

POST SHOW REPORT

InFashion 2011
15, 16, 17 March
Hall 6, Bombsy Exhibition Centre,
Goregaon, Mumbai, India

InFashion

www.indiainfashion.com

South Asia's Premiere International Textile Show Exhibition | Conference | Awards



Organised by

IMAGES
EXHIBITIONS >>

• NEW DELHI • MUMBAI
• KOLKATA • BENGALURU
• DUSSELDORF • DUBAI

Co-organised by



faitma

Federation of All India
Textile Manufacturers
Association



International Textile Show

The first edition of InFashion Exhibition, Conference & Awards was held during 15-17 March 2011 at the Bombay Exhibition Centre, Goregaon, Mumbai, India. 110 leading companies exhibited to show case their latest innovations for the textile industry.

FAITMA, India's premiere Industry body and Images Exhibitions have got together to organize India's premiere International Trade Show for Textile and Ingredient Innovations in Apparel. InFashion has been conceived with single objective of creating an industry platform which offers exhibitors and visitors true value and paves the way for the future of manufacturing in fashion and apparel industry. The exhibition has been conceptualized with a special focus to showcase the innovations across the entire value chain that goes in creating of fashion.



InFashion 2011 is the only trade show for the latest innovations in Textile & Apparel in South Asia which brings together all the leading Retailers, International & Domestic Brands, India's biggest Garmenters, Merchandisers and Fashion Designers. The show was attended by the key decision makers from across all the cities in India.

The first edition of the magnum opus InFashion 2011 ended on optimism, dynamism and fresh thinking of the retail visionary Mr.Kishore Biyani. In a fitting finale to the three day event the retail guru enthralled the textile fraternity. In an engaging tete-a-tete with Mr.Mihir Bhatt, Chief of Bureau. Zee Business, Mr.Biyani elucidated how he was forced to

become a retailer upon repeated rejection from the multi brand retailers.

The Conference, whose theme was "Ideate, Innovate & Initiate: Fashion Next", provided timely insight into the unique challenges of the textile and apparel sector and how to overcome and lead in this industry.

This Unique, multi discipline conference featured high- ranking and distinguished chairs and speakers from across India (118), addressing more than 1205 conference attendees with the cutting edge ideas and solution of the industry.

Participants watched the future come alive, on the ramp during the Fashion Show on innovations and ingredients "into action".



InFashion 2011 also saw the first ever Images-FAITMA Annual InFashion Honours being presented to the regional retail stalwarts from across the country in a glamorous and electrifying event at Hotel Renaissance, Mumbai.



This was for the first time that textile industry came on a common platform to felicitate and recognize each other on a national scale and shall be an annual feature.

The show, hosted by popular TV anchor Aman Verma and talented singer and actress Raageshwari Loomba, saw the honours being conferred upon the players in Wholesale and Retail categories from North, South, East, West, and Central for their innovation and excellence in the business and for the contributions to the textile industry. The honours were also presented to major Readymade Garment Buyers.

The ceremony was also punctuated by entertaining performances by Raageshwari and tickling standup comedy performance by Ehsaan Qureshi amongst others.

InFashion 2011 the inaugural edition has been recognised by all the exhibitors, visitors and trade bodies as a catalyst to the growth of textile and apparel sector.



With booking for next year's edition already coming in from exhibitors, the next edition of InFashion is all set to be the important industry platform to tap the growing opportunities in the Indian textile market.



Fact Sheet

Type: International Trade Show, Conference & Awards

Edition: 1st

Number of Exhibitors: 110

City: Mumbai

Exhibitor Profile: Fibres, Yarn, Fabrics, Dress Materials, Saris, Home Textiles, Garments, Fashion Accessories, Trimmings & Embellishment, Process Houses, CAD/CAM & Software Services, Design Studio and Consultant, Fashion Institutes, Trade Publications, Packaging and Presentation services.

Visitor Profile: Garment Manufacturers, Retailers, Wholesellers, Agents, Brokers, Exporters, Domestic and International Brands, Trading companies, Garment and Textile buying agents, Garment and Textile buying offices and Designers.

