

Expo Bazaar steps up international presence with Brand New Showroom in USA, Pioneering Direct Supply Chain from India

Dallas, USA; 14th January 2024

Expo Bazaar, a cross-border B2B platform, has expanded its presence into the US market with the inauguration of its Dallas showroom, following successful ventures in Europe. This expansion aims to provide a unique sourcing opportunity for US buyers, offering exquisitely curated Indian products tailored to meet discerning tastes. The new facility was inaugurated on 14th January 2024 by



Expo Bazaar's Dallas Showroom was inaugurated by Mr. Tennell Atkins, Dallas Mayor Pro Tem, in the presence of Dr. Rakesh Kumar, Chairman, IEML and Expo Bazaar; Ms. Cindy Morris, President & CEO, Dallas Market Centre

Mr. Tennell Atkins, Dallas Mayor Pro Tem, in the presence of Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chairman, IEML and Expo Bazaar; Ms. Cindy Morris, President & CEO, Dallas Market Centre; Mr. Jitin Prashar, Sr. Vice President, Expo Bazaar; Mr. Jay Dhawan, VP of Sales & Marketing Expo Bazaar USA and other senior officials.

Addressing the gathering at the inauguration, Mr. Tennell Atkins, Mayor Pro Tem Dallas, USA, said that Expo Bazaar's new showroom in the United States will mark a significant milestone in the expansion of the handicrafts industry onto the global stage. This showroom is not only a space to display products but also gateway to a world of exquisite craftsmanship, a celebration of the rich tapestry of Indian culture. Mr. Atkins serves as the Chair of the Economic Development Committee, Chair of the Ad Hoc Committee on Legislative Affairs, and Vice-Chair of the Transportation and Infrastructure Committee.

Dr. Rakesh Kumar, Chairman IEML and Expo Bazaar, highlighted the company's dedication to fostering direct connections between buyers and small Indian producers. The business model emphasizes sustainability and efficiency, with a focus on preserving cultural heritage and environmental well-being. "Expo Bazaar's fully equipped tech platform facilitates order management, inventory control, and real-time shipment tracking, empowering independent US buyers. The expansion includes plans for ready inventory in US warehouses, reducing risks for purchasers and enabling more frequent transactions," he added.

Mr. Dileep Baid, Chairman of EPCH, emphasized Expo Bazaar's role as a premium Indian B2B platform promoting home and lifestyle products globally. EPCH collaborates with Expo Bazaar to support Indian artisans and exporters, facilitating their participation and providing JIT (Just-in-

Time) opportunities. "With the overwhelming response, after today's inauguration at Dallas, Expo Bazaar is thrilled to launch one more additional showroom i.e Expo Bazaar's showroom at Chicago Market, USA on 24th January, 2024. These expansions signify the brand's dedication to promoting Indian brands and their products globally," he added.

Established with the mission to promote, develop, and export Indian handicrafts, EPCH actively collaborates with Expo Bazaar to strengthen the platforms' impact

and relevance. As an industry support partner, EPCH facilitates the participation of its stakeholders, comprising skilled artisans, craftsmen and handicraft exporters, in Expo Bazaar. This collaboration not only provides a unique platform to showcase their products but also offers them JIT opportunity to them. The Government of India has recently announced the e-commerce policy reflecting its commitment to encourage people to engage in e-commerce ecosystem. EPCH would support all such portals with similar orientation for the beneficiaries and is also working towards an action plan where EPCH can play a very active role in this direction.

The expansion is welcomed by industry stakeholders, providing additional marketing platforms and catering to evolving consumer preferences. The proactive market expansion strategy includes extending the sales representative network across 42 states in the USA, enhancing reach and customer service. Additionally, Expo Bazaar's partnership with IEML, Asia's premier venue owner for international B2B events, further strengthens its position in the market.

Mr Sudeep Sarcar, CEO, IEML said that it is indeed is a very welcome step for industry stakeholders in general and Mart Owners in particular as it offers them an additional marketing platform for their valuable products. Mr. Jitin Prashar, Sr. Vice President, Expo Bazaar, said our showrooms



Mr. Tennell Atkins, Dallas Mayor Pro Tem appreciates products at the Showroom; seen with Dr. Rakesh Kumar, Chairman, IEML and Expo Bazaar; and Mr. Jay Dhawan, VP of Sales & Marketing Expo Bazaar USA and other senior officials

remain the vibrant core of our brand evolution, and we are excited to expand our presence in the United States. Indian craftsmanship and creativity are the touchstones of Expo Bazaar, so it makes sense to unite with the dynamic buyer community of the US Market.

Overall, Expo Bazaar's expansion into the US market signifies its dedication to promoting Indian craftsmanship and offering high-quality products tailored to global preferences. Through strategic partnerships and innovative solutions, Expo Bazaar aims to continue its growth trajectory and serve an increasingly diverse clientele.

Mr. Jay Dhawan, VP of Sales & Marketing at Expo Bazaar USA, emphasized, "our customers consistently prioritize functionality, ease, and personal style in their homes, spanning projects that range from refreshing small spaces to undertaking full home renovations. This commitment reflects our dedication to understanding and meeting the diverse needs of our valued clientele."

Expo Bazaar is a leading curator of premium home and lifestyle products, dedicated to showcasing the cultural richness of India through a carefully curated selection of products. This platform, equipped with a model warehouse for "Just in Time" local deliveries, spans across 15+ categories, boasting 500+ Indian brands and a curated selection of over 7000 products. ■