

YOUR GATEWAY TO THE MIDDLE EAST AND NORTH AFRICA (MENA) REGION



PRESENTS

SECOND EDITION



SUPPORTED BY



MINISTRY OF TEXTILES
GOVERNMENT OF INDIA



TEXTILE MERCHANTS GROUP



Ready-made Garments
Merchants Group - Dubai

12 13 14 NOVEMBER 2024
DUBAI WORLD TRADE CENTRE

A GLOBAL TRADE SHOW FOR INDIAN APPAREL MANUFACTURERS



Pioneering Excellence in the Indian Apparel Industry

CMAI, the apex body of the Indian apparel sector, boasts a rich legacy spanning generations with over 5,000 manufacturers and 20,000 retailers. It serves as the industry's bedrock, fostering innovation and collaboration from strategic offices across key Indian cities.

Internationally, CMAI shines as the face of Indian apparel and trade, organizing transformative Garment Trade Fairs since 1982. These fairs connect domestic manufacturers with retailers, distributors, and agents nationwide, while also shaping policy discussions with the government.

Today, CMAI stands tall as a leading voice representing Indian apparel on esteemed international platforms like the International Apparel Federation. Its journey embodies resilience, innovation, and unwavering commitment to excellence, ensuring a brighter future for all stakeholders in fashion and commerce.



ABOUT BRANDS OF INDIA

Timing to introduce Brands of India in 2023 was significant against the backdrop of CEPA agreement signed between India and UAE in 2022. UAE has emerged as the largest importer of Indian Readymade Garments. In the fiscal year 2023-24 (April-Feb), imports totalled a staggering US\$ 1.031 billion underscoring sustained demand for Indian fashion in the region.



Under the aegis of CMAI, Brands of India emerged as a premier Indian apparel brands trade show featuring men's, women's and kid's wear. The event offered a unique opportunity for retailers and stakeholders

from GCC and African countries to explore and connect with esteemed Indian brands.

Indian apparel manufacturers, equipped with state-of-the-art facilities, produce their own brands, as well as global brands and in-house labels for prominent Indian retailers. Brands of India, CMAI's inaugural initiative, empowered these brands to expand their global presence, showcasing the phenomenon of the Indian fashion industry to the world.

The event garnered significant interest from leading Wholesalers, Retailers, Distributors, E-commerce platforms and Departmental chains, thus presenting a not-to-be-missed opportunity to forge sourcing relationship with 200+ Indian Apparel brands in Men's Wear, Women's Wear and Kids Wear.

The first edition was held with support from Embassy of India-UAE, The Dubai Textile Merchants Association (TEXMAS), Dubai International Chamber and Readymade Garments Merchants Group Dubai.

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Texmas
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RGM
Group
Readymade Garments
Merchants Group - Dubai



Exhibitor Profile

Women's Wear

Men's Wear

Kid's Wear

Featuring

Casual Wear

Denim

T Shirts

Trousers

Formal Shirts

Kids Wear
(Boys/Girls)

Athleisure

Ethnic Wear
(Men's/Women's
/Kids)

Sleepwear / Innerwear

Winter Wear

Abaya

Thobe

Kaftan and
much more

Tariff for Participation

Area	Amount (In Rs.)
9 Sq. Mtr	1,90,000
12 Sq. Mtr	2,55,000
16 Sq. Mtr	3,50,000

Inclusion

Basic stall package with table, chairs, lights,
display stand, hangers, fascia name,
carpet, dustbin

Listing in Exhibitor Directory

Company Promotion to invited Buyers

Lunch / Water for 2 Persons on show days

WI-FI

*GST not applicable

Visitor Profile

Distributors

Wholesalers

Franchisees

Importers



Exclusion

Hotel Accommodation

Venue Transfers

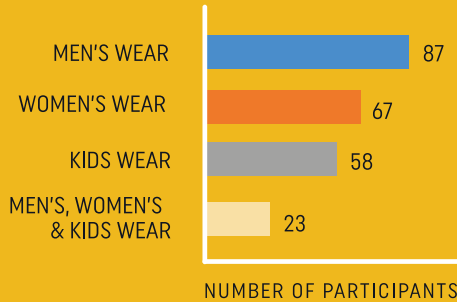
Freight

Airfare / Visa

Any other item not mentioned in Inclusion

2023 Edition at a Glance

Exhibitor Profile



2800 Trade Visitors
From **63** Countries



Visitor Analytics

81%

Visitors have buying authority and are directly involved in purchase decisions

92%

Visitors have been looking for new collections for their business

76%

Visitors ask for quotes demonstrating their readiness to explore potential business



Exhibitor Testimonials

Our experience at the Brands of India show has been wonderful. We have received queries from many GCC countries and also from Philippines and Malaysia.

Gini & Jony (Kid's Wear)
Mumbai

CMAI has invited lot of customers and since morning the visitor flow has been very good. We are happy to network with them and introduce our brands.

Siyaram's (Men's Wear)
Mumbai

This is a first of its kind standalone trade exhibition in Dubai and were able to meet some important buyers. We hope to begin meaningful relationships which have the potential to develop into business in the next few months.

Fantasia (Women's Wear)
Mumbai

Response so far has been fantastic, we got to meet a lot of new clients and we are positively looking forward to grow in GCC region.

Ramraj (Men's Wear)
Tirupur

2023 Edition : Top Corporate Visitors

LULU GROUP

LANDMARK GROUP

APPAREL GROUP

NESTO SUPER MARKET

YELLOW FLOWER GROUP

SNOW WHITE

BMA INTERNATIONAL

CITY CENTRE

BAIT AWLADONA CO. (KUWAIT) &
MANY OTHERS

Visitor Testimonials

There are so many capable manufacturers and brandowners who have come together to showcase their best. The potential of Indian Apparel in the MENA region is huge. They possess technology, the competency, the people, passion and the raw material.

Kabir Lumba

CEO, Landmark Retail, Landmark Group

This is a fantastic initiative. Indian Apparel brands have been showcased for the first time in this market. There's a huge potential in the Gulf, Middle East, Africa and Dubai is the central place for sourcing and buying for these markets.

Deepak Seth

Group Chairman, Pearl Global Industries

India is a well-structured Textile and Garment Production hub. Over the years, Indian brands have stirred consumer sentiments in the Middle East. We are quite excited about Brands of India and plan to source the latest merchandise and receive on-time deliveries for upcoming festival demand.

Anil Pagarani

Readymade Garments Merchants Group Dubai and
Chairman, Yellow Flower Group Dubai

India is amongst the world's largest producer of Apparel. The fair presents a good mix of fashion collection by leading brands from Kolkata, Mumbai, Tirupur, Surat, Ahmedabad, Ludhiana, Indore, Jaipur, Bengaluru, Chennai and New Delhi which resonates with our local customers.

Jagdish Amarnani

Chairman, The Textile Merchants Group
(Texmas), Dubai

Brands of India holds a great significance as it showcases the excellence, innovation & indomitable spirit of Indian Brands. It is a testament to a remarkable journey of Indian entrepreneurship and exceptional quality of products and services that India offers. Opportunity for Indian Brands are boundless, World is taking notice of the Make in India initiative which has gained a tremendous momentum in recent years. Lulu Group has been importing high quality Apparel from India for all our hypermarkets in GCC.

Ashraf Ali

Executive Director, Lulu Group



TO BOOK YOUR SPACE SCAN HERE

GROW WITH INDIA... GROW WITH CMAI



THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA

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