



**REPORT OF**

**64<sup>th</sup> India International Garment Fair**

**20-22 January 2020, Pragati Maidan, New Delhi**

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## *Executive Summary*

1. 64<sup>th</sup> IIGF was inaugurated by Dr. A. Sakthivel, Chairman, AEPC & IIGF in the presence of Sh. Lalit Thukral, Vice Chairman, IGFA, Sh. H.K.L. Magu, Sh. Vijay Jindal, Sh. Anil Verma - EC Members, AEPC, Sh. Saneev Nandwani, SG, AEPC by cutting the ribbon on 20th January, 2020 at Foyer of Hall No. A3, Pragati Maidan, New Delhi.
2. Thereafter, Sh. Sidharth Nath Singh, Cabinet Minister of MSME, Investment & Export Promotions, Khadi & Gram Udyog, Textile, Handloom & Handicraft, NRI, Govt. of Uttar Pradesh grace the occasion by lighting the ceremonial lamp in the presence of Dr. A. Sakthivel, Chairman, AEPC & IIGF, Sh. Lalit Thukral, Vice Chairman, IGFA, Sh. H.K.L. Magu, Sh. Vijay Jindal, Sh. Anil Verma - EC Members, AEPC. He along with all the dignitaries unveils the Fair Guide of the 64<sup>th</sup> IIGF, take a round of the fair and visited stalls of the participants. He also inaugurated the Fashion show of the 64<sup>th</sup> IIGF.
3. Stalls of 251 national participants across all over India were spread over in 3 large halls. Facilities such as free Wi-Fi, Cafeteria, Buyers Lounge, Medical Room with stand by Ambulance, Fire Safety and Business Centre were provided in the fair.
4. A total number of 1123 buyers (Overseas) and 181 buying agents/Liaison offices registered on the IIGF website for the 64<sup>th</sup> IIGF. 575 quality International buyers of 65 countries and 266 Buying Agents visited during three days of fair. Overseas Buyers and Buying Agents were given hospitalities like complimentary Hotel Stay, airport pick-up and drop facility, Pick-up facility from hotel to fair venue and back. 367 buyers were approved by the IGFA's Screening Committee under the Buyers Promotion Scheme. From the approved buyers, 264 buyers actually visited the fair under Buyers Promotion Scheme and were given complementary hotel stay. 3 Buying Agents were provided complimentary 2 night hotel stay.
5. During the second day of the fair, Sh. Rafiq Khan, MLA, Jaipur visited the fair. He was facilitated by Bouquet and Shawl by VC, IGFA.
6. The Best Display Award Function was held before the morning Fashion show on the second day of the fair i.e. 21.1.2020 and the Awards were given by Mrs. Ranjana Ranjan, President, Sangrakshika, Female wing of CISF in the presence of Sh. Lalit Thukral, VC, IGFA and Sh. Rajiv Dewan, President, GEAR.
7. To spread the teaching of Father of the Nation towards "Swachhta", a special area highlighting the various teaching of Sh. Mahatma Gandhi, was created in the foyer area of Hall No. A4.
8. A Special Area "Opportunity Buying" was created for the first time within the fair area, to help the participants to clear out your excess garments & fabrics and helped the participants to make contacts with the major buyers who were interested in sourcing excess material.
9. During First and Second Day of the fair, Gala Dinner was organised for the visiting buyers - First Day at Hotel Le Meridien and second day at Hotel The Suryaa. During first gala night at hotel Le Meridien, a cultural programme comprising of Odissi, Kathakali and

fusion dance was organised and in the second gala night – light musical programme was organised at Hotel The Suryaa.

10. IGFA has brought out Daily bulletin on all the three days of the fair covering the various events happened on each day, feedback from the visiting buyers and participants, views of various dignitaries visited the fair.
11. The total gross space is around 11050 Sq. Mtr. The net stall area is 4350 Sq. Mtr. The fair is being participated by 251 exporters. 199 participants showcasing Womenswear (3654 sq. mtrs.), 22 showcasing Accessories (309 sq.mtr.), 04 showcasing Kidswear (66 sq.mts.) and 20 showcasing Menswear (252 sq. mtr). 6 participants are from publishers/Fair authority/Institution participated in the fair. The fair is for Autumn/Winter – 2020-21 season.
12. Complimentary stalls were given to the publishers of Inside Fashion, Fashion Wings, Apparel, Mumbai and Fashion Era on barter basis. One stall was allotted to India International Knit Fair on barter basis. One stall was given to Apparel Training & Design Centre on complimentary basis.
13. The details of State-wise participants are as follows:-

| <b>State-wise Details</b> |            |
|---------------------------|------------|
| Andhra Pradesh            | 1          |
| Gujarat                   | 3          |
| Haryana                   | 6          |
| Himachal Pradesh          | 1          |
| Jammu & Kashmir           | 1          |
| Karnataka                 | 4          |
| Ladakh                    | 1          |
| Madhya Pradesh            | 1          |
| Maharashtra               | 17         |
| New Delhi/NCR             | 70         |
| Orissa                    | 1          |
| Punjab                    | 3          |
| Rajasthan                 | 51         |
| Tamilnadu                 | 5          |
| Uttar Pradesh             | 73         |
| West Bengal               | 8          |
| <b>Total</b>              | <b>246</b> |

14. Three popcorn machines were installed in the fair area, wherein popcorns were provided to the visiting buyers, buying agents and participants on free of cost basis on all the three days of the fair. This measure is one of the promotional tools of the “ODOP – One District One Product”, Govt. of Uttar Pradesh, who is the main sponsorer of the event.