Gross Area: 7500 Sq.Mtrs

Opening Hours:

Day 1: 10:00 AM to 6:00 PM

Day 2: 10:00 AM to 6:00 PM

Day 3: 10.00 AM to 5.00 PM

Features:

- International Trade Show for the widest range of textile value chain
- International Conference on Innovations in Textiles
- Trend Theatre
- InFashion Live-Fashion Show
- InFashion Honours

Admission: Free but restricted to trade visitors only





Exhibitor Testimonials

"In fashion was a very progressive step in to the future of textile industry. It was the bench mark set by us and an excellent platform for all of us to collaborate, correspond & spread awareness amongst the various dealers of all over India."

Mr. Sunil Kumar Tibrewal, Qmax Synthetics Pvt. Ltd.

"We are very happy to have been a part of this grand event. Very well organized with lot of efforts in a very short time. It was interesting to see the exhibitors of different profiles from suiting & shirtings, home furnishing, yarns, accessories, under one roof.

I look forward to see attraction of International Visitors next year."

Mr. Rajnish Arora, Dicitex Furnishings.

"The events come out to be a biggest platform for interaction and mutual cooperation amongst the Textile manufacturers which makes Textile association stronger in future.

This exhibition gave a chance to all of us to display our strength in terms of Innovation and creativity. We had a very good experience in well managed exhibition.

We will surely participate in future exhibitions with wide range of new shades and products. We foresee InFashion as a leader in global fashion event in India, competing with the international Textile exhibitions."

Mr. Suresh Mutreja, Valson Industries Limited, Mumbai.

" *InFashion* proved to be a platform initiating mutual cooperation and harmony amongst the textile manufacturers apart from its main objective to promote and showcase the textile trends in India. We have gained a lot from this expo. We foresee *InFashion* as the global fashion event in India, competing the major international textile exhibitions"

Mr. Sanjay Bagadia, Dishank Synthetics (P) Ltd.

"It's a great platform for all textile companies to showcase their strength in terms of innovation and creativity. We had a wonderful experience to exhibit at InFashion 2011. We already confirm double space at InFashion 2012 and look forward to participate at InFashion 2012 with latest designs."

Mr. Vimal Jain, DEEP BLUE (Supriya Silk Industries)

"The event was great we are looking forward to participate in the next year. My personal comment are regarding the food the cafeteria was really good.

Mr. R. K Jain, Shree Daksh Jyot Silk Mills Pvt. Ltd.

"It was nice platform to interact with lot of buyers and understand their need in this fast changing scenario of fashion garments. We are receiving lot of enquiries for our product post exhibition and hope that it will eventually convert into business proposition. This exhibition also provided us with knowledge of different types of fabric currently in market and also about new development taking place in field of textile and garments. We will surely participate in future exhibitions of this type which gives us platform to exhibit our products to all section of the society."

Mr. Ajay Agarwal, Chandramukhi Impex.



Exhibitor Testimonials

"We are very much happy at the end of the day & we got the good platform to highlight our brand dfine & linen Lagos. we think if we do not participant in this events then we may miss the great opportunity in the textiles trade.

We thanks to organizer and co-organizer who gave their valuable time to make success of this fair .We thanks to Mr. Abhay Kumat who spent their valuable time for the success of this InFashion event.

Our Director (marketing) Mr. K.K Joshi praise to dynamic personality Mr. Ramesh Poddar who took initiative and thought about our textile industry and wants to be keep up in the high grade like F.M.C.G Brands."

Mr. Rajendra A.Parpani, Designer Fabrics (India) Pvt. Ltd.

"We are very happy to be a part of this successful event ! We met a lot of good and potential customers. We'll surely be at InFashion next time with a bigger stall.."

Mr. Suresh Kothari, Shree Navkar Fabrics.

"InFashion 2011 was a great show. It was well organized exhibition."

Mr. Abhishek Saboo, Heaventouch Fabrics.

"It doesn't happen every day that in such a fragmented Industry like ours fraternity belonging to all the phases like Yarn Manufacturers, Fabric Manufacturers, Garment Manufacturers, Dyers, Institutions and others come together in synchronization to work at such a scale and present a coherent picture of Indian Apparel Industry; InFashion has indeed come across as a pleasant surprise. We have come across new developments in fabrics and yarns that will help us develop our products and market accordingly."

