

## ACTIVITIES OF THE ASSOCIATION FOR THE MONTH OF AUGUST 2024

### 1. RENEWAL OF MEMBERSHIP WITH THE ASSOCIATION

From 1<sup>st</sup> April 2024, the Association has received 432 Membership Renewals from Members in various Categories till 31<sup>st</sup> August 2024 as per the Table given below :

Region	Renewal Due as on 01-04-2024	Primary	Associate	Agent / Distributor	Retailer	Total Renewed As on 31-08-2024
Mumbai	444	236	26	7	-	269
Western	171	28	9	1	-	38
Southern	77	21	3	3	2	29
Northern	192	60	4	9	1	74
Eastern	45	18	2	1	1	22
<b>Total</b>	<b>929</b>	<b>363</b>	<b>44</b>	<b>21</b>	<b>4</b>	<b>432</b>

There are 502 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](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 3<sup>rd</sup> November 2023 till 30<sup>th</sup> September 2024.

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

Region	Life	Primary	Associate	Agent / Distributor	Retailer	Total
Mumbai	1	14	2	-	-	17
Western	-	8	2	-	-	10
Southern	-	2	-	-	-	2
Northern	-	13	-	1	-	14
Eastern	-	5	-	-	-	5
Central	-	1	-	-	-	1
<b>Total</b>	<b>1</b>	<b>43</b>	<b>4</b>	<b>1</b>	<b>-</b>	<b>49</b>

...2/-

### THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA

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### WESTERN REGIONAL OFFICE

The Western Regional Office of the Association has generated 13 New Members and forwarded 15 Renewals from 1<sup>st</sup> April to 31<sup>st</sup> August 2024

### NORTHERN REGIONAL OFFICE

The Northern Regional Office of the Association has generated 49 New Members and forwarded 26 Renewals from 1<sup>st</sup> April to 31<sup>st</sup> August 2024

### SOUTHERN REGIONAL OFFICE

The Southern Regional Office of the Association has generated 4 New Members and forwarded 18 Renewals from Members from 1<sup>st</sup> April to 31<sup>st</sup> August 2024

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

MIS FOR THE PERIOD OF	JULY' 2024		AUGUST' 2024	
	No. of Files	Amount	No. of Files	Amount
Opening Total Cases pending resolution	1759	₹ 39,40,47,172	1772	₹ 39,87,91,791
New Complaints	35	₹ 1,01,58,821	29	₹ 56,51,834
Complaints resolved fully in the Month	22		13	
<b>Amount Collected in the Month</b>		<b>₹ 54,14,202</b>		<b>₹ 43,86,930</b>
Total Cases pending resolution as on month end	1772	₹ 39,87,91,791	1788	₹ 40,00,56,695
Active Cases in Caution List	1299	₹ 26,89,16,958	1367	₹ 28,87,63,294
Active Cases pending resolution as on month end	473	₹ 12,98,74,833	421	₹ 11,12,93,401
Current Payment	43	₹ 17,12,109	26	₹ 42,23,388
Post Dated Cheque Received	15	₹ 37,02,093	4	₹ 1,63,542
<b>Amount Collected in the Month</b>	<b>58</b>	<b>₹ 54,14,202</b>	<b>30</b>	<b>₹ 43,86,930</b>

## 3. MEETINGS / EVENTS / REPRESENTATIONS

The Office Bearers of the Association and the Members of the Managing Committee met on 08<sup>th</sup> August 2024 and discussed and decided matters pertaining to the Activities of the Association including holding of the 61<sup>st</sup> Annual General Meeting, Election to the Managing Committee and Regional Committees for the Years 2024-25 & 2025-26.

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## 61<sup>ST</sup> ANNUAL GENERAL MEETING

The 61<sup>st</sup> Annual General Meeting of the Association will be held on 27<sup>th</sup> September 2024 at 5.00 P.M in the Head Office at 901, Naman Midtown, A Wing, Senapati Bapat Marg, Prabhadevi ( West ) Mumbai 400 013 . Notice for the same has already been despatched to all Members of the Association.

## 2<sup>ND</sup> BRANDS OF INDIA SHOW

All Members are aware that the Association will be Organising the 2nd Edition of “ Brands of India “ Show, at DWTC, Dubai ( UAE ) from 12<sup>th</sup> to 14<sup>th</sup> November 2024 .

So far the Association has received Applications for Participation from 121 Exhibitors ( 1580 Sq Mtrs) . Stalls are filling fast and Marketing of the Show is also going in full swing. Few Stalls are left out .

