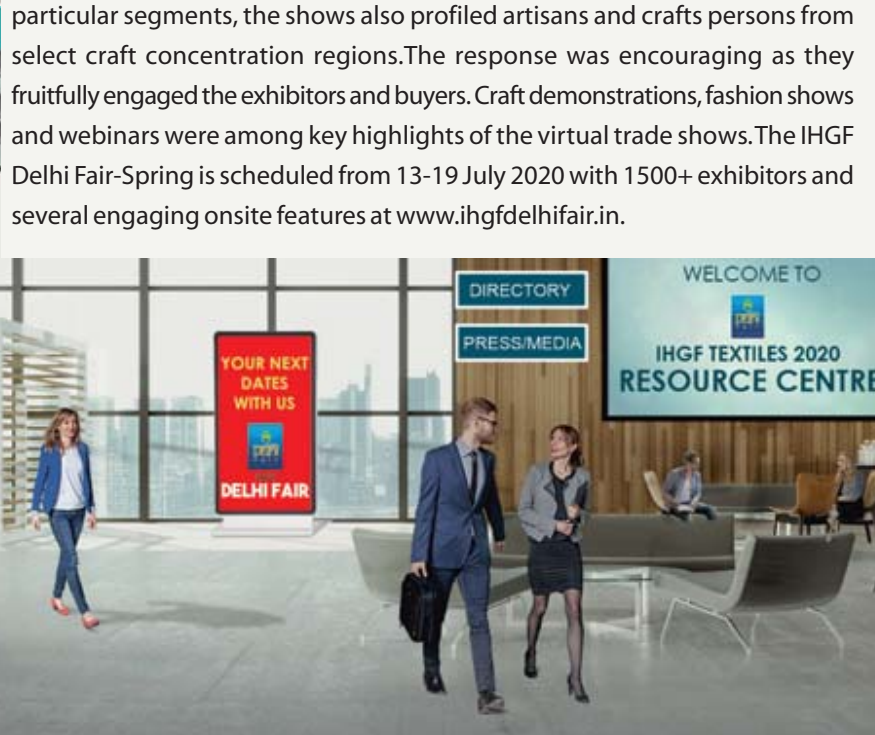


EPCH launches virtual shows with 2 product specific platforms

Industry's first ever virtual B2B meets embraced with hope & enthusiasm

With disrupted global supply chains & international trade owing to travel restrictions and lockdowns imposed with the Covid-19 pandemic breakout, organisers of fairs & exhibitions have been compelled to cancel their shows and seek alternatives to transact business. This crisis led to the cancellation of EPCH's most awaited IHGF Delhi Fair-Spring, scheduled for its 49th edition in April 2020 and an uncertain fate for its product specific Fashion Jewellery & Accessories Show. During this time, EPCH engaged with member exporters by organising audio/video webinars and came up with the idea of virtual fairs. A series of webinars were conducted to apprise the members on the concept of virtual fairs and a complete handholding was done through a team of technical as well as design experts. A rigorous publicity campaign via e-mailers, social media as well as tele-calling, was undertaken to motivate buyers world over to take part in the shows. Besides, support of Indian missions and embassies was sought to disseminate the information to buyers in their countries.

Two product specific shows with 200+ participants each - IFJAS and IHGF Textiles Virtual Fair were organised as part of this endeavour. Strategic virtual trade platforms to meet India's leading manufacturer exporters from the particular segments, the shows also profiled artisans and crafts persons from select craft concentration regions. The response was encouraging as they fruitfully engaged the exhibitors and buyers. Craft demonstrations, fashion shows and webinars were among key highlights of the virtual trade shows. The IHGF Delhi Fair-Spring is scheduled from 13-19 July 2020 with 1500+ exhibitors and several engaging onsite features at www.ihgfdelhifair.in.



Indian Fashion Jewellery & Accessories Show

On the 1st day of 'Unlock 1' after a long lockdown, a history was created in EPCH as the first virtual fair on Indian Fashion Jewellery & Accessories show-IFJAS 2020 was inaugurated on 1st June 2020. More than 200 member exporters dealing in fashion jewellery & accessories products were part of the show. Among virtual visitors were several overseas buyers and buying representatives as well as domestic volume retail buyers. Products on display included, Fashion Jewellery; Semi-Precious Jewellery; Stoles, Scarves & Shawls; Belts, Waistbands & Wallets; Hand Bags, Purses & Pouches; Head & Hair Accessories; Handmade Attires; Embroidered, Beaded, Sequined Accessories; Fancy Footwear; Beads, Stones & Components; and Dresser Accessories.