15. Following the foot prints of the slogan given by our Hon'ble Prime Minister of India – banning the use of single use plastic – For the first time we have not used even a single – single use plastic in the entire fair area. Further, this fair is one step towards “Thinking Green” by reducing the impact of the environment and by improving its quality.
16. In the direction of not using single use plastic in this fair, we have not distributed water bottles to the visiting buyers, buying agents and the participants. Instead, we have installed water dispensers at various locations for providing drinking water and also used biodegradable paper glasses for dinking purpose.
17. The details of country-wise number of buyers who attended the fair are as follows:-

| S.No. | COUNTRY NAME | TOTAL BUYERS |
|-------|--------------|--------------|
| 1.    | ARGENTINA    | 10           |
| 2.    | ARMENIA      | 2            |
| 3.    | AUSTRALIA    | 13           |
| 4.    | AUSTRIA      | 2            |
| 5.    | BANGLADESH   | 15           |
| 6.    | BELGIUM      | 3            |
| 7.    | BIRMINGHAM   | 1            |
| 8.    | BRAZIL       | 8            |
| 9.    | CAMEROON     | 1            |
| 10.   | CANADA       | 12           |
| 11.   | CHILE        | 5            |
| 12.   | CHINA        | 7            |
| 13.   | COSTA RICA   | 1            |
| 14.   | DENMARK      | 1            |
| 15.   | ECUADOR      | 1            |
| 16.   | FRANCE       | 21           |
| 17.   | GEORGIA      | 1            |
| 18.   | GERMANY      | 8            |
| 19.   | GREECE       | 14           |
| 20.   | GUATEMALA    | 1            |
| 21.   | HONG KONG    | 10           |
| 22.   | HUNGARY      | 4            |
| 23.   | INDONESIA    | 6            |
| 24.   | IRAN         | 4            |
| 25.   | ISRAEL       | 6            |
| 26.   | ITALY        | 29           |
| 27.   | JAPAN        | 20           |
| 28.   | KUWAIT       | 6            |
| 29.   | KYRGYZSTAN   | 3            |
| S.No. | COUNTRY NAME | TOTAL BUYERS |
| 30.   | LITHUANIA    | 1            |

|     |                      |    |
|-----|----------------------|----|
| 31. | LUXEMBOURG           | 1  |
| 32. | MALAYSIA             | 5  |
| 33. | MAURITIUS            | 8  |
| 34. | MEXICO               | 5  |
| 35. | NEPAL                | 7  |
| 36. | NETHERLANDS          | 1  |
| 37. | OMAN                 | 2  |
| 38. | PANAMA               | 2  |
| 39. | POLAND               | 3  |
| 40. | PORTUGAL             | 7  |
| 41. | ROMANIA              | 1  |
| 42. | RUSSIA               | 7  |
| 43. | SAUDI ARABIA         | 4  |
| 44. | SEYCHELLES           | 3  |
| 45. | SINGAPORE            | 6  |
| 46. | SLOVENIA             | 1  |
| 47. | SOMALIA              | 1  |
| 48. | SOUTH AFRICA         | 14 |
| 49. | SOUTH KOREA          | 3  |
| 50. | SPAIN                | 64 |
| 51. | SRI LANKA            | 12 |
| 52. | SWEDEN               | 3  |
| 53. | SWITZERLAND          | 1  |
| 54. | SYRIA                | 1  |
| 55. | TAIWAN               | 2  |
| 56. | THAILAND             | 7  |
| 57. | TURKEY               | 11 |
| 58. | UKRAINE              | 3  |
| 59. | UNITED ARAB EMIRATES | 24 |
| 60. | UNITED KINGDOM       | 49 |
| 61. | UNITED STATES        | 83 |



