



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL
(Sponsored By Government of India)

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To: Members of the Council

Sub : Inviting participation at the Virtual Exhibition, "Ind Texpo 2020" from 14th to 18th September 2020

Dear Member,

As you are aware, The Cotton Textiles Export Promotion Council had to cancel the organization of the 2nd edition of **Reverse Buyer Seller Meet (RBSM) "Ind Texpo"** which was scheduled from **17th to 19th March, 2020** at CODISSIA Fair Complex, Coimbatore, Tamil Nadu due to the COVID19 pandemic.

COVID-19 has resulted in restriction of overseas travel leading to cancellation of most of the reputed international shows all across the globe. However, given the current situation where travel is restricted and physical shows are postponed or cancelled for the year, the online platform has presented opportunities for B2B interactions in a virtual trade show setting. Till such time that physical exhibitions get back to their original modes of operation, this aspect of digital interaction will continue and will be beneficial for suppliers and buyers.

In view of the above, Texprocil is launching the **virtual edition of 'Ind-Texpo'**, an online exhibition and trade platform from **14th – 18th September 2020**. The virtual platform will help Indian textile suppliers generate business leads and the B2B meetings will assist in virtual interaction with potential buyers across the globe.

The online 'Ind-Texpo' Show will be promoted all across the globe through the respective Indian Missions abroad as well as the local Textile Associations thereby attracting leading buyers to visit the Show. The Council is targeting over 200 buyers to attend the online Show.

The Buyers who had registered to visit the 'Ind Texpo' Show in March are now eager to source yarns, fabrics and home textiles from India and have expressed their strong inclination in visiting the online edition of Ind Texpo.

Exhibitor Profile:

All types of Yarns, Fabrics, Home Textiles including Contract Textiles, Technical Textiles.

Participation Benefits for Exhibitor:

- Access to quality buyers from the comfort of home / office.
- Reduced cost of participation vis-a-vis traditional physical shows.
- Prefix appointments with buyers much in advance.
- Customised profile page for each exhibitor to showcase their product images
- Wide promotion and publicity of the exhibiting companies to buyers worldwide.

- The online platform will be kept live for a fixed period of time after the Show dates
- **Online workshops on how to get the best benefit of exhibiting in Ind Texpo**

Main Features of the Online Platform:

- Live platform 24/7 throughout the show days and totally secured **(GDPR compliant)**
- **Virtual booth shown on a virtual floor-plan with unique search facility for buyers to identify exhibitors of yarns, fabrics and home textiles**
- Customised profile pages for each exhibiting company
- Opportunity to display unlimited products (with 5 images for each product) and also hide any selected patented designs / products etc.
- Products displayed with detailed specifications to facilitate sourcing.
- Availability of one company corporate video to enhance the experience of the buying /sourcing.
- The Show will run on the website and can be accessed at web browser and smart phones including IOS and Android using innovative interactive technology creating user friendly experience/environment.
- Seamless match making opportunity (pre-scheduled/approved meetings).
- **Artificial Intelligence Driven Matchmaking for Buyers & Sellers as per their requirements.**
- Private Meeting rooms, Personalised Schedules, Online Chats & Meeting Facility with Buyers will also be totally secured and visible only to the exhibitor.
- All data related to products and buyers will be visible only to the exhibitor

Exhibitor Packages:

1) **A Basic Booth Package Scheme** with following features is Rs 25,000 + GST

- Feature to add company's logo and profile
- Feature to add unlimited product shots with 5 images for each photo
- 5 company brochures
- 1 Company Video
- 24 hrs Chat option (between buyer and seller)
- Maximum 4 hours of video conferencing / day of the show.-Total 20 hrs for a 5 day show

2) A Premium Booth Package Scheme with a fee of Rs 30,000+GST is also available. It will have the features of the Basic Package Scheme and a maximum of 8 hours of video conferencing / day of the show. -Total 40 hrs for a 5 day show.

Exhibitors who had made booth payments for the 'Ind-Texpo' in March can send us their confirmation of participation (of either one of the above packages) in the virtual exhibition by writing to us at shailesh@texprocil.org and mrunal@texprocil.org. The balance amount will accordingly be refunded.

Refund policy:

The participation charges are non-refundable.

As we have limited number of booths, interested members are requested to kindly send us their confirmation as per the [Application Form \(click here\)](#) along with the participation fee (Non Refundable). The payment may be made by NEFT/RTGS in the

name of The Cotton Textiles Export Promotion Council payable at Mumbai **latest by 31st July, 2020** as per the details given below:

State Bank of India, Opera House Branch, Mumbai
Current Account No. [11107497602](#)
IFS Code: SBIN0001417
Beneficiary: The Cotton Textiles Export Promotion Council
PAN no: AAAAT9241M

As we have limited stalls preference will be given on the basis of first-come-first-served basis and on receipt of full participation fee. TEXPROCIL reserves the right to select the participants.

In case of any further details/queries, you may contact:

Mr. Shailesh Martis, Joint Director, Mob. No: [+91 9819886638](tel:+919819886638) Email: shailesh@texprocil.org Mrs. Mrunal Sawant, Mob. No: [+91 9619320087](tel:+919619320087) Email: mrunal@texprocil.org

Being a member of the Council, we solicit your participation and look forward to your valuable support in making this virtual exhibition "Ind - Texpo 2020" a huge success by exhibiting at this event.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

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