Inauguration

While inaugurating the fair, Mr. Ravi K Passi, Chairman, EPCH said, 'the current Covid-19 crisis has led us to think out of the box as physical fairs could not be organised, thus enabling us to create a platform in the form of a virtual fair.' Mr. Vineet Bhatia, President, IFJAS, while declaring the fair open, said, 'in difficult times, EPCH created an opportunity in the form of virtual fairs as going virtual is the only way to go forward. It will not only provide business to the exporters but also provide livelihood to the artisans.' Mr. Rakesh Kumar, Director General, EPCH said, 'it is a historic moment in the history of EPCH as the 1st virtual fair on Indian Fashion Jewellery & Accessories



IFJAS Virtual 2020 was inaugurated virtually by Chairman, EPCH-Mr. Ravi K Passi, in the presence of Director General, EPCH-Mr. Rakesh Kumar; Executive Director, EPCH-Mr. R K Verma; Mrs. Christine E. Rai, Patron-in-Chief, Buying Agents Association of India; Mr. Pramod Nagpal, Chief General Manager - CCI&E; President - IFJAS Virtual 2020 - Mr. Vineet Bhatia; and Vice President-IFJAS Virtual - Ms. Nupur Batra

show has finally seen the light of the day. This crisis gave us an opportunity to explore possibilities in the virtual eco system," and added that it gave him a sense of accomplishment, very similar to that in 1994 when the first Indian Handicrafts & Gifts Fair started in one hall at Pragati Maidan. Mr. Kumar further thanked the member exporters who have shown faith in capabilities of EPCH for organising this virtual fair - the need of the hour. Speaking on the occasion, Ms. Christian Rai, Patron-in-Chief, Buying Agents Association, said that since buyers cannot travel, this is a great opportunity to stay in touch with them as well as to continue to do business in this difficult time. So, going virtual is the only way to survive in the long run.



The Platform

The platform was powered by advanced information technology which provided round-the-clock services like online product promotion, match making and business negotiations. This internet-enabled international trade platform facilitated buyers to place requisitions and book orders without taking the trouble of travel and physical presence. The multi-faceted vibrantly done platform enabled direct communication exchange between exhibitors and attendees with interactive features viz. live chat, chat rooms, Q&A, webinars, webcasts, etc. Exhibitors in the show experienced the altogether different atmosphere of being in a virtual fair as they could interact with buyers from across the globe, from the safety of their home offices and factory premises.

The virtual IFJAS 2020 platform had various sections. The Lobby - where visitors could see the common area that would help them visit other areas as well as see important

The multi-faceted vibrantly done platform enabled direct communication exchange between exhibitors and attendees with interactive features.

announcements; Exhibition Halls - where visitors could see supplier / exhibitor booths, click on any booth and start browsing company information, product profile and individual products with related information,

showroom /factory videos, videos on making of the products, etc. A visitor could also chat (real time) with booth representatives in their preferred languages; Auditorium - an area where visitors could attend various webinars, conferences, craft demonstrations and ceremonies; Trend Pavilion - a destination where visitors/ exhibitors could learn about present and upcoming Fashion Trends; Fashion Shows; Resource Centre - where visitors could access informative literatures on the show and its organisers as

well as press releases; Your Briefcase - a bag/ cart in which visitors could collect any object, video or information and access it later, download documents, images etc. in one go, to view later.

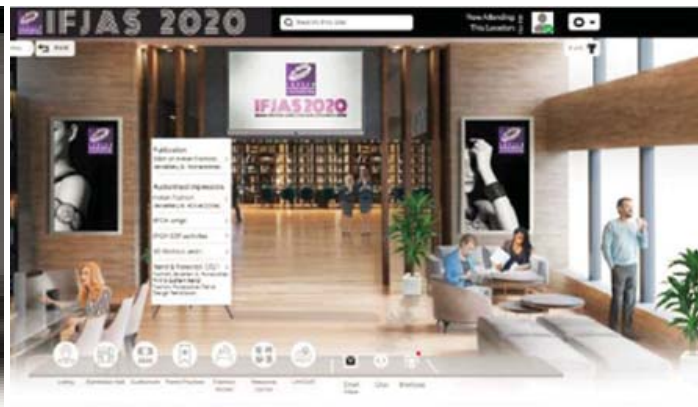
Exhibitors & Visitors at the Show

Manufacturer exporters welcomed the idea of the show taking on a virtual route and thanked the organisers of turning it around from the verge of cancellation. They made all-out efforts to make their booth presentation a complete and wholesome representation of their company and work.

IFJAS, now in its 13th edition, has been a premium trading platform for sourcing fashion jewellery & accessories from India's key suppliers. This virtual edition showcased intricate designs and exquisiteness of Indian traditional as well as contemporary fashion Jewellery and accessories. Several overseas buyers availed of the situationally opportune platform and visited the booths.

