડ બજાર દેવચંદ છેડા

સસ્ટેઈનેબલ પ્રોડક્ટ્સ રેગ્યુલેશન (ઈએસપીઆર) પાસ કરેલ છે. આથી કોસ્ટ વધશે અને વિકાસ પામતા દેશોની નિકાસને ફટકો પડશે.

ટેક્સટાઇલ્સ માટે ૩ ટકા જીએસટીની માગ કન્ડીશિશન ઓફ ઓલ ઇન્ડિયા ટ્રેડર્સના મુંબઈ એકમના જનરલ સેક્રેટરી શિવ કનોડિયાએ જણાવ્યું છે કે ઇન્વર્ટેડ ડ્યૂટી સ્ટ્રક્ચરના કારણે વેપાર ઉદ્યોગને વધુ તકલીફ પડતી હોવાથી હવે સમગ્ર ટેક્સટાઇલ વેલ્યુ ચેઇનને સોનાની જેમ ૩ ટકા જીએસટી સ્લેબમાં આવરી લેવું જોઈએ. રૂલ ૮૯/૫માં રીટ્રોસેક્ટીવ અસરથી સુધારો કરવો જોઈએ. ઇન્વર્ટેડ ડ્યૂટી સ્ટ્રક્ચરના કારણે જીએસટીનું રીફંડ ટેક્સટાઇલવાળાઓને મળતું નથી.

આયાત થતાં નીટ્ડ કાપડ માટે જેમ મિનિમમ આયાત પ્રાઈઝ નક્કી થયેલી છે તેમ વોલન કાપડ માટે પણ મિનિમમ આયાત પ્રાઈઝ નક્કી થવી જોઈએ. આનાથી ચીનથી કાપડનું જે ડિપિંગ થાય છે તે અટકાવી શકાશે. આરસીએમ (રીવર્સ ચાર્જ મીકેનીઝમ) નાબૂદ કરવું જોઈએ.

સેન્ટ્રલ સબસિડી ટેક્સટાઇલના નાના નાના એકમોને મળતી નથી. મોટા એકમોને પીએલઆઈ સ્કીમમાં લાભ મળી જાય છે જે નાના એકમોને મળતો નથી. છેલ્લાં

જાતવાર પરિસ્થિતિ સ્કૂલ યુનિફોર્મ : સીઝન હવે પૂરી થઈ ગઈ છે. આ વેળા સીઝન નબળી જવાથી ઉત્પાદકો પાસે અને મિલો

ઉદ્યોગનું કંઈક અવનવનું
- કલોથિંગ મેન્યુફેક્ચરર્સ એસોસિયેશન ઓફ ઇન્ડિયા (સીએમએઆઈ)ના ઉપકમે ૭૯મો નેશનલ ગાર્મેન્ટ ફેર તા. ૨૩થી ૨૬ જુલાઈ ૨૦૨૪ના યોજાશે. ૪ ડિવસના ફેરમાં ૧૨૦૦ સ્ટોલ હશે. આમાં જેન્ટલમેન અને લેડીઝવેરનું પ્રદર્શન મુંબઈ-ગોરેગાંવાના નેસ્કો સંકુલમાં યોજાશે. જ્યારે કીડસવેરનું પ્રદર્શન બોહિસીના જિઓ વર્લ્ડ કન્વેન્શન સેન્ટરમાં યોજાશે.
- સ્વદેશી કલોથ માર્કેટના શેરહોલ્ડરોએ માર્કેટની મેનેજમેન્ટ સામે ગેરવહીવટ વિરુદ્ધ જે પીટીશન નેશનલ કંપની લો ટ્રીબ્યુનલમાં ફાઇલ કરી છે તેની સુધારણી આવતા સપ્તાહે થનાર છે.
- રેમ-ડની વાર્ષિક સામાન્ય સભા તા. ૨૭ જૂનના યોજાશે. તેમાં તેના ચેરમેન-મેનેજિંગ ડાયરેક્ટર ગૌતમ સિંઘાનીયાની તા. ૧ જુલાઈ ૨૦૨૪થી ૫ વર્ષ માટે પુનઃનિમણૂકની દરખાસ્ત છે. પ્રોક્સી એડવાઈઝરી ફર્મ આઈઆઈએએસ આનો વિરોધ કરવા શેરહોલ્ડરોને જણાવ્યું છે. તેમના છૂટાછેડા ઇંસ્પુનો નિકાલ ન આવે અને તેમની સામેની સ્વતંત્ર તપાસનું પરિણામ ન આવે ત્યાં સુધી તેમને કંપની બોર્ડમાં લેવા ન જોઈએ. ગૌતમ સિંઘાનીયા સામે ઘરેલુ હિંસાનો કેસ પણ છે.



