



**HANDLOOM EXPORT PROMOTION COUNCIL**  
(Ministry of Textiles, Government of India)

Vol. No. : 5



**HANDLOOM  
EXPORT  
NEWS LETTER**  
**FEBRUARY  
2023**

## 3rd edition of India Textiles Sourcing Fair at New Delhi during 14-16 March 2023

Dear Members,

- **Over 60% of overseas buyer shave already registered!**
- **Registration received from Countries like USA, UK, Germany, France, Italy, Belgium, Denmark, Australia, Canada, Chile, Brazil, Turkey, Colombia, South Africa, Japan, etc.**

**Rush your application to meet 120 overseas trade visitors!!**  
**Last Date extended to 15/02/2023!!!**

Handloom Export Promotion Council is successfully organizing the 3rd edition of **India Textiles Sourcing Fair** (Reverse Buyer Seller Meet), **at The Leela Ambience Convention Hotel, Delhi** during **14-16 March 2023**. The event will have participation of about 120 overseas trade visitors from prominent textile importing countries and 150 exhibitors from all over India.

International buyers will be screened and filtered based on various parameters and finally selected by a special committee formed by HEPC to ensure the quality and relevancy of buyers visit to the event. 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.

FAIR INFORMATION				
Name of the Event	India Textiles Sourcing Fair			
Date	<b>14-16 March 2023</b>			
Place	The Leela Ambience Convention Hotel, Delhi			
Product Profile	Table linen, Bedlinen, Kitchen Linen, Furnishing elements, Curtains, Floor coverings, Wall hangings, Trimmings and embellishments, Indian attire (sarees), clothing accessories (Stoles, Scarves, Shawls, etc.) Gift articles & collectors' items made out of handloom fabrics.			
No. of Exhibitors	150			
No. of International Buyers	120			
International Buyers Target countries	Europe, America, Asia, Oceania, Africa, Latin America			
International Buyers category	Importers, Wholesalers, Distributors, Chain Stores, Dept Stores, Retailers & their Buying Agents			
Subsidized Participation fees for pre-equipped standard booth with display accessories viz. Wall partition with Company Fascia, Carpeting, HQI light, Plug point, Basket, table, chairs, Curtain rod, pegboard/ pin board, Shelf, Curtain rod (inclusive of 18% GST)	<b>9 sq.mtrs</b>	<b>12 sq.mtrs</b>	<b>15 sq.mtrs</b>	<b>18 sq.mtrs</b>
	Rs.42,480	Rs.56,640	Rs.70,800	Rs.84,960
Application Form	Click the link to fill and submit the application form or copy and paste in your browser: <a href="https://forms.gle/tz8gcrm686yDcgYJA">https://forms.gle/tz8gcrm686yDcgYJA</a>			
Corner charge (Extra, if applicable)	10% extra of total participation fee			
Raw space	Rs.3,000/- per sq.m + 18% GST			
Payment Details	<b>Bank Transfer:</b> 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 DD/Multicity cheque in favour of "Handloom Export Promotion Council", payable at Chennai			
Last date for registration	15/02/2023			

Submit your application along with payment before the last date and avail an opportunity to have a prefixed one on one buyer meetings during the event (Subject to buyer's acceptance of your product profile) organized exclusively by HEPC.

Yours Sincerely,

(N. Sreedhar)  
 Executive Director

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## HANDLOOM EXPORT

Newsletter of Handloom  
Export promotion council  
February 2023

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## Chairman's Column

### Dear Members,

Amid many challenges in the global market, the Heimtextile 2023, Frankfurt, Germany- the world's premium hometextile fair has started with encouraging note. Council participated in this event with 61 member exporters and the overall response from the participants are good. Followed by, Council participated in Domotex, Hannover, Germany with 16 member exporters and Who's Next, Paris with 20 member exporters during January 2023. The participants opined that these events are break through after COVID-19 Pandemic. All of them have shown interest to participate in the next editions.

During the present global challenges for trade and economy, India's G20 presidency will provide opportunity to strengthen India's role in the world economic order: It will imbibe hope for trade developments with rest of the world especially any G 20 countries.

The recently concluded India Australia Economic Cooperation and Trade Agreement (ECTA) has come into effect from 29.12.2022 which would provide duty free access to Indian exporters in the Australian market. After the entry into the force of India-UAE CEPA agreement, the handloom export to UAE has witnessed increasing trend. In order to accelerate the export in this market, initially, Council is devising action plan for trade delegation visit to Australia. I request the member exporters to explore an opportunity in these markets using the preferential tariff for the Indian products.

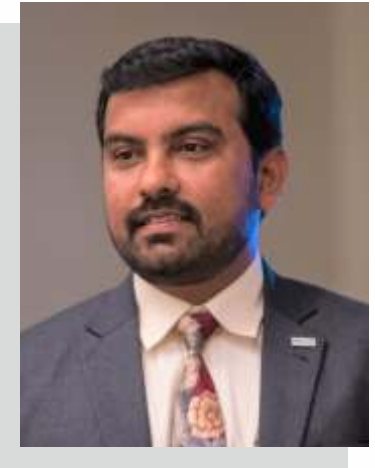
Yet another supportive measure taken by the ministry to the export community is permitting invoicing, payment, and settlement of exports/imports in Indian Rupees which will largely reduce the dependence on foreign currency, volatile exchange rates, commission, etc. I request all member exporters to emphasis the overseas buyers to get into the rupee trade framework.

During recent past review meetings with the ministry on handloom export turnover, it has been pointed out that the handloom export turnover is decreasing consistently every year. The usage of handloom HS codes for export by the member exporters are also in declining trend. Member exporters are requested to use the list of handloom HS codes enclosed suitably so that the handloom export turnover will be ascertained / increased.

As per DGCI&S data, the handloom export for the period April-Nov 2022 was USD 124.44 mn. and has witnessed negative growth by 27% when compared to the corresponding period of previous year. I hope China +1 would accelerate India continued to be in the buyer's choice list which would help to convert all business enquires as exports in the coming months.

Council is organising a Reverse Buyer Seller Meet "India Textiles Sourcing Fair" at New Delhi during 14-16th March 2023 by inviting 150 overseas buyers. It is a cost-effective way for the exporters to expand / explore their markets and requesting member exporters to utilise the opportunity. The detailed circular has been sent from the Council.

I welcome all fellow exporters to share their inputs and suggestions for the development of the industry.



With regards

A handwritten signature in black ink, appearing to be 'P. Gopalakrishnan'.

**P.Gopalakrishnan**  
Chairman

## Report

# Report on Heimtextil 2023, 10-13 January 2023

### About Heimtextil 2023

After a successful organising Heimtextil 2022 which was held for the first time as a summer edition in June 2022, Heimtextil winter edition was back on track and was held in Frankfurt from January 10-13, 2023 to help the trade to launch its sourcing activities for the season ahead.

Heimtextil is the International trade fair for hometextiles, which takes place annually at the Frankfurt trade fair grounds. Held on four days at the beginning of January, the fair is the first major presentation and ordering date of the year and sets standards for the year of the textile industry. Heimtextil offers a wide range of home textiles from bath, bed, and table textiles products for windows, floors, walls, sun protection and upholstery. The main topics of Heimtextil are the equipment of objects, the coupon business, sustainably produced home textiles and youth development which completes the wide range of the exhibition.

Heimtextil 2023 ended with concentrated intercontinental strength and set the course for a successful trade fair year. 44,000 buyers from 129 nations took advantage of the opportunity to participate in the global market for home and contract textiles and to gain a bundled overview of global textile innovations displayed by 2400 exhibitors - from fibers, yarns, upholstery and decorative fabrics, functional textiles, outdoor fabrics, artificial leather and wallpapers to bed and bathroom textiles, mattresses, sleep systems, curtains and decorative cushions. The top ten exhibiting countries were China, India, Turkey, Pakistan, Italy, Germany, Spain, Portugal, France and Great Britain. The top visitor countries included Germany, Italy, Turkey, the United States, Great Britain, France, the Netherlands, Spain, Pakistan, India and Greece.

Innovative material developments from natural raw materials such as mushrooms, plant fibers or recycled waste products provide impulses for the future of home textiles. This was clearly demonstrated by the "Future Materials Library" at Heimtextil. But also to the present applies: the majority of the global textile industry has long since set out on the path to sustainably redesigning manufacturing processes and forming strong partnerships and measures for transparent supply chains. To this end, Heimtextil exhibitors offered products, solutions or suggestions at many booths.

### HEPC's Participation in Heimtextil 2023

HEPC's presence in Heimtextil spanning a period of over two decades signifies the importance of this event in meeting the Council's objectives to cater to the members' demand who largely export hometextiles which constitutes over 85% of total export of handwoven products. This association with Heimtextil continued in the winter edition of Heimtextil held at Frankfurt, Germany during 10-13, January 2023.

The event participation was organised by the council availing financial assistance under Market Access Initiative Scheme of Ministry of Commerce & Industry, Govt. of India.

As there were issues concerning VISA for travel to Germany, HEPC in coordination with Messe Frankfurt (India) and with the support of German Consulate in Mumbai and VFS Global organised VAYD services of VFS at its premises facilitating VFS appointments for the participants from Southern region. Further, in coordination with Messe Frankfurt (India), such services were also organised in Delhi and Mumbai for the participants from Northern region.