The virtual IFJAS, though in a very different form, extended the sector's reach and warmed up to a wide business network. Manufacturer exporters of fashion jewellery & accessories welcomed the idea of the show taking on a virtual route and thanked the organisers of turning it around from the verge of cancellation. They made all-out efforts to make their booth presentation a complete and wholesome representation of their company and work. Many had prepared videos and catalogues of their new lines, especially for the show. Exhibitors also had the opportunity to showcase their factories, showrooms, compliance certifications, etc, through videos and photographs. A varied range with different raw materials, applications and reinvention of culturally backed designs through modern translations formed part of the diverse range. Fascinating design theories put together





with mix metals, elegant pearls, semi-precious stones, vibrant beads, horn, bone & shells, jute, wood, bamboo, terracotta and much more featured in head to toe adornments along with intriguing textile based jewellery. Be it variety in raw material usage or techniques in the making, intricately hand-crafted or gently machine finished, beautified with the colours from nature or

A new product category that emerged this season was face masks and protective accessories like gloves with some exhibitors presenting very innovative lines in these.

embellished with threads, beads or sequins, visitors at IFJAS Virtual could delight in the indulgent array of products. There were manufacturers from Delhi, Mumbai, Kolkata, Bangalore, Noida, Gautam Buddha Nagar, Gurgaon, Manesar, Faridabad, Ghaziabad, Agra, Jaipur, Jodhpur and several other manufacturing clusters for fashion jewellery & related products, making the show a unique opportunity for buyers to explore a

well spread product range. The display included everything from essentials to luxury; from regular adornments to amazing statement pieces. Some exhibitors offered lines of travel bags, shopping bags, totes, gift bags, promotional bags, wine bottle bags, slings, pouches, clutch purses, purses and potli bags. There was also an array of scarves and shawls with various prints and motifs experimented on a variety of fabric bases. Besides, there were artisanal apparel and handmade as well as embellished footwear like carpet shoes, *mojris*, sandals, slippers, shoes with laces, etc.

A new product category that emerged this season was face masks and protective accessories like gloves with some exhibitors presenting very innovative lines in these. Some of them had introduced a combination of scarves & masks. Overall, exhibitors have received good response and enquiries for their products from overseas buyers.

Trend Pavilion & Ramp Presentations

Trend Pavilion was a destination in the virtual platform where visitors and exhibitors could learn about present and upcoming fashion trends. Complete with trend directions and mood boards, this section enticed many with its informative and practical usage approach. To create awareness about the products displayed at IFJAS, 2020, EPCH also organised ramp shows on the virtual platform. Showcasing latest collections of select exhibitors in fashion jewellery, fashion accessories and artisanal apparel, remotely shot ramp sequences came alive here, twice everyday on second, third and fourth day of the show. In a total of six shows, models displayed fashion



jewellery and accessories products which were provided by Mir Handicrafts, Beads Kingdom, Ahuja International, QTL Exports, Sardar Exports, Maharana of India, G.K. Exports and also Buying Agents Association of India. **Ramp Presentations' album on page 10.**

Panel Discussions and Webinars

To meet the challenges and review the opportunities consequent of the pandemic, EPCH organised a panel discussion on Technology Today - Merging the world of craft, design and science; and various webinars with expert faculty on different topics such as, How to Win Big Export Orders using Digital Marketing; Enigma of Beads Making; Positivity and Wellbeing - Wellness through Willingness; Neo-Agility- Post COVID-19

consumer mindsets and design direction; Picture Perfect Packaging Techniques & Ideas for Handicraft Exporters; Significance of Intellectual Property Rights in Handicrafts sector; Introduction to EPCH's Design Register; Resolving, grievances with-Buyer-Shipping Line; Thinking Tomorrow: Trends & Forecast for Spring/ Summer 21 & Colour Palette for Autumn/Winter 2021/ 2022, etc. These webinars were viewed by large number of visitors.

Craft Demonstrations

To make the virtual show more lively and interactive, online demonstration of crafts were also held on the virtual platform of IFJAS. This has created awareness about craft making processes amongst the visitors of the virtual platform. Their brief synopsis :



'Meenakari' by Mr. Mukesh Kumar Meenakar, Jaipur, Rajasthan : Born in a goldsmith family in Jaipur, Mukesh Kumar began learning the intricacies of enamel meenakari from his father and Guru. A National Awardee (2008), he has been practicing the craft for over 27 years. He mostly likes to work on the main form

of enamel-white chalva. In this form, patterns of flowers, leaves, animals or birds are illustrated in various colours of 'meena' on a white base.



