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Indian Cottons, Global Reach!

TEXPROCIL Enewsletter

A fortnightly publication of THE COTTON TEXTILES EXPORT PROMOTION COUNCIL OF INDIA



www.texprocil.org



Volume IV. Issue No. 38 July 08, 2020

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CHAIRMAN'S MESSAGE



Dear Friends,

As we complete six months of the current year, we continue to grapple with the fall out of the pandemic, even as demand is slowly picking up, migrant labour is returning and the unemployment rate is coming back to pre-Covid 19 levels. Many of the countries in Europe and the USA are also easing down on the restrictions.

However, we are far from a normal situation and infact are looking at what is being called the "new normal" in our global trading environment. These are taking shape in the form of growing protectionism, greater emphasis on self-sufficiency, import substitution and high tariffs.

In this new and different world, globalisation is increasingly being replaced by calls to be "vocal about the local". This new post - COVID world requires all of us to re-think our strategies and come out with solutions.

The PPE "Jumpstart"

One of the outstanding achievements during the period of the COVID19 pandemic was the scaling up production of PPE SUITS in a span of less than 90 days. A feat which also drew the appreciation of the Hon'ble Prime Minister of India. It stands as a testimony to the ability of the Industry to find solutions and live up to the demands of the time by overcoming all challenges.

Initially identifying 110 domestic manufactures of PPE kits, the Government has certified over 600 companies in India to manufacture PPE. The initial quality issues were quickly addressed with the Ministry of Textiles announcing a new framework for PPE production. The testing infrastructure was gradually increased from a single laboratory in South (South India Textiles Research Association - SITRA) to 10 laboratories across the country to facilitate certification of PPE being manufactured in the country by ensuring compliance to stringent testing standards.

What started as a contingency plan has led to the creation of an ecosystem and a supply chain on an unprecedented scale that did not exist. All of this was made possible due to the tireless efforts of our enterprising manufacturers.

Friends, now, the challenge before us is how to replicate the success of the PPE model across the entire textile value chain.

Meeting with Commerce Minister

The PPE success story demonstrates the country's domestic manufacturing capacity and ability to mobilise the resources to match sudden demand with quality supplies.

Yet, there is an urgent need to build the competitiveness of our industry which is already blessed with abundant raw material and a skilled and mobile workforce. The Government has also announced a series of measures for the SME sector. With a large number of textile/clothing units under the SME sector, it is expected that the policy changes will encourage the

CHAIRMAN'S MESSAGE

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modernisation and scaling up of these units.

However, the country needs to adopt a wholistic attitude to benefit the entire textile value chain instead of focusing on a select few segments.

At an online meeting held with Hon'ble Commerce and Industry Minister, Shri Piyush Goyal on 3rd July 2020, we appealed again for policy support to provide relief to the sector and have requested for reimbursement of all State Taxes and Central Levies across the textile value chain including Yarn and Fabrics under the ROSCTL Scheme and the eagerly awaited RODTEP Scheme. We have also reiterated our request for extension of the Interest Equalization Scheme to Cotton Yarn.

The policy support sought is more production linked than market linked which will go a long way in increasing competitiveness across all segments of the value chain.

External Trade Challenges

With the rising India-China border tensions, India's external trade in the South Asian Region appears to be under some strain. In terms of our immediate neighbours, China's proximity to Pakistan is well known. Nepal is moving closer to China for ideational and material reasons. China is wooing Bangladesh by offering tariff exemption to 97% of Bangladeshi products, and has intensified its ties with Sri Lanka through massive investments.

As per a study, most South Asian nations are now largely dependent on China for imports despite geographical proximity to India.

The situation therefore calls for India to work towards strengthening its 'neighbour first' policy. In this fast changing situation India needs to calibrate a careful trade policy

tempering the national pursuit for becoming self-reliant through 'Atma Nirbhar Bharat Abhiyan' with regional sensibilities.

Deepening ties with South/ South East Asia and finding new partners to trade is the need of the hour.