This winter edition participation had the record number of 61 participants under the aegis of the Council. Based on the profile of member participants, space was acquired in Hall 10.3 (894sq.mtrs) and 6.2 (395 sq.mtrs) for a total area of 1289sq.mtrs. As in the past, the participants were provided spaces both as a raw space (1035sq.mtrs) for the participants to have their own custom built stand and as a standard booth (254 sq.mtrs) with a pre-equipped stand for those who are looking for an affordable space for participation. The participants under HEPC were from Panipat (Haryana), Karur & Chennai (Tamil Nadu), Bangalore (Karnataka), Alappuzha (Kerala), Agra, Noida, Bhadohi & Varanasi (Uttar Pradesh), Delhi, Jaipur (Rajasthan). The products exhibited include the entire range of hometextiles such as Table Linen, Kitchen Linen, Bed Linen, Bath Linen, Curtains, Cushions, Floor Coverings etc. The event had many first time exhibitors and start ups who showcased their products under the aegis of HEPC pavilion.

### Inauguration

The HEPC pavilion was inaugurated by Shri. Vinod Kumar, Consul, Consulate General of India in Frankfurt in

the presence of Shri.N.Sreedhar, Executive Director, HEPC and member participants



During the visit, the Consul released the exhibitors catalogue brought out exclusively by the Council for the event

Subsequently, the Consul also visited the exhibitors and interacted with them.



### Other Meeting by HEPC officials

At the Central promotion stall of the Council the following meetings were held

- meeting was held with Mr. Ilhan Erem, Vice, Chairman, CNR Holding , Turkey Mr.Volkan Salar, Head of International Sales & Mr.Serhan Erem, Board Member of International Home Textile Exhibition, Dubai on subject of participation in in hometex, Dubai scheduled during September 2024.
- Meetings were also held with other event organisers who visited the event.
- Council's officials also attended Texperitise lunch meeting hosted by MessFrankfurt and met Messe Team from region such as Russia, USA , Hong Kong etc

### Onsite Advertisements

A wide publicity on-site was undertaken by the Council which included distribution of exclusive exhibitor's catalogue hiring Optimo services , and placing on-site advertisements on various medium such as Lumio, Triangle Tower, Slim Box and Window Advertisements etc in various locations at the fair ground





### Observations during the Fair :

Based on the interactions with various stake holders by Council's officials the following observations are reported.

- Compared with June. edition , January edition had many visitors from USA
- In the present recessionary trend, buyers are very cost conscious and looking for products within the affordable range . Hence, there is a less demand for high end and highly decorative products.
- Consumer spending is more on essential products than on luxury products
- Demand exists for products of daily usage such as Kitchen towel, Aprons
- Sustainable and recycled products are in trend and have a demand in the market

The Council was represented by the Mr.N.Sreedhar, Executive Director, Mr.P.Rangasamy, Joint Director and Mr.S.Ramesh, Sr. Executive coordinated the onsite activities and also members' participation in the event. To summarize, this winter edition of Heimtextil delivered to the expectation of many exhibitors .In times of geopolitical challenges, Heimtextil is the most important place-to-be for the global home textiles industry - both for new business contacts and also to renew the existing contacts. The next Heimtextil will take place from 9-12 January 2024.

### Event Outcome

The spot order confirmation returned to the business in Heimtextil with many exhibitors reportedly had confirmed business and good amount of trade enquiries. The participants under HEPC reported that they had spot order worth Rs.28.77 crore and trade enquiries worth Rs.102.89 crore was also generated during the event from a total business visitors of 1741 who visited our exhibitors pavilion. Most of the exhibitors wanted to rebook their space for Heimtextil 2024 with a larger size booth.



## Report

# Report on DomotexFair, January 12-15, 2023

### DomotexFair:

Domotex is the leading trade fair for international floor coverings, the fair sets the trend for the next season. DOMOTEX 2023 proved once again that it remains the industry's most important trade, innovation and trend platform. During the four-day world's leading trade fair for carpets and floor coverings, trade visitors around 69% of them from abroad were able to discover new innovations and trends and make new business contacts with more than 730 exhibitors in eight halls. Sustainability, internationality and visitor quality were the hallmarks of this year's event. Exhibitors, visitors and organizers agreed that Domotex 2023 was a resounding success. At Domotex2023, the special show The Green Collection and Domotex on stage under the guiding theme Floored by Nature formed the heart of the event.

### Visitors Attendance and Quality:

Exhibitors were pleasantly surprised by the number of visitors and they did not expect such a lively turnout this year due to the difficult world situation. Exhibitors expect to see an even stronger event with a united flooring industry in Domotex2024.

### Council's participation in DomotexFair:

For the current edition, Council hired space of 138Sq.mtr. directly from the fair authority for participation of 16 Member Exporters and a central promotion stall was created wherein promotional materials for India Textiles Sourcing Fair and India Handloom Brand posters were displayed. Council's participants were accommodated at Hall 4.

Member Exporters displayed variety of products like Handloom Rugs, Handloom Durries, Floor coverings, Bath Rug & Carpets, Bath Mats, Floor Rugs and Cotton Rugs in the fair.

Many of our member participants had issues in getting the visa appointments to attend the event, but Council intervened and helped the participants in getting visa appointments by taking the issues with Ministry of External Affairs [Europe -West], Embassy of India, Berlin, Consulate General of India, Hamburg, Consulate General of Germany, Mumbai and also event organizer. However, few participants visa has been refused.

On day one of the fair, Shri Gulshan Dhingra, Vice Consul, Consulate General of India, Hamburg visited stands. He interacted with Council's Members, enquired with them to ascertain whether any exporter faced issues in getting visa. He appreciated Members for putting up a wide range of products and wished them good business at the fair.

It was observed that footfall of the buyers was relatively good at the fair with some days registering high to medium visitor footfall. It was also observed that all Member Exporters had Buyer visits to their stands as seen from the various photos of buyer visits to their stands. Few Member Exporters were very busy with regular buyer visits.

### Award Winners

The eight winners were announced during the award ceremony on the second day of the fair, 13 January 2023. The prestigious awards were presented in collaboration with the trade magazines COVER and HALI – celebrate contemporary carpet design and have been reflecting the innovations and trends in the industry for more than 15 years.

### Meeting with Fair Authority

Shri N. Sreedhar, Executive Director had a meeting Shri M. ThiloHortsmann, Senior Project Director, Deutsche Messe and Ms. Geeta Bisht, CEO and discussed about the HEPCs participation in the event. He also discussed about the allocation of prime space to HEPC member exporters and informed to allot same Hall 4 for future participation.

As per Members Exporters feedback, participation in the current edition of Domotex Fair has enabled them to enter into new markets like Brazil, Chile, Jordan, Spain Italy and Norway. Most participants expressed their desire to participate again through the Council in the next edition of Domotex Fair. Totally 194 buyer visits have been received by all member exporter. Total spot orders secured by Members is Rs.3.99 crore & enquiries generated is Rs.10.40 crore. The fair authority has indicated that the next edition will be held from 11th – 14th, January 2024.





# Seminar on Export Marketing and Procedures, Identifying and Handholding Exportable Products from Tripura

Handloom Export Promotion Council organized a seminar titled Capacity Building- Export marketing and procedures & Identifying and handholding exportable products from Tripura at Agartala, Tripura on 16-12-2022. The seminar was organized at Hotel Ginger, Agartala. The seminar was organized with the financial assistance under MAI scheme of Department of Commerce, Ministry of Commerce & Industry, Govt. of India.

Shri Sundar Murugesan, Joint Director, HEPC started the program with his speech to the gathering about the objectives of the seminar and also delivered the welcome speech of the seminar. In his speech he explained HEPC's efforts to help exporters from the North-Eastern region.

### The dignitaries present for the seminar are given below:

1. Ms. Kuntal Nath, TCS, Addl. Secretary & Director, Department of Handlooms, Handicrafts & Sericulture, Govt Of Tripura
2. Mr. Laxman Basak, Deputy Director, Weavers Service Centre, Agartala
3. Mr. Subrata Bhattacharjee, Sr. Officer, NHDC, Agartala
4. Mr. Debasish Roy, State Co-Ordinator, Digi-Bunai, DIC JD, HEPC felicitated the dignitaries and other guests with traditional Richa & Laminated Fabric tray.

Ms. Kuntal Nath, TCS, Addl. Secretary & Director, Department of Handlooms, Handicrafts & Sericulture, Govt Of Tripura had delivered a short speech about the handholding requirement of the handloom export for the International market. She was also seeking HEPC's help on the export marketing sector from the Tripura region. She had also thanked HEPC for organizing such type of awareness program for the stakeholders from the state of Tripura

Mr. Laxman Basak, DD (Weaving), WSC, Agartala gave a power point presentation on India Handloom Brand and Handloom Mark. In the presentation, DD, WSC explained the steps to be followed for obtaining the India handloom brand tag and Handloom Mark. He also interacted with the gathering on their issues for obtaining the IHB and

handloom mark and assured every possible help to the stakeholders for the same.

Mr. Subrata Bhattacharjee, Sr Officer, NHDC, Agartala gave a presentation on NHDC's revised raw materials supply scheme. In his power point presentation, Mr. Bhattacharjee briefed about the eligibility criteria, yarn passbook, quantity of the raw materials, transport subsidies etc to the gathering. He also informed that NHDC's revised scheme covers the handloom entrepreneurs, which was not in the earlier scheme. He had interacted with the stakeholders and answered the questions raised by them.