'Gold Leaf Craft' by Ms. Anshula Kothari, Jodhpur, Rajasthan: A 5000 years old rare art form where 22k gold is hammered into fine sheets and embossed onto surfaces through an intricate process. Ms. Kothari has been instrumental in reviving and continuing this craft form by mobilising & motivating the artisans spread across Jaipur, Jodhpur and Bikaner, offering product directions & design inputs.



'Horn Fashion Jewellery' by Mohd. Ishtiyag, Delhi : Bone carving is an intricate craft form requiring a high degree of concentration, skill, imagination, patience and very fine handmade miniature tools. As bone is very hard to carve unlike stone, it involves experience, expertise and a keen eye for

detail, lest the piece faces breakage on the verge of completion.

Best Virtual Booth at IFJAS 2020

The closing ceremony of the virtual IFJAS 2020 featured distribution of Certificates for Best Virtual Booth at the show. In the Fashion Jewellery category, the Gold went to Kenway Sartaj Worldwide, Moradabad; the Silver to Shringaar Exports Pvt. Ltd., Noida; and the Bronze to Kohli Overseas Trading Co., Delhi. In the Fashion Accessories category, the Gold went to Mangoes Industries Pvt. Ltd., Gurgaon; the Silver to Richie Bags and Fashion Pvt. Ltd., Kolkata; and the Bronze to Ahuja Overseas, Jaipur.

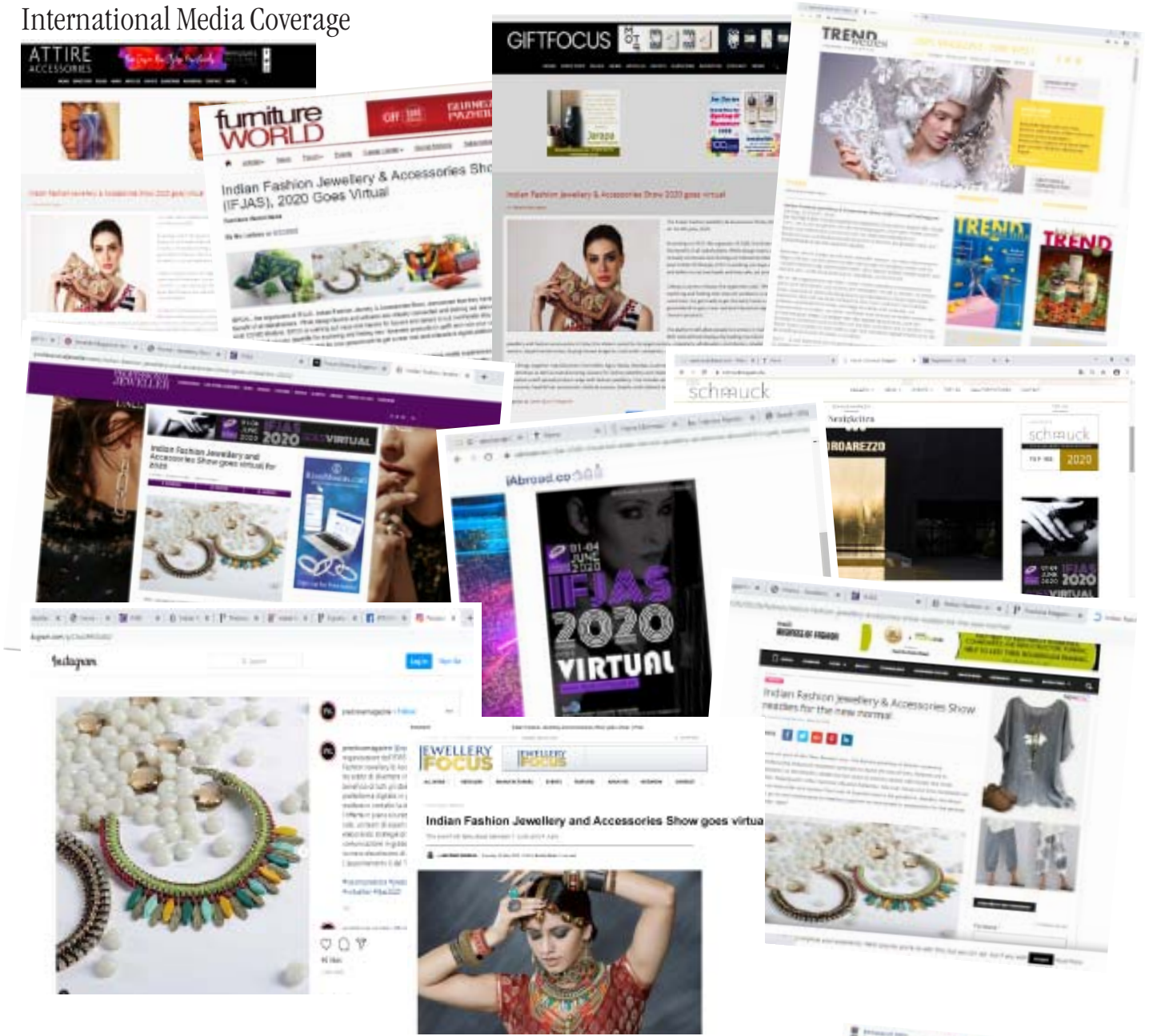
Album on page 12.

