

Date:20/09/2017

Ref: TPCI/ Source India/ TFD/0001

Shri P.Chandrashekran

*Designation : Secretary of the Association*

*Organization : The Clothing Manufacturer Association of India*

*City : Mumbai*

**Subject:** Excellent Opportunity for Exports of Indian Goods & Services in emerging markets of Latin America, Gulf & Africa.

Dear Sir / Madam,

**Trade Promotion Council of India** presents its compliments to The Clothing Manufacturers Association of India.

2. Over the past decades India has emerged as a major supplier for goods and services to the world and the time has come for the Indian Enterprises to leverage Brand India for further expansion of their export businesses in potential markets.
3. Keeping this objective in mind **Department of Commerce, GoI** in association with **Trade Promotion Council of India** has created a **Business to Business** platform called "**Source India**" to establish India as a preferred sourcing destination for the global buyers and help Indian Enterprises take advantage of the **power of "Brand India"** for expanding their businesses globally.
4. **TPCI on behalf of Department of Commerce** takes the pleasure of inviting its members and industry colleagues to join "**Source India**" as a participant and explore the vibrant markets of **Argentina, Nigeria and Iran**.
5. It will be our pleasure to **pass on the subsidy offered by Department of Commerce** to the members of The Clothing Manufacturers Association of India on first

come first serve basis only and hence request you to **recommend maximum 5 members** from your association for each event who can avail the subsidy.

6. The list of recommended members along with **attached form for Expression of Interest** can be shared with the ***undersigned latest by 5.00 pm of 7th of October 2017*** so that requisite approvals can be secured.

7. Destination wise market potential and other relevant information regarding **"Source India"** is enclosed for your reference.

Should you require any further details regarding the same, please feel free to contact the undersigned.

Sincerely Yours,

Sandip Das

Director

Trade Promotion Council of India

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## ***Annexure-1***

### **About Source India**

“Source India” is a unique platform designed by Department of Commerce, Government of India along with TPCI to establish India as a major sourcing hub especially in unexplored and potential international market.

The prime objective of “Source India” is to provide an economical yet trusted and credible platform for Indian exporters and traders for venturing into new and less explored potential countries and generate export orders.

With researched backed selection of focused product specific exhibit zones and Industry specific visitor promotion including unique “Hosted Buyer” and “Exhibitor Wish list” Programmes each edition of “Source India” offers “Guaranteed Minimum 5 relevant Business Meetings” for each exhibitors.

### **Why Argentina / Iran / Nigeria:**

#### **IRAN:**

- 1 Iran is the second largest economy in the Middle East and North Africa (MENA) region after Saudi Arabia, with an estimated Gross Domestic Product (GDP) of US\$412.2 billion in 2016.
- 2 Iran imported USD 46 billion worth of products from the world in 2016.
- 3 India exported USD 2 billion worth of products to Iran making it the 10th largest exporter to Iran and thus creating a huge opportunity for India for expanding its market share in Iran.

#### **ARGENTINA:**

- 1 Argentina is 45th largest import economy in the world. The economy of Argentina grew by 2.1% in 2015.

2 Bilateral trade between India and Argentina was worth US\$2.6 billion. India exported US\$516 million worth of goods to Argentina in the year 2015.

3 There is a preferential trade agreement between India and Mercosur, in which Argentina is a member. This paves a very huge potential for the Indian exporters to explore the Argentinian market.

**NIGERIA:**

1 Nigeria Often referred to as "Giant of Africa", is the world's 20th largest economy of the world, worth more than \$500 billion in nominal GDP & \$1 trillion in Purchasing Power Parity.

2 Imports grossed over US\$ 42.1 billion from the world.

3 Indian exports to Nigeria during the same period touched US\$ 1.74 billion. Thus there is a huge scope for Indian companies to expand their business in this country.

**PROMOTIONAL PLAN**

1. Hosted Buyer Programme.
2. Buyer Nomination through Exhibitor Wish list.
3. Import Association Tie-up.
4. Bill Board.
5. News Paper advertisement.
6. Trade Journals advertisement.
7. Radio / FM Promotion.
8. Cluster Based Marketing.
9. Activation in Major Dealer Outlets.
10. SMS Campaign.
11. Database Marketing Through EDM.
12. Social Media Marketing.
13. Dedicated Marketing through Call Centers.