Mr. D. Roy, State Co-ordinator, Digi Bunai Software, DIC, Agartala gave a PowerPoint Presentation on functioning of DIG-BUNAI, OPEN SOURCE CATD software. He had explained in detail about the working of Digi-Bunai Software, which will effectively help the Textile designers as well as the Weavers. He also mentioned about the scope of enhancement of handloom production capacity by using the Digi-Bunai Software for designing. He had also answered the questions raised by the participants.

Shri Sundar Murugesan, JD, HEPC gave a presentation on the activities of the HEPC. He had thoroughly explained HEPC's activities, fair participation, membership categories and procedures and also briefed about the market potential of handloom products from the North-East region. He interacted with attendees and answered all the questions raised by them.

Mr. Mrinal Jyoti Saikia, TFO, HEPC, HELP DESK - Guwahati delivered the vote of thanks to the dignitaries / guest and attendees for their participation in the seminar.

Nearly 45 attendees, comprising of Master weavers, Aspirant exporters, NGOs and cluster executives / Designers / govt officials attended the seminar. Mr. Sundar Murugesan, JD, HEPC, Chennai and Mr. Mrinal, TFO, HEPC Guwahati helpdesk coordinated the seminar.



Special Address by Addl. Secretary & Director,  
Department of Handlooms, Handicrafts &  
Sericulture, Govt Of Tripura



Presentation by NHDC



Presentation by Shri Sundar Murugesan,  
Joint Director, HEPC



## Report

### Seminar on Awareness Programme on Identifying and handholding exportable products at Alleppey

Council organised a seminar on "Awareness Programme on "Identifying and handholding exportable products at Alleppey" on 28th December 2022 at Kerala State Coir Machinery Manufacturing Company Ltd, Chungam, Alleppey. Nearly go Societies / Exporters have participated in this event. The welcome address was delivered by Shri Sundar Murugesan, Joint Director, HEPC. Subsequently, Shri Sundar Murugesan, Joint Director, have explained about Council's activities in detail and benefits of exporters who enrolled with HEPC. Also explained about exportable products of Alleppey and its importance in international market. He requested all the societies to enter into export market and guidance will be provided by HEPC.

The seminar was inaugurated by Shri M.H.Rasheed, Chairman, Kerala State Coir Machinery Manufacturing

Company Ltd., Alleppey. Shri Gangadharan, T.O., Additional Director of Coir Development has delivered the special address in which he request coir societies to enter into export market.

The presentation on "Basics of Export & Customs Formalities" by Shri N. V. Saju, Superintendent, Commissionerate of Customs (Preventive), Kochi. He explained in detail about basic of exports and the formalities involved in it. Few societies have interacted with him and clarified their doubt regarding drawback. Subsequently, presentation was done by Mr.Girinath.G, Asst. Prof. & Ms. Mukthy.S., Asst. Prof, NIFT, Cannanore, have detailed about design trends and branding of handloom products at Alleppey. Also shown the presentation on various coir products which is having international market and given awareness to societies.

This was followed by the presentation on "various schemes of DCH" by Shri C.Giri Varma, Weavers along with Shri T.Subramanian, Deputy Director (weaving), Weavers service Centre (WSC), Cannanore.

They detailed about various schemes of Government and also requested Societies of Alleppey to enter into export market. This was followed by the presentation on "Coir Product diversification" jointly done by Dr.Radhakrishnan, SSO (Micro) and Smt. Suby Sebastian, SSO (Poly), Central Coir Research Institute. The have given detailed presentation on various coir product developments and usage methods implemented by Central Research Institute and adopted by Government and private sector.

The last session of the seminar was taken by Smt. Lachita Mol, Asst. Director, MSME, Thrissur, and detailed about various exports schemes under MSME along with RCMC fee reimbursement scheme to the first time exporter. During the seminar Joint Director advised all Societies/ exporters to participate in the event through Council.

The programme was ended with vote of thanks done by Shri Vinay, Project Officer, Coir Project Office, and appreciated the Council's initiation to organise the seminar for the awareness of coir handloom societies at Alleppey. He requests all societies to approach HEPC and get the further guidance for exports.



Welcome speech by Shri Sundar Murugesan, Joint Director



Special Address by Shri Gangadharan, T.O., Additional Director of Coir Development



Presentation by Central Coir Research Institute



Presentation by NIFT



Participants of seminar

# Recent Developments in Home Textiles

*The global home textiles market is one of the most profitable business segments in the global textile industry as it is witnessing a steady growth driven by factors like rising consumer spending on home renovation, fashion sensitivity towards household furnishing as well as growing real estate market among others. This feature captures what's trending in the segment.*

The global home textiles market is estimated at \$137 billion in 2022, growing at a CAGR of 3.8 per cent between 2016 and 2021. With an average growth of 3.5 per cent per annum it is projected to reach \$152 billion in 2025. China and the US respectively account for approximately 29 per cent and 20 per cent share of this market, of which China is expected to grow at faster CAGR of close to 6 per cent between 2022 and 2025. China's share in global textiles market is expected to rise from 25.4 per cent in 2016 to 31.6 per cent in 2025 while the share of the US is likely to decrease from 21.9 per cent to 19.5 per cent during the same period despite growing in value terms, according to Fibre2Fashion's market insight tool TexPro. In terms of consumption, the US and Europe are the biggest consumers constituting around 60 per cent of the global home textile imports. On the supply side, countries like India, China and Pakistan stand as the key suppliers.

The market trends in global home textiles sector not only help in estimating the market size and make projections but are also indicative of how the sector is shaping up. Developments and trends across the entire value chain encompassing retail, manufacturing, technology, innovation, sustainability and circularity, and colour and design is immensely contributing to the sector's overall evolution. Let us have a look at them.

### DEVELOPMENTS IN RETAIL

As end-part of value chain, retail reflects what consumers are looking for and how home retailers are responding to their changing tastes, demands and aspirations. Some of the top home retailers as well as those with significant home category share in their business reported key developments worth mentioning.

#### IKEA

World's largest home retailer IKEA wants to invest in future. This made it devise a way to invite and incorporate participation from its consumers - not the adults but children. The Swedish retailer has an international digital panel named IKEA Kids Advisory Panel to get feedback from 40 children aged 8-14 years from all over the world. The panel shares feedback which shapes product development and design ideas – BLAVINGAD being one

such range. Started selling in October in all IKEA markets, the new range with long-term vision is inspired by children's curiosity about marine life and consists of vibrant new items which are not only expressive but playful too. The collection comprises soft toys of kids' favourite marine animals, aquatic textiles, submarine and fishing games, and dreamy lighting for two age groups – 3 to 7 and 8+ years. On learning that children are concerned about the ocean and specifically the animals that call it home, IKEA based the design vision of BLAVINGAD around marine life which also consciously includes more sustainable materials, such as 100 per cent recycled polyester in select items (soft toys). The Panel feedback helped IKEA to know which ocean creatures the children from different countries like the most.

As a result, the range ended up having characters of dolphins, orca, blue whale, turtle and octopus.

IKEA also exhibited its social consciousness and responsibility during the year. In June, it launched a caring collection named VÅRDANDE inspired by the fundamentals of well-being and nourishing oneself. This is in partnership with five Asian social businesses - Classical (Bangladesh); Ramesh Flowers, Doi Tung (Thailand); Spun (India); and SAITEX (Vietnam) and aims at creating a better everyday life through long-term job opportunities and livelihood for vulnerable groups. Meaning 'caring' in Swedish language VÅRDANDE collection includes textile products such as kimono, yoga mats and blankets, a carrying basket, a soft storage solution, bowls and plant pots. A large part of this collection is either handmade or made in a sustainable industrial set up of five Asian partners. Most materials involved in producing the collection have been sourced locally like banana fibres, clay and jute. In case of cotton, it is sourced from more sustainable sources that require less water, pesticides and fertilisers. Since partners' localised social businesses employ people who have difficulty in finding a job in the labour market, the collaboration has enabled handcrafted products made by them to sell in IKEA's stores worldwide.

#### Walmart

The home category is attracting the attention of the world's many top retailers, including Walmart. The retail giant expanded into home categories to meet the home décor and furniture needs for the entire family. It all began in June 2021 when Walmart unveiled Gap Home - an assortment running into 400 items including bedding and bath, home décor and tabletop. The first anniversary of this debut was marked in 2022 by launching a 200-item

new category - Gap Home Kids, on its website. The range, the company says, offers prices that are parent-approved and styles that are kid-approved. The collection incorporates Gap's signature chambrays, stripes and washed denim with kid-friendly colourways and prints. The GOTS (Global Organic Textile Standard) and OEKO-TEX Standard 100-certified collection comprises comforters, sheets, throws, shower curtains, bath rugs, towels and window panels, all constructed of organic cotton with tufted poly area rugs that are machine washable too. In addition to the online launch, Gap Home Kids made a foray into the physical space as well. For a limited time, the collection was shown at Hunker House - an experiential showroom from digital media brand Hunker, in the Abbot Kinney neighbourhood of Venice Beach.