Living with COVID

Friends, the key to trade recovery lies in trying to stay on our feet during and after the ongoing crisis. When it comes to the trade recovery scenarios, much has been said about-how India can use the COVID-19 opportunity to redefine its future. Since COVID is here to stay, it remains to be seen how the country quickly adapts itself to the emerging realities of business and takes corrective action so that exports gain momentum in the days to come.

Even as businesses bounce back the factors likely to drive growth include cautious consumer spending, rising demand from new application areas like protective clothing, shifting consumer preferences etc. This will call for introducing new thinking by creating space for innovative applications such as special effects and properties and a certain uniqueness in the product.

Theme based Webinars

Realising the paramount importance of strategies related to 'Export Finance' and to educate exporters on the role of Technology in Textiles and the process of 'digitisation in the new normal', the Council organised a series of theme based webinars.

The first webinar, was organised in association with Edelweiss Private Wealth Management on "Foreign Exchange Risk Management during the unprecedented times of Covid -19" on 25th June, 2020.

The second webinar, was organised on 30th June, 2020 in association with Business Standard News Paper on "New learnings in Textiles Technology in the post-COVID World".

Eminent panelists from academia and industry led the discussion in the knowledge sessions in both the webinars. The webinars were well attended and attracted the attention of a large number of participants.

Way forward

Friends, as economic activity unlocks itself, revival of demand is an immediate concern.

As some economists have argued the reforms packages announced by the Government in mid- May addressed issues of fiscal instability affecting small & medium sized businesses on account of the enforced lockdown.

Going forward, businesses and consumers are fearful, looking at each other to start; and so, this is the right time to consider another set of fiscal measures to give the required stimulus to trade and industry to move ahead with greater confidence.

Friends, the second half of 2020, is going to be another challenge of corporate strength. We need to focus on our strengths, conserve resources and look ahead. Hopefully, the spread of the pandemic will abate and normalcy, if not, "near normalcy" will return in the coming months.

A "new normal", if not a new Age will surely be upon us....!

Dr. K. V. Srinivasan
Chairman

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COVER STORY

COVID-19: Threats & Opportunities for Home Textiles Sector in India



The demands for textile products in the global and domestic markets have come down due to the panic situation created by the COVID-19 outbreak. The governments directed to close all the malls and retail outlets to challenge the outbreak; many buyers were seen cancelling and postponing their orders, resulting in disruption of supply chain and declining exports. The uncertainty in demand and the health crisis induced economic slowdown could also end up hitting holiday sales.

Like every other sector, the Home textiles sector in India is in a crisis and needs fixation. It has become critical to determine measures that can be instituted for immediate relief, and ideas that will help the sector get back on its feet in the coming months. It is, therefore, important to take an account of the opportunities and threats for Home textiles sector in India.

Global Market for Home Textiles

The global home textile market is currently valued at US\$ 50bn, largely dominated by Asian players with India and China having a market share of 11% and 35% respectively. With strong improvement in overall macro indicators, the global home textile market is expected to reach US\$ 67bn in 2020, at an 8.3% CAGR over 2015-2020.

Bedlinen accounts for the largest share of 45% in this segment, while bath linen constitutes 20%. Other segments such as floor coverings, furnishings, table and kitchen linen make up 35% of the home textile market.

The US and Europe are the major end markets, comprising a third each of the home textile market. USA, being a homogenous market, is very attractive to target and explains the high concentration of Indian players there.

While Europe is also an equally big market, heterogeneity in consumption due to sharp differences in buying habits make it a difficult market to cater to. Additionally, preferential tariffs given to competing countries like Pakistan and Bangladesh by Europe put Indian players at a disadvantage.

Meanwhile, Asia Pacific continues to be the most dominant producer

and consumer of home textiles. Here, China is the largest manufacturer and consumer of home textiles. Its market size is estimated to be US\$ 30 billion.