Members who are interested to Exhibit their Products in the Show, are requested to secure their Spot. We would like to inform you that the Exhibitors can Meet \*Retailers\* from Mena Region who Cater to \*1.34 Crore Indian Diaspora.

The Association Organised a Road Show in Mumbai on 9<sup>th</sup> August 2024 .



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### **CMAI'S ACHIEVERS CLUB**

The 2nd Meeting of CMAI's Achievers Club Meet was held on 2nd August 2024 at Sahara Star, Mumbai. Two prominent speakers from the Industry conducted the sessions to enlighten the Members on the issues faced by the Garment Manufacturers

Mr. Kamal Khushlani, Founder & MD, Credo Brands Marketing Ltd spoke about his journey with his Brand in Spotlight - Mufti, while Dr. Bashesh Gala, Founder, 39Solutions shared his insights on How to grow in the Competitive and Difficult Markets. Over 50 Members of the Achievers Club attended the sessions and were thrilled with the way speakers conducted their respective sessions.



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An Invitation was received by the Association from President ,Raipur Wholesale Hosiery and Readymade Dealers Association, Raipur to be the Guest of Honour at the Raipur Garment Fair 2024 which was held from 6<sup>th</sup> -8<sup>th</sup> August 2024 . The Association Nominated Mr Anand Chokshi and Mr Anand Golecha, Members of the Managing Committee to attend the Function on 6<sup>th</sup> August 2024 on behalf of the Association. The Fair was Inaugurated on 6<sup>th</sup> August in presence of Sant Shri Dr. Yudhisthir Laalji and Vinod Talrejaji,



## WEBINAR BY INDIAN TEXTILE JOURNAL

Indian Textile Journal ( ITJ ) hosted a Webinar on the topic of **“Increasing India’s Competitiveness in the Global Textile Industry”** on Wednesday, 14<sup>th</sup> August 2024 between 3.30 PM to 5.00 PM. This was disseminated to all Members through E-mail dated with a request to get themselves registered through the given Link.

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The Webinar was moderated by : Mr Sachin Arora, Executive Director,  
Textile Machinery Manufacturers' Association (TMMA) Speakers for the Webinar were :

- **Mr Prashant Agarwal, Jt MD, Wazir Advisors**
- **Mr Raja Shanmugham, MD, Warsaw International**
- **Mr Rakesh Mehra, Chairman, CITI**
- **Mr Robert Antoshak, Partner, Gherzi Textil Organisation, USA**
- **Mr Sanjay Jain, MD, TT Ltd & Regional Chairman, Northern Regional Committee, CMAI**

## HAR GHAR TIRANGA CAMPAIGN

Har Ghar Tiranga is a campaign by Government of India that started under the aegis of Azadi Ka Amrit Mahotsav in 2022 to encourage people to bring the Tiranga home and hoist it to mark India's Independence Day on 15th August. The initiative aims to strengthen the feeling of patriotism in the hearts of the people and to promote awareness about the Indian National Flag. Accordingly, CMAI being one of the Industry Associations received a request from Ministry of Culture, Govt of India to Celebrate the Har Ghar Tiranga Campaign from 13th to 15th August 2024.

In response to the request, CMAI also carried out a Campaign on 14<sup>th</sup> August 2024 and Uploaded the Photo on the Website of Govt of India and received a Certificate of Appreciation.



A CMAI Delegation comprising of Mr Rajesh Masand, President, Mr Rohit Munjal, Vice President, Mr Rahul Mehta, Chief Mentor and Mr Anurag Dhoot, Sr. Director met with Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Government of India in Mumbai on 23<sup>rd</sup> August 2024. During the Meeting, a Comprehensive Presentation was made about CMAI, its various Activities and several Industry-first Initiatives like Organising NGF-India's Largest bi-annual Apparel Trade Show, FAB Show-India's Leading Textile Sourcing Show, hosting Brands of India Show in Dubai- a stand-alone Export Show for Indian Apparel Manufacturers, running

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Dispute Resolution & Conciliation Facility, Project SU.RE for promoting Sustainability & Circularity, which have played a pivotal role in the Growth and Development of the Indian Apparel industry. The key topics of discussion encompassed upon:

- Forward Integration from Domestic to Exports
- Introducing Indian Apparel Brands to the World
- Skill Development
- Technological Advancements
- Employment Generation
- Capacity Building
- Need for subsidised Finance to MSME sector



CMAI expressed its gratitude to the Hon'ble Minister for his attentive consideration, candid views and assuring that necessary steps will be initiated by The Ministry of Textiles to ensure that growth impediments will be addressed in a time bound manner.