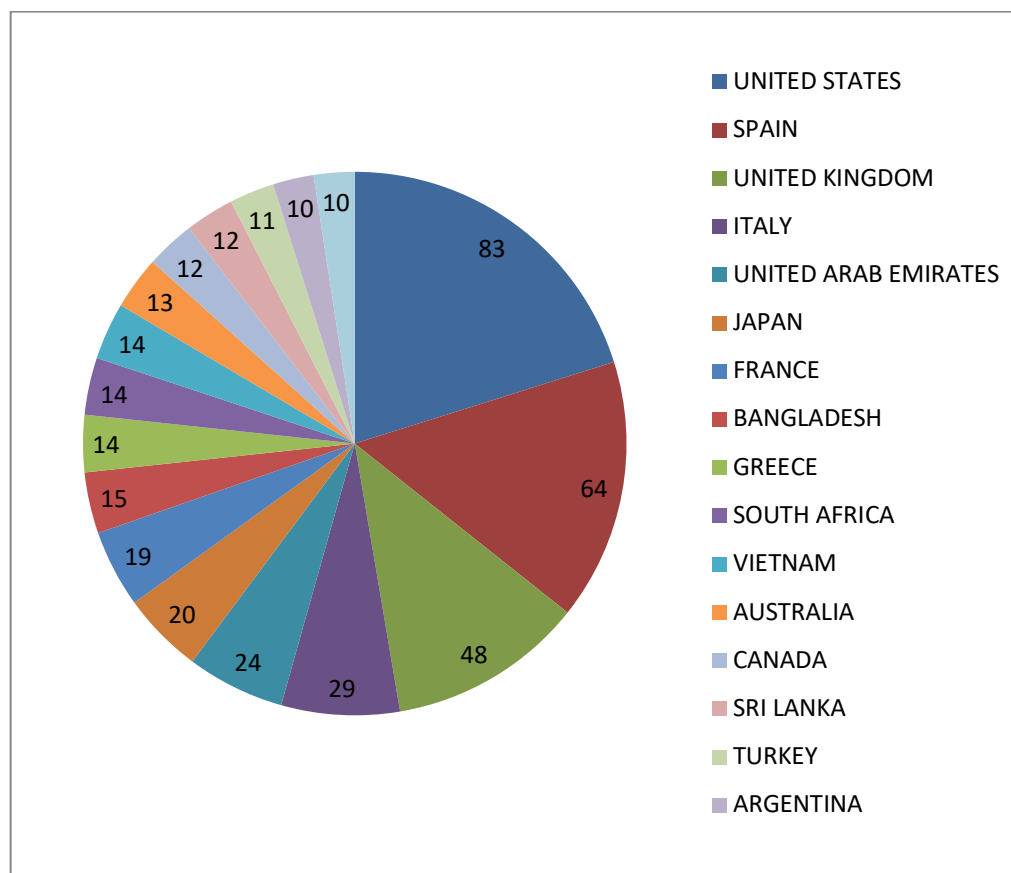
|     |            |           |
|-----|------------|-----------|
| 62. | URUGUAY    | <b>2</b>  |
| 63. | UZBEKISTAN | <b>1</b>  |
| 64. | VIETNAM    | <b>14</b> |

|     |                    |            |
|-----|--------------------|------------|
| 65. | ZIMBABWE           | <b>1</b>   |
|     | <b>Grand Total</b> | <b>575</b> |

18. 210 exhibitors participated in the 64<sup>th</sup> IIGF provided with a response sheet for giving their valuable suggestions about the fair. The analyses of the feedback received from the participants are given below:-

| Particulars   | Good (%)                     | Average (%)                     | Unsatisfactory (%)                |
|---|------------------------------|---------------------------------|-----------------------------------|
| Response to your participation in the 64 <sup>th</sup> IIGF | 24.22                        | 48.15                           | 25.47                             |
| Business Prospects/ Leads at this fair                      | 19.01                        | 54.22                           | 23.18                             |
| Able to conclude firm business                              | 22.32                        | 44.47                           | 29.18                             |
| Rate the buyer's turnout                                    | 17.61                        | 48.95                           | 31.65                             |
| Quality of buyers   | 26.33                        | 47.75                           | 22.63                             |
| Rate the arrangements                                       | 56.27                        | 35.17                           | 5.19                              |
| Rate the 64 <sup>th</sup> IIGF over previous fair           | 37.56                        | 36.35                           | 12.24                             |
|   | <b>Yes</b>                   | <b>No.</b>                      |                                   |
| IIGF is useful platform for booking business                | 95.01                        | 2.01                            |                                   |
| Would like to participate in the 65 <sup>th</sup>           | 95.07                        | 1.95                            |                                   |
| <b>Objective for Participation</b>                          | <b>Introduction of items</b> | <b>Foster business relation</b> | <b>Seek New Business Contacts</b> |
| No. of Participants   | 27.27                        | 34.22                           | 68.75                             |
| <b>Achievement of Objective</b>                             | <b>25%</b>                   | <b>50%</b>                      | <b>75%</b>                        |
| No. of Participants   | 32.29                        | 47.17                           | 10.27                             |

1. The country-wise buyers' data visited (atleast 10 buyers) are as follows:-



2. Some of the major buyers who have visited the fair are given below:-

Some of the notable buyers' information is given below along-with their turnover in garment buying:

Star Of Fashion , USA , US\$ 25 , Jist Industrial Co. Ltd. , Bangladesh , US\$ 34 Mn, Soloio Designo Italiano, S.L, Spain , 13 stores, Sistaglam Unit D-9-11 Garman Road London N170UR, United Kingdom, 15 stores , Natura Invicta LDA- Portugal , Portugal, 53 Stores , Natura Invicta LDA- Italy, 53 Stores, Natura Invicta LDA- ESPANA , Spain, 53 Stores, PSIFAS , Israel , US\$ 12.8, Ravi Import Export S.L, Spain, US\$ 10 , Odel Plc , Sri-Lanka, US\$ 39 Mn - 20 stores, Coline Diffusion SA , France, US\$ 11.42 Mn, Mason Global Limited , Hong Kong, US\$ 114 Mn, ID KIDS Hong Kong Ltd, Bangladesh Liaison Office, Bangladesh, 1600 Stores, PPHU Con Duo Wioletta Wishniewska, Poland, 200 Stores , PPHU Corporate Fashion , Bangladesh , US\$ 13, Importation CasaBawa, Canada, US\$ 10.5 Mn, Var's, Argentina - 15 Stores Function Design Group, Australia, US\$ 10 Mn, Indo-Japan Trading Agency LLC, Japan , US\$ 11 Mn , AL Saffer Group of Companies, UAE, 42 Stores, Queenspark, South Africa, 81 Stores, Charms Industries, Hong Kong, US\$ 21.5 Mn, Kelly Grace Corp. , USA, US\$ 70 Mn, Lulu Group International, UAE, 166 Stores, Reflex Group, UAE, US\$ 20 Mn, Sagara Enterprise Pte Ltd., Singapore , US\$ 16.6 Mn, Kirawira SL, Spain, 16 Stores, Al Furat Rose Trading , UAE , 25 Stores , Asude Textile Scarf Industrial Co Ltd, Turkey, 50 Store , Tomy's Fashion Tribe SLU, Spain , 26 Stores, Greater Good, USA, 10 Stores, Greater Good, USA, 10 Stores , BEBE + LLC , Georgia, 11 Stores,