Retail on the rise

The time has come to harness the potential of the retail sector for ensuring steady economic progress, say experts

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The retail business is at a crossroads, and a brave new world is emerging as a result of the industry's dynamic developments. The retail sector has transformed dramatically, from traditional mom-and-pop stores to cutting-edge AI-assisted shopping. The retail sector is one of the significant segments in the country that contributes 10 percent to the GDP and generates eight percent of employment. The retail sector is constantly progressing with evolving economic dynamics, varying customer preferences, technological advancements, changing shop formats, and so on. The burgeoning Indian economy is betting big on this sector drive growth. During a recent retail summit, Dr Bejoy John, IAS director, PII, Ministry of Commerce and Industry, Government of India, said, India is a \$5 trillion economy in the making by 2027. We are living the bene-

fits of the democratic dividend, being the largest populated nation in the world and having the largest youngest population who are not only joining the workforce but are also redefining the consumption story that we are witnessing in this country."

This consumption is bringing significant changes to the economy. As business and brand strategy specialist Harish Bijoor says, "India is in a consumptive mode. Shopping as a process is on overdrive. Consumptiveness is an attitude, and this attitude has bitten the Indian hard. As prosperity indices go deeper into the hinterland, more and more people buy with gusto. This buying is done through both the platform of e-commerce and physical formats of shopping. The sector will also employ more people, enhancing the overall economic surge."

RETAIL GROWTH
The retail sector can significantly contribute to the economic growth and progress of the nation in several

ways. "Retailers today can expand their reach and tap into the vast consumer base, especially in rural areas, thus generating more sales and employment opportunities. Secondly, a well-structured National Retail Policy can streamline operations, reduce compliance burdens, and facilitate ease of doing business for retailers. This policy can also make it easier for retailers to raise capital, encouraging entrepreneurship and business expansion. Moreover, the focus on skill development within the sector can enhance efficiency, reduce waste, and improve customer satisfaction. Additionally, technology adoption can lead to better supply chain management, reducing inefficiencies and costs. Overall, a thriving retail sector can create jobs, drive consumer demand, and boost economic growth, aligning with the nation's goal of achieving a \$5 trillion economy and addressing unemployment challenges," explains Kumar Rajagopalan, CEO, Retailers Association of India (RAI).

Adding to it, Rahul Mehta, chief mentor, Clothing Manufacturers Association of India (CMAI), says, "In addition to employing more than five crore workers, the retail sector provides significant indirect employment in adjacent sectors such as warehousing, logistics, construction, and packaging. To ensure sustained economic growth and progress, it is imperative for the retail sector to prioritise technology integration, skill development, infrastructure enhancement, and collaborative policy efforts with the government."



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Every year on June 27, the world celebrates MSME Day to honour micro, small, and medium enterprises, which are regarded as the backbone of the economies of many countries, including India. The MSME sector plays a vital role in both the economy and society at large. This sector generates employment, provides livelihood to a large number of people, promotes growth, especially in rural areas, produces a wide range of goods, and also makes a substantial contribution to exports. 'Leveraging Power and Resilience of Micro, Small, and Medium-sized Enterprises to Accelerate Sustainable Development and Eradicate Poverty in Times of Multiple Crises' is the theme of this year's MSME Day.

THE POWER OF SMALL

According to the annual report of the Ministry of Micro, Small, and Medium Enterprises, Government of India, with a stunning share of 45 per cent of India's manufacturing output, and 48 per cent of total exports, MSMEs have the potential to integrate India deeper into global value chains. Employing close to 11 crore people, MSMEs form the second-largest employer base, surpassed only by agriculture. It encompasses over 6.4 crore enterprises, contributing around 30 per cent to the country's GDP. Among the total number of estimated MSMEs, the micro sector accounts for a whopping 99 per cent share with 630.5 lakh enterprises, the small sector with 3.3 lakh enterprises and 0.52 per cent share, and the medium sector with 0.05 lakh enterprises accounting for a meagre 0.01 per cent share.