Mr. Chetan Bagadia, RAJ RAYON INDUSTRIES LTD

"It was great show for textile trade, I personally congratulate IMAGES TEAM for this grand success & especially to Mr. Taneja. Good luck for 'InFashion 2012'."

Mr. Govind Sharma, Textile World

"At InFashion 2011, Pal Fashions found the best platform to showcase our new line of embroideries in the Indian market. Many visitors could be introduced to this product for the first time, making it a most fruitful event. The event was organized in a very professional manner giving great value to all participants. We wish to be a permanent participants at this hugely successful show and hope to see it grow bigger and wider."

Mr. Charan Ahuja, Pal Fashions





Visitor Statistics

Total Number of Trade Visitors 15,192

InFashion Conference

Speakers: 118
 Delegates: 1205

Visitor's Profile



- Wholesalers
- Buyers
- Institutional Buyers
- Traders
- Importers
- Agents
- Brokers
- Others

Breakdown by Buying Role

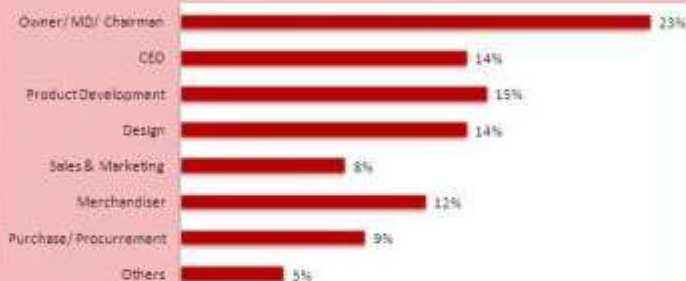


- Authorize/Purchase
- Influence/Recommend
- Sampling
- Other information
- Specify

81% of Visitors are decision-makers

Visitor Job Function

■ Visitor Job Function





Visitor Outreach Marketing Programme



Media Marketing





Advertising and public relation campaign

A comprehensive publicity and advertising campaign was undertaken before and during the event. The entire gamut of media promotion activities were directed towards creating awareness about the 1st edition of InFashion – Exhibition & Conference through national & international journals & publications, news papers and online web portals.

The campaign enabled the InFashion 2011 exhibition & conference to become a successful, and a must attend event for the industry at large.

Print Media Coverage

Media	Coverage
Hindustan Times	All Edition
Economic Times	All Edition/U.P.
DNA Money	All Edition
Gujarat Samachar	Gujarat
Navbharat Times	All Edition
Vyaapar Hindi	All Edition
Vyaapar Guajrat	Gujarat
Economic Times	All Edition