NOVICA United Inc., USA, 28 stores, Instantes Modernos LDA , Portugal , 40 Stores, Bellerose NV, Belgium, 26 Stores



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# 1. *64<sup>th</sup> IIGF - Fair Details*

1. International Garment Fair Association (IGFA) has been organizing India International Garment Fair (IIGF) along with major garment associations of India since 1988 twice a year – one for the Spring/Summer Season and one for the Autumn/Winter Season.
2. The 64th India International Garment Fair (IIGF) was held from 20 – 22 January, 2020 at Hall Nos. A3, A4a and A4b (Part), Pragati Maidan, New Delhi. The fair was for the Autumn/Winter 2020-21 season and 251 exhibitors participated in the fair. The total stall area was 4350 sq. mtrs. The fair timings were 10.00 AM to 6.00 PM on 20 & 21 January, 2020 and 10.00 AM to 5.30 PM on 22nd January, 2020.
3. Leading exporters from major manufacturing hubs, of this sector of India, use this B2B platform to display an extravagant showcase, IIGF is a unique sourcing opportunity for overseas chain/departmental stores, wholesalers, importers, distributors, retailers, merchandisers, designers, forecasters and buying houses. As more and more buyers tune in to India for their sourcing requirements, manufacturers here explore their potential, brush their craft skills, seek into India rich heritage and come-up with perfect art excellence to offer.



Glimpses of the Opening Ceremony of 64<sup>th</sup> IIGF





Glimpses of the Opening Ceremony of 64<sup>th</sup> IIGF



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Glimpses of the Opening Ceremony of 64<sup>th</sup> IIGF

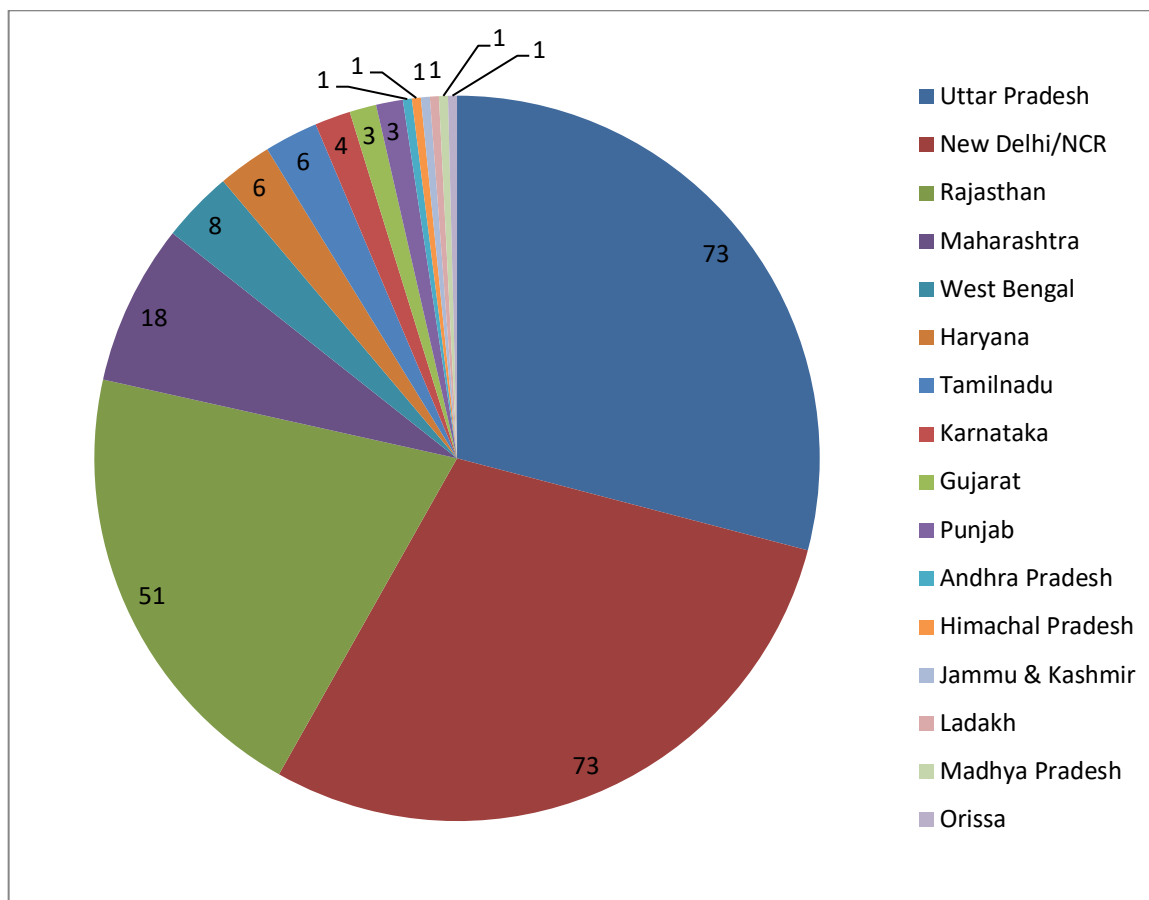
4. Fashion Shows (2 shows on each day of the fair) was organized during the three days of the fair.
5. The Best Display Award Function was held before the morning Fashion show on the second day of the fair i.e.21.1.2020 and the Awards were given by Mrs. Ranjana Ranjan, President, Sangrakshika, Female wing of CISF in the presence of Sh. Lalit Thukral, VC, IGFA and Sh. Rajiv Dewan, President, GEAR. A Jury comprising of Mr. Raman Datta - Managing Directors, Aventors & College Superstars & Ms. Ritika - Senior Corporate Communication Executive - Apparel Training & Design Centre was constituted to judge best displayed stalls, who visited all the stalls and finalized the best displayed stalls.
6. Small Charkha's was presented to all the foreign buyers, buying agents and dignitaries, who visited the fair.
7. Under the Buyers Promotion Scheme, 367 buyers were approved by the IGFA's Screening Committee under the Buyers Promotion Scheme. From the approved buyers, 264 buyers actually visited the fair under Buyers Promotion Scheme and were given complementary hotel stay. 3 Buying Agents were provided complimentary 2 night hotel stay.
8. During the three days of the fair, 575 buyers and 266 buying agents visited the fair with business potential of around US\$ 166.17 million.