Indian Home Textiles Market

India's home textile industry stood at US\$ 4.7bn in 2014 and is expected to grow at 8.3% CAGR during 2014-21 to reach US\$ 8.2bn in 2021. India is the third largest home textile market in the Asia-Pacific region. Around 70% of the domestic home textile market is unorganized in nature which offers a great opportunity for big and organized players to capture some market share. Bed linen is the largest product category constituting almost half of India's home textile market, followed by bath linen and other products like flooring, and upholstery. The strong growth expected in the market over the next three years has pushed up investments in the sector in India.

Amongst the world's top importers of the home textiles market, EU-28 (~36%) and the US (~24%) hold a major share of overall imports. These are also the traditional markets for exports of home textiles produced in India. Main products which are currently supplied to the US markets include cotton sheets, cotton towels, bedspreads and cotton pillow cases.



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COVER STORY**COVID-19: Threats & Opportunities for Home Textiles Sector in India**

India's share in EU's home textile imports have remained largely constant at 12-13%, mainly due to higher landing costs of Indian goods to the European market. This has resulted in Indian manufacturers competing only in premium categories.

Threats & concerns

- 1) **Demand uncertainties:** The domestic market is grasped by weak buying sentiment. On the export front, many global buyers are expected to file for bankruptcy or go into liquidation, which could leave textile manufacturers with crippling levels of bad debt.
- 2) **Rising protectionism & trade conflicts:** As export revenues are realised from foreign markets, primarily the US, the ongoing trade war of the US with other countries, protectionist measures or any sort of sanctions imposed on Indian home textile products can hit the exporter's revenues and earnings. In contrast, RTAs between India and consuming markets can make a positive contribution to trade revenues.
- 3) **Store closures & order cancellations:** Store closures in major consumption markets like the US and EU, cancellation/ postponement of orders by customers worldwide have greatly impacted revenues and earnings of the Indian home textile players.
- 4) **Raw material procurement:** Besides supply chain disruptions, the volatility in raw material prices are impacting the manufacturer's margins. The difficulty in COVID times to pass cost escalations are negatively impacting the overall margins.
- 5) **New markets/customers:** While it will be essential to retain existing customers, meeting the situational demands by customers may not favour growth. Venturing into new markets and working with new customers though essential also poses substantial risk to business.
- 6) **Currency fluctuation:** Despite risk mitigation through hedging, continuous appreciation of INR against USD can be detrimental to export earnings. Similarly, weaker INR against USD can make import of raw materials expensive.

Opportunities & Prospects

- 1) **Increasing demand for contract textiles** - the category offers tremendous scope to introduce new products to both institutional and residential spaces including wall coverings, flooring and carpets, window dressings and a lot more with an additional premium for customisation and installation.
- 2) **Untapped opportunities in existing categories** - The basic and fashion bedding business has been existing for quite some time and displays a large untapped opportunity in categories like basic bedding, comforters and quilts. Currently, China dominates this market but with an increase in China's cost of production and rising preference for quality, India is gradually making inroads into this segment.
- 3) **Technical textiles:** Big opportunity exists in technically advanced textiles with specialized applications such as healthcare, fire departments, aerospace, defence, automobile, railways and others. These products are made with specialized features such as being fire retardants, stain resistant, anti-bacterial, PET resistant and soil resistant.
- 4) **Hospitality sectors:** On the hospitality side, resorts and hotel chains offer a better scope for continuously replenished products (like sheets & towels) if assured of cost efficiency and consistency in supplies. Also some differentiation in terms of sustainable material usage for comfort and special finishes for better touch and feel (luxury) are finding increasing demand in the premium categories.
- 5) **Healthcare sectors:** With increasing sensitivity towards health and hygiene, healthcare sector offers opportunities as new channels to drive revenues. Demand is on the rise for products that suit the needs of hospitals like disposable sheets with special coatings and finishes which are economic as well as sturdy to absorb chemical exposures, made with raw materials that display special properties as breathable, anti-abrasive, anti-allergic, etc.
- 6) **On-line sales:** Increasing acceptance on the e-commerce front, offers opportunities to increase sales of products on-line - on private platform (e.g. own website), on retailer websites (e.g. Walmart.com), and that of e-commerce players (like amazon.com).