He was also kind enough to readily accept CMAI's Invitation to Address its 5000 Members to dole out his vision for the Sector.

### **SKILL DEVELOPMENT IN THE TEXTILE DOMAIN BY GOVT OF MAHARASHTRA**

A Meeting on " Skill Development in the Textile Domain " was held on 22<sup>nd</sup> August 2024 at 4.00 P.M under the Chairmanship of Secretary(Textiles) Department of Textiles, Govt of Maharashtra in the Conference Hall No. 05, Seventh Floor, Main Building Mantralaya, Mumbai.

Mr Rahul Mehta, Chief Mentor, and Mr Anurag Dhoot, Sr Director, attended the said Meeting on behalf of the Association.

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## **BIHAR TEXTILE POLICY**

A Meeting of Stake Holders of Apparel & Textile Industry was held at Patna on 18<sup>th</sup> July 2024 under the Chairmanship of Shri Giriraj Singh, Hon'ble Minister of Textiles, Ministry of Textiles, Govt of India to discuss Bihar Govt Industrial Policy.

CMAI was Invited to attend the said Meeting. Mr Rahul Mehta, Chief Mentor and Mr Anand Golecha, Member, Managing Committee attended the same.

A Pamphlet released by the Deptt of Industries, Govt of Bihar listing out the Incentives under Bihar Textile & Leather Policy was disseminated to all Members of the Association by E Mail on 22<sup>nd</sup> August 2024

## **A CLARIFICATION**

The Association has received queries from several Members with regard to Obtaining Tax Clearance Certificate for Indians travelling Overseas in view of the Amendments Proposed in Finance ( No 2) Act 2024 .

A Clarification to this effect was received from IMC Chamber of Commerce & Industry alongwith a Press Note Released by Central Bureau of Direct Taxes ( **CBDT** ) Ministry of Finance, Govt of India which clearly indicated that the Amendments of Section 230 of the Income Tax act mandates only certain categories of citizens (specified in the Press Release) to obtain a Tax Clearance Certificate which was also disseminated to all Members of the Association by E Mail on 22<sup>nd</sup> August 2024.

## **MEETINGS**

Mr Rahul Mehta, Chief Mentor & Mr Anurag Dhoot Sr Director met the Trade Advisor , Ministry of Textiles , Govt of India in New Delhi on 27<sup>th</sup> August 2024 and requested the Ministry of Textiles to Recognise CMAI as a Trade Association.

Mr Rahul Mehta, Chief Mentor attended the Steering Committee Meeting of Bharat Tex 2025 held in New Delhi on 28<sup>th</sup> August 2024 on behalf of the Association.

## **AMRAVATI PM MITRA PARK**

An Upcoming PM Mitra Park will be Inaugurated by Shri Narendra Modi, Hon'ble Prime Minister of India at Amravati in September 2024.

As a precursor to this inauguration event, a Roundtable Discussions with various Stakeholders from the Textile Industry with an aim to familiarize the industry with The Amravati PM MITRA Park. This Roundtable is proposed to be headed by Smt. Rachna Shah, Secretary of Textile, Government of India and tentatively will be held in the first of week of September.

The Association was Invited by the Ministry of Textiles to connect with them over a Virtual Meeting to discuss the Roundtable and planned Inauguration in detail. The said Virtual Meeting was held on 28<sup>th</sup> August 2024 at 12 PM. Mr Anurag Dhoot, Sr Director attended the same.

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The Third Meeting of the Internal Committee to examine issues under previous versions of TUFs was held on 28<sup>th</sup> August 2024 at 10.30 under the Chairmanship of Additional Textile Commissioner, at Conference Hall of the Office of the Textile Commissioner, Mumbai . Mr Mohan Sadhwani , Executive Director attended the said Meeting on behalf of the Association.

## MEDIA COVERAGE

### PRES RELEASES

The Association issued the following 2 Press Releases during the Month of August 2024.