### **Lowe's**

American home décor and textile retailer Lowe's has similar plans to expand its home décor brands in stores and online via introduction of new brands. Implementing those plans, in February 2022 the retailer launched a new multicategory private label - Origin 21. Lowe's private label is for millennial consumers who seek to modernise their home style. Origin 21 collection encompasses rugs and floor mats, curtains, decorative pillows and throws, furniture, patio furniture, mirrors, lighting, home accents, wall art, bathroom varieties and faucets, decorative shelving, outdoor pots and plants. Later in the year, this launch was followed by introduction of patio collection as well as replacement cushions made with fibres derived from recycled plastic bottles. Lowe's acquiring of the carpet brand The Stainmaster in 2021 was also part of the expansion strategy. As has been proven time and again that private label is a lucrative option to fill demand gaps and enhance profit margins, Lowe's expansion of brands underlines similar goals.

### **Macy's**

Another key development was observed in yet another American retailer Macy's, when it launched its new 'Own Your Style' brand platform in March 2022 aiming to help customers discover and express their own personal style. Part of the company's Polaris strategy, the new platform aims to position Macy's as the go-source for fashion and style, involving digital and social-first experiences, branded content, sequenced storytelling, in-person expert advice and personalised data-driven recommendations. The site launch highlighted inspirational trends in home - Hello There, Sunshine and Contemporary Home - as well as apparel-oriented trends for prom, swim, vacation wear, and men's and women's clothing. Curated products within the home-themed trends included fashion

bedding, tabletop, kitchen and dining wares, decorative pillows, furniture, candles / aromatics, home décor, lighting and rugs. In addition to the digital experience, Macy's stores feature monthly 'Own Your Style' and 'Now Trending' pavilions stocked with key items. To support the project, Macy's reintroduced Macy's Style Crew - a diverse community of in-house style experts. Their social media followers and Macy's customers gave tips, live demos, product tutorials and recommendations.

### **Bed Bath & Beyond**

While Lowe's attempted expanding its brand portfolio, others like Bed Bath & Beyond chose to resurrect their existing operations by taking a pause. In September 2022, Bed Bath & Beyond candidly revealed its store closure plan with first group of 150 stores to be axed. The store closures across nearly 2 dozen states in the US also included a one-time must-see location on E Ridgewood Avenue in Paramus Mall, NJ near its headquarters. More than 50 stores constituted the first round of closure and the states with largest number of stores happened to be California (8), Illinois (6) and New York (5). The shuttering of stores is being attributed to the company's decision of financial restructuring. Other measures of restructuring include cutting staff across corporate and supply chain offices by 20 per cent and slashing the capital expenditure, largely by pausing new store openings and remodelling.

### **Online Retail**

Online retailers are also not far behind in contributing to new developments. There is an instance of San Francisco-based DTC brand Coyuchi - a pioneer in organic luxury linens, which chose to giving its customers a hands-on experience through opening stores. The brand opened new store in Palo Alto, California. The sustainable living brand's new store is located in Town & country Village - a neighbourhood shopping centre with restaurants and specialty shops. The brand has a neighbourhood of likeminded luxury stores such as Sur La Table, Diptyque, Marine Layer, Hudson Grace and more. Opened on November 18, 2022, the 1,300 sq ft store is Coyuchi's second retail location after Point Reyes Station that opened long back in 2008. With new CEO at helm, the store expansion is part of the company's growth strategy. Coyuchi's stores are staffed by 'natural home advisors'. The new store offers coastal design inspiration, a robust display of swatches and a large interactive touchscreen to revive all possible colour and textile options. The Palo Alto store provides the brand a space to bring together industry leaders and partners, educate customers and the local community, raise awareness for the brand's sustainability besides fostering Coyuchi's growing community.

## **BACKEND DEVELOPMENTS**

The backend of the sector was also abuzz with developments in manufacturing and supplying side as well as among textile companies, ranging from collaboration to latest technology adoption and from strategising sourcing to making a comeback.

### **Widened Sourcing**

Learning from COVID experience, the global home textile companies are expanding their sourcing base. Following the trend, Dubai-based Texlynx plans to expand its global buying footprint into more countries. Celebrating its 25th anniversary this year, the company offering consulting and brand development services as well as third-party inspections, and having core products of fabrics and yarn, home textiles for retail and hospitality, medical textiles and apparel, announced opening of sourcing offices in Myanmar and Vietnam starting in mid-2023. An office in Uzbekistan later part of 2023 will also follow. The new offices will source microfibre and 100 per cent polyester-filled home textiles. It will also add sports-related items to its new Vietnam operation. The company currently operates buying offices in China, India, Italy, Pakistan, Turkey and the US, besides having partner offices in Chile, Indonesia, Thailand and Vietnam.

### **Collaborations**

US-based soft home and bath products specialist Parkview Home Textiles added a new brand to its portfolio via a licensing agreement with Bluestar Alliance to produce and distribute home textiles for Kensie - a fashion apparel brand for women and girls that is sold in major department stores and boutiques across the US and Canada. The multi-year agreement covers a range of products including quilts, comforters, sheets, blankets, pillows, curtains, rugs and shower accessories. The Kensie brand is globally recognised for its contemporary designs suiting the modern women's active lifestyle. The brand now looks forward to expanding in the home textiles and soft goods categories incorporating design from its RTW (ready to wear) and accessory collections. The new Kensie home textiles and soft goods collection will begin shipping in the first quarter of 2023.

The Brooklyn-based company West Elm Kids also built on a partnership launched last spring to create a curated collection of textiles and decorative accessories. West Elm Kids collection, in collaboration with designer Sarah Samuel, featured 33 holiday-themed items inspired by The Nutcracker, including sheets, pillows, a signature rug, a play tent, pyjamas, lighting and an advent calendar. It is Samuel's second collection with West Elm Kids that includes her love of patterns, pom-poms and a playful

palette which is perfect for the holidays at home with the kids.

### **Making A Comeback**

Lillian August's Lifestyle brand returned to the fabric market by entering into a licensing agreement with Tempo Upholstery and Drapery Fabrics Inc to manufacture decorative pillows, outdoor cushions, and fabrics with high performance characteristics for both indoor and outdoor use. The new collection will be a perfect marriage of Lillian's design elements with Tempo's quality performance fabrics, pillows and cushions, technical and customisation capabilities and supply chain efficiencies. As a company Tempo operates two divisions - Tempo Fabrics and Tempo Home, and sells premium products to consumers, retailers, furniture manufacturers and brands. The partnership marks Lillian August brand's return to the fabric market which is how the company started many years ago. The first collection, produced by Tempo for Lillian August, will be launched this fall and will be a signature Lillian August mix of palettes, patterns, materials and textures. The initial introduction will include indoor and outdoor performance fabrics as well as outdoor pillows.

### **Innovation**

The major US home textiles supplier Standard Fiber which specialises in performance technologies that improve sleep, wellness and comfort, has introduced an innovative collection of pet products under its new Petnology brand which includes products for a variety of different pet personas. Each collection within Petnology brand will feature a pet personality and enhanced product attributes that will make it easily relatable, fun and functional unique to their character. The collection incorporates technology in easy-to-understand solutions for pet owners. Additional branded accessories will join into the product mix later in 2023.

### **Technology**

At ISPO Munich fair, HeiQ unveiled its bio-based proprietary textile technology HeiQ Mint Odour. The plant-based technology is designed to make textiles smell fresh even after repeated use. This allows home textiles and clothing to be washed less frequently. The technology is jointly developed with Patagonia to address body odours on textiles. HeiQ Mint is OKEO-TEX certified, Bluesign approved and ZDHC compliant, while USDA bio-preferred certification is currently in progress.

### **Luxury Aesthetics**

French luxury design house Hermès introduced a new home collection centred on colour-blocked textiles that are light as air. First time presented during the Milan

Design Week at Salone del Mobile in June 2022, textiles are the central theme of the entire home collection - six creations (five plaids and a bed cover) made in cashmere - one of the mansion's favourite materials. The textiles explore the different processing techniques: cashmere strips form the design of the plaids; the intertwined and hand-dyed squares make up a large patchwork in lustrous tones; the geometric shapes, assembled with a connection technique, evoke the image of stained-glass windows. A large, quilted bedspread brings together colours, patchwork and the traditional quilting technique. Additionally, there is also the porcelain service and the designer Coulisse lamp, presented in a new version that is covered in a hand-painted parachute fabric.

### SUSTAINABILITY & CIRCULARITY

Textiles are an integral part of modern life. The material applications and the manufacturing processes are no less manifold. This presents a great challenge for the international textile industry since it obtains raw materials from a broad spectrum of sources and uses numerous processes to make a huge variety of products. Thus, there is a great potential for the sustainable development of the industry in today's time as well as in the future. The industry keeps seeking ways for sustainable development. Amidst the state of environmental emergency that we are currently living through, the textile industry has a responsibility to examine its processes and bring required change. There is a need to take materials first approach and focus on the sourcing, design and sustainability of materials. Keeping this at the core, many industry players are working towards sustainability and circularity.

Macy's, for instance, announced a sustainable initiative programme to drive a circular future wherein textiles play a significant role. In 2022 beginning, Macy's became part of the Ellen MacArthur Foundation community that focuses on accelerating and enabling the transition to a global, circular economy and FABSCRAP - a non-profit in New York city that helps to ensure that the fabric waste from the design and development process is reused, upcycled, down cycled and recycled responsibly. With an objective to reduce waste, Macy's team embraced a technology that allows the scaling back of the number of physical samples required from suppliers without impacting fit, colour, and other design aspects. The process significantly reduced textile waste. While only 5 per cent of samples were digital in 2019, the share of all virtually-made samples increased to 61 per cent in 2022. Simultaneously, the Macy's reverse logistics team is also working to move goods from customers back to the sellers, or

manufacturers, or sold to resellers to continue the lifecycle of the product. This is being done to reuse and extend the life of all products. Through its partnership with Give Back Box, Macy's customers can contribute to the responsible lifecycle of their clothes, toys and other pre-used items by downloading a pre-paid shipping label from Macy's website and sending them to be donated for resale and recycling. Macy's has also adopted best practices to reduce packaging, including standardising the size of packing cartons and minimising packaging materials.

