



Report on India Textile Sourcing Fair, Delhi

14-16th March 2023

1. India Textiles Sourcing Fair

HEPC organised the 3rd edition of “India Textiles Sourcing Fair” a Reverse Buyer Seller Meet (RBSM) in Delhi coinciding with other important fairs around same time in Delhi and neighboring region.

India Textile Sourcing Fair (ITSF) was organized during 14-16 March 2023 at The Leela Ambience & Convention Hotel, Delhi availing financial assistance under Market Access Initiative Scheme of Ministry of Commerce & Industry.



2. Inauguration

The inaugural function was held on 14-03-23 at Emerald Hall at The Hotel Leela Ambience Convention Hotel, Delhi with a lighting of lamp by **Smt. Darshana Vikram Jardosh, Hon'ble Minister of State for Textiles, Govt. of India** in the presence of special invitees **Shri.T.P.Rajesh, IAS, Commissioner of Handlooms. Govt. of Tamil Nadu**, **Smt. Rita Preema Hemrajani, Managing Director, NHDC**, **Shri P. Gopalakrishnan, Chairman, Shri. Lalit Goel, Vice Chairman HEPC** and **Shri N.Sreedhar, Executive Director, HEPC**.

Shri P. Gopalakrishnan, Chairman, HEPC, delivered welcome address which was followed by special addresses by Thiru T.P.Rajesh, IAS, Commissioner of Handlooms. Govt. of Tamil Nadu and Smt. Rita Preema Hemrajani, Managing Director, NHDC.





The Chief Guest of the event **Smt. Darshana Vikram Jardosh, Hon'ble Minister of State for Textiles, Govt. of India**, addressed the gathering which had the attendance of hosted buyers from around 35 countries and exhibitors from all over India. An exclusive exhibitors' catalogue brought out by the Council for the event was released on the occasion by the Chief Guest in the presence of other dignitaries and distributed to the visitors. **Shri.N.Sreedhar, Executive Director, HEPC** delivered vote of thanks.

Subsequently, India Textiles Sourcing Fair was declared open for business transaction with a ribbon cutting by the Hon'ble Chief guest in the presence of special invitees, Chairman, Vice Chairman, Executive Committee Members, Executive Director of HEPC, overseas trade visitors and exhibitors.



After the inauguration, the Chief guest accompanied by the Chairman, the Vice Chairman, the Executive Director of HEPC and special invitees visited the exhibition hall and interacted with the exhibitors.

3. **Exhibitors' Profile:**

India Textiles Sourcing Fair provided an ideal platform for the display of the vast range of Indian Hand-woven textiles from all parts of the country, in product segments such as Table, Kitchen, Bed linen, Curtains & Cushions and other Made up, Rugs, Floor covering, Stoles, Scarves, Garments, Fabrics and accessories.

A total of 141 exhibitors participated in the event. The prominent among them in terms of number of participants are from the states such as **Tamil Nadu (40 Nos.), Haryana (29 Nos.), Assam (14 nos.), Kerala (10 Nos.) , Jammu & Kashmir (7 Nos) and Ladakh (5 Nos)** . The participants from other states included Uttar Pradesh, Karnataka, Maharashtra, West Bengal, Himachal Pradesh, Uttarkhand, Andhra Pradesh, Telangana, Bihar, Gujarat, , New Delhi, Punjab and Rajasthan. The participants had displayed handloom products unique in technique, design and craftsmanship reflecting the diversity, depth and spirit of Indian Handlooms.

Apart from merchant exporters from important handloom export centres such as Karur, Panipat, Kannur etc, the event had the participation of cooperatives / clusters and few of these cooperatives had exposure in meeting international trade visitors for the first time. This exhibitor's mix offered variety on product collections for the visitors to choose the products from different region.

Some of the cooperatives / clusters / State Corporation who exhibited in the event included the following:

- The Andhra Pradesh State Handloom WCS Ltd (APCO)
- The Tamilnadu Handloom Weavers Apex Cooperative Society Ltd (Cooptex International)
- The West Bengal State Handloom Weavers' Co-op Soc. Ltd, (Tantuja), Kolkatta
- North Eastern Handicraft & Handloom Development Corporations Ltd
- Bhutti Weavers Cooperative Society Ltd , Kullu
- The Loknath WCS , The Kanhirode WCS , The Vengad WCS, The Chirakkal WCS, The Pinarayi WCS , The Kalliasseri WCS from Kannur
- Panipat Handloom & Handicraft producer Co Ltd
- Nasratpur Handloom Cluster Development Soc., West Bengal
- NE-SHILP

The following departments / organisations had sponsored the participation of handloom cooperatives, clusters from their respective states who participated in the event.