- i) Second Edition Of CMAI'S Brands Of India Show In Dubai from 12-14 November 2024 To Raise Market Sentiments for Indian Apparel Manufacturers.
- ii) CMAI Achievers Club Hosts Insightful Sessions on How to Grow in Competitive & Difficult Markets with Dr. Basesh Gala and Successful Brand Journey of Mufti with Kamal Khushlani

# Dhaka crisis casts a cloud

Political upheaval in Bangladesh could disrupt trade and business ties, but some sectors could benefit

Rhik Kundu, Dharendra Kumar & Suneera Tandon

NEW DELHI

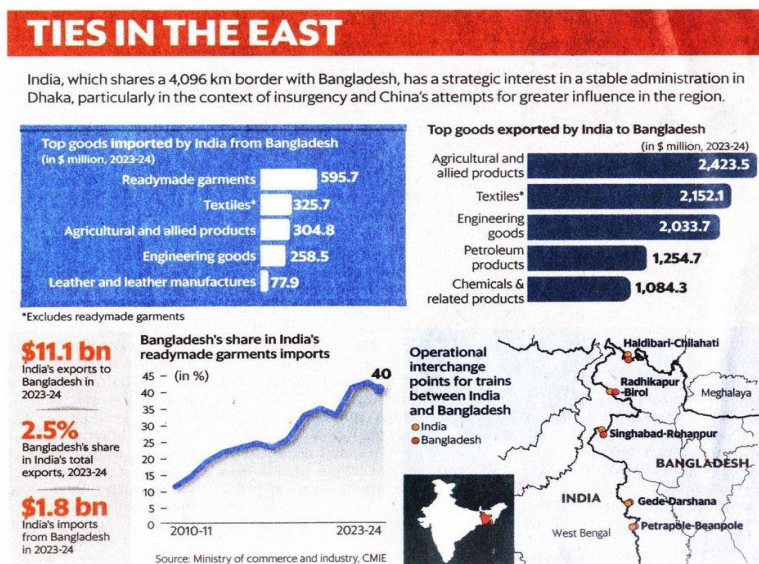
**B**angladesh's political turmoil could unleash repercussions on India's exports, trade with, and infrastructure projects under way in the neighbouring country, adding to security concerns amid civil unrest.

Shares of Indian textile makers, however, surged on Tuesday on expectations that they might benefit from the impact on Bangladesh, a global textile hub.

India, which shares a 4,096 km border with Bangladesh, the longest with any of its neighbours, has a strategic interest in a stable administration in Dhaka, particularly in the context of insurgency and China's attempts for greater influence in the region.

Sheikh Hasina, who resigned as Bangladesh's prime minister and fled to India on Monday following unrelenting protests over job reservations, was seen as having close ties with New Delhi. India has been a keen partner in Bangladesh's development journey, which has also provided opportunities for companies back home.

As Bangladesh experiences political turmoil, it is essential for all political factions to protect



garment and other factories and keep supply lines open across the border to sustain trade and economic activity," said Ajay Srivastava, founder of economic think tank Global Trade Research Initiative.

A senior government official said the crisis could hinder India's

plans to boost exports to the neighbouring country.

"If the situation worsens, which is highly possible, Bangladesh may stop importing Indian goods and seek other countries to meet their domestic needs," the official said, declining to be identified.

Other experts said India faces

losses in multiple trade segments due to the Bangladesh crisis, which could turn into opportunities for competitors such as Vietnam and China.

"India will need to create strategies to compete with these countries and seize any potential market share," said Biswajit Dhar,

economist and a retired professor at the Centre for Economic Studies and Planning at Delhi's Jawaharlal Nehru University.

"Bangladesh is one of the major destinations for Indian goods. After covid-19, Bangladesh was among the top five export destinations. However, trade has declined slightly after the export ban on rice and wheat. Despite this, it remains one of India's best trade partners," Dhar said.

In recent years, Bangladesh's economic challenges have hurt bilateral trade with India.

India's exports to Bangladesh, which amounted to \$16.2 billion in 2021-22, fell to \$11.1 billion in 2023-24, declining by about 31.5%. Imports from Bangladesh have been relatively stable, increasing from \$1.9 billion in FY22 to \$2 billion the following year, before sliding back to \$1.8 billion in FY24.

"Bangladesh has been facing a severe dollar shortage, which has limited its ability to import goods, including from India. The rising inflation in the country has also reduced domestic demand, leading to lower consumption of both local and imported products," Srivastava said.

He, however, added that India's exports of electricity, onions, and other agricultural produce may not be significantly affected.

TURN TO PAGE 6

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# Dhaka crisis casts a cloud over India

FROM PAGE 1

“India’s exports to Bangladesh are highly diversified, covering agriculture, textiles, machinery, electronics, auto parts, iron and steel, electricity and plastics. Notably, most of these exports to Bangladesh are subject to full tariffs and are outside the South Asian Free Trade Area (Safta) agreement,” Srivastava said.

