

PUNEET KUMAR, IAS
SECRETARY GENERAL



APPAREL EXPORT PROMOTION COUNCIL

(Sponsored by Govt. Of India, Ministry of Textiles)

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Circular to the Trade

Shri Naveen Srivastava, Consul General, Consulate General of India, Shanghai, PR China has provided inputs for the excellent opportunity to Indian apparel exporters through B2C platform viz. T-Mall, Alibaba etc. Our Mission has communicated that with the rising incomes in China and also increased penetration of high speed internet infrastructure, more and more goods will be sold online and business of e-commerce in China is expected to be of around US\$ 540 billion by 2015.

As you may be aware that foreign brands have added advantage in savings in the cost since it avoids the need of a physical store, in the light of the high real-estate prices in China. Many international brands have already taken advantage of such B2C platform like T-Mall. It is learnt that through these B2C platforms, apparel quantities of around 300 pcs & above per style are also sourced and are not just limited to piece to piece sourcing for individual consumer.

Through this Circular, AEPC wishes to bring this information to you and encourage to explore the possibilities of selling apparel merchandise to wider Chinese audience at low cost B2C online websites. Our Consulate at Shanghai, PR China has offered further help, if exporters are interested.

We solicit your active participation and also seek suggestions, if any.


(Puneet Kumar) 31/10/2014