Macy's is not the only player in the industry which is consistently developing ideas and solutions around circularity in textiles. Many others are seeking more sustainable ways to produce textiles and recycling options within the framework of the circular economy marked by continuous reuse of materials. The approach not only reduces the need for new raw materials but also cuts the amount of waste generated. In technical cycle, inorganic materials such as nylon, polyester, plastic and metal are being recycled with no loss of quality. In the biological cycle, ways to return organic materials such as linen and bast fibres to nature at the end of their useful life are being adopted.

### COLOUR & DESIGN TRENDS

Going by Heimtextil - one of industry's most important global event for interior textiles, interior design and interior trends, the mood for upcoming season with new products and designs can be gauged. Its special summer edition Heimtextil 2022 displayed home textile and colour trends for 2023 under the overarching theme 'Next Horizons'. The theme comprised 4 colour palette trends - Empowered & Beyond Identity and Deep & Hyper Nature, focusing on sustainability and conservation:

**Empowered Identity:** This colour forecast encourages new ways of seeing old crafts, heritages and expressions in a new and modern way. The colour trend represents a collaboration with the past and connects cultures with the next generations by driving sustainable transformation. The Empowered Identity colour palette consists of bold primary colours such as Raw Umber, Prussian Blue, Vermillion etc. These colours resemble their colour pigment origins. The bold colour trend is relevant for the extrovert who are driven by curiosity and the new things, and effect change. The textile trends in 2023 to go along with these colours will result in upcycled and recycled materials such as recycled synthetic fabrics, embroidered applique, and chunky woollen weaves.

**Beyond Identity:** This trend shatters the myth that sustainability needs to be earthy only, instead offers a



positive message that it can be colourful too. This is why Beyond Identity features a range of pastels which are not just sweet but aggressive as well. In this colour trend, sustainability is not down-toned but rather transforms in the vibrant pastel colour palette. Targeted at a younger consumer, the colour trend showcases flowing textiles and billowy shapes. This is exemplified in making natural textile dyes created by using food waste such as red onion peel and avocado seeds. Illustrated by fluidity, the colours symbolise the identities in flux. This colour palette includes 8 Pantone shades – 12-0646 TCX, 13-1208 TCX, 14- 4311 TCX, 14-6312 TCX, 15-1216 TCX, 16- 1452 TCX, 17-3802 TCX and 17-3936 TCX.

**Deep Nature:** This colour trend is a continuing one that has been ongoing hence more familiar. The trend is inspired by higher understanding of resources and ecosystems. It puts into a collaboration that is upbeat and modern. The trend is geared to the consciously aware consumer and realised for the home with a modern edge. It is for a world that has just started to understand the imbalance of nature and is only in the beginning stages of taking action to rebalance. The trend also exhibits a move away from linear production with some textiles like leek paper-a more scalable textile made of fungi mycelium-and eel grass that has the ability to regenerate in addition to being biodegradable. The Deep Nature colour palette also includes 8 shades of Pantone – 13-1010 TCX, 15-1119 TCX, 16-1506 TCX, 17-0636 TCX, 18-1616 TCX, 18-4011 TCX, 18-1048 TCX and 19-0608 TCX.

**Hyper Nature:** Centred around the fusing of digitalisation and nature, the Hyper Nature is a dynamic mix having a high visual expression which connects tech and nature to create a more sustainable environment. For instance, creating a blanket with natural, organic motif using a digital approach; or the digital art such as images that also include the leek fields in Amsterdam. Through the use of photobiology, light science technology and the use of LED lights, the use of pesticides in the leek fields is decreased by up to 50 per cent, protecting the planet in the process. At the same time, the textiles that shape the Hyper Nature trend have a digital-like quality to them as they represent nature in the metaverse. The Hyper Nature colour palette includes Pantones 14-1323 TCX, 14-0627 TCX, 15- 0343 TCX, 16-5810 TCX, 17- 0610 TCX, 18- 0724 TCX, 18-1741 TCX and 19-3842 TCX.

#### FURNITURE DESIGN & COLOURS

The pandemic introduced concept of 'Work From Home' made home, first by compulsion then pleasure,

the place of refuge in which people want to spend best of one's life. This new way of living craves for the living space to be beautiful and personalised as home becomes a place to both enjoy leisure time and to work with concentration. This has brought a change in the furniture and design aspects towards new solutions that express a sense of regeneration from old spaces, with emotion expressing colours being one of them. For 2023, purple, dove grey and emerald green are projected as key design colours by Italian furniture company Arredare Moderno. Purple, an elegant and refined colour, is associated with both creativity and romanticism and proves to be extremely versatile as it can adapt to both modern and classic styles characterising daytime and night-time environments. Dove grey, one of the most widely used neutral shades in interior design in recent years, gives the room a feeling of spaciousness and creates a very cosy space. Emerald green, which expresses elegance, was once reserved only for elegant interiors but is now becoming the hero of any room in interior design.

Additionally, the colour trend institutes have predicted three trendy colour combination palettes that will be found in proposals from the worlds of fashion, design and home – multicolour palette (purple, fuchsia, black and orange), delicate palette (dove grey, light blue, camel and grey), and evergreen palette representing all shades of green. It is predicted that furniture will be made of more sustainable materials such as bamboo, cork and wool. They will also be made from more unusual fabrics in response to the growing trend of 'upcycling' and the desire to stand out from the crowd. Some of the most popular unusual fabrics include vinyl, parachute fabric and wire mesh.

#### FORECAST 2023

The global home textiles in 2023 is going to be exciting area. Some of the ongoing efforts of 2022 will continue, some will accelerate while the new ones that will emerge, will shape the sector's quality output and efficiencies. The year is expected to witness an increased use of local resources, equipment and services; environment friendly material alternatives; existing stock components; rented and loaned materials, responsible waste management; and design for recyclability. Though the action to recover from the imbalance created in our ecosystem over the last several centuries has already begun, 2023 is expected to witness the real change that needs to happen. In addition, a move from linear production to the one with circular mindset is expected too, along with more use of bio-(biodegradable) plastics.

Source :

**FF** | FIBRE2FASHION.COM  
WORLD OF GARMENT - TEXTILE - FASHION

## Press Release

### Year-End- Review of Department of Textiles–2022

*From receiving proposals under PM Mitra to investment under PLI Scheme, it was an eventful year for Ministry of Textiles. The Ministry provided financial assistance to handloom sector and organized several Handicraft exhibitions.*

*Some of the key initiatives and achievements of the Ministry in the year 2022 are:*

#### **PLI Scheme**

Government has launched the Production Linked Incentive (PLI) Scheme with an approved outlay of Rs.10,683 crore to promote production of MMF Apparel, MMF Fabrics and Products of Technical Textiles in the country to enable Textiles Industry to achieve size and scale and to become competitive. Applications under PLI Scheme for Textiles were received through web portal from 01.01.2022 to 28.02.2022. A total of 67 applications have been received. Selection Committee chaired by Secretary (Textiles) has selected 64 applicants under the scheme. 56 applicants have completed the mandatory criteria for formation of a new company and approval letters have been issued to them. Investment to the tune of Rs. 1536 crore approximately has been made so far. Quality Control Order wrt VSF is under issuance.

#### **PM MITRA**

The Government had approved setting up of 7 (seven) PM Mega Integrated Textile Region and Apparel (PM MITRA) Parks to develop world class infrastructure including plug and play facility with an outlay of Rs. 4445 crore for a period up-to 2027-28. The guidelines in respect of scheme have been published and there have been multiple interactions with State Governments for inviting proposals. In response 18 proposals from 13 States have been received. National Conference was organized on 04.05.2022 for discussion on proposals with the Senior Officers from State Governments and Industry Associations. Evaluation of proposed PM MITRA park sites was done through Gati Shakti portal to understand locational advantage. As of now detailed scrutiny for selection of sites through challenge matrix is underway.

#### **National Technical Textile Mission (NTTM)**

Under NTTM, 74 research proposals valuing Rs.232 cr have been approved in the category of speciality fibre and technical textile. For market development and promotion of technical textiles, 4 major conferences have been organised viz. (i) International conference with CII in Delhi on 12/03/22, (ii) Conference on Geotech and Agrotech with ICC at Imphal on 23/08/2022, (iii) National

conclave on protective textiles on 16/11/2022 at Delhi and (iv) International conference with CII and Govt. of TN on 25-26 November 2022 in Chennai. 31 new HSN codes have been developed in the technical textiles sector. SRTEPC have been assigned the role of export promotion council for technical textiles.

#### **Amended Technology Upgradation Fund Scheme (ATUFS)**

Investment of Rs.10,218 crore confirmed by the industry in 2443 subsidy cases. A total of Rs.621.41 crore subsidy was released in 3159 cases under Amended Technology Upgradation Fund Scheme and Special campaigns organized at major clusters for settling backlog cases.