In contrast, Bangladesh’s exports to India are concentrated in a few categories such as textiles and garments. These items benefit from zero tariffs under a South Asian free trade agreement.

The unrest in Bangladesh could also exacerbate already weakening demand for India’s engineering exports. The total value of such exports from India to Bangladesh in the June quarter fell 8.2% from a year ago to \$542.1 million.

“Recently, Bangladesh has seen a significant reduction in imports of industrial raw materials and capital machinery. The weak demand for consumer goods has affected factory production levels and worsened supply chain disruptions, complicating the economic landscape,” said Arun Kumar Garodia, chairman of the Engineering Export Promotion Council of India.

“The ongoing political uncertainty may further worsen the situation and impact engineering exports.”

Also at stake are connectivity projects between the two countries.

Train services connecting India and Bangladesh, including freight, have been suspended, resulting in a complete stop of movement of people and goods between the two countries.

Indian Railways is connected to the Bangladesh railway network through five interchange points, which have been impacted by the turmoil in the neighbouring



The unrest in Bangladesh could also exacerbate already weakening demand for India’s engineering exports.

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country. The fate of another rail connection between Agartala and Bangladesh also hangs in the balance.

Plans to develop rail and road interconnection points connecting Nepal, India and Bangladesh and Bhutan-India, with linkage projects going all the way up to Bangladesh’s Chittogram port, now stare at an uncertain future.

Also facing uncertainty is a ₹950 crore contract won by Indian Railways’ exports arm, RITES Ltd, in May to supply 200 broad gauge passenger carriages to Bangladesh Railway.

Meanwhile, the world’s longest ferry service connecting Varanasi with Dibrugarh in Assam via Bangladesh remains suspended.

An official with India’s ministry of ports, shipping and waterways said the situation is being evaluated.

Last year, Indian Prime Minister Narendra Modi and Hasina jointly inaugurated the India-Bangladesh Friendship Pipeline, a cross-border energy pipeline with a capacity to transport 1 million tonnes per annum of high-speed diesel.

While Assam-based Numal-

igarh Refinery Ltd has been supplying petroleum products to Bangladesh since 2015, Adani Power Ltd supplies 1,496 MW of power from its plant in Godda, Jharkhand to the northern neighbour.

“Adani Power has a (power purchase agreement) with Bangladesh power distribution utility, Bangladesh Power Development Board (BPDB), to meet their power requirement,” a spokesperson for Adani Power said in a statement.

“In its normal course of business, BPDB is scheduling the power supply to meet their demand and as per that schedule, Adani Power continues to supply power to the Bangladesh power utility without any disruption.”

An official with another power generating company, speaking on the condition of anonymity, said power supplies from India to Bangladesh are unlikely to be affected given the demand in the neighbouring country.

“We have a very strong business, strong fundamentals in Bangladesh; we have been in that country for 20 years,” Saugata Gupta, MD & CEO, Marico Ltd said during the

company’s post earnings call Monday. In FY24, Bangladesh fetched 44% of its international business. Marico sells a range of products including Nihar oil, Parachute oil, Set Wet hair gel and Saffola edible oils in the country.

A Dabur India spokesperson said the company is closely monitoring the situation. The consumer goods company draws 1% of its consolidated revenue from the country.

Bangladesh is a major textile hub catering to an international clientele, benefiting in recent years also from a global policy to not rely purely on China for manufacturing. Several experts believe that the current turmoil in Bangladesh could present an opportunity for India’s textile and apparel segment.

Rahul Mehta, chief mentor, Clothing Manufacturers Association of India (CMAI), said the industry is waiting to see how long the unrest sustains. It could benefit Indian manufacturers if companies face prolonged factory closures and disruption to daily life, he said. “Unless there is a long-term instability in the country, I don’t see the business being impacted to such a great extent. If the riots continue and factories shut down, orders cancelled, then people would have reacted seriously. This may cause a temporary setback to the garment industry worldwide. It all depends on how long these conditions continue,” he further said.

“Even if companies shift their orders from Bangladesh, whether the Indian garment industry would be able to take advantage of that or not is a moot question,” he added.

With inputs from Rituraj Baruah and Subhash Narayan.

