

To,

A) All Member exporters of the Council

B) IHB Holders, Cooperatives, Weavers, Cluster, National Handloom awardees, National awardees, Producer Companies, SHGs

Sir/Madam,

Sub: Inviting application for participation in the India International Handwoven Expo at New Delhi during 7-9 August 2025 – Reg.

- **Over 70% of overseas buyers have already registered!**
- **Rush your application to meet 100 overseas trade visitors and Buying agents & Leading brands!!**
- **Last Date extended to 16/07/2025!!!**

To mark the **celebration of National Handloom Day on August 7, 2025**, the Handloom Export Promotion Council (HEPC) proposes to organize a landmark B2B event – **the India International Handwoven Expo (B2B Big Ticket Event) from August 7 to 9, 2025**. This three-day international exhibition to be held at Bharat Mandapam, New Delhi, showcasing the rich legacy, innovation, and global potential of Indian handlooms.

The event aligns with the Government of India's vision of promoting the handloom sector and commemorating the contribution of India's weavers to the socio-economic development of the country. It will provide a unique opportunity to bring together weavers, exporters, international buyers, policy makers, and design experts on a single platform. The event will have participation of about 100 overseas trade visitors from prominent textile importing countries and 200 exhibitors from all over India.

Objectives:

The main goal of the India International Handwoven Expo 2025 is to showcase the intricate craftsmanship to the importing community across the world on National Handloom Day. The event aims to **connect exporters and weavers directly with international buyers, creating new market opportunities**. It will **also help educate and empower weavers** by introducing them to current market trends and global quality standards.

Special focus will be given to promoting the **India Handloom Brand, GI-tagged products, and lesser-known traditional crafts**. In addition, the expo will feature an **Export Awards Ceremony** to recognize outstanding exporters of handwoven products also a Theme Pavillion and Seminars.

Products on Display:

The India International Handwoven Expo will showcase the following diverse range of handloom products from across the country.

The exhibition will include a diverse collection of **fabrics**, highlighting traditional, contemporary, and innovative weaves that reflect the rich textile heritage of India.

A Collection of **home textiles**, featuring handwoven home décor, furnishings, Table linen, Bed linen, Kitchen linen, Bath linen, and accessories crafted by skilled artisans.

Floor coverings such as rugs, carpets, and durries from various weaving clusters will be on display.

Clothing accessories including scarves, stoles, shawls, dupattas, and other fashion items.

Traditional dress materials – Sarees, Dhoties, Lungies, etc.

Exhibitors:

The India International Handwoven Expo will bring together a strong and diverse group of participants to ensure meaningful engagement and business opportunities. **Around 100 member-exporters** of the Handloom Export Promotion Council (HEPC) will showcase their curated collections of handloom products, designed specifically for global markets.

In addition, **100 individual weavers** (holders of Sant Kabir, National Award/National Handloom Award, IHB registered and representatives of the handlooms organizations such as co-operatives, SHGs, PCs) from prominent handloom clusters across India will be invited to exhibit their traditional craftsmanship, offering a direct market link between heritage skills and contemporary demand.

Visitors:

To facilitate international trade and market exposure, the event will host **100 overseas buyers**, primarily from the overseas countries showing a growing interest in **sustainable and artisanal products**.

Besides, it will also have the visit of Buying Agents and leading Brands.

This event will serve as an excellent marketing platform provided by HEPC exclusively for handwoven products to meet the international trade visitors at an affordable cost and within the reach since it is happening in India.

The event details are furnished below:

Name of the Event	India International Handwoven Expo	
Date	7-9 August 2025	
Place	Hall- 14 (GF), Bharat Mandapam, New Delhi	
No. of Exhibitors	200 (100 exporters + 100 individual weavers)	
No. of International Buyers	100	
International Buyers Target countries	Europe, America, Asia, Oceania, Africa, Latin America	
Domestic Trade Visitors	Buying Houses and leading Brands	
International Buyers category	Importers, Wholesalers, Distributors, Chain Stores, Dept Stores, Retailers & their Buying Agents	
Participation fee details:		
A) Member exporters category:		
Standard built-in booth	Rate per sq.m. (Subsidised)	Minimum space offered
	Rs.5,000/- per sq.m. + 18%GST	12 sq.m. and additional space in multiples of 3 sq.m.
RAW space	Rs.4,000/- per sq.m. +18%GST	12 sq.m. and additional space in multiples of 3 sq.m.
Corner Charges (subject to availability)	10% extra for total participation fee (2 sides open booth) 15% extra for total participation fee (3 sides open booth)	
B) Individual Weavers Category: (IHB Holders, Co-op., Weavers, Cluster, National Handloom awardees, National awardees, SHGs, Producer Companies)		
	Rate per sq.m. (subsidised)	Space offered

Standard built-in booth	Rs.1,000/- per sq.m. + 18% GST	9 sq.m. only
Online Application Form	Click the link to fill and submit the application form https://forms.gle/5YgdALGCikiAVAb66	
Payment Details	Bank Transfer: Name of the beneficiary:Handloom Export Promotion Council A/c. No.: 35346171521 IFS code: SBIN0020243 Bank Name: State Bank of India Branch: Greams Road, Chennai	
Last date for registration	16/07/2025	

Travel Grant Reimbursement:

The event participation is organised under National Handloom Development Programme of O/o. The Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India. **One representative of each participant company is eligible for reimbursement including Travel, Hotel accommodation and freight charges for exhibit goods for Rs.14,000/- (or) actual whichever is less.**

Submit your online application along with payment before the last date for the above event.

Yours Sincerely,

(N. Sreedhar)
Executive Director