List of Speakers

Dr. P. R. Roy, Director, Fibre2Fashion, Malwa Group, NSL Textiles and Former Group CEO, Arvind	Mr. Sushil Lohia, Shriman Shreemati, Darbhanga
Mr. Shreyas Joshi, President, Raymond Apparel	Mr. Maqsood Gori, Pakiza Textiles, Indore
Dr. Claudio Martelli, Marketing Director, Trigon Diligence, UK	Mr. Pravin Jain, Jaihind, Poona
Mr. Rajiv Ranjan, President, Mafatal Industries	Mr. Arjun Das, Gowardhan Saree Centre, Kanpur
Mr. Pawan Jain, CMD, Safexpress	Mr. Vijay Jhunjhunwala, Howrah Stores, Kolkata
Mr. Samar Sharma, President Apparel, Kamadgiri Fashion	Mr. Pothiraj, Pothy's, Chennai
Mr. Rajiv Dayal, MD, Mafatal Denims	Mr. S Raja Mouly, R S Brothers Retail India, Mumbai
Mr. Rajesh Narkar, Malwa Group	Mr. Shailesh Sheth, Caralon, Mumbai
Mr. Prabir Bandyopadhyay, LNJ Denims	Mr. S N Modani, MD, Sangam Group
Mr. Prakash Mishra, Vastram	Mr. K C Agarwal, Executive President (Mktg.), Sutlej
Mr. Sandeep Varma, VP, KKC	Mr. Neeraj Sharma, Dy GM, Blackberry
Mr. Ajit Mantagani, CEO, NSL Textiles	Mr. Pankaj Kapoor, MD, Weavette
Mr. Marcel Parker, IKYA Global	Mr. Nitish Kothari, MD, Ram Vijay
Mr. Ashok Vasandani, CMD, MINAR Management & Professional Services Pvt. Ltd.	Mr. Jagdish Joshi, Business Motivational speaker
Mr. Ramesh Poddar, President, FAITMA and Vice-Chairman & MD, Siyaram Silk Mills	Dr. Darie 'O' Koshy, DG & CEO - IAM & ATDC
Mr. Manohar Samuel, Joint President (Strategic Marketing), Grasim	Dr. A.B. Joshi, Textile Commissioner, GOI
Mr. SS Pipara	Mr. Premal Udani, Chairman, AEPC, IAM & ATDC and CMD, Kaytee Corporation
Mr. Parvez Kotadia, Country Manager, Society of Dyers and Colorists.	Mr. Prashant Agarwal, MD, Bombay Rayon Fashions
Mr. Bipin Chauhan, Jade Blue, Ahmedabad	Mr. Rahul Mehta, President CMAI & Convener, IAM
Mr. Kamal Beria, Nagarmal Sheonarayan & Sons, Arrah	Mr. Anil Biyani, Pantaloons
Mr. Girish Sonigra, Manmandir, Mumbai	Mr. Virat Shah, Ruby
	Mr. Vivian Fernandes, Economic Policy Editor, CNBC
	Mr. Bijou Kunen, President & CE Lifestyle, Reliance Retail
	Mr. Pradeep Hirani, CMD, Kimaya
	Mr. Gaurav Mahajan, COO, Westside





List of Speakers

Mr. Rakesh Biyani, CEO, Future Group(Retail)

Mr. Harminder Sahni, CEO, Wazir Advisors

Mr. Suresh Venkat, Executive Producer, CNBC

Mr. Kishan Jalan, Jalans, Varanasi

Mr. Narayan Jalan, Shalini Fashion

Mr. Mahesh K Bajaj, Haseeja, Ahmedabad

Mr. Anil Agarwal, Vipul Fashions

Mr. Sanjay Sarawgi, Laxmipati Sarees

Mr. Shri bhaj Mundra, Value added fashions

Mr. Nitesh Rathod, Krishna Silk and Sarees

Mr. Gresh Parekh, Karishma sarees

Mr. Vinod Agrawal, Ashika Sarees

Mr. Raju Ahuja, Pal Fashions

Mr. Dipesh Shah, Vishal Sarees

Mr. Shyam Tuksiyan, J. R. Group

Mr. Manish Dwarkadas Maheshwari, MD, Dwarkadas Shamkumar Textiles & Pune Textile

Mr. Krishn Kumar Agarwal, VK Entp., Kanpur

Mr. Saral Modi, Kalamandir Akatex, Raipur

Mr. R K Garg, COO, Belmonte

Mr. Anand Kejriwal, Anand Silk Mills (Aanan)

Mr. Deepak V. Hartalka, MD, Gini Silk Mills

Mr. Prem Kamal, Empitex Fabrics

Mr. Ganesh Rathi, CMD, SGS Silk Mills

Mr. P. George, Novelty Textile, Cochin

Mr. Kishore

Mr. Shiniwas, Hyderabad

Mr. Ramash Tikmani

Mr. Abhay Kumar, CEO, Kamadgiri Fashion Ltd.

Mr. Somesh Singh, JD, IAM

Prof. P.B. Jhala, Advisor, Plasma Textile Applications, FCIPT, Institute for Plasma Research, Gandhinagar.