A view of Pragati Maidan, New Delhi

## 2. IIGF Participants' Profile

Total 251 exhibitors presented their collection in the exhibition area of the fair. The State-wise details of the participants are as follows:-



**Note:** Complimentary stalls were given to the following:-

- Inside Fashion – On Barter
- Fashion Era – On Barter
- Fashion Wings – On Barter
- Apparel, Mumbai – On Barter
- India International Knit Fair – On Barter
- Apparel Training & Design Centre



### 3. PARTICIPATION DETAILS

| SIZE OF STALL (in sqm)    | TOTAL NO. PARTICIPANTS | TOTAL SQM   |
|---------------------------|------------------------|-------------|
| 6                         | 3                      | 18          |
| 9                         | 52                     | 468         |
| 12                        | 56                     | 672         |
| 21                        | 1                      | 21          |
| 18                        | 76                     | 1368        |
| 24                        | 31                     | 744         |
| 30                        | 9                      | 270         |
| 36                        | 7                      | 252         |
| 42                        | 4                      | 168         |
| 48                        | 5                      | 240         |
| 60                        | 1                      | 60          |
| <b>TOTAL NO./SQ. MTR.</b> | <b>245</b>             | <b>4281</b> |



A view of the stalls of 64<sup>th</sup> IIGF

## 4.

# PRODUCT PROFILE

### a) CASUAL WEAR:

Blouses, Casual Wear, Children's Wear, Co-ordinates, Denim Wear, Infants' Wear, Knitwear, Ladies Wear, Men's Wear, Shirts, Shorts, Silk Garments, Skirts, Suits, Dresses, T-Shirt, Trousers, Vest, Kaftan, Tunics, Beachwear, Ponchos, Pyjamas, sleepwear, Pullovers, Sweaters, Cardigans, etc.

### b) HIGH FASHION & OCCASIONAL WEAR :

Designer's Labels - Fashion, Private Labels - Fashion, Bridal Wear, Cocktail Dresses, Evening Dresses

### c) LINGERIE :

Bodysuit, Brief, Home Wear, Men's Underwear, Nightwear & Pyjamas

### d) SPECIALTY :

Uniforms, Work Clothes

### e) SPORTSWEAR:

Outerwear, Swimwear, Body Wear, Track Suits

### f) FASHION ACCESSORIES:

Pareos, Scarves, Stoles, Handbags etc.