**Avail of more detailed information on
EXIM POLICY @ TEXPROCIL**

Please Contact: GREIVANCE REDRESSAL CELL email: ravikumar@texprocil.org

Trade Facilitation

Texprocil invites participation at the Virtual Exhibition, "Ind Texpo 2020" (14th to 18th September 2020)

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 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 2020** (CONTD... PAGE 6)

COVER STORY

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Future Hopes

In the aftermath of COVID led economic downturn, the home textile industry in India is just about coming to terms with strategies to revive the sector. With that, everyone involved has a lot of work to do. Not only in helping this industry to survive, but also to derive the many benefits of efficiently scaling-up business with the rest of the world in the 'new normal'.

In the Indian home textiles sector, exploring new markets and consolidation of trade in existing markets can help to scale-up revenue by improving penetration in the non-US markets (Europe, Japan, Middle East countries, Russia, and South Africa). Considering the sector's potential and renewed focus, these markets are expected to contribute significantly to the growth of home textile segment in the coming years.

The domestic market also holds promises mainly due to (a) the government's policy on 'Housing for All by 2022'

to boost domestic consumption, (b) GST implementation resulting in demand shift to the organized sector, (c) rising household income, and (d) growth of end use for sectors like housing, hospitality and healthcare.

Global acceptance for Indian home textile products can be ensured through advocating the global best practices like improving traceability of raw material; using circular economy principles in manufacturing; and above all increasing sustainability in all our offerings.

The link between India's traditional craftsmanship, artisan culture and home segment is strong. With the input of "modern technology" to improve the quality of home textiles and advancements in processing of base raw material, it wouldn't be exaggerated to say that we shall soon see India attain a leadership position within the global home textile industry.

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Avail of more detailed information on
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Please Contact: GREIVANCE REDRESSAL CELL email: ravikumar@texprocil.org

Trade Facilitation

Texprocil invites participation at the Virtual Exhibition, "Ind Texpo 2020" (14th to 18th September 2020)

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 (avail. on email request) 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 **15th 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:

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Mobile No.: +91 9819886638 | Email: shailesh@texprocil.org

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Mob. No: +91 9619320087 | 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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EXIM POLICY @ TEXPROCIL

Please Contact:

GREIVANCE REDRESSAL CELL

email: ravikumar@texprocil.org

PRESS RELEASE

Need for Technology in Textiles Production - Discussions @ TEXPROCIL-BS Webinar on 30th June 2020

New Learnings in Textiles Technology
in the post-COVID World
Tuesday, 30th June 2020, 3.30 pm onwards



The world of textiles is well-established, generally sophisticated and expanding globally in recent years. While one side innovations are happening on materials including woven, knitted and

nonwoven fabrics in forms from natural, synthetic, inorganic, including bio-polymer materials, on the other side, companies are adopting new technologies that are helping the factories smarter, efficient and more productive.

Business Standard recently held a webinar 'New Learnings in Textiles Technology in the post-COVID World' along with TEXPROCIL. Speakers are of the view it is time to look at new possibilities, leveraging technology.

K V Srinivasan, Chairman, TEXPROCIL said that we have come a very long way and many innovations have led to improving efficiency and productivity levels through the years. As we speak today much has been said about how the nation can use the COVID-19 opportunity to redefine its future. The industry needs to join hands to reinvest and modernise to improve efficiency and productivity. It is time for the industry to introspect, move away from the lament-stuck narrative of the textiles sector and bring in scientific temper. It is time to look at new possibilities, leveraging technology.

Ashwini K. Agrawal, Institute Chair Professor and Head Department of Textile and Fibre Engineering at IIT Delhi said factors of growth would be fashion and lifestyle, rising demand from new application areas, varying consumer preferences, environment/climate change and global warming. He presented some case studies of Indian and global companies and also said that cotton is going to stay here as it is soft and breathable, safe to wear and easy care.