Mr. Prasenjit Kundu, Design Head, Dhama Innovations

Ms. Vaibhavi Ranavade, HOD Fashion Design

Ms. Sonika Khar, Symbiosis Institute of Design, Pune

Mr. Rahul Mishra, Alumni, NID & Designer, WIFW,

Mr. Vivek Arora, CEO, Prism Artec

Ms. Japjee Kaur, Asst. Professor, IAM,

Mr. Rajiv Merchant, CEO, Portico

Mr. Karan Sehgal, CEO, Beekalene

Mr. Dilip Gandhi, Director, Bharat Furnishing

Mr. Ashok Biyani, Siyaram

Mr. Atul Agarwal, Vrijesh

Mr. Nimish Arora, Managing Director, Dicitex

Mr. Anil Biyani, Damodar

Mr. Venu Gopal-Retailer(Bhagwati Textile)

Mr. Gangadhar-Shirting(Mitva Fabrics)

Mr. Shailash Bhai-Shirting (Carolon)

Mr. Jiten Bhai-Shirting (Jainam Silk Mills)

Mr. Sunil Menon-Designer Shirting,

Mr. Navin Mahajan-Suiting (Mahajan Silk Mills)

Mr. Manish Mandhana-RMG (Mandhana Ind)

Mr. Jeetu Bhai-Yarn (Samosaran)

Mr. Dinesh Maheshwari-Yarn(Nimbark Fashion)

Mr. Kailash Ji-RMG(Mufti Fashion)

Mr. Akmal Yarn (Reliance Ind. Ltd)

Mr. Vijay Raj Mehta-Suiting (VHM Industries)

Mr. Kishore Biyani, Founder & CEO, Future Group

Mr. Mihir Bhatt, Chief of Bureau, Zee Business





Conference Highlights

15th March, 2011 (Day 1)

Welcome Address

Session 1: Innovation in Supply Chain for Textiles & Clothing

Session 2: Innovation in Denim & Jeans Value Chain

Session 3: Innovation in Human Talent Management

Launch of FAITMA - Birla Cellulose Project Spun Shade

Seeing Colours: Colour Vision, Appreciation & Perception

Session 4: Textile Retailers Conclave

How to Double Profit in Textile Retail?

Session 5: Dress Pants Conclave

Dress Pants – Driving home the Indian advantage

InFashion Inspirational Evening by Jagdish Joshi

16th March, 2011 (Day 2)

Session 1: Weaving a Vision for Indian Textiles

Session 2: Brands & Retailers Conclave

Session 3: Sarees & Traditional Textiles Conclave

Opportunities and Challenges

Session 4: Wholesalers Conclave

Modern Wholesale - Changing Scenario

17th March, 2011 (Day 3)

Session 1: Textile Innovators Conclave
Implement and Succeed

Session 2: Home Textiles Conclave

Session 3: Partner In Progress

InFashion Grand Finale: Crystal Ball Gazing with Kishore Biyani, Founder & CEO, Future Group