"MSMEs are the backbone of India's economy, driving innovation, employment, and regional development. The government's commitment to formalisation, infrastructure, credit support, enterprise and skill development, technological assistance, and market support for MSMEs is commendable. With

MSMEs SMALL BUSINESS, BIG IMPACT

THE MICRO, SMALL AND MEDIUM ENTERPRISES (MSME) SECTOR PLAYS A VITAL ROLE IN THE SOCIO-ECONOMIC PROGRESS OF THE NATION. TECHNOLOGICAL ADVANCEMENTS AND POLICY CHANGES ARE ESSENTIAL TO STEERING THE WAY FORWARD AND ATTRACTING MORE ENTREPRENEURS

its extensive network, organisations such as CII, through initiatives like Digital Saksham, can promote transformative development of MSMEs," says Sameer Gupta, chairman, CII National MSME Council.

EMPOWERING MSMEs

Recognising the contribution of the sector and enhancing growth, the government of India recently redefined the MSME sector. According to the new classification of the MSME sector under

TOTAL MSMEs IN INDIA 633.9 LAKH

- ★ **Micro sector** – 99% with 630.5 lakh enterprises
- ★ **Small sector** – 0.52% with 3.3 lakh enterprises
- ★ **Medium sector** – 0.01% with 0.05 lakh enterprises

Source – Annual report, MSME Ministry, GOI

the Aatmanirbhar Bharat Abhiyan Scheme, which came into effect on July 1, 2020, enterprises are defined based on investment criteria in plant and machinery and turnover.

"The recent initiative to support MSMEs in the country through an amendment to 43B(h) of the Income Tax Act, 1961, and the MSME Act, 2006, is having significant implications for MSMEs. Integrating Section 43B(h) establishes a stringent framework for MSME payment enforcement. This was introduced to deter buyers of goods and services supplied by MSMEs from delaying payments and ensure timely disbursements to them. This section has laid down rules for deductions as expenses payable to MSMEs that can only be claimed if the payments are made within the time limit of 45 days if there is a written agreement specifying this period, or within 15 days in the absence of such an agreement



as specified under the MSME Act. Failure to make payments within the specified period will result in the disallowance of deductions in the current

financial year and will be deferred to the year in which the payment is made. To further strengthen the responsibility, the buyer is liable to pay

“MSMEs are the backbone of India's economy, driving innovation, employment, and regional development. The government's commitment to formalisation, infrastructure, credit support, enterprise and skill development, technological assistance, and market support for MSMEs is commendable”

interest, compounded monthly, at three times the bank rate notified by the Reserve Bank of India (RBI). Such rules will encourage buyers to abide by the payment norms with certainty and reduce financial strain on MSMEs. This will also have a long-term positive impact on banks by reducing frequent credit-related pressures, potentially reducing the occurrence of NPAs within the sector," explains Gupta.

The government also supports the MSME sector by providing infrastructure facilities, capital subsidies, skill development programmes, market assistance, and so on. Sharing details about the initiatives by the government of India aimed at supporting Micro, Small, and Medium Enterprises in the textile sector, Rahul Mehta, chief mentor, Clothing Manufacturers Association of India (CMAI), says, "Scheme for Integrated Textile Parks (SITP), Credit Linked Capital Subsidy Scheme (CLCSS), National Handloom Development Programme (NHDP), Micro and Small Enterprises Cluster Development Programme (MSE-CDP), Powerflex India Scheme, Scheme for Capacity Building in Textile Sector (SAMARTH) are a few significant ones."

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Date	Subject	Particulars
Circulars (Email, Website & WhatsApp to All Members)		
6th June 2024	Cir No. 10 / M-3 / 2024	Cir No. 10 / M-3 / 2024 – ACTIVITIES OF THE ASSOCIATION FOR THE MONTH OF MAY 2024
8th June 2024	Cir No. 11 / M-11 / 2024	Cir No. 11 / M-11 / 2024 – UTTAR PRADESH MSME SAMMELAN ” “MSME VISION FOR VIKSIT BHARAT – 26-27 JUNE 2024