Publicity, Promotions and Media Coverage

A vigorous publicity campaign was undertaken by EPCH to motivate buyers from world over to take part in the virtual show, through online mediums such as digital advertisements on websites, e-mailer invite, social media campaign, creating events on social media platform, short films, launch video, instagram video, introduction e-mailer, explainer video, advertisements on Youtube, Poster for Google Advt., old buyer video+testimonials, jewellery making videos, online advertisements in Trade Magazines, EDM/E-Blast, tele-calling, etc. This created the desired awareness amongst the overseas buying community and EPCH has received good response from them. Indian Missions and Embassies have also disseminated information about the virtual show to the buyers in their respective countries. In addition, they placed the advertisements/information on their Mission's website.

The virtual fair was widely covered by Indian print and electronic media as well.

International Media Coverage



Promotion by Indian Missions



On the Ramp.....

To create awareness about the products displayed during the Virtual IFJAS, 2020, EPCH also organised ramp shows on the virtual platform. Showcasing latest collections of select exhibitors in fashion jewellery, fashion accessories and artisanal apparel, remotely shot ramp sequences came alive twice everyday on second, third and fourth day of the show. In a total of six shows, models displayed fashion jewellery and accessories products that were provided by Mir Handicrafts, Beads Kingdom, Ahuja International, QTL Exports, Sardar Exports, Maharana of India, G.K. Exports and also the Buying Agents Association of India (BAA).





Ajai Shankar Memorial Awards for Best Virtual Booth at IFJAS 2020

Fashion Jewellery

GOLD



**M/s. Kenway Sartaj
Worldwide, Moradabad**
Received by:
**Mr. J P Singh and
Mr. Gunraj Singh**



On the last day of the virtual show, as per past practice, Ajai Shankar Memorial Awards were given to the participants in two product categories- Fashion Jewellery and Fashion Accessories, for best virtual stand set up. The award was given on the basis of optimum utilisation of the features of the show, creativity shown in display of booths, marketing efforts to attract buyers / direct invitees to the booth, how many visitors entertained on real time basis at the booth, time spent at the booth and information displayed in the booth.

SILVER



**M/s. Shringaar Exports
Pvt. Ltd., Noida**
Received by:
**Mr. Kamal Gupta,
Mr. Harshwardhan and
Mr. Siddharth Gupta**



BRONZE



**M/s. Kohli Overseas
Trading Co., Delhi**
Received by:
Mr. Sobinder Singh Kohli



Fashion Accessories

GOLD



**M/s. Mangoes Industries Pvt. Ltd.,
Gurgaon**
Received by:
Ms. Monica Ailawadi



SILVER



**M/s. Richie Bags and
Fashion Pvt. Ltd.,
Kolkata**
Received by:
**Mr. R B Lahoti and
Ms. Nishi Lahoti**



BRONZE



M/s. Ahuja Overseas, Jaipur
Received by:
Mr. Vijay Ahuja



IHGF Textiles Virtual Fair

Following the success of its first virtual fair, EPCH launched its second product specific virtual fair - IHGF Textiles Virtual Fair. This was inaugurated on 15th June 2020. More than 350 member exporters dealing in home textiles, furnishing & flooring products were part of the show. Among virtual visitors were several overseas buyers and buying representatives as well as domestic volume retail buyers. Products on display included, Bed Covers; Table Linen; Kitchen Linen; Bathroom Linen; Cushions & Cushion Covers; Duvet, Coverlets & Bedspreads; Lace & Embroidery Furnishings; Rugs & Throws; Duvets, Quilts & Coverlets; Tapestries & Draperies; Handloom, Jacquard and Power Loom Fabrics; Silk & Zari Furnishing; Curtains & Blinds; Upholstery Fabrics; Wall & Ceiling Coverings and Wall Hangings; Hammocks; Floor Coverings, Carpet & Rugs; Jute, Bamboo & Handmade Fabric Products; and Trimmings, Embellishments & Accessories.