1. Directorate of Handloom & Textiles, Govt. of Kerala (6 Nos.)
2. Industries & Commerce Department, Ladakh (5 nos.)
3. J & K Trade Promotion Organisation (JKTPO), Jammu (7 Nos.)

A live demonstration on weaving of Rugs, Carpets & Bathmats was also organised by the Council from Panipat Handloom & Handicraft Producer Co. Ltd., Panipat. for the visitors to have the glimpse of live handloom weaving of the above products which have a major share in Indian handloom exports.

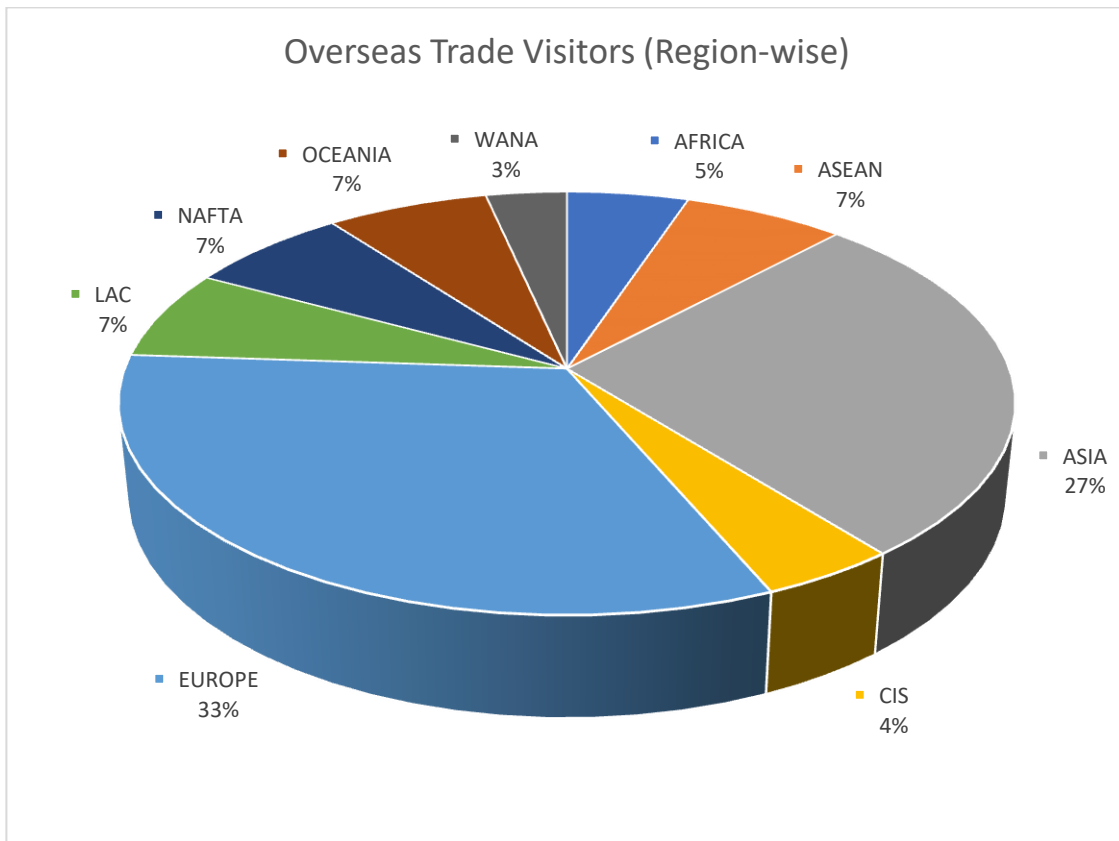
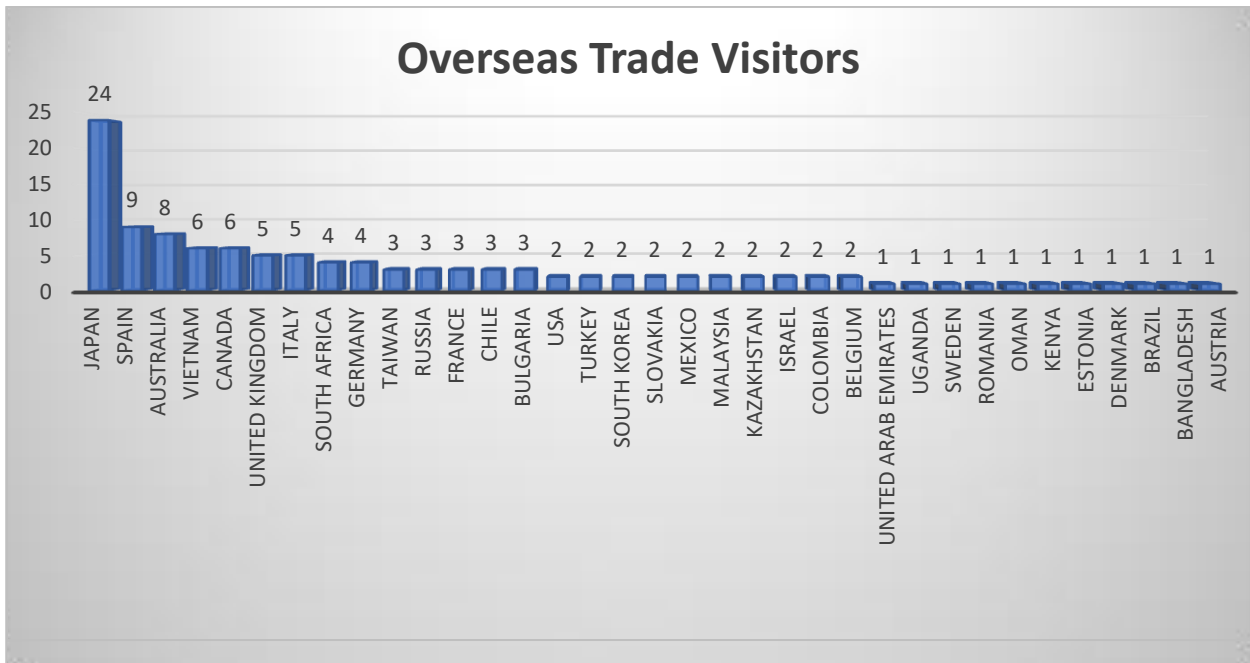
4. Product Profile