Mihir Bhatt, Chief of Bureau, Zee Business - *One-on-one session*

Esteemed Speakers





Glimpses of Awards



Glimpses of Fashion Show



Glimpses of Special Features





Exhibitors List

COMPANY	COMPANY	COMPANY
<ul style="list-style-type: none"> Alfa Industries Alok Industries Apparel Views Arviva Industries (India) Ltd. (Harry Collection) Ashok Weaving & Textile Mills Ltd. ASM Industries Bajaj Silk Fab Pvt. Ltd Banswara Fabrics BD Somani Institute of A&F Technology Beekalene Fabrics Pvt. Ltd Belmonte S.K.N.L Best IT World (I Ball) Bhaskar Industries Ltd Birla Cellulose Bombay Rayon Fashions Ltd Bombay Subscription Agency BT Industries Chandramukhi Impex Communion Damodar Threads Ltd Delite Apparels Pvt. Ltd Dicitex Furnishings Dishank Synthetics Pvt Ltd Divine Touch (Jainam Silk Mills) DNH Spinners Pvt. Ltd Dodhia Synthetics Ltd Donear Industries Ltd DR Enterprises DSM Suitings (Designer Fabrics Pvt. Ltd.) Empitex Fabrics Pvt. Ltd FAITMA:Federation of All India Textile Manufacturers Association Fashion Accessories Pvt. Ltd Fibre2fashion G.C.Textiles Garodia Syntex Pvt. Ltd. (Ramesh Shirting) 	<ul style="list-style-type: none"> Gini Silk Mills Ltd GM Fabrics Grasim Bhiwani Textiles Ltd. Heaventouch Fabrics Heemy Digital Printing Pvt Ltd Honesty Subscription Agency Igmatex Images Group Indiamart.com Indian Textile Journal IRIS Jaya Shree Textiles Jayesh Kumar Rasiklal & Co. JPS Fashions KG Fabriks Ltd. Konark Synthetic Ltd. LNJ Denim Mahajan Silk Mills Mandhana Industries Ltd. Nandganesh Ribbons Pvt. Ltd. Napoleon mills Nimbark Fashions Limited Orosilber Joaillerie Pvt. Ltd. Pal Fashions Pal Synthetics Ltd. Param Ad-ventures Pvt. Ltd. Qmax Synthetics Pvt. Ltd. Raipar Machinery Mfg .Co.(I) Pvt. Ltd. Raj Rayon Industries Ltd. Ram Dev Synthetics(Kriplon) Ramvijay Textile Industries Reid & Taylor Rishab Apparel Pvt Ltd. Ronak Textile Industry SAFEXPRESS Pvt. Sagar Syn Twist Samosaran Yarns Pvt. Ltd. Sanathan Textile Pvt. Ltd. Santosh Fine Fab Ltd. SASMIRA 	<ul style="list-style-type: none"> Screen Arts House of Transfers SDC- Society of Dyers and Colourists SGS Silk Mills Pvt Ltd. Shree Aditya Syntex Pvt. Ltd. Shree Daksh Jyot Silk Mills Pvt. Ltd Shree Navkar Fabrics Silverline Fashion Fabrics Ltd. Siyaram silk mills Ltd. Sparsh Fab Textiles Pvt. Ltd. Stitch Times Sunstyle Design Studio Pvt. Ltd. Super Choice India Supriya Silk Mills (P) Ltd./ Royaltex Sutlej Textiles & Industries Ltd. Symphony Multitrade Pvt. Ltd. T. H. Textiles TAI :The Textile Association (India) Tecoya Trend Textile Excellence Textile World The Apparel Times The Fashion Factory (Asmara) Topman Fabrics Trade4india.com Tradeindia.com TrinityTrading Satya Tex True Value / Kamadgiri Syn Ltd. Valson Industries Limited. Valson Polyester Ltd. Vama Fabrics Ltd. VHM Industries Ltd. Vihaans Travel Vishnulene Polyfab Ltd. Vrijesh Natural Fibre & fabric Wonder Weaves Systems



Thank you Partners & Associations

Organizer		Co-organizer	
Supported by		Brought to you by	
Supported by		Knowledge Partner	Online Marketing Partner
Registration Partner		Electronic Media Partner	
Official Supply Chain Partner	Media Partner	Beverage Partner	Travel Partner
Associate Supporting Partner		Online Media Partners	

Trade Media Partners



**The Indian textile & fashion industry is
booming once more!**

Can you afford to miss InFashion 2012 ?

**The fantastic success of InFashion 2011 proves that
the industry is back in overdrive!**

**So make sure you are at InFashion 2012 next year.
Because it will be even bigger, better, and more action packed!**

**To participate, book your space today.
And grab an Early Bird discount as a bonus, too!**

InFashion 2012

13,14,15 March

Hall 1, Bombay Exhibition Centre,
Goregaon, Mumbai

www.indiainfashion.com



To participate at InFashion, contact:

Adarsh Verma, +91 9999251621, adarshverma@imagesmultimedia.in • **Abhishek Gourav**, +91 9811685302, abhishekgourav@imagesmultimedia.in
• **Jitender Sharma**, +91 9958729411, jitendersharma@imagesmultimedia.in • **Sachin Tyagi**, +91 9953004822, sachintyagi@imagesmultimedia.in

IMAGES Exhibitions (IX) (A Division of IMAGES Multimedia Pvt. Ltd.) || Floor, S-78, Okhla Industrial Area, Phase II, New Delhi-110020, India.
Tel: +91-11- 26384298/ 26385660/ 40525000 | Fax: +91-11-40525001. Email: info@imagesmultimedia.in | URL: www.indiainfashion.com