PROPOSAL FOR SOURCE INDIA ARGENTINA

<b>SUBSIDIZED OFFER FOR RECOMMENDED MEMBERS</b>	<b>NON SUBSIDIZED OFFER FOR NON RECOMMENDED MEMBERS</b>
<b>Investment : INR 1,30,000</b>	<b>Investment : INR 3,00,000</b>
<ol style="list-style-type: none"> <li>1. Member of the Industry Delegation for meeting with Indian Embassy, Ministry of Commerce &amp; Finance, Public Procurement Authority, Delegations.</li> <li>2. Hotel Stay for 4 Nights on Twin Sharing Basis.(4* and above)</li> <li>3. Breakfast</li> <li>4. Wi-fi</li> <li>5. Daily Venue Transfers</li> <li>6. Airport Transfers</li> <li>7. Visa</li> <li>8. Exhibition Booth (Built-up) of 9 sqm.</li> </ol>	<ol style="list-style-type: none"> <li>1. Hotel Stay for 4 Nights on Twin Occupancy Basis (4* and above).</li> <li>2. Breakfast</li> <li>3. Wi-fi</li> <li>4. Daily Venue Transfers</li> <li>5. Airport Transfers</li> <li>6. Visa</li> <li>7. Exhibition Booth (Built-up) of 9 sqm.</li> </ol>

Date: 1<sup>st</sup> Week of March 2018

PROPOSAL FOR SOURCE INDIA NIGERIA

<b>Option 1</b>	<b>Option 2</b>
<b>Investment : INR 95,000</b>	<b>Investment : INR 2,15,000</b>
<ol style="list-style-type: none"><li>1. Member of the Delegation for meeting with Indian Embassy, Ministry of Agriculture, Public Procurement Authority, Delegation.</li><li>2. Hotel Stay for 4 Nights on Twin Sharing Basis.(4* and above)</li><li>3. Breakfast</li><li>4. Wi-fi</li><li>5. Daily Venue Transfers</li><li>6. Airport Transfers</li><li>7. Exhibition Booth (Built-up) of 9 sqm.</li></ol>	<ol style="list-style-type: none"><li>1. Hotel Stay for 4 Nights on Twin Occupancy Basis (4* and above).</li><li>2. Breakfast</li><li>3. Wi-fi</li><li>4. Daily Venue Transfers</li><li>5. Airport Transfers</li><li>6. Exhibition Booth (Built-up) of 9 sqm.</li></ol>

Date: Last Week of March 2018.

PROPOSAL FOR SOURCE INDIA IRAN

<b>Option 1</b>	<b>Option 2</b>
<b>Investment : INR 1,10,000</b>	<b>INR 2,70,000</b>
<ol style="list-style-type: none"> <li>1. Member of the Delegation for meeting with Indian Embassy, Ministry of Agriculture, Public Procurement Authority, Delegations.</li> <li>2. Hotel Stay for 4 Nights on Twin Sharing Basis.(4* and above)</li> <li>3. Breakfast</li> <li>4. Wi-fi</li> <li>5. Daily Venue Transfers</li> <li>6. Airport Transfers</li> <li>7. Return Economy Airfare (Ex- Delhi/ Ex-Mumbai)</li> <li>8. Exhibition Booth (Built-up) of 9 sqm.</li> </ol>	<ol style="list-style-type: none"> <li>1. Hotel Stay for 4 Nights on Twin Occupancy Basis (4* and above).</li> <li>2. Breakfast</li> <li>3. Wi-fi</li> <li>4. Daily Venue Transfers</li> <li>5. Airport Transfers</li> <li>6. Return Economy Airfare (Ex- Delhi/ Ex-Mumbai)</li> <li>7. Exhibition Booth (Built-up) of 9 sqm.</li> </ol>

Date: 12-14 February 2018.

**FORMAT FOR EXPRESSION OF INTEREST FOR PARTICIPATION IN**  
**"SOURCE INDIA" PROGRAMMES**

<b>S.NO</b>	<b>DETAILS</b>	<b>REMARKS</b>
1	Company / Firm Name	
2	Name of MD/ Director	
3	Company / Firm Type	Proprietor/ Partnership/Pvt. Ltd/ Ltd/Government/ PSU
4	PAN No	
5	IEC No	
6	DIN No	
7	Product/ Service	
8	Are You	Manufacturer / Trader/ Service Provider
9	Wish to avail subsidy for	Argentina <input type="checkbox"/> Iran <input type="checkbox"/> Nigeria <input type="checkbox"/>
10	Contact Person Name	
11	Phone No	
12	Mobile No	
13	E-mail id	
14	Website (if any)	

*Recommended for Subsidy by (Please Mention Association Name):*

*Signature:*

*Name:*

*Designation:*

*Date:*

*Stamp:*