**Bangladesh’s exports to India are concentrated in a few categories such as textiles and garments**



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<https://retail.economictimes.indiatimes.com/amp/news/apparel-fashion/apparel/mp-garment-makers-eye-opportunity-in-bdesh-crisis/112420797>  
<https://www.moneycontrol.com/news/business/does-india-need-china-to-build-on-the-bangladesh-textile-opportunity-12788954.html>  
<https://www.swapupdate.in/bangladesh-unrest-may-impact-indias-garment-export-and-imports-cma/>  
<https://cirrus.co.in/cirrus/ImageViewEonly.action?ai=6448346b6b456f374a765a384b3236465732515268413d3d&ci=7554334e65796c585a636534486953576a6a47744c513d3d&mail=Y&type=M&lr=N>

## Kamal Khushlani of Mufti inspires CMAI members in building successful brand

MUMBAI, AUG. 22—

Mr. Kamal Khushlani, Founder of Credo Brands Marketing, while addressing select members of Clothing Manufacturers' Association of India (CMAI) Achievers Club recently revealed the inspiring journey of Mufti highlighting the importance of resilience, adaptability, and strategic focus in building a successful brand.

While delving into the 'Successful Journey of Mufti', Mr. Khushlani informed that he started his journey from scratch in 1992, with a modest loan of Rs. 10,000. Initially, he faced several struggles which included buying and selling of clothes in a highly competitive market without formal knowledge of the business.



From L to R: Mr. Rahul Mehta (Chief Mentor, CMAI), Kamal Khushlani (Founder & MD, Credo Brands Marketing)

The fireside chat with Kamal Khushlani comprehended the following take aways: -

1) Identifying Market Gaps: Kamal Khushlani recognized a significant market gap for a specific type of clothing that was not readily available. This discovery of unmet demand led to the establishment of Mufti - a brand designed to cater to this niche. By identifying and addressing this gap, Khushlani was able to create a

Continued on Page 3

## Adapt to Trends: Khushlani to CMAI

Continued from Page 1 Col 2

unique market position for Mufti, which has been a key factor in its success.

2) Adaptation to Trends: In 1996-97, Khushlani noticed significant shifts in men's fashion trends. This observation sparked the creation of Mufti, aimed at offering unique and distinct styles that set it apart from other brands. By staying ahead of fashion trends and continuously adapting, Mufti has been able to maintain its relevance and appeal in the competitive fashion market.

3) Financial Resilience: Facing financial challenges in 2008, Khushlani demonstrated exceptional resilience by leveraging his negotiation skills and maintaining strong relationships with suppliers. This enabled him to keep the business afloat during tough times. Additionally, during the COVID-19 pandemic, Khushlani exhibited strategic resilience by closing underperforming stores and opening new ones, ensuring the brand's survival and continued growth.

4) People-Centric Approach: Khushlani emphasized the importance of treating employees, suppliers, and partners with respect and fostering a sense of loyalty. He recognized their crucial role in building a successful business and maintained a people-centric approach, which helped build a positive work environment and strong, enduring relationships that contribute to the overall success of Mufti.

5) Brand Evolution: In 2019, Mufti underwent remarkable changes to stay relevant in the ever-evolving fashion industry. This included introducing a new logo and retail identity, as well as expanding into different verticals such as urban casuals, holiday casuals, and athleisure. These changes were made to meet diverse customer needs and to keep the brand fresh, unique and appealing to consumers.

Subsequently, Dr. Basesh Gala, Founder of 39Solutions, a renowned business coach, provided valuable insights to the CMAI members.

While speaking on "How to Grow in Competitive & Difficult Markets" by Dr. Gala, highlighted the importance of understanding the Indian market's MSME challenges and addressed common issues they face such as lack of systems, scalability, and innovation. He emphasized the importance of having a unique value proposition and simple, effective systems in place.

Additionally, in terms of having a good mindset & staying resilient, Dr. Gala categorized people into three types based on their reaction to stress: carrots (soft), eggs (harden), and coffee beans (transform). Subsequently, the best mindset is adopting a 'coffee bean' to thrive in tough conditions. Visionary takeaways include drawing inspiration from eagles for their ability to soar above challenges and willingness to renew themselves.

Dr. Gala highlighted the importance of evolving and adapting to stay relevant. At the heart of any thriving organization is a strong culture—one that fosters emotional connections among employees, suppliers, and customers. Ultimately, believing in the power of calculated risks and being proactive, enables businesses to embrace change and seek new ideas from all levels of the organization.

Speaking about the event, Rajesh Masand, President, Clothing Manufacturers Association of India (CMAI) said, "The objective of CMAI Achievers Club is to conduct powerful sessions with select esteemed speakers, professionals, and brand owners who share their experience and business logic. The difference between having a regular label and actually becoming a real brand becomes increasingly important. A successful system to scale is by embracing new, effective approaches as the business landscape constantly changes."