The following product ranges were displayed by the exhibitors. The product range included of home textile products, Floor coverings & fashion accessories

- Table linen
- Kitchen linen
- Bed linen
- Living room & outdoor linen
- Placemat
- Runner
- Cushion
- Mitten
- Potholder
- Apron
- Bread basket
- Glove
- Handwoven sarees
- Stoles
- Dupattas
- Rugs
- Cotton mats
- Floor coverings
- Designer bags
- Curtains
- Linens
- Decorative accessories
- Jute wall hangings
- Pashmina Shawls
- Portfolio bags
- Silk & Cotton Sarees
- Silk fabrics
- Scarves
- Carpets
- Bathmats
- Bed & Table range in Tassar silk & Ikat

5. Buyers' Profile :

A total of **131 overseas trade visitors** (117Nos availing travel package and 14 Nos at own cost) **from 35 countries** visited the event by availing travel grant. This included the visit of delegation of 21 buyers from Japan coordinated by Japan India Industry Promotion Association (JIIPA) as an outcome of the MoU signed between HEPC and JIIPA during 2017.



One buyer from Brazil and 4 buyers from France visited the event at their own cost, besides, the event had 9 walk-in buyers from Japan, Ghana, France, Holland & Mauritius. ITSF 2023 also witnessed the visit of around **60 buying agents**, which was coordinated by the Buying Agents Association (Sourcing Consultants Association), New Delhi who also had put up a stall.