#### **SAMARTH**

A total of 73919 persons (SC: 18194, ST:8877 and Women: 64352) have been provided training of which 38823 persons were provided placement under SAMARTH – Scheme for Capacity Building in Textile Sector

#### **National Institute of Fashion Technology (NIFT)**

A new Campus at Daman was made operational for the academic session 2022-23. Moreover new Campus Buildings for Bhopal and Srinagar are also coming up.

#### **Silk Sector**

The total Raw Silk production was 28106 MT. R&D projects numbering 44 were initiated and 23 were concluded with the achievement of training 9777 persons in various activities related to silk sector.

#### **Jute Sector**

JUTE-ICARE (Improved Cultivation And Advanced Retting Exercise) Scheme: covers 170 jute growing blocks with 1,89,483 hectare had benefitted 4,20,309 jute farmers. Export Performance has improved due to Market Development & Promotion Scheme (MDPS) as export performance rose by 38% from the last year with current value at Rs. 3786 crore. The value of exported Jute Diversified Products is Rs. 1744 crore with increasing trend by 46% from the last year. A total quantity of around 26.87 lakh bales of jute bags worth Rs.9.80 thousand crores (approx.) have been indented.

#### **Cotton Sector**

Cotton cultivation has been increased by 5% to 125.02 lakh hectare as against 119.10 lakh hectare during last year. Brand named KASTURI COTTON INDIA for Indian cotton has been launched and to encourage mechanized

harvesting of cotton, improving quality of cotton and to reduce labour cost. Further 75000 hand held kapas plucker machines are being distributed.

### Wool Sector

Projects to Animal / Sheep Husbandry Dept., Leh have been approved of revolving fund of Rs.2 Cr for procurement of pashmina wool, distribution of 400 portable tents to Nomads of Leh in order to improve living conditions. Further construction of 300 Predator proof corrals for safety of pashminagoat along with project to procure 50 sheep shearing machines to Uttarakhand

### Handloom Sector

Financial assistance of Rs.76.60 Crore has been provided to 91 Handloom Clusters. 1,109 weavers provided improved looms and accessories under HSS. Skill up-gradation training was imparted to 2,107 handloom workers under Handloom Clusters of National Handloom Development Programme. Assistance

amounting to Rs.18.49 crore has been released for 141 marketing events. Moreover assistance of Rs.10.40 crore has also been released for various activities sanctioned to Mega Handloom Clusters under Comprehensive Handloom Cluster Development Scheme. 102.05 lakh kg of yarn was supplied under transport subsidy component, 73.79 lakh kg of yarn supplied under-price subsidy component and total of 175.84 lakh kg of yarn supplied under Raw Material Supply Scheme (RMSS).

### Handicrafts Sector

A total of 272 marketing events were organized, benefiting 19330 artisans. Pahchan cards were issued to 30 lakh artisan and uploaded on public domain. 52 artisan Producer Companies were formed and supported. 418 training programme and Design workshops were conducted benefiting 12480 artisans. Modern Toolkit were distributed to 13579 artisans. Shilp Guru & National Awards for the years 2017, 2018 & 2019 were awarded to 108 artisans.

Source: PIB







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# Social Media

**HEPC @HEPC,India - Dec 7, 2022**  
 Shri. P. Gopalakrishnan, Chairman and Shri. N. Sreedhar, ED had a meeting with Smt. Rachna Shah, Secretary (Textiles) at her office on Dec 7, 2022.

**HEPC @HEPC,India - Dec 7, 2022**  
 Shri. P. Gopalakrishnan, Chairman along with Shri. Lalit Kumar Goel, Vice Chairman, Shri. N. Sreedhar, ED and Shri. Ashok Gupta, EC Member had a meeting with Shri. Santosh Kumar Sarangi, Director General, @dgtIndia at his office on Dec 7, 2022.

**HEPC @HEPC,India - Dec 7, 2022**  
 Shri. P. Gopalakrishnan, Chairman along with Shri. Lalit Kumar Goel, Vice Chairman, Shri. N. Sreedhar, ED and Shri. Ashok Gupta, EC Member had a meeting with Smt. Shubhika, DC Handlooms (Additional Charge) & Trade Advisor, Ministry of Textiles at her office on Dec 7, 2022.

**HEPC @HEPC,India - Dec 15, 2022**  
 Shri. P. Gopalakrishnan, Chairman, addressing the Textile Conclave at #KashiTamilSangamam in Varanasi

**HEPC @HEPC,India - Dec 19, 2022**  
 HEPC ED Mr. N. Sreedhar addressing the "Vision 2047- Textiles" on 15/12/2022 at Varanasi Tamil Sangamam.

#KasiTamilSangamam #KashiTamilSangamam

**HEPC @HEPC,India - Dec 19, 2022**  
 HEPC Chairman Mr. P. Gopalakrishnan explained about Karur Textile Clusters in Varanasi Tamil Sangamam, on 14/12/2022

#KasiTamilSangamam #KashiTamilSangamam

**HEPC @HEPC,India - Dec 19, 2022**  
 HEPC Chairman, ED along with Team members from Karur meeting with Secretary Textiles, Addl Secretary Textiles, Trade Advisor and DCHL.

#KasiTamilSangamam #KashiTamilSangamam

**HEPC @HEPC,India - Dec 19, 2022**  
 Hon'ble Minister of Textiles, Shri. Pawan Kataria addressing the Textile Conclave at Kashi Tamil Sangamam in Varanasi on Dec 19, 2022.

#KasiTamilSangamam #KashiTamilSangamam

# Social Media

**HEPC @HEPC\_India - Dec 10, 2022**  
 Ms. Rachna Shah, Secretary (Textiles), addressing the Textile Conclave at Kashi Tamil Sangamam in Varanasi on Dec 10, 2022.

#KashiTamilSangamam #KashiTamilSangamam

**HEPC @HEPC\_India - Jan 8**  
 Shri. N. Sreedhar, ED explaining the Positive Outlook and Export Growth potential of Handlooms for 2023 in a discussion on Handloom Export Potential Review.

#HandloomExport #HandloomExportPotentialReview

**HEPC @HEPC\_India - Jan 10**  
 Shri. Vinod Kumar, Consul, Consul General of India Inaugurated HEPC Pavilion at Heimtextil 2023 on 10th January 2023. The event is held during 10-13, January 2023 at Frankfurt, Germany.

#Heimtextil2023

@berlin @CGFrankfurt @gmunich @IndiaHamburg

**HEPC @HEPC\_India - Jan 11**  
 Meeting of Mr. N. Sreedhar, Executive Director & Mr. P. Rangasamy, Joint Director, HEPC, with Mr. Olaf Schmidt, Vice President, Ms. Melke Kern, Director and Team on 11th Jan 2023 at Heimtextil 2023

@berlin @CGFrankfurt @gmunich @IndiaHamburg

**HEPC @HEPC\_India - Jan 12**  
 Shri. Gulshan Dhirga, Vice Consul, Consulate General of India visiting the HEPC Pavilion at Domotex, Hannover, Germany on 12th Jan 2023 and interacting with member exporters. He was welcomed by Shri S. Johnson Samuel, Assistant Director, HEPC.

**HEPC @HEPC\_India - Jan 12**  
 HEPC Member Exporters interacting with buyers at their stalls in Domotex, Hannover, Germany held during 12 - 15 Jan 2023.

@berlin @CGFrankfurt @gmunich @IndiaHamburg

**HEPC @HEPC\_India - Jan 23**  
 HEPC is organizing participation in WHO's NEXT-Paris under NHDP Scheme. Exhibitors at HEPC pavilion. Event is scheduled during 21-23, January 2023

@TextileIndia @NHDP\_Textiles @IndiaFrance @whonextdotcom

**HEPC @HEPC\_India - Jan 23**  
 Mr. Deepanshu Khurana, Second Secretary, Embassy of India in Paris visited the HEPC pavilion and interacted with participants.

@TextileIndia @NHDP\_Textiles @IndiaFrance @whonextdotcom

## International Trade Settlement in Indian Rupees (INR)

**Disclaimer:** These FAQs are for general guidance purpose only. In case of any inconsistency(ies) between FAQ and FEMA, 1999, Rules/Regulations/Directions/Permissions issued thereunder, the latter shall prevail.

**Q 1:** How is the Special Rupee Vostro Account (SRVA) different from the already existing Rupee Vostro Account provided for under Foreign Exchange Management (Deposit) Regulations, 2016?

**Answer:** The settlement of International trade through Indian Rupees (INR) is an additional arrangement to the existing system of settlement. SRVA requires prior approval before opening unlike Rupee Vostro account.

**Q 2:** What is new in this arrangement?

**Answer:** The settlement through Indian Rupees (INR) is an additional arrangement to the existing system that uses freely convertible currencies and will work as a complimentary system. This will reduce dependence on hard (freely convertible) currency.

**Q 3:** Whether RBI approval is required for opening such Special Rupee Vostro Accounts?

**Answer:** Yes, for opening of Special Rupee Vostro Account, prior approval of RBI would be required. The bank willing to open Special Rupee Vostro Account for bank of the partner country should have a good level of business resilience and financial health. Second, they need to have experience in facilitating trade/investment transactions and capability to provide other financial services. Third, AD banks should have good correspondent relationships with banks in partner countries.