He concluded saying innovation, sustainability, social responsibility, verifiable claims (tracking) and branding should be the new thinking to create a special space.

After narrating and giving examples of how AI and IoT can reduce cost and improve efficiency, Prof. Asim Tewari from Department of Mechanical Engineering, Indian Institute of Technology Bombay, Mumbai said AI can provide a decisive business advantage, while IoT is needed to generate data to feed AI. Domain knowledge is needed to monetize AI. Cheaper, better, faster. MSME is best suited for IoT AI deployment for local customised solutions (supervised learning), cost-effective, technology agile.

Rohan Patodia, Co-founder, Ducit Materials said that like every sector and industry globally, the textile sector needs to evolve and move forward with the times, it has done so in the past and will do so in the future. People usually compare India with China, massive capacities and mass production. Barring a few players who have reached that scale in India, the MSME sector can benefit by creating and innovating through technology. This technology can be defined by AI and IOT systems which make factories smarter, more efficient and operationally better.

The second is product technology, unique finishes and partnerships can help India use its Raw Material base advantage and promote products in niche markets and niche brands which are starting to dominate the foreign landscape. Customers want smarter clothes, more multi-functional wear. There are more markets than just the fast fashion markets to compete in.

"I hope the MSME sector rises to the challenge and create immense value for its customers with the existing infrastructure they have. These value additions will create in the long-term competitive and strategic advantages for the entire value chain from cotton farming to garment making," he said.

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TRADE NOTIFICATION

TEXPROCIL MEMBERSHIP ANNUAL RENEWAL SUBSCRIPTION

(A) Renewal of Membership - Annual Subscription Fees

For Renewal of Membership, an Annual Membership fee is to be paid.

Details of Annual Renewal Subscription Fees are as follows:

Type of Membership	Amount (Rs.)	GST @ 18%	Total Amount (Rs.)
Member (with Voting Right)	11000/-	1980/-	12980/-
Registered Textile Exporter	6000/-	1080/-	7080/-

(B) Payment of Renewal Subscription Fees

Payment of Renewal Subscription fee for the year 2019-2020 and 2020-21 can be made online.

Bank details for online payment are as follows:

Account Name	The Cotton Textiles Export Promotion Council
Bank	Bank of Baroda
Branch	Opera House Branch, Mumbai-400004
Account No.	04090200000927
IFSC Code	BARB00PERAH (Fifth character is zero)

After payment, send the details of online payment by Email in the following format on the following email ID : smita@texprocil.org.

Company Name	
Registration No.	
GST No.	
UTR No.	
Date of Transaction	
Name of Bank	
Amount of Transfer	

Also send a scanned copy of Bank Payment Advice by email on the Email ID : smita@texprocil.org

Immediately after receiving the Payment details, the membership will be renewed.

(C) Renewal of RCMC that has expired

We are glad to inform you that the Council has put in place an online system for renewal of Registration-Cum-Membership Certificate (RCMC). Renewal of RCMCs can be made online and after processing, the Renewed RCMC will be available to you online. The Original renewed RCMCs will be sent to you once our office opens and starts functioning after the lockdown.

Steps to be followed:

Upload self-attested scanned copies of the following documents online on TEXPROCIL's website (www.texprocil.org) through Member login and send a renewal request by Email on the Email ID smita@texprocil.org (In case the RCMC has expired) :

- [1] Copy of your Import-Exporter Code (IEC)
- [2] In case of Manufacturer Exporter, a copy of Manufacturing Licence
- [3] In case of changes in Partners, a copy of revised deed of partnership
- [4] In case of changes in Directors, a copy of DIR-12 or Board Resolution for those who have resigned or newly appointed.
- [5] Copy of old RCMC
- [6] Copy of GST Registration Certificate (if not submitted earlier)
- [7] Payment advice of Annual Subscription for the year 2020-2021

Or

Alternatively, send self-attested scanned copies of the above documents by Email on the Email ID smita@texprocil.org

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