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30th June 2024	Cir No. 12 / B-4 / 2024	Cir No. 12 / B-4 / 2024 – BRANDS OF INDIA – REVISED DATES – 12TH TO 14TH NOVEMBER 2024
Social Media Posts (Facebook, Instagram, LinkedIn, Twitter, WhatsApp & YouTube)		
1st June 2024	2ND NORTH INDIA GARMENT FAIR	10 DAYS TO GO 🕒 !!!
1st June 2024	CMAI	Building Circular Systems for India', a Leadership Roundtable at the Global Fashion Summit 2024
1st June 2024	2ND EDITION BRANDS OF INDIA SHOW	TO BOOK YOUR STALL 📌 📌 📌 CLICK HERE : https://bit.ly/3UWtYaL
3rd June 2024	2ND NORTH INDIA GARMENT FAIR	8 DAYS TO GO 🕒 !!!
3rd June 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
3rd June 2024	2ND EDITION BRANDS OF INDIA SHOW	TO BOOK YOUR STALL 📌 📌 📌 CLICK HERE : https://bit.ly/3UWtYaL
4th June 2024	2ND NORTH INDIA GARMENT FAIR	7 DAYS TO GO 🕒 !!!
4th June 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
5th June 2024	2ND NORTH INDIA GARMENT FAIR	6 DAYS TO GO 🕒 !!!
5th June 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
6th June 2024	2ND NORTH INDIA GARMENT FAIR	5 DAYS TO GO 🕒 !!!
6th June 2024	2ND EDITION BRANDS OF INDIA SHOW	TO BOOK YOUR STALL 📌 📌 📌 CLICK HERE : https://bit.ly/3UWtYaL
7th June 2024	2ND NORTH INDIA GARMENT FAIR	JUST 4 DAYS TO GO!!!
7th June 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
7th June 2024	C.N.A	Collection Report for the Period 01.05.2024 to 31.05.2024. Team CMAI
8th June 2024	2ND NORTH INDIA GARMENT FAIR	3 DAYS TO GO!!!
8th June 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
8th June 2024	C.N.A	State-wise Addition to Caution List as on 31st May 2024 Team CMAI
9th June 2024	2ND NORTH INDIA GARMENT FAIR	2 DAYS TO GO!!!

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9th June 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
10th June 2024	2ND NORTH INDIA GARMENT FAIR	24 HOURS TO GO!!!
10th June 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
11th June 2024	2ND NORTH INDIA GARMENT FAIR	Watch the Inauguration Live of the 2nd North India Garment Fair
11th June 2024	2ND NORTH INDIA GARMENT FAIR	NOW OPEN!!!
11th June 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
12th June 2024	2ND NORTH INDIA GARMENT FAIR	DAY 2 - BEGINS!!!
12th June 2024	2ND NORTH INDIA GARMENT FAIR	Brand Promotion post
13th June 2024	CMAI	Mr Naveen Sainani, Jt Hon Secretary, CMAI, had a very fruitful Meeting with Mr. Shombi Sharp - Resident Coordinator in India, United Nations (UN)
13th June 2024	2ND NORTH INDIA GARMENT FAIR	LAST DAY TODAY!!!
13th June 2024	2ND NORTH INDIA GARMENT FAIR	Exhibitor video Bites
14th June 2024	2ND NORTH INDIA GARMENT FAIR	A Grand Success!
14th June 2024	2ND NORTH INDIA GARMENT FAIR	Exhibitor video Bites
15th June 2024	2ND NORTH INDIA GARMENT FAIR	Exhibitor video Bites
17th June 2024	2ND EDITION BRANDS OF INDIA SHOW	TO BOOK YOUR STALL 🤝🤝🤝 CLICK HERE : https://bit.ly/3UWtYaL
17th June 2024	2ND NORTH INDIA GARMENT FAIR	Exhibitor video Bites
18th June 2024	2ND NORTH INDIA GARMENT FAIR	Exhibitor video Bites
19th June 2024	2ND NORTH INDIA GARMENT FAIR	Exhibitor video Bites
19th June 2024	2ND EDITION BRANDS OF INDIA SHOW	TO BOOK YOUR STALL 🤝🤝🤝 CLICK HERE : https://bit.ly/3UWtYaL
20th June 2024	79th National Garment Fair	Visitor Registration Now Open
20th June 2024	2ND NORTH INDIA GARMENT FAIR	Exhibitor video Bites
20th June 2024	CMAI	President Rajesh Masand with the New Minister for Textiles, Sh. Girirajji

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22nd June 2024	79th National Garment Fair	Visitor Registration Now Open
24th June 2024	2ND NORTH INDIA GARMENT FAIR	Exhibitor video Bites
28th June 2024	2ND EDITION BRANDS OF INDIA SHOW	Save the New Dates : Brands of India Show- 2nd Edition

Weekly Newsletter (Email, WhatsApp & Website)

3rd June 2024	eNews Vol. 13 No. 22	Business News related to Domestic and International Garment Industry for the period prior to 3rd June 2024
10th June 2024	eNews Vol. 13 No. 23	Business News related to Domestic and International Garment Industry for the period prior to 10th June 2024
17th June 2024	eNews Vol. 13 No. 24	Business News related to Domestic and International Garment Industry for the period prior to 17th June 2024
24th June 2024	eNews Vol. 13 No. 25	Business News related to Domestic and International Garment Industry for the period prior to 24th June 2024

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