Besides several overseas buyers from countries like Australia, Argentina, Peru, Colombia, Brazil, USA, UK, Spain, New-Zealand, Canada, UAE, Turkey, Japan, Israel, Germany and France, domestic



IHGF Textiles Virtual Fair 2020 was inaugurated by Chairman, EPCH-Mr. Ravi K Passi, in the virtual presence of Vice Chairmen, EPCH-Mr. Raj K Malhotra and Mr. Naved Ur Rehman; President of the fair, Mr. Ravinder Nath; Vice Presidents of the fair-Mr. Vinay Kanodia and Mr. Mohit Singhal; Director General, EPCH-Mr. Rakesh Kumar; Executive Director, EPCH-Mr. R K Verma; and Joint Director, EPCH-Mr. Rajesh Rawat

retail volume buyers from some of leading brands like, Bombay Store Ltd, Synergy Lifestyles, Fabindia Overseas Pvt Ltd, Goodearth Design Studio Pvt. Ltd., Reliance Retail, Walmart, Asian Paints Ltd, Raymond Limited and Sleepwell pre-registered to visit and source their requirement from the fair.



Inauguration

While inaugurating the Textiles fair, **Mr. Ravi K Passi, Chairman, EPCH** said that the handicrafts exporting community has gained a lot of confidence from the first virtual fair (IFJAS) as encouraging response was generated during the show and it was hoped that IHGF Textiles Virtual Fair would further boost the morale of the participants during this Covid pandemic and provide a way forward to members exporters to participate in large numbers in 49th edition of IHGF-Delhi Fair '20 virtual to be held from 13 - 19 July, 2020. He further added that this new initiative will certainly help the exporters to gear up for the new challenges posed by the pandemic and will encourage them to kick start their business activities.



While speaking on the occasion **Mr. R K Verma, Executive Director, EPCH** thanked the Chairman, EPCH; Vice Chairmen, EPCH; Director General, EPCH; and members of the Committee of Administration, for their guidance & support and team EPCH and IEML for the hard work which has gone into making this virtual fair a reality. He also welcomed all overseas buyers and exhibitors and wished them best of business in course of the fair.



Mr. Ravinder Nath, President of fair, said "the fair is a totally a new initiative by EPCH and a much needed one at this critical time of COVID-19 pandemic. The world is in a state of lockdown but as they say the show must go on, EPCH has brought to you this virtual fair which is a new normal and I am sure this will open many new windows of opportunity for all of us".



Looking at the current scenario, **Mr. Rakesh Kumar, Director General, EPCH**, said, "virtual fairs are the new normal and are likely to be a major source of doing business in the next 6-12 months. It is very heartening to note that the handicrafts exporters fraternity has welcomed EPCH's initiative and grabbed this opportunity with both hands."



The Platform

Powered by advanced information technology this internet-enabled international trade platform provided round-the-clock services like online product promotion, match making and business negotiations. It facilitated direct communication exchange between exhibitors and attendees with interactive features viz. live chat, chat rooms, Q&A, webinars, webcasts, etc. Exhibitors in this show too (like those in IFJAS virtual) experienced the altogether different atmosphere of being in a virtual fair. The platform had various sections like the Lobby, Exhibition Halls, Auditorium, Trend Pavilion, Resource Centre and Briefcase.

Exhibitors & Visitors at the Show

The virtual edition of IHGF Textiles 2020 showcased designs and exquisiteness of Indian traditional textiles and home furnishings. The display lines were thoughtfully developed and exhibited by credible manufacturers, exporters and artisans. The presented innovations were a result of consistent feedback, research and exploration of materials, crafts, forms & finishes.



Buyers could explore from a variety of textile furnishings in fusion techniques, appliqué, tie & dye, hand block printing, embroidery, zari craft, quilting, flocking, patchwork, mirror and bead work, lacework, trims & tassels, etc. that encompassed a breath-taking array of traditional Indian craftsmanship combined with modern functionality. A huge variety in cushion covers, table & kitchen linen, bed covers, bath linen, rugs & throws, curtains & tapestry were some of the product options.

A host of new design theories and unusual combinations stood to gain privileged attention. Product collections combining lifestyle, expertise, creativity and elegance, with different raw materials, applications and reinvention of culturally backed designs through modern translations formed part of the show's diverse range. Exclusive choice of merchandise ranging from new ideas and old favourites, brought to the forefront, broad palettes and nude tones, shine & gloss as well as textures, unfinished edgy lines to smooth finishes and fun, fresh & colorful to timeless and classic allure. This show was well suited for international buyers and importers besides wholesalers, distributors, retail chains, merchandisers as well as architects and interior designers. IHGF Textiles Virtual Fair became an exemplary international exhibition with focus on product origins and inspirations that are so exclusively Indian.

Keeping with the momentum of sustainable fashion trends and requisites, IHGF Textiles Virtual Fair featured manufacturers and suppliers striving to do their bit to ensure that buyers and their end consumers source responsibly. Besides the staple cottons and wool, other nature derivatives like jute, water hyacinth, cane & bamboo, stones, shells, seeds, etc. and recyclable components brought in exclusive inspirational selections enhanced with inimitable value additions.