Participants displaying their products during the fair

## 5. *Approach Adopted for Buyers' Active Participation in IIGF*

- A dedicated website [www.indiaapparelfair.com](http://www.indiaapparelfair.com) was redesigned with “Customer Relationship Management” system, wherein each buyer and participants would have their own login id and password.
- The CRM has the facility of fixing meeting of the participants with the visiting buyers.
- A ‘Missed You’ letter to those buyers who were not able to come to visit 63<sup>rd</sup> IIGF and a ‘Thank You’ letter to those buyers who have attended the fair was sent.
- Regular IIGF E-Blasts were sent to all buyers database.
- Registration Form Update, Software update, Website Creation, Google Adwords set up, Website Content Creation, Unconventional Market Targeting, Analytics Monitoring, Social Media Push etc.
- Facebook – Regular Post, videos and photographs were posted. We have obtained 15,407 likes and paid campaign was also undertaken.
- Twitter –We have got 14.2k impressions with 776 followers from the campaign.
- LinkedIn – We have got 500+ connections on our profile page from the paid campaign.
- YouTube - We have made 45 videos and the same have been uploaded on this IIGF India channel. We have got 458 subscribers.
- Instagram- Created profile of IIGF and have 1,709 followers through Instagram.
- Promotion was done in various International Fair and BSMs in which AEPC/IGFA participated/Organized.
- Posters were sent to HCI/Embassies over the world.
- Data mining was done by searching various websites etc. and new buyers have been added to the existing database of buyers available with IGFA.
- Letter to Indian Missions abroad has been sent requesting them to send the name of the CEO's/Sourcing Directors of those apparel chain stores/departmental stores/buyers, who occupy the larger share in the garment import/business in the country of their accreditation.
- Invitation to buying houses announcing 64<sup>th</sup> IIGF and requesting them to recommend their buyers to visit the fair and avail the buyers' promotion scheme has been sent.
- E-blast in different languages has been sent to country specific buyers.
- Letter to all 8000 member exporters of AEPC requesting them to participate in the fair was sent.
- Letter to all buyers as per database available inviting them to visit the fair and also requesting them to register on the website for availing benefits under Buyer Promotion Scheme was sent.
- Letters were sent to all buying agents requesting them to invite the buyers with whom they are working.
- Tele-calling in 6 foreign languages i.e. Spanish, French, Arabic, Hebrew, Japanese and English was done.
- Advertisement was released in various national magazines.



- A special section was created on the website for showcasing the various products of the participants to the buyers for match making.

#### **Benefit Offered To Overseas Buyers**

- Free entry to Fair Ground
- A photo entry badge
- A free buyers kit along with Fair Directory
- Free pick-up and drop from the airport
- Complimentary shuttle service from hotel to the venue and vice versa.
- Complimentary Wi-Fi in the halls during the fair.
- Complimentary lunch to the buyers during fair days.
- Complimentary 3 night's hotel stay has been given to the buyers through a systematic developed invitation plan.
- Invitation to get together organized in the hotel of stay.

#### **Benefit Offered To Buying Agents (outside NCR)**

- Free entry to Fair Ground
- A photo entry badge
- A free buying agent kit along with Fair Directory
- Free pick-up and drop from the airport
- Complimentary shuttle service from hotel to the venue and vice versa.
- Complimentary Wi-Fi in the halls during the fair.
- Complimentary lunch to the buying agents during fair days.
- Complimentary 2 night hotel stay

The Buying agents situated with NCR region were invited through letters followed by phone calls.



## *6. Guidelines for sponsorship and procedure adopted for selection of buyers for 64<sup>th</sup> IIGF*

- The scheme will be for buyers of Apparels & fashion accessories only.
- The names of the buyers can be recommended by/from:
  - (i) Buyers registered on IIGF website [www.indiaapparelfair.com](http://www.indiaapparelfair.com)
  - (ii) Recommended by Chairman, IGFA
  - (iii) Indian Missions abroad
  - (iv) Buyer from Chain stores
  - (v) Buying agents in India and abroad
  - (vi) IIGF database
  - (vii) Database from various fairs & BSMs organized by AEPC or recommended by the participants or exporters.
- The request so received for buyers shall be decided by a Screening Committee.
- Hotel stay for 3 nights is the maximum which can be offered to the buyers.
- More than two buyers will be considered from an individual company for the scheme as per the approval received during 60<sup>th</sup> IIGF.
- Buyers coming from big/reputed chain stores having more than 10 outlets shall be considered for 3 nights hotel stay. Maximum of two buyers from each division / brand shall be offered the scheme. There would be no check of turnover in any edition of the IIGF/TTI.
- A buyer authorized by company shall be considered for the above-said scheme.
- The buyer promotion scheme of 3 nights hotel stay will be on First-come-First serve basis subject to availability of rooms.
- In case of existing buyer application, exporter verification is must, either by call or email.
- There is no restriction on turnover and a buyer has to submit duly filled-in nomination form, a copy of passport and CA/CPA certificate/certification from the Accounts department of the company for any one of the financial or calendar year i.e. 2016-17 / 2017-18 OR 2017 / 2018 for any benefit under this scheme.
- The buyers have to record their physical attendance by sharing their daily buyer meeting card to be submitted at Fair Secretariat (with buyer promotion team) during the fair.
- Delegations invited by Chairman, IGFA would be provided complimentary scheme and there will be no criteria for these buyers.
- The buyers who are given sponsorship shall fill a buyers questionnaire duly signed given by the Fair Secretariat/Buyer.
- To verify the annual turnover mentioned by the buyer in his or her nomination form, ANYONE of the following documents are acceptable by the buyer screening committee:-
  - a) Declaration of the annual turnover on company's letterhead and attested by the company's accounts department for any one (1) year i.e. FY 2016-17 / 2017-18 or 2017 / 2018.
  - b) Annual turnover of any one (1) year i.e. FY 2016-17 / 2017-18 or 2016 / 2017 verified by your CPA/CA on their company letterhead.
  - c) CA/CPA certified Profit & loss statement for any one (1) year i.e. FY 2016-17 / 2017-18 or 2017 / 2018.



