



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

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Sub : Inviting members to join the Council's E-Commerce Group

Dear Member,

This is to inform you that the Council has created a WhatsApp group to deliberate on various issues faced by exporters in the E-commerce business.

As you are aware, E-Commerce as a concept plays a significant role in today's textile and apparel trade with India's E-commerce market expected to reach US\$ 111 billion by 2024 and US\$ 200 billion by 2026. The E-commerce industry has been directly impacting Micro, Small & Medium Enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. The launch of India's Open Network for Digital Commerce (ONDC) in December 2021 has given a boost to MSMEs and helped fuel India's e-commerce growth. Over the next five years, the Indian e-retail industry is also projected to exceed 300-350 million shoppers, propelling the online Gross Merchandise Value (GMV) to US\$ 100-120 billion by 2025.

Considering that the E-Commerce business has very strong potential in the coming years, the Council has created a WhatsApp Group for discussions and deliberations on various issues, suggestions and recommendations which can be submitted in the Group. These issues can then be taken up at the Discussion Fora within the various Ministries in the Govt.

If you are in the E-Commerce business and interested in joining the E-Commerce Group, kindly fill the enclosed form ([click here](#)) and submit in order to be a part of the WhatsApp Group.

Regards,

**Dr. Siddhartha Rajagopal**  
Executive Director

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