Trend Pavilion and Webinars

The Trend Pavilion was a destination in the virtual platform where visitors and exhibitors could learn about present and upcoming fashion trends. Complete with trend directions and mood boards, this section offered informative and practical usage approach in terms of design.

To meet the challenges and review the opportunities consequent of the pandemic, EPCH organised various webinars with expert faculty on different topics such as, Sustainable Textiles & Home Accents - Trends & Spaces for growth; Online Buisnesses for Home & Lifestyle - Pitfalls and How to Succeed; How to Win Big Export Orders using Digital Marketing; Neo-Normal: A post Pandemic forecast of Handicrafts & lifestyle products for 2021; Intellectual Property Rights in handicrafts sector; Introduction to EPCH's Design Register; Thinking Tomorrow: Trends & Forecast for Spring/ Summer 21 & Colour Palette for Autumn/Winter 21/ 22; Picture Perfect: Packaging Techniques & Ideas. These webinars were viewed by large number of visitors.

Craft Demonstrations

Taking cue from the response to the online demonstration of crafts during IFJAS, the organisers continued this feature in this fair too. Brief synopsis of the crafts and the crafts persons :



Dhabla Weaving by Mr. Siju Arjun Vishram, Bhuj (Kutch), Gujarat : Bhujodi near Bhuj is home to the Vishram Valji family that carries on the legacy of the illustrious Vankar Vishram Valji who was felicitated





with the National Award in 1974 for his exemplary work in the traditional Dhabla weaving. The family continues this legacy through an enterprise that practices this craft using Kala (organic) cotton to bring out rugs, durries, shawls, stoles, etc.



Kani Shawls by Mr. Fayaz Ahmad Mir, Srinagar, Jammu & Kashmir: Kani shawl making from the finest Pashmina wool is an internationally acclaimed craft of Kashmir. The first of Kani shawls that reached Europe were brought by Napoleon at the time of his campaign in Egypt, as a present to Empress Josephine. Kashmiri

craftsmen have been diligent, innovative and instrumental in leading this craft to the highest peaks of excellence, commanding global admiration & sizeable share of the market.



Mithila Painting by Smt. Bharati Dayal, New Delhi : A bridge in turning Madhubani craft into its art form, National award winning artist, Bharati Dayal has transformed this ancient craft into its contemporary art form. The

paintings are vibrant, rich in colour and symbolism, depicting scenes from Hindu mythology and its characters.

Best Virtual Booth at IHGF Textiles 2020

The closing ceremony of the virtual IHGF Textiles 2020 featured distribution of Certificates for Best Virtual Booth at the show. Ajai Shankar Memorial Awards were given to the participants in two product categories - Home Furnishing and Floor Coverings for best virtual stands set up. The award was given on the basis of optimum utilisation of the features of the show, creativity shown in display of booths, marketing efforts to attract buyers / direct invitees to the booth, how many visitors entertained on real time basis at the booth, time spent at the booth and information displayed in the booth.

The recipient of Gold award in Home Furnishing category was M/s KhatriTex, Jaipur, Rajasthan. The Silver went to M/s Swift Corporation Limited, Gurgaon, Haryana. The Bronze went to M/s Airwill Home Collections Pvt. Ltd., Karur, Tamil Nadu and M/s Sava International Pvt. Ltd, Gurgaon, Haryana.

In the Floor Coverings category, M/s Bhadohi Carpet, Bhadohi, Uttar Pradesh won the Gold award. M/s Vasons & Vasons, Mirzapur, Uttar Pradesh won the Silver, and the Bronze award went to two companies i.e. M/s Overseas Carpets Limited, New Delhi and M/s Rugs Creations, Panipat, Haryana. **Album on page 18.**

Publicity, Promotions and Media Coverage

A vigorous publicity campaign was in place through online mediums, tele-calling, etc. Indian Missions and Embassies also disseminated information about the virtual show to the buyers in their respective countries. They also placed the advertisements/ information on their Mission's website. **Collage on page 20.**

Ajai Shankar Memorial Awards for Best Virtual Booth at IHGF Textiles 2020

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Home Furnishing



M/s Khatritex, Jaipur, Rajasthan
Received by: **Mr. Ramesh Khatri** and **Mr. Mukul Khatri**



M/s Swift Corporation Limited, Gurgaon, Haryana
Received by: **Ms. Harsimran Kaur** and **Ms. Keeratdeep Kaur**



M/s Sava International Pvt. Ltd, Gurgaon, Haryana
Received by: **Mr. Anuj Khanna**