- d) Income Tax returns of the company for any one (1) year i.e. FY 2016-17 / 2017-18 or 2017 / 2018.
- e) Turnover during any one (1) year i.e. FY 2016-17 / 2017-18 or 2017 / 2018 available on company's website for public limited company.

❖ Screening Process:

1. Once entire application is ready for screening along with supporting documents from the buyer's promotional team, the forms would then be scrutinized by In-charge of the buyer promotion team.
2. There after the scrutinized form was placed before the Buyers Screening committee.
3. Short listed Buyer's list was mailed to Vice Chairman, IGFA in Excel format containing Buyer name, Company name, with committee's recommendations for approval.
4. The final approval for screening of buyers was given by Vice Chairman, IGFA. Approval received through mail was acceptable. After obtaining approval from Vice Chairman, IGFA, confirmation was mailed to individual buyers as per their eligibility.

The consolidated approval of all the screening done along with financial involvement was taken from Vice Chairman IGFA before the start of the fair.

For buying agents, 2 nights' complementary hotels stay was provided to the buying agents from outside NCR.

The Buyers Screening Committee for 64<sup>th</sup> IIGF was as follows:-

- a. Sh. Rajiv Dewan, President, GEAR
- b. Sh. Mohan Sadhwani, Executive Director, CMAI
- c. Sh. Sudhir Sekhri, Member, IGFA Committee



## 7. *FASHION SHOWS*

Fashion shows were held twice on all three days of the fair (one in the morning and one in the evening). There were 8 exhibitors (62 outfits) who presented their collections in fashion show. The collections were being displayed by 12 female models and 4 male models. The exhibitors presented different collections on all three days of the fair, which created lot of interest within visiting buyers and buying agents. For promotion of collections made by the students of Apparel Training & Design Centre (ATDC), a full sequence of the dresses designed by the students were displayed to the visiting buyers and buying agents. The students of ATDC himself/herself walk on the ramp to display the designs made by them.

This list of Fashion show participants are given below:-

| Sl. No. | Name of the Participants              | No. of Outfits |
|---------|---------------------------------------|----------------|
| 1       | Sabrina Exports                       | 6              |
| 2       | Ankit India                           | 8              |
| 3       | Falah Exports                         | 6              |
| 4       | Puneet Export & Trading House         | 6              |
| 5       | P.K. Overseas Merchandising Pvt. Ltd. | 6              |
| 6       | J.G. Hosiery Pvt. Ltd.                | 6              |
| 7       | Maharana Of India                     | 12             |
| 8       | Maám Arts                             | 12             |
| 9       | Sabrina Exports                       | 6              |
|         | <b>Total</b>                          | <b>62</b>      |



Glimpses of Fashion Shows during 64<sup>th</sup> IIGF





Glimpses of Fashion Shows during 64<sup>th</sup> IIGF



Glimpses of Fashion Shows during 64<sup>th</sup> IIGF



## 8. *BEST DISPLAY AWARDS*

In order to encourage participants to display their collection in an innovative and beautiful manner, “BEST DISPLAY AWARDS” was given to the participants of 64<sup>th</sup> IIGF. Mr. Raman Datta – Managing Directors, Aventors & College Superstars & Ms. Ritika – Senior Corporate Communication Executive - Apparel Training & Design Centre visited all the stalls and finalized the best displayed stalls. Appended are the criteria/guidelines towards selection of ‘Best Displayed’ Stalls:-

- Overall use of space 30 Points
- Thematic Display 20 Points
- Innovative use of space 20 Points
- Originality of Display 20 Points
- Interplay between products & display 10 Points

The Best Display Awards were given by Mrs. Ranjana Ranjan, President, Sangrakshika, Female wing of CISF in the presence of Sh. Lalit Thukral, VC, IGFA and Sh. Rajiv Dewan, President, GEAR.

During 64<sup>th</sup> IIGF, following Trophies were given to the following participants:-

| Category               | Winners   | City    | Type of Trophy |
|------------------------|---|---------|----------------|
| 9 to 24 sq. mtrs.      | Shilpayan Décor   | Jaipur  | Gold           |
|                        | Rupayan   | Jaipur  | Silver         |
|                        | Laxmipati Group (Siddhi Vinayak Knot & Prints Pvt Ltd.) | Surat   | Bronze         |
| 30 to 42 Sq. mtrs.     | WGS International                                       | Noida   | Gold           |
|                        | Shree Dayal Exports                                     | Jaipur  | Silver         |
|                        | Ahuja Overseas  | Jaipur  | Bronze         |
| 48 sq. mtrs. and above | Sarash Impex  | Noida   | Gold           |
|                        | Maharana Of India                                       | Noida   | Silver         |
|                        | MLK Exports   | Lucknow | Bronze         |





Glimpses of Best Display Award Ceremony of 64<sup>th</sup> IIGF

## 09. *Cultural Evening*

During First and Second Day of the fair, Gala Dinner was organised for the visiting buyers – First Day at Hotel Le Meridien and second day at Hotel The Suryaa. During first gala night at hotel Le Meridien, a dance programme comprising of Odissi, Kathakali and fusion dance was organised and in the second gala night – light musical programme was organised at Hotel The Suryaa.