**Q 4:** What is Correspondent banking?

**Answer:** The term correspondent banking relationship acts as an intermediary or agent, facilitating wire transfers, conducting business transactions, accepting deposits and gathering documents on behalf of another bank. Correspondent banks are most likely to be used by domestic banks to service transactions that either originate or are completed in foreign countries. Domestic banks also use correspondent banks to gain access to foreign financial markets and to serve international clients without having to open branches abroad.

**Q 5:** Will this be a bank to bank arrangement or country to country arrangement?

**Answer:** This is essentially a bank-to-bank arrangement similar to correspondent banking arrangement.

**Q 6:** What is the procedure for opening a Special Rupee Vostro Account with an Indian AD bank?

**Answer:** The AD bank approaching RBI for seeking approval for opening of Special Rupee Vostro Account must submit the following information along with their proposal/request:

- a. The details of the arrangement between AD bank and correspondent bank from the trading partner country along with the funds flow.
- b. A brief write-up on the foreign banks seeking correspondent relationship for Special Rupee Vostro Account.
- c. Copy of the request letter of the correspondent bank to AD bank.
- d. Confirmation from AD bank that the due diligence has been carried out by AD bank which establishes correspondent banking relationship as per our extant guidelines {Master Direction - Know Your Customer (KYC) Direction, 2016 dated Feb 25, 2016} (As amended from time to time)}.
- e. Confirmation from AD bank stating that the correspondent bank is not from a country or jurisdiction in the updated FATF Public Statement on High Risk & Non-Co-operative jurisdictions on which FATF has called for counter measures.
- f. Confirmation from AD bank that they shall ensure that all the transactions taking place in the Special Rupee Vostro Account of the correspondent bank are strictly in adherence to the instructions given in the A.P. (DIR Series) Circular No. 10 dated July 11, 2022.
- g. Financial parameters pertaining to the correspondent bank as required for the proposal may be obtained beforehand by email to [fedcotrade@rbi.org.in](mailto:fedcotrade@rbi.org.in) and the same may be furnished by AD bank along with the proposal.

**Q 7:** Is the Indian branch of foreign bank eligible to open Special Rupee Vostro Account of headquarter branch/any other branch situated in any foreign country?

**Answer:** Yes, provided Indian branch of foreign bank is an AD bank. This is subject to approval of Reserve Bank as in the case of other such accounts.

**Q 8:** Can the existing Rupee Vostro Accounts of banks from trading partner countries be used as Special Rupee Vostro Accounts under the new mechanism?

**Answer:** No

**Q 9:** Can foreign bank (correspondent bank) maintain more than one Special Rupee Vostro Account with different AD banks?

**Answer:** Yes

**Q 10:** Can an AD bank in India open only one Special Rupee Vostro Account from a foreign country?

**Answer:** No. AD bank in India can open multiple Special Rupee Vostro Accounts for different banks from the same country.

**Q 11:** How will the exchange rate be determined?

**Answer:** Exchange rate between the currencies of the two trading partner countries will be market determined.

**Q 12:** How would the exchange rate between INR and the currency of the trading partner country be market-determined in the absence of direct quote for the pair of currencies?

**Answer:** The exchange rate for most currencies are determined in the Forex markets, typically against global currencies like the USD, EUR, JPY etc. In the transition phase, when there is no market with direct exchange rates between two currencies (say INR and Sri Lankan Rupee), the exchange rate between the currencies of two trading partner countries, each of which has markets against global currencies, would be derived as a cross currency rate.

**Q 13:** Whether this will address the difficulties in cross border payments with specific countries.

**Answer:** The policy is not aimed at any specific country. This step is part of a sequenced and calibrated path for increased use of the INR in international transactions.

**Q 14:** Can balances in Special Rupee Vostro Account be repatriated?

**Answer:** The balance in Special Rupee Vostro Account (SRVA) can be repatriated in freely convertible currency and/or currency of the beneficiary trading partner country depending on underlying transaction i.e. for which the account was credited. For example, for import payments through SRVA like any Rupee Vostro account the fund can be remitted to overseas exporter either in freely convertible currency or in domestic currency of the overseas exporter.

**Q 15:** Whether income from INR balance in SRVA can be repatriated?

**Answer:** Yes, the income from INR balance can be repatriated subject to applicable regulatory guidelines and tax provisions.

**Q 16:** Can balances in Special Rupee Vostro account be used for FDI, ECB?

**Answer:** Balance in SRVA is like foreign exchange inflow converted into INR, hence balance can be used for any permissible current and capital account transaction under the present FEMA framework.

**Q 17:** What are the different types of investment where surplus balance can be invested?

**Answer:** Investment in Government Treasury Bills, Government securities is permitted in terms of extant guidelines and prescribed limits. Other than these, avenues of investments can be mutually agreed between the countries subject to compliance with applicable regulatory and statutory guidelines.

**Q 18:** Whether balances can be transferred from Special Rupee Vostro Account (SRVA)?

**Answer:** Balance of one Special Rupee Vostro Account (SRVA) can be transferred to SRVA of another bank of the same country only. Transfer from SRVA to Rupee Vostro account of same country is allowed but not vice-versa.

**Q 19:** Whether INR balance in SRVA can be hedged?

**Answer:** Yes, INR exposure can be hedged in terms of applicable guidelines depending upon underlying transactions.

**Q 20:** For investment in T-Bills and government securities from funds of SRVA with AD bank, whether FPI license is required by the account holder overseas bank?

**Answer:** No.

**Q 21:** Which bank will be responsible for reporting for cross border transaction either AD bank in India or correspondent bank?

**Answer:** The AD bank in India shall be responsible for the reporting of transactions taking place in the Special Rupee Vostro Account of the correspondent bank of the trading partner country.

**Q 22:** How this new mechanism will benefit the Indian traders?

**Answer:** As the transactions will be settled in INR, it will reduce the exchange rate risk for the Indian exporters and importers.

**Source:**RBI

### India increases textiles rates under RoDTEP; industry hails decision

India has increased the rates of textile goods under Remission of Duties and Taxes on Exported Products (RoDTEP) Scheme. Based on recommendations from the RoDTEP committee, the Indian government has introduced changes in 432 HS codes to make the industry more competitive and has increased the rates to refund up to triple the previous rates. As per the government notification, the cotton woven fabric is eligible for 4.3 per cent RoDTEP rate while the cotton knitted fabrics are extended by only 1 per cent. The RoDTEP rates for lycra blended knitted fabric have been increased from 1 per cent to 2.5 per cent and for 100 per cent cotton knitted fabric the rates have been increased from 1 per cent to 3 per cent. The rate and value cap for viscose rayon spun yarn has been increased from 0.9 per cent to 2.5 per cent with a value cap of ₹6 per kg. RoDTEP for woven fabrics of artificial staple fibre has now gone up from 1.2 per cent to 2.5 per cent. The revised RoDTEP rates will be effective from January 16, 2023, to September 30, 2023. The textile industry expects this decision to bring some relief in the bearish market. The new rates will be helpful for the knitted fabric exporters, who are facing crisis owing to various external factors such as the global economic slowdown.

RoDTEP benefits have considerably enhanced the global competitiveness of the textiles and clothing products by avoiding export of embedded taxes and levies. The rates declared with effect from January 1, 2021, were on the lower side for certain key textile products such as man-made fibres, yarns, fabrics, cotton knitted fabrics, etc. Now, the government has enhanced the rates for all deserving products, based on the recommendations made by the RoDTEP committee. According to industry sources, garments and made-ups exports are getting attractive under another scheme Rebate of State and Central Taxes and Levies (RoSCTL) that came into effect from March 7, 2019 to refund the embedded taxes and levies. The period for this has been extended up to March 31, 2024.

Source:Fibre2fashion

### Textile Sector needs to work hard for sizable share post Ind-Aus ECTA

During the final days of 2022, India and Australia entered into the Economic Cooperation and Trade Agreement (ECTA), which is expected to double the bilateral trade between the 2 countries to \$50 billion in the next 5 years. But textile sector will need to go an extra mile to have a sizable share as its contribution is currently less than \$1 billion. India exported apparel worth \$254.267 million and home textiles worth \$217.684 million to Australia in the first ten months of 2022. On the other hand, India imported cotton (HS Code 5201) worth \$255.593 million from Australia, bringing the total trade to \$727 million for the period under review. The total trade is unlikely to cross the \$1 billion mark for 2022. In 2021, India exported apparel worth \$273.552 million and home textiles worth \$263.134 million to Australia, while cotton imports amounted to \$66.011 million in the same period, according to Fibre2Fashion's market insight tool TexPro. Australia was the second largest supplier of cotton to India with 18.55 per cent share in the latter's total imports of \$1,377.810 billion during January-October 2022. Cotton imports from Australia remained volatile in the previous years because of price dynamics. The cotton imports were at merely \$6.352 million in 2020 and \$33.068 million in 2019, as per TexPro. Australia was the tenth largest market for India's apparel exports with shipment worth \$254.267 million during January-October 2022, which was just 1.81 per cent of India's total exports of \$14.039 billion in the same period. However, the shipment of home textiles to Australia was slightly better in terms of its share in the total exports. India had exported home textiles worth \$6.505 billion, out of which the shipment to Australia grabbed a share of 3.35 per cent (\$217.684 million) in the same period, making Australia the fifth largest market for India's home textiles. The data shows that textile sector needs to work harder to tap the opportunities offered by the ECTA. After the implementation of the deal on December 29, 2022, T Rajkumar, chairman of the Confederation of Indian Textile Industry commented, "It will help boost textile and apparel exports. The FTA is likely to provide a big relief to Indian textile exporters, who had to pay about 10 per cent customs duty in countries like Australia, Canada, and the UK. The significance of the deal is shown by the comments from Indian Prime Minister Narendra Modi and textile minister Piyush Goyal. PM Modi described the operationalisation of the agreement as a 'watershed' moment and will unlock the enormous potential of our trade and economic ties and boost businesses on both sides."