M/s Airwill Home Collections Pvt. Ltd., Karur, Tamil Nadu
Received by: **Mr. N Balusamy, Mr. Kartik** and **Mr. Senthil**

Floor Coverings

GOLD



M/s Bhadohi Carpet, Bhadohi, Uttar Pradesh
Received by: **Mr. Pankaj Baranwal**

SILVER



M/s Vasons & Vasons,
Mirzapur,
Uttar Pradesh
Received by:
Mr. Kushagra Vason

BRONZE



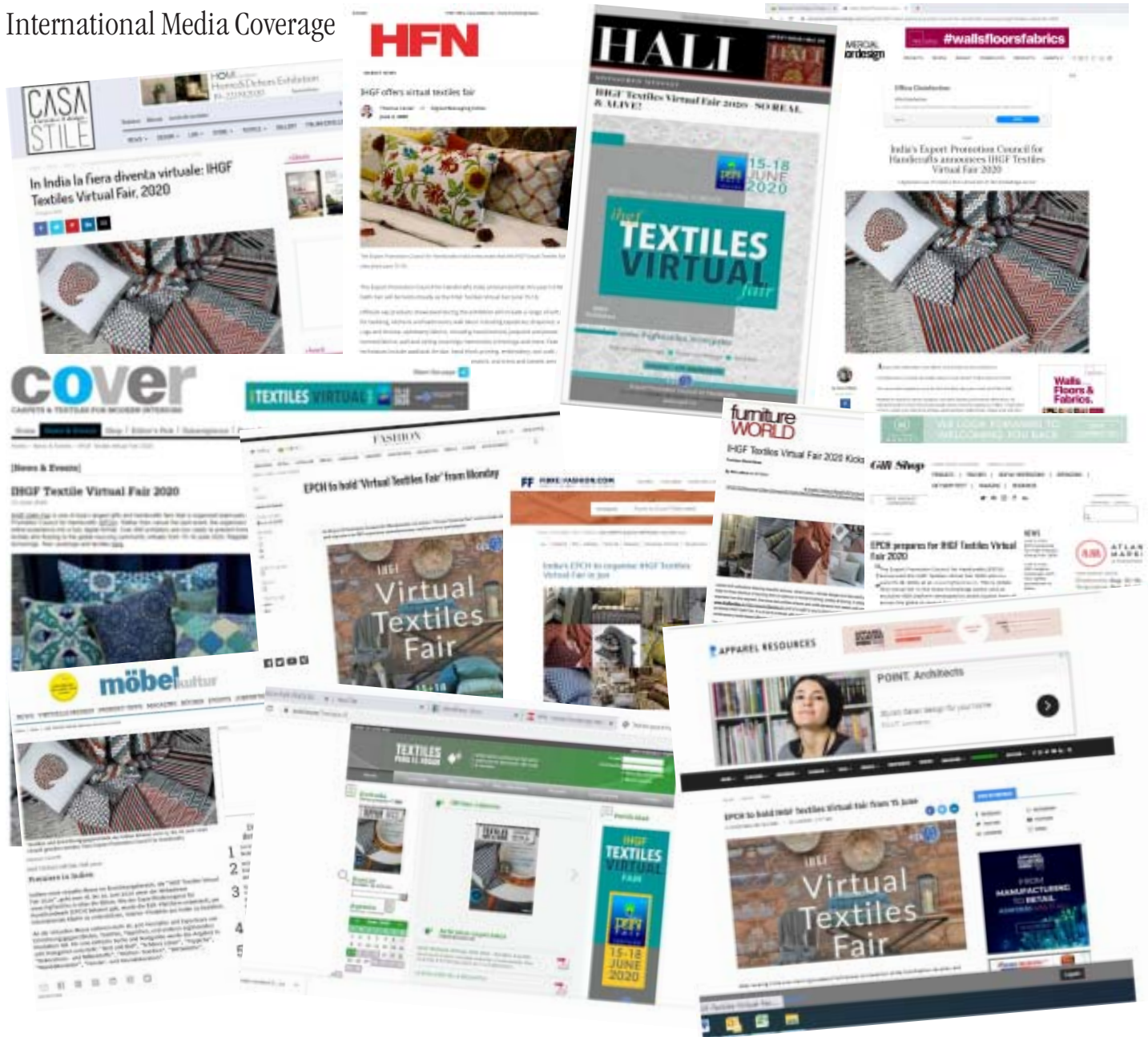
M/s Rugs Creations, Panipat, Haryana
Received by: **Mr. Vinay Chugh** and **Mr. Gaurav**

BRONZE



M/s Overseas Carpets
Limited, New Delhi
Received by:
Mr. Pankaj Garg

International Media Coverage



Promotion by Indian Missions