### SRPRISES

Composition	Rate/Meter (Excluding GST)	Ex-Mill
85% VISCOSE : 15% LINEN		97.00
100% COTTON		59.50
100% COTTON		62.00
100% VISCOSE		44.50
100% COTTON		55.00
58% COTTON : 42% VISCOSE		51.00
100% BCI COTTON		67.50
100% ORGANIC COTTON		77.50
97% COTTON : 3% SPANDEX		86.00
100% VISCOSE		60.00

## THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA

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<https://fashionvaluechain.com/the-cmai-achievers-club-presents-insightful-talks-with-dr-basesh-gala-on-how-to-grow-in-tough-competitive-markets/>  
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<https://apparelresources.com/events-news/cmai-achievers-club-hosts-event-featuring-industry-leaders/>  
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<https://indiantextilejournal.com/2nd-cmais-brands-of-india-in-dubai-starts-from-nov-12-14/>  
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<https://apparelresources.com/events-news/cmais-brands-india-event-held-dubai-12th-14th-november/>

Date	Subject	Particulars
<b>Circulars (Email, Website &amp; WhatsApp to All Members)</b>		
7th August 2024	<b>Cir No. 14 / L-1 / 2024</b>	Cir No. 14 / L-1 / 2024 – MINIMUM WAGES PAYABLE TO THE WORKMEN IN THE READYMADE GARMENT INDUSTRY IN MAHARASHTRA 01-07-2024 TO 31-12-2024
9th August 2024	<b>Cir No. 15 / M-3 / 2024</b>	Cir No. 15 / M-3 / 2024 – ACTIVITIES OF THE ASSOCIATION FOR THE MONTH OF JUNE 2024
9th August 2024	<b>Cir No. 16 / M-8 / 2024</b>	Cir No. 16 / M-8 / 2024 – WEBINAR ON THE TOPIC OF "INCREASING INDIA'S COMPETITIVENESS IN THE GLOBAL TEXTILE INDUSTRY" ON 14TH AUGUST 2024

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16th August 2024	<b>Cir No. 17 / B-4 / 2024</b>	Cir No. 17 / B-4 / 2024 – 2ND BRANDS OF INDIA APPROVED FOR ODOP SCHEME BY THE UTTAR PRADESH GOVERNMENT
21st August 2024	<b>Cir No. 18 / M-8 / 2024</b>	Cir No. 18 / M-8 / 2024 – MUMBAI SAREE FESTIVAL” FROM 30-08-24 TO 05-09-2024, AN EXCLUSIVE MARKETING EVENT
22nd August 2024	<b>Cir No. 19 / B-15 / 2024</b>	Cir No. 19 / B-15 / 2024 – BIHAR GOVERNMENT INDUSTRIAL POLICY
23rd August 2024	<b>Cir No. 20 / I-9 / 2024</b>	Cir No. 20 / I-9 / 2024 – CLARIFICATION REGARDING TAX CLEARANCE CERTIFICATE – CBDT PRESS RELEASE

### Social Media Posts (Facebook, Instagram, LinkedIn, Twitter, WhatsApp & YouTube)

1st August 2024	<b>Achievers Club</b>	2nd Achievers Club Event : Friday, 2nd August 2024
1st August 2024	<b>79th National Garment Fair</b>	Exhibitors video bites
1st August 2024	<b>2ND EDITION BRANDS OF INDIA SHOW</b>	To Book your Stall 📞 📧 📧 Click here: <a href="https://bit.ly/3UWtYaL">https://bit.ly/3UWtYaL</a>
2nd August 2024	<b>79th National Garment Fair</b>	Exhibitors video bites
3rd August 2024	<b>79th National Garment Fair</b>	Exhibitors video bites
5th August 2024	<b>79th National Garment Fair</b>	Exhibitors video bites
5th August 2024	<b>Achievers Club</b>	Glimpses of the 2nd Achievers Club Meet held on 2nd August 2024 at Sahara Star, Mumbai
6th August 2024	<b>79th National Garment Fair</b>	Meet the CMAI Team who worked tirelessly for the Success of India's Largest Apparel Trade Show
6th August 2024	<b>79th National Garment Fair</b>	Exhibitors video bites
6th August 2024	<b>2ND EDITION BRANDS OF INDIA SHOW</b>	Attend an Exclusive Industry meet in Mumbai
7th August 2024	<b>2ND EDITION BRANDS OF INDIA SHOW</b>	☐ Click here for Visitor Registration 📞 📧 📧: <a href="https://brandsofindia.cmai.in/">https://brandsofindia.cmai.in/</a>
7th August 2024	<b>2ND EDITION BRANDS OF INDIA SHOW</b>	To Book your Stall 📞 📧 📧 Click here: <a href="https://bit.ly/3UWtYaL">https://bit.ly/3UWtYaL</a>
9th August 2024	<b>79th National Garment Fair</b>	Exhibitors video bites
12th August 2024	<b>2ND EDITION BRANDS OF INDIA SHOW</b>	To Book your Stall 📞 📧 📧 Click here: <a href="https://bit.ly/3UWtYaL">https://bit.ly/3UWtYaL</a>