Source:Fibre2fashion



### Textile entrepreneurs expect market stability this year

Softening of cotton prices in the domestic market and reduced inventories with retailers in the western countries are expected to bring stability to textile and apparel sector this year, according to textile entrepreneurs. Nearly 150 entrepreneurs from Andhra Pradesh, Telangana, Gujarat, and Tamil Nadu participated in an interactive session and industrial visit organised by Indian Textpreneurs Federation (ITF) here on Saturday. The ITF organised the programme in partnership with Andhra Pradesh (AP) Textile Mills Association, Telangana Spinning and Textile Mills Association, and Spinners Association (Gujarat). According to Prabhu Dhamodaran, convenor of ITF, most of the participants were of the view that compared to last year, current reduction in cotton prices, lower freight charges, lesser inventories with retailers, softening of inflation in developed markets, and re-opening and pent up demand of China will bring stability to the textile and apparel sector. It was decided at the meeting that the associations would share data regularly on market intelligence related to cotton, yarn, and fabrics, domestic and export market trends, benchmark numbers on productivity and cost reduction techniques, and best practices. They would also share knowledge to boost value addition as next vision for textile spinning sector and share research data on Indian and global textile and fashion trends.

**Source:** The Hindu

### India & Azerbaijan explore potential for cooperation in textile sector

The Embassy of India recently organised a textile business meet in Azerbaijan. Representatives from both nations participated in the meet physically and virtually to explore the potential for business cooperation in the textile sector. Trade data suggests that India's apparel exports to Azerbaijan has remained negligible and declined after 2017. Organised in association with Texprocil and Founder Club on January 19, 2023, the India-Azerbaijan Business Meet on Textiles sector was attended by about 20 Azerbaijani Companies in physical mode, while their Indian counterparts joined the event in virtual mode, the Embassy of India in Baku said in a press release. In his opening address, Vinay Kumar, Chargé d'Affaires of India in Baku, highlighted that there is a huge scope for diversifying India's economic engagement with Azerbaijan. He mentioned that Indian apparel and ready-made garments like in many parts of the world are already well known in Azerbaijan both through sale by local entrepreneurs and other global franchises and underlined the huge potential for increasing market share of India in this sector in Azerbaijan. India had exported apparel worth \$3.453 million in 2017 which declined by around 85 per cent to \$0.522 million in 2018 before increasing again to \$1.239 million in 2019, according to Fibre2Fashion's market insight tool TexPro. However, due to the COVID pandemic, apparel exports from India to Azerbaijan slipped by around 70 per cent to \$0.357 million in 2020. India's exports to the partner country inched up to \$0.516 million in 2021 and \$0.436 million in the first ten months of 2022. The outbound shipment was negligible in India's total apparel exports. Therefore, Indian exporters can explore the new market in the country. Turkiye is a major supplier of apparel for Azerbaijan. It exported apparel worth \$87.620 million in 2021, as per TexPro.

**Source:** Fibre2fashion

## Circular

# Duty free access for Indian handloom products in UAE and Australian Market

The recently concluded India-UAE Comprehensive Economic Partnership Agreement (CEPA) and India Australia Economic Cooperation and Trade Agreement would provide duty free access to Indian exporters in the respective import markets. The member exporters can explore an opportunity in these markets using the preferential tariff for the Indian products. The preferential tariff rate for the Indian handloom products in UAE and Australian markets are given below for the ease reference of the exporters.

### India-UAE CEPA

S. No	HS code	Particulars	MFN rate of UAE	CEPA rate
1	5007 90 10	Woven fabrics of silk or of silk waste; Of Handloom	5	0
2	5112 90 50	Woven fabrics of combed wool or of combed fine animal hair; Of Handloom	5	0
3	5208 31 21	Sarees, of Handloom	5	0
4	5208 41 21	Sarees, of Handloom	5	0
5	5208 49 21	Real Madras Handkerchiefs, of Handloom	5	0
6	5208 59 20	Zari bordered Sarees, handloom	5	0
7	5209 11 11	Dhoti of handloom	5	0
8	5209 11 12	Saree of handloom	5	0
9	5209 11 13	Casement of handloom	5	0
10	5209 11 14	Sheeting (Takia, leopard cloth and other than furnishing) of handloom	5	0
11	5209 11 19	Other fabrics, Handloom	5	0
12	5209 51 11	Lungi, of Handloom	5	0
13	5702 42 30	Carpets, rugs and mats of handloom	5	0
14	5705 00 24	Cotton durries of handloom (including chindi durries, cotton chenille durries, Rag Rug durries, printed durries, druggets);	5	0
15	5705 00 42	Mats and mattings including bath mats, where cotton predominates by weight, of handloom, cotton rugs of handloom	5	0
16	5802 10 60	Terry toweling and similar woven terry fabrics of cotton: Of handloom	5	0
17	6214 10 30	Shawls, scarves, mufflers, mantillas, veils and the like; of silk and silk waste: Of handloom	5	0
18	6216 00 20	Gloves, mittens, and mitts; Of handloom	5	0
19	6302 21 10	Other bed linen, printed: of cotton: Handloom	5	0
20	6302 51 10	Other table linen Of cotton Handloom	5	0
21	6302 60 10	Toilet linen and kitchen linen, of terry toweling or similar terry fabrics, of cotton Handloom	5	0
22	6302 91 10	Other: Of cotton : Handloom	5	0
23	6304 19 40	Bed sheets and bed covers, of cotton, Handloom	5	0
24	6304 92 11	Counterpanes, of Handloom	5	0
25	6304 92 21	Napkins, of Handloom	5	0
26	6304 92 31	Pillow cases and pillow slips, of handloom	5	0
27	6304 92 41	Table cloth and table covers, of handloom	5	0
28	6304 92 81	Cushion covers, of handloom	5	0
29	6304 92 91	Other furnishing articles, of handloom	5	0
30	6304 99 91	Furnishing articles of silk, Handloom	5	0
31	6304 99 92	Furnishing articles of wool, Handloom	5	0
32	6307 10 30	Floor-cloths, dish cloths, dusters and similar cleaning cloths: Of cotton, Handloom	5	0

## India-Australia ECTA

S. No	HS code	Particulars	MFN rate of Australia	ECTA rate wef 29.12.22
1	5007 90 10	Woven fabrics of silk or of silk waste; Of Handloom	5	0
2	5112 90 50	Woven fabrics of combed wool or of combed fine animal hair; Of Handloom	5	0
3	5208 31 21	Sarees, of Handloom	5	0
4	5208 41 21	Sarees, of Handloom	5	0
5	5208 49 21	Real Madras Handkerchiefs, of Handloom	5	0
6	5208 59 20	Zari bordered Sarees, handloom	5	0
7	5209 11 11	Dhoti of handloom	5	0
8	5209 11 12	Saree of handloom	5	0
9	5209 11 13	Casement of handloom	5	0
10	5209 11 14	Sheeting (Takia, leopard cloth and other than furnishing) of handloom	5	0
11	5209 11 19	Other fabrics, Handloom	5	0
12	5209 51 11	Lungi, of Handloom	5	0
13	5702 42 30	Carpets, rugs and mats of handloom	0	0
14	5705 00 24	Cotton durries of handloom (including chindi durries, cotton chenille durries, Rag Rug durries, printed durries, druggets);	5	0
15	5705 00 42	Mats and mattings including bath mats, where cotton predominates by weight, of handloom, cotton rugs of handloom	5	0
16	5802 10 60	Terry toweling and similar woven terry fabrics of cotton: Of handloom	5	0
17	6214 10 30	Shawls, scarves, mufflers, mantillas, veils and the like; of silk and silk waste: Of handloom	0	0
18	6216 00 20	Gloves, mittens, and mitts; Of handloom	0	0
19	6302 21 10	Other bed linen, printed: of cotton: Handloom	5	0
20	6302 51 10	Other table linen Of cotton Handloom	5	0
21	6302 60 10	Toilet linen and kitchen linen, of terry toweling or similar terry fabrics, of cotton Handloom	5	0
22	6302 91 10	Other: Of cotton : Handloom	5	0
23	6304 19 40	Bed sheets and bed covers, of cotton, Handloom	5	0
24	6304 92 11	Counterpanes, of Handloom	5	0
25	6304 92 21	Napkins, of Handloom	5	0
26	6304 92 31	Pillow cases and pillow slips, of handloom	5	0
27	6304 92 41	Table cloth and table covers, of handloom	5	0
28	6304 92 81	Cushion covers, of handloom	5	0
29	6304 92 91	Other furnishing articles, of handloom	5	0
30	6304 99 91	Furnishing articles of silk, Handloom	5	0
31	6304 99 92	Furnishing articles of wool, Handloom	5	0
32	6307 10 30	Floor-cloths, dish cloths, dusters and similar cleaning cloths: Of cotton, Handloom	5	0



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