

BRANDS OF INDIA

TAKING INDIA TO THE WORLD

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Dubai World Trade Center, Dubai

ORGANISED BY

CMAI
THE CLOTHING MANUFACTURERS
ASSOCIATION OF INDIA

SUPPORTED BY



BRANDS OF INDIA: A MEGA SHOW OF INDIAN APPAREL BRANDS



The Emirate of Dubai's exceptional placement on the coast of the Persian Gulf makes it the perfect gateway to three continents – Asia, Africa and Europe. A centre for regional and international trade, Dubai will now witness something extraordinary for the first time ever – the Brands of India show. A never-before exhibition of 200 Indian apparel brands, both established and new, all under one single roof – at the prestigious Dubai World Centre. Given its magnitude, Brands of India is the show that retailers of all sizes and companies in the apparel supply chain should head to. It abounds with opportunities aplenty to connect, network and partner with the cream of the Indian apparel industry. Not only can the most profitable deals be struck, but an added incentive to invest in Indian apparel is also the fact that imports from India are duty-free due to the benefits offered by CEPA.

The BRANDS OF INDIA show is the first-ever show of 200 choicest Indian apparel brands under one roof set to be held at the World Trade Centre, Dubai.

Categories to be showcased include men's wear, women's wear and kids wear across casual and formal wear, and Indian ethnic wear.

It's a one-of-its-kind opportunity for retailers, chain and departmental stores, wholesalers, agents, distributors, franchisees, importers, traders and buying houses from GEC and African countries to discover and connect with these brands.

BRANDS OF INDIA: A PROUD TRIBUTE TO THE INDIAN APPAREL INDUSTRY



The apparel manufacturers of India are placed amongst the best in the world, with a rich legacy of fine fabrics including its cotton, silk and denim. Equally renowned for their intricate craftsmanship that cuts across the entire value chain from fibre and yarn to the final finished product, Indian apparels have triumphed in fashion centres around the world.

India has been making huge strides within the GCC countries and African markets, with its apparel making an impressive mark. Apparel imports in these 2 regions were valued at US\$ 11460M and US\$ 4850M respectively in 2022. Indian apparel exports to these regions were US\$2426M and US\$ 913M making India's contribution a solid 21% and 19%.

Why Indian apparel brands?

- Indian apparel manufacturers are known for quality craftsmanship.
- Rich legacy of fine fabrics including cotton, silk and denim.
- Indian apparel exports to GCC countries & African markets valued at US\$ 11460M and US\$ 4850M respectively in 2022.

BRANDS OF INDIA: A MAGNIFICENT SHOWCASE OF THE BEST OF APPAREL BRANDS



Brands of India promises to be a spectacular show of the choicest Indian apparel brands in the categories of men's wear, women's wear and kids wear – in casuals, ethnic and Western formals.

There is a substantial Indian diaspora of 13.4M in the African and the GCC markets which is exposed to Indian media and is aware of Indian fashion brands and trends. The brands on show here understand the special demands and needs of ex-pat Indians here unlike other international brands. Another edge that they have is that their fits are tailored to suit Indian physiques.

Every Indian celebration, festival or wedding, is celebrated by ex-pats in true desi style, in all the splendour of ethnic clothes. To meet this demand, the finest of ethnic wear will be on display here. The quality will match global standards, but at less prohibitive prices.

Nothing can match Indian apparel brands when it comes to value for money, range of fabrics, on-trend designs and fine craftsmanship. Having proven themselves multiple times, they are all set to take the international stage by storm.

Why the demand for Indian apparel?

- Substantial Indian diaspora of 13.4M in the African and the GCC markets who are familiar with these brands.
- Indian apparel brands are attuned to the special demands and needs of ex-pat Indians.

BRANDS OF INDIA: WORLD-CLASS QUALITY AT COMPETITIVE PRICES



The Indian textiles industry has emerged as a world leader with its capacity to produce an extensive range of products suitable for varied market segments, both within India and globally. Indian textiles and apparel not only match rigid international quality standards, but are more accessible with their competitive pricing.

Many Indian apparel manufacturers employ state-of-the-art manufacturing facilities to create their own brands, as well as global brands and in-house labels for prominent Indian retailers. So, their products match the quality standards and fashion trends of international brands.

What sets the Indian textile industry apart from its contemporaries?

- Cutting-edge manufacturing facilities
- Rigid quality standards
- Competitive pricing

CMAI: CELEBRATING THE INDIAN APPAREL INDUSTRY SINCE 1963



CMAI – the most reputed, oldest, and largest Association in the industry representing an extensive cross-section of manufacturers and retailers, with over 4,000 Manufacturers and 20,000 Retailers on its roll.

CMAI's members include the who's who of the apparel industry and offers its services to retailers across India – with offices in Bengaluru, Pune, Delhi, Mumbai and Surat. It also has Affiliated Associations in Rajasthan and Madhya Pradesh.

To the rest of the world, CMAI has become the face of the Indian apparel and trade industry by being its sole representative in prestigious international forums. As an active catalyst in the industry, CMAI has become an agent of change through the Garment and Trade Fairs that it has conceptualized at regional and national levels.

Now CMAI has a bigger vision for Indian apparel brands – to empower them to expand their horizons globally. It wants the world to experience first-hand and acknowledge the phenomenon that the Indian fashion industry is.

As a first step, CMAI strides into the Global arena with 'BRANDS OF INDIA' – with its objective of TAKING INDIA TO THE WORLD.

CMAI – the face of the Indian apparel industry is now presenting BRANDS OF INDIA, bringing alive its vision of TAKING INDIA TO THE WORLD.

ORGANISED BY



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