

Ref : B-4 / 391 / 23

16th June 2023

Mr Abdulla Mohamed AlMazrui
President
Federation of UAE Chambers of Commerce & Industry
Abhu Dhabi (UAE)

Dear Sir,

The Clothing Manufacturers Association of India (CMAI), is the largest and oldest Association in the Garment Industry of India, representing the interests of the Domestic Industry. Founded in 1963, currently CMAI has over 3500 Apparel Manufacturers and Brands and services over 20,000 apparel and life style Retailers. servicing the interests of domestic Brands, Manufacturers, and Retailers. It has Offices in Bengaluru, Delhi, Pune, and Surat. The bulk of our Membership Members of the MSME Sector, though every major Brand and Retailer such as the Aditya Birla Group, Arvind Group, Reliance, Westside, Shoppers Stop, Landmark Group of Dubai, etc. are also among its Members.

2 With India's increasing emphasis on FTAs with various Countries, CMAI is proud to take the initiative to support the ambitions of the INDIAN BRANDS to make a mark and establish our homegrown Brands in the Global Markets. As a first step, we are Launching the FIRST BRANDS OF INDIA Show in the important market of UAE, and its surrounding GCC and African Markets.

3 **The "BRANDS OF INDIA" Show** is an expression of the aspirations of our INDIAN BRANDS to expand their Customer base to the locals, visting tourists as well as Indian diaspora settled abroad, and build on their Brand Strength, pull, and recall to Overseas Markets.

4 The Brands of India Show is being held on the 27th, 28th, and 29th of November 2023, at Dubai World Centre, and will target Stakeholders, Opinion Makers and Trade Visitors from all GCC and African Countries.

5 Approximately 158 Indian Brands will be participating in this Show, making it the LARGEST SHOWCASING OF INDIAN BRANDS GLOBALLY. It will include all the most promising Indian Brands of the Domestic Market – all eager to expand the marketing of their Brands in the Overseas Markets.

6 CMAI has distinction of holding the Largest Trade Fairs in the Textile Industry in India. Its Premier Trade Show, the National Garment Fair, attracts over 1,000 Brands to Exhibit, and close to 35,000 to 40,000 Retailers to visit the Fair. It also organizes several other Brands related Trade Shows in India.

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THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA

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7. We have planned an extensive Marketing Campaign to promote this Show amongst the Retailers, Traders, and Buyers in the Gulf Region, African Countries, and other relevant Markets. We have also sought the assistance of the Indian Embassy in UAE to help propagate and spread awareness of the BRANDS OF INDIA Show and are happy to state that we have received very positive response from the Embassy.

The reason for writing to you is to seek your support in promoting the BRANDS OF INDIA SHOW amongst your Members. We will shortly also share with you our Brochure giving more details about the Brands of India Show.

We also seek your support by way of sharing with us data available with you of those Members connected with Textiles and Apparel, Retailers, Departmental Stores, Boutiques, and Buyers, towards whom we could direct our Marketing communications.

In the mean time, may we request you to highlight the BRANDS OF INDIA Show, being held in Dubai on the 27th, 28th, and 29th November 2023, by promoting it on your Website.

With Regards,

Yours Sincerely,



Rajesh Masand
President

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