



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

Engineering Centre, 5th Floor, 9, Mathew Road, Mumbai - 400 004. Maharashtra State, INDIA

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Sub: Register Now for the Kasturi Cotton India Programme!

Dear Member,

We are excited to invite you to participate in the Kasturi Cotton India Programme, a prestigious initiative that promises to be a game-changer for the cotton industry in our country.

The leading markets in Textiles & Clothing are actively pursuing the 'China plus one' strategy and looking at India as a reliable alternative to source their requirements of Textiles & Clothing. India is re-emerging as the global leader in fibre and textiles and this comes with a great responsibility for the stakeholders in the Indian Textile Sector to lead the country into a future where everyone from the Farmer to the end user stands to benefit.

In order to give a distinct identity to Indian Cotton of certain specifications, Ministry of Textiles, Government of India launched the "Kasturi Cotton India" on 7th October 2020, coinciding with the "World Cotton Day".

The Cotton Textiles Export Promotion Council (TEXPROCIL) and the Cotton Corporation of India (CCI) signed a Memorandum of Understanding, wherein Texprocil was designated as the implementing Agency for Branding, Tracing and Certification of "Kasturi Cotton India".

"Kasturi Cotton India", is a joint initiative by the Government of India, Textile Trade Bodies and Industry to create a premium brand of Indian Cotton as per benchmarked specifications of quality with the following objectives:

- Promote 'Kasturi' cotton as a premium brand from the largest cotton producing country in the world
- Provide end to end 'Tracing & Certification' to validate Indian origin at each stage of the value chain.
- Ensure higher returns, sustaining long-term growth and competitiveness of Indian Cotton.
- Enhance export opportunities that will bring in precious foreign exchange and build international perception about Indian Cotton.

This programme will also provide end-to-end tracing and certification, thereby enhancing export opportunities for the Indian companies in a transparent manner. Attached ([click here](#)) is the Kasturi Cotton brochure for your kind reference.

The registration process is the first step in the Kasturi Cotton India programme. The subsequent processes will be communicated on completion of the registration process. To register for the programme kindly click the below link: <https://kasturicotton.texprocil.org/members/registration.php>

“Kasturi Cotton India” Program Account Details for Annual Membership:

Account name : The Cotton Textiles Export Promotion Council

Bank : State Bank of India

Branch : Opera House Branch, Mumbai- 400 004

Account No : [417 567 663 44](#)

IFS Code : SBIN0001417

Registration Fees : Rs. 11,800/- (Rs.10,000/- plus 18% GST)

For any further details, you may please connect with Mr. Uday Kharat, Project Head - Kasturi Cotton India (Mobile No. [722 901 3399](#)), or email: uday@texprocil.org, kasturi@texprocil.org.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

::TEXPROCIL::

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