



APPAREL EXPORT PROMOTION COUNCIL (GURUGRAM)

AEPC/HO/EP/BRANDS OF INDIA/ 2024
20th August, 2024

CIRCULAR

Participation in “BRANDS OF INDIA Show in Dubai, UAE (12th to 14th November, 2024)

Dear Member,

We are pleased to announce that AEPC in collaboration with CMAI will be participating in an exclusive India Centric Brands of India Fair to be held from 12th to 14th November, 2024 at World Trade Centre, Dubai.

1. About the Show:

In order to promote India and Indian Garment Exporters the following efforts have been made.. The dates chosen are most appropriate for UAE/ Middle East Buyers as they can source for the Biggest and most Significant Festival of Ramzan Eid in End-March 2025.

Moreover, to ensure a fruitful and worthwhile Participation for Members, a power-packed Marketing & Promotion Plan has been implemented..

- *Personalized Invitations to 2800 Trade Buyers from 63 Countries who regularly visit Dubai Garment Fairs..*
- *Direct Mailers to potential 5000 Trade Buyers from the MENA Region. [Middle EAST, North Africa region]*
- *Exclusive Invitation to 2000+ MENA Region Buyers through Indian Missions.*
- *Road shows / Door to Door visits to invite targeted buyers from more than 10 Countries like UAE, Saudi Arabia, Qatar, Kuwait, Bahrain, Oman, Kenya, Nigeria and others.*
- *Invitations to Members of leading local Trade Associations through Dubai Chambers, Textile Merchants Group Dubai (Texmas), Readymade Garment Merchants Group Dubai (RGM Group).*
- *Publicity / PR Campaign in Leading E-portals, Magazines and Local Dailies.*
- *SMS Blast to more than 5000 Trade Buyers.*
- *Prominent Space in Exhibition to Agents / Distributors / Buying Houses.*
- *Extensive Social Media Promotion.*
- *Promotion on Outdoor Advertising and Mass Media like FM Radio.*
- *Complimentary Airfare, Hotel Stay & Refreshments to select VIP Buyers.*
- *Interpreter facility for the Buying Groups.*

2. Venue & Date :

Venue / City	Dates	Days
Dubai World Trade Centre Dubai, UAE	Set-up Day : 11 th November, 2024 Fair Days : 12-14 November, 2024	(Monday) (Tuesday- Thursday)

3. Participation Charges:

All stalls will be shell scheme stalls only and no bare space will be allotted and limited decoration, as finalized by the Fair Sub-Committee, will be permitted in this Show.

The Stall Sizes & Participation Charges are as under :

Stall Size	Amount (Rs.)
9 SQM	1,90,000
12 SQM	2,55,000
16 SQM	3,50,000

***GST not applicable**

The above stall package includes the following :

Area (Sq. Mtr)	Table	Chairs	Lights	Plug Point	Dustbin	Rack or Stand	Power Supply in Watts	Packed Lunch / Per Day
9	1	2	TBA	1	1	2	1000	2
12	1	3	TBA	1	1	2	1000	2
16	1	4	TBA	1	1	3	1200	2

Please Note that the Booking of Stalls is now open and all applications would be accepted on a First-Come-First-Served basis subject to the availability of Stall Size. The Stall Booking will close once the stall size/s is sold out.

Note – There will be a 10% additional charges for two side open stall and the same will have to be paid immediately alongwith 20% advance payment towards the participation.

The Council reserves the rights to cancel the request for two side open stall if the payment is not received.

If the Council receives more requests for two side open stall than the availability then the same will be allotted by draw of lots.

No cancellation will be permitted due to non - allocation of two side open stall.

Kindly tick the box if you are interested in a 2 side open stall.

Yes	No
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The last date for submission of the application alongwith full participation charges is 9th September, 2024.

4. Payment Mode:

a) Demand Draft or Pay Order in the name of “Apparel Export Promotion Council” (payable at Gurugram or New Delhi) may be sent to **Mr. S. Hari Krishnan, Director** (EP Department), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurugram-122003, Haryana, (India)
Tel: +91 124 2708108 (D), 2708000-003, Mobile: +91 95604 72244

b) Payment can also be made through NEFT/RTGS to the following account:

BENEFICIARY: APPAREL EXPORT PROMOTION COUNCIL

Account No- **12021450000261**

IFS Code - HDFC0001202

Bank Name- HDFC Bank

ADDRESS: Shop No. 26-28, Ground Floor,
Cross Point Mall, Opp Galleria Market, DLF Phase 4
Gurgaon-122009 Haryana

No cheque payment will be accepted.

Also share the UTR Details in case of online payment.

5. Guidelines for allotment of the booths:

- a) All participants who have paid the full participation fee on time would be considered for allotment of booths through draw of lot.
- b) No change in the booths, once allotted, would be entertained under any circumstances.
- c) The decision of Chairman-EP (AEPC) / Chairman (AEPC) would be final and binding in case of any dispute.
- d) The participation is on **FIRST-CUM-FIRST SERVED (FCFS)** till all booths are sold and the allotment of stalls shall be done through draw of lot basis.

6. Waitlist:

In case, applications are over-subscribed, a waitlist will be maintained, which would be considered on FCFS basis. Applicants are advised to ensure that they possess will obtain necessary visa to enter UAE. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

7. Cancellation charges:

In case, the Exhibitor wishes to cancel his / her Booking in writing before the Draw of Lots, 20% of the total participation charges shall be forfeited towards Administration Fee. If the Exhibitor cancels his /her booking in writing after the Draw of Lots, 100% of the Total Participation Charges will be forfeited.

8. Application form :

The application form ([Annexure-I](#)) is enclosed herewith for your ready reference. The application may also be downloaded from AEPC's website www.aepcindia.com

For seeking more details, please contact:-

1. Mr. S. Hari Krishnan, Director (EP Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugram -122 003 (Haryana) India.
Tel:+91 0124-2708108 (D) Mobile No.+91 9560472244 E-mail: shari@aepcindia.com
2. Mrs. Neelam Seth, Joint Director (EP Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugram -122 003 (Haryana) India.
Tel : +91 124 2708177 (D), **Mobile :** +91 9810505165 / **Email :** nseth@aepcindia.com
3. Mr. Narender Kumar, Assistant Director (EP Department), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugram -122 003 (Haryana) India
Tel:+91 0124 2708124 (D) Mobile No.+91 9891147080 E-mail: narender.aepc@gmail.com

You are requested to kindly send duly filled in application form with participation fee by way of Demand Draft/Pay Order/NEFT/RTGS in favour of “**APPAREL EXPORT PROMOTION COUNCIL**” **GURGAON**. Similarly, exporters located at Mumbai, Okhla, Ludhiana, Jaipur, Kolkata, Tirupur, Chennai and Bangalore may deposit the DD/Pay order at Local AEPC offices also. All others may send the Demand Draft/Pay Orders to Gurgaon office.

Yours Sincerely,

(S. Hari Krishnan)
Director (Export Promotion)

Enclosure: [Application Form](#)

Disclaimer: AEPC will not be responsible for the turnout of buyers/buying agents for any BSM/fair/show, etc. The Council will have no liability whatsoever for any kind of refund or payment in this regard. The Council shall not be responsible for booking of hotels, clearance of samples at the customs, for getting VISA & on certain complementary services provided by AEPC and organizational inability of fair organizers & other service providers.