Glimpses of Best Cultural Evening organized during 64<sup>th</sup> IIGF



## 10. Feedback of Buyers

The gist of some of the buyers' feedback is as follows:-

- My first time to IIGF and I was impressed with the professionalism and how smooth and comfortable our stay was.
- Very Professional exhibition with great amenities and hospitality.
- It is a nice fair. I got many fantastic garments.
- Interesting companies in the fair and great hospitality during the stay.
- Include more Menwears and Kidswear Exhibitors
- Very useful and good opportunity for business
- Very interesting exhibition. Amazing products made by professionals. Very good organization.
- Please provide charging points for phones during the fair
- Just would like to say thank you for good job and the hospitality provided.
- Thanks for perfect organization! Year to Year is better and better!



Buyers at 64<sup>th</sup> IIGF

## 11. Feedback of Exhibitors

The gist of some of the Participant's feedback is as follows:-

- Very good presentation and brandings in the fair.
- This fair is good for startups.
- 20 buyers / buying agents visited us and liked our collection may contact us later for business.
- Very cool inside the halls.
- Very nicely organized fair. Kudos to the organizers. Great work.
- Facility/ Arrangement Excellent ...More Buyers
- Good arrangements keep it up
- Very less turnout of Buyers.



Participant's stall at IIGF



## 12. *Supervision And Co-Ordination*

The 64<sup>th</sup> India International Garment Fair was organized under the supervision of Dr. A. Sakthivel, Chairman AEPC & IGFA, Shri Rahul Mehta, the then Chairman, IGFA & Shri Lalit Thukral, Vice Chairman, IGFA.

The valuable support and contribution has been received from the following:-

1. Sh. Virender Uppal, Member, IGFA Society
2. Sh. H. K. L. Magu, Member, IGFA Society
3. Sh. Ashok Rajani, Member, IGFA Society
4. Sh. Sudhir Sekhri, Member, IGFA Society
5. Mr. Ravi Poddar, Member, IGFA Society
6. Sh. Premal Udani, Member, IGFA Society
7. Sh. Lalit Gulati, Member, IGFA Society
8. Sh. Ashish Ahuja, Member, IGFA Society
9. Sh. Mohan Sadhwani, Member, IGFA Society
10. Sh. Anil Buchasia, Member, IGFA Society
11. Sh. Rakesh Biyani, Member, IGFA Society
12. Sh. Rajiv Dewan, Member, IGFA Society
13. Sh. Aseem Kumar, Member, IGFA Society
14. Sh. Naveen Adwani, Member, IGFA Society
15. Sh. Vijay Jindal, Member, IGFA Society
16. Sh. Gautam Nair, Member, IGFA Society
17. Sh. Anil Peshawari, Member, IGFA Society
18. Sh. Rajiv Bhatnagar, Executive Director , IGFA and Member Secretary

## 13. *A word of Appreciation*

We would place on record sincere thanks and gratitude to all those who had given their untiring support in organization of the fair, our vendors, empanelled vendors, sponsors, Pragati Maidan, Organizing Associations, Greater Noida/Noida Police, official hotels for their co-operation to make the event a huge successful event.

First and foremost thanks and gratitude goes to "ODOP – One District One Product", Govt. of Uttar Pradesh, who is the main sponsorer of the event and their support to the event is one of the reason that the event was a grand success.

We would like to thank the jury members Mr. Raman Datta – Managing Directors, Aventors & College Superstars & Ms. Ritika – Senior Corporate Communication Executive - Apparel Training & Design Centre for selecting the best displayed stalls under various categories.

We would also like to thank the entire IGFA team for their tireless efforts for rendering support to organize the event in a smooth and hassel free manner.

The following vendors need a special word of appreciation who was involved in the fair and has done their job within the stipulated time to our entire satisfaction:-

| S. No. | Name of the vendor  | Services  |
|--------|---|---|
| 1      | Mr. Jatin Kumar   | Photography & Videography   |
| 2      | M/s Hi-Secure Exhibition Services Pvt. Ltd.                                       | Agency for Providing Male-Female Guides, Security, Fire Fighting Personnel & Equipments & House Keeping |
| 3      | M/s Dara Projects P. Ltd.   | Stall Construction  |
| 4      | M/s Viablesoft Solutions Pvt. Ltd.  | Visitor Registration  |
| 5      | Hotel Le-Meridien (C J International Hotels Ltd.) & Hotel The Surya (CHL Limited) | Official Hotels   |
| 6      | M/s Encom   | For conducting Fashion Shows  |
| 7      | M/s Angelica Enterprises  | Horticulture services   |
| 8      | M/s Prince Traders  | Installation of CCTVs   |
| 9      | M/s Sai Enterprises   | Setting-up of Business Centre   |
| 10     | M/s Five Figs Hospitality P. Ltd  | Food & Beverages  |
| 11     | M/s Dynamic Pest & Rodent Control   | For conducting Pest Control   |
| 12     | M/s Empathy Solutions   | Setting-up of Medical Room  |
| 13     | M/s Alpcord Network Events & Conferences Management Co. Pvt. Ltd                  | Hospitality Services  |
| 14     | Ally Car Rental   | Transportation Services   |

|    |   |                   |
|----|---|-------------------|
| 15 | M/s Star Forms, M/s K.B Printers & Traders & Vaibhav Printographics | Printing Services |
|----|---|-------------------|



Glimpses of the visit of various VIPs & Dignitaries during 64<sup>th</sup> IIGF.