

# Apparel Export Promotion Council

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## **On its 46th Foundation Day, AEPC thanks the government for various support measures to boost Apparel Exports**

- *The government incentives in budget, FTAs, PLI, RoSCTL, PM MITRA, etc. will help apparel industry focus on market and product diversification: Chairman AEPC*

22<sup>nd</sup> February 2024, New Delhi/ Gurugram: Apparel Export Promotion Council (AEPC) today celebrated its 46th Foundation Day at Apparel House, Gurugram. The event marked the presence of Chairman AEPC, Shri Sudhir Sekhri, Shri Rakesh Vaid, Vice Chairman ATDC, Shri HKL Magu past Chairman AEPC, Shri Gautam Nair, Executive Committee Member, Shri Mithileshwar Thakur, Secretary Genral AEPC and other AEPC staff members.

The event began with lighting of lamp and cake cutting in presence of SG AEPC, DSG AEPC and other staff members. Shri Sudhir Sekhri, Chairman AEPC in his address said, "Firstly, on behalf of the entire apparel export community, I extend my sincere thanks to the Government on the Foundation Day of AEPC. My special thanks to the Hon'ble Prime Minister Shri Narendra Modi and the Minister of Textiles, Commerce and Industry, Shri Piyush Goyal for providing all help to the industry and an ease of doing export environment."

Further Shri Sekhri stated that, "The government's key initiatives such as FTAs with Australia, Mauritius and UAE, extension of RoSCTL, enhanced duty drawback, PM MITRA, PLI for technical textiles, etc. will help us to focus on market diversification and product diversification." We are also grateful to the Ministry of Textiles for aggressively pursuing creating the ecosystem for the MMF segment growth. This will help us in creating new opportunities in the MMF segment, he added.

AEPC has been a major contributor in the export growth story of India through Buyer-Seller Meet (BSM) in different parts of the world.

AEPC has planned to promote the global reach of Indian Apparel Exports to newer export destinations through its export promotion activities in 2024-25.

AEPC aggressively motivates the Indian Garment industry towards adopting Sustainable practices and Circular fashion and embraces the global best practices in the Indian Garment industry on environmental and social compliance.

Speaking on the occasion Shri Mithileshwar Thakur, SG AEPC said that, "Celebrating 46 glorious years in the service to Nation providing exclusive support to the Apparel industry of India for enhancing their Global reach through rigorous Market Intelligence, Global Compliance, Trade Facilitation and Policy Advocacy."

AEPC has also initiated a social media blast to spread awareness about the AEPC ongoing activities focusing on how government support in helping the Apparel Industry. All the regional offices of AEPC also joined the celebration on the 46th Foundation Day.

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