6. Event Outcome:

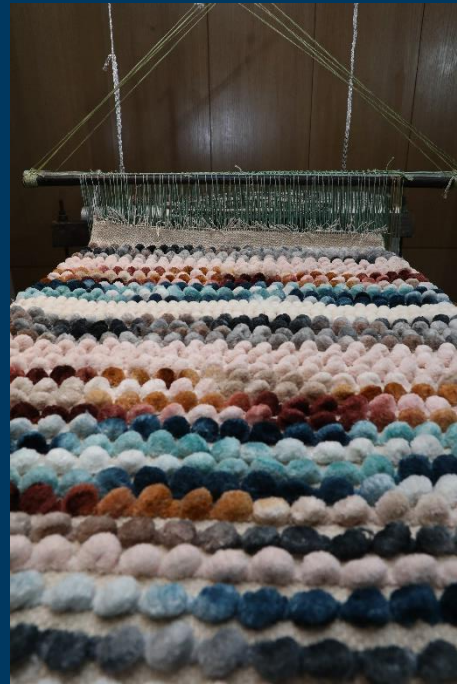
ITSF 2023 fetched **spot order of about Rs.5.31 crores** and **business enquiries of Rs.17.87 crores**. The contacts established during the event provide scope for further increase in volume of business upon finalisation of enquiries under negotiation in due course of time.

7. Value added services:

- A complimentary Interpreter service for French, Japanese and Spanish languages were arranged.
- An interactive session with Smt. Shubhra, Development Commissioner(Handlooms) was organised to have the views of the participants
- A business networking meet was organised in the evening on 14-03-2023 providing opportunity for exhibitors to have an informal one to one interaction with buyers

8. Other concurrent Activities:

Live Demo



On 14-3-2023, **Smt Shubhra, Development Commissioner (Handlooms)**, Ministry of Textiles, Govt. of India visited the stalls of the exhibitors and interacted with them, which was followed by Interactive meeting with overseas buyers. During the meeting, the buyers pointed out about importance of designers and development of products in line with the international trend. Further, reclassification in HS code of a certain products were also requested by one of the buyers from Italy which the Council will be taking up with the Ministry.



Smt Shubhra, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India, also chaired an interactive meeting with the exhibitors at Emerald Hall on 14-3-2023.

Shri N. Sreedhar, Executive Director, HEPC, delivered the welcome address and Shri M.Sundar, Joint Director, HEPC delivered a presentation titled “Handloom Export Trends and Strategies for improvement”. **Smt Shubhra, Development Commissioner (Handlooms)** addressed the gathering, which was followed by interaction with exhibitors. During the interaction , many exhibitors requested for a special marketing support for start- ups and women entrepreneurs.





During the event, Shri.N.Sreedhar, Executive Director, HEPC had a special interactive meeting with the trade delegation from Japan which had a sizeable representation to get their views on any trade related issues. Most of them expressed their likings for the products on the display particularly from Ladakh , Jammu & Kashmir and North Eastern region. The Japanese buyers opined that the product story may be displayed on the products so as to know about their speciality. During the meeting, it was informed to the Japanese buyers that a special sourcing event is being planned in the future for manufacturers of J & K and Ladakh region to provide an exclusive opportunity for them to identify their suppliers from this region



The event concluded with an optimistic outcome for many exhibitors who met some of their existing buyers besides meeting new buyers . Further, as an eye opener, the event also provided the much needed exposure for many of the first time exhibitors to have an interaction with overseas trade visitors from all continents to know about the market trends and assess the market suitability of their products in terms of design, color and price ranges.

EXHIBITOR TESTIMONIALS

"This is the first time we are participating in IISF, which seems to be very good, well organised, and yesterday we received 4 buyers in the stall, and got spot orders from Japanese buyer" - Mr.S.Muruges, Partner, Addwin Exports, Karur

"We are from the North Eastern part of India, Assam, and we are exhibiting 4 kinds of silk Eri, Muga Tassar and Mulberry. We are exhibiting so that we get a platform to show the beautiful weave we have in Assam. We thank the HEPC and Ministry of Textiles, and the Directorate of Handlooms for giving this opportunity. A lot of visitors from France, Spain and Germany has shown interest, and we are very hopeful that this will go to the next level" - Ms. Anushka Das, Lahe Looms, Assam

BUYER TESTIMONIALS

"Wonderful event hosted by HEPC in association with Indian Govt. and I think they have done a wonderful job, there are 140 exporters to chose from. I was able to make good connections and have finalized 80% the products we will be sourcing" - Tanu S Kumar, Sweden

"Looking for mills who product fabrics, which I found. I came to your trade fair in Chennai, but this is a bit bigger and well organised. The quality of the stands is good. Found 2 or 3 suppliers. Maybe we will start a new business with pashmina." - Christopher Felstead, Belgium

"This is a good show, we are used to work with Indian factories, this is an opportunity to meet new vendors that is not easy to find sometimes, I feel this an opportunity in next editions to increase the number of exhibitors" - Alejandro Ramirez, Mexico