

# IHGF Delhi Fair connects to domestic volume retail industry

India Retail Forum, Mumbai; 19th-20th September 2017

EPCH participated with a publicity booth at the 14th India Retail Forum, held from 19th to 20th September, 2017, at The Renaissance Hotel and Convention Centre, Mumbai. The aim was to promote the domestic retail initiative taken by

the Council that offers huge sourcing opportunities to domestic retail and e-commerce buyers, speciality stores, architects, interior designers & hoteliers.

Mr. Karan Jethwani, Coordinator, Domestic Retail & e-Commerce Promotion, EPCH, was present during the event and had one on one interactions with the retail fraternity of India. EPCH was also the supporting Council at the event. Through its booth, the Council disseminated information about IHGF Delhi Fair - Autumn, 2017, distributed leaflets and brochures of the fair and explained about the composition of the product range, opportunity to interact and source directly from manufacturers, etc. This drew enquiries from around 50 retailers, out of which 37 retailers have shown their interest



Above left : Mr. Karan Jethwani, Coordinator, Domestic Retail & e-Commerce Promotion, EPCH, speaks to the audience at the IRF Panel Discussion, about how IHGF Delhi Fair offers an exclusive sourcing opportunity to domestic volume retail and e-Commerce buyers; Above right : Glimpses of the EPCH booth at RFI, Mumbai



towards participation in IHGF Delhi Fair -Autumn 2017.

Mr. Karan Jethwani also participated in a panel discussion on "Domestic Retail Promotions through IHGF Delhi Fair" and informed about how IHGF Delhi Fair - a one stop sourcing show can provide a memorable consumer experience.

India Retail Forum (IRF) has been the signature event of the retail sector in India, for the past 14 years, ever since its inception in 2003. IRF welcomes over 3,000 retail decision makers from the world every year and has garnered its share of international acclaim with Retail World of UK, calling it 'the 10 most significant retail events that will shape the future of retail the world over'. The 14th edition brought together delegates from all over India and the world, 175+ distinguished speakers from around the world, 100+ exhibitors of next-generation innovations for the retail sector, and innumerable opportunities to tap into this high potential market. IRF is the only forum which matters in India when it comes to retail leaders sharing game-changing insights, world-class concepts, as the breaking ground for India entry strategy for global players, and as the incubation ground for fruitful multi-million dollar partnership ideas and alliances. ■



Mr. Karan Jethwani, Coordinator, Domestic Retail & e-Commerce Promotion, EPCH, seen interacting with visitors to the EPCH booth at the IRF, Mumbai