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13th August 2024	<b>CMAI POST</b>	CMAI Managing Committee Members Anand Chokshi and Anand Golecha were invited to be the Guest of Honour at the Raipur Garment Fair 2024
13th August 2024	<b>2ND EDITION BRANDS OF INDIA SHOW</b>	2nd Brands of India Show Approved for ODOP
14th August 2024	<b>CMAI POST</b>	As the Nation Celebrates our Independence, TEAM CMAI Renews its Commitment to a United and Prosperous Future for All. Happy 78th Independence Day!
14th August 2024	<b>CMAI CAN</b>	सावधान VISHAL FASHIONS, PATIALA - PUNJAB
15th August 2024	<b>CMAI POST</b>	Happy 78th Independence Day!
16th August 2024	<b>CMAI CAN</b>	सावधान K.M. KOTHARI TREND PVT LTD - PALAKOL, AP K.M. KOTHARI TREND PVT LTD - AHMEDABAD, GUJARAT
17th August 2024	<b>2ND EDITION BRANDS OF INDIA SHOW</b>	To Book your Stall 🇮🇳🇮🇳🇮🇳 Click here: <a href="https://bit.ly/3UWtYaL">https://bit.ly/3UWtYaL</a>
20th August 2024	<b>2ND EDITION BRANDS OF INDIA SHOW</b>	To Book your Stall 🇮🇳🇮🇳🇮🇳 Click here: <a href="https://bit.ly/3UWtYaL">https://bit.ly/3UWtYaL</a>
20th August 2024	<b>CMAI CAN</b>	सावधान GLOBAL FASHION / GLOBAL ELEGANT TAILOR / GLOBAL TAILORS AND CLOTH CENTRE / ELEGANT TAILOR - INDORE, MADHYA PRADESH
22nd August 2024	<b>2ND EDITION BRANDS OF INDIA SHOW</b>	To Book your Stall 🇮🇳🇮🇳🇮🇳 Click here: <a href="https://bit.ly/3UWtYaL">https://bit.ly/3UWtYaL</a>
23rd August 2024	<b>CMAI CAN</b>	सावधान FALAK FASHION - HINDUPUR, ANDHRA PRADESH
24th August 2024	<b>CMAI POST</b>	A CMAI Delegation comprising of Rajesh Masand, President, Rohit Munjal, Vice President, Rahul Mehta, Chief Mentor and Aanurag Dhoot, Sr. Director met with Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Government of India in Mumbai yesterday.

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26th August 2024	<b>2ND EDITION BRANDS OF INDIA SHOW</b>	To Book your Stall 📍📍📍 Click here: <a href="https://bit.ly/3UWtYaL">https://bit.ly/3UWtYaL</a>
27th August 2024	<b>CMAI CAN</b>	सावधान HARI OM SAREES - / HARI OM / AMBIKA SAREE DEPO - / THE BIG BRAND SALE - NASHIK, MAHARASHTRA
29th August 2024	<b>2ND EDITION BRANDS OF INDIA SHOW</b>	2nd Brands of India Show : Free Visitor Registration now open
<b>Weekly Newsletter (Email, WhatsApp &amp; Website)</b>		
5th August 2024	<b>eNews Vol. 13 No. 30</b>	Business News related to Domestic and International Garment Industry for the period prior to 5th August 2024
12th August 2024	<b>eNews Vol. 13 No. 31</b>	Business News related to Domestic and International Garment Industry for the period prior to 12th August 2025
19th August 2024	<b>eNews Vol. 13 No. 32</b>	Business News related to Domestic and International Garment Industry for the period prior to 19th August 2026
26th August 2024	<b>eNews Vol. 13 No. 33</b>	Business News related to Domestic and International Garment Industry for the period prior to 26th August 2027

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