

EPCH takes representation to RAI Annual Conference

Mumbai; 26th - 27th March 2019

The Retail Association of India organised its annual Conference cum Exhibition at Renaissance Convention Center, Powai, Mumbai from 26th-27th March 2019. A total of 50 participants carried out their brand promotion during conference. EPCH set up an information cum promotional booth at the event and promoted its upcoming trade events like Home Expo India 2019; IFJAS 2019; and IHGF Delhi Fair-Autumn 2019, where retail volume buyers are invited to pre-register for visiting & sourcing. The Council set up a booth of 6 Sq.mtr that included promotional videos as well as distribution of leaflets and jute bags. As per feedback, promotional material was distributed to 500 retail visitors.

Retailers Association of India (RAI) is the unified voice of retailers in India. A not for profit organisation, RAI works with all stakeholders for creating the right environment for the growth of modern retail industry in India. We encourage, develop, facilitate and support retailers to modernise and adopt best practices that will delight customers.

RAI is a strong advocate for retailing in India and works with all levels of government and stakeholders. Their charter is to support employment growth and career opportunities in retail, to promote and sustain retail investments in communities from coast-to-coast, and to enhance consumer choice and industry competitiveness. RAI also provides its members with a full range of services and programs including education and training, benchmarking and best practices, networking, Policy advocacy, and industry information.

Thus, RAI is the lead trade association representing an entire gamut of retailers, from



EPCH member exporter, Mr. Karan Jethwani seen interacting with visitors at the show



chain store retailers and department stores through to independent emerging retailers, selling a wide selection of products across cities, towns, rural and virtual stores. ■

