

Response excellent, exude exhibitors



“The response has been tremendous. It has been much more than expected!!!” exclaimed a joyous Mr Sanjay Rathod, Managing Director,

Napoleon Mills, Mumbai, who was participating in a trade fair for the first time ever. “We were always nervous in participating in events such as these. But with this, wow, we feel great!” Napoleon Mills which had an eye-catching stall had displayed their range of shirting fabrics in polyester/cottons, polyester/viscose, and 100 percent cottons in stripes and plains. “We are happy we could participate in a show in South India and mark our presence. We had visitors from all segments of the industry including the big brands and buying agents as well as buyers from other parts of the country and overseas as well.”

This was the exuberance exuded by most of the 72 participants who were on all the three days of the event on their toes in animated discussions attending to discerning buyers not only from across the country, but across the globe.



“That this show has taken off in spite of the recession is such a good sign itself,” said Mr T. V. Kotak, Director, Kotak Overseas (P) Ltd., Mumbai,

“while so many events which were announced are being cancelled all over.”



“If you look at it in a different light and considering the present downturn conditions,” said Mr Satish Nair, Director, Viable Central Asia Exim

Pvt Ltd., Bangalore, “this would have been the best edition ever!”

Many of the exhibitors had painstakingly created well designed stalls with attractive product displays that would prompt buyers to check

out on what was on offer. There were exciting options in the form of cotton jacquard shirting and dress materials, shimmering satins and vibrant velvets, newer varieties of embellishments and trims, besides the wide variety of regular apparel fabrics, accessories and related services.

Exhibitors, said on the whole that they were happy that they participated in this event, especially when the curve showed that the worst of the downturn was coming to an end.



Mr Deendayal B. Jhanwar, Managing Director, Ramkrishna (Jhanwar) Group, Ichalkaranji, noted: “The outcome has been very good. We could develop new business contacts

with visitors from all segments of the industry like buying houses, agents, garment exporters, domestic apparel brands, importers, distributors, international brands and even fashion designers.”



Mr Anurag Singhla, who represents the company Desai Polycot Pvt Ltd., Ichalkaranji in Bangalore noted that the visitors were select and good. “Almost everyone we expected was here!” Mr

Dhaval Desai, Managing Director of the company noted: “We did get to interact with the right kind of people; the kind of people we were looking for.”



Mr Atul Kathuria, Proprietor, Yash Enterprises, Bangalore, noted that they had got a good response for their fabric cover buttons and had booked confirmed order with Gokaldas

Exports. The soft colour felt launched earlier this year too has got a tremendous response, he noted.



Mr Rahul Sachdeva, Director, Mercury Fabrics Pvt. Ltd., Delhi, who was participating in the show for the first time was appreciative about the quality of the visitors and

are looking for some enquiries to culminate into virtual orders.



Mr B. S. Mani, President, D. K. Apparels Industries Pvt Ltd., Silvassa, said: “The participation has given us a new perspective on how to do business here. This media has

given us an exposure into South India and we have been able to chart out a strategy based on the feedback we got here.”



Mr Paras Rajpurohit, Managing Director, Misty Blues, Bangalore, was emphatic: “Though there could have been more footfalls, the quality of the visitors who visited our stall has

been very professional and we appreciate that. Around 80 percent of them could turn out to be our potential customers.”



Mr Kailash Mewani, Director, Dyna Sales, Bangalore, noted that the event attracted a good number of visitors. “That is the purpose of an exhibition and in that it has been excellent.

How we convert the inquiries into business depends on us.”



Mr M. Abbas Raja, Partner, Tapes & Ropes, Tirupur, commenting on the quality of the visitors said: “I am sure we will be able to convert around 90 percent of the enquiries into business.

That was the kind of visitors who came to our stall.”



“We are seeing a turnover of quality visitors. It has been much better because of the localized advantage,” said Mr Kapil Shorewala, Managing Director,

Sanchi Creations, Mumbai, who was very appreciative of the venue.

The venue too attracted a lot of