



# Emergence of A Global Sourcing Hub

CRAFT, CREATIVITY, CREDIBILITY

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## Endeavours to achieve 3 Guna 30 Tak are in full swing

### After Mart Days, April Fair Delhi is Getting Momentum

Just two months ago stakeholders of India Expo Centre and Mart embarked on the mission '3 Guna 30 Tak' aiming to amplify their revenue to threefold of its current stature. In pursuit of this ambitious goal, they introduced the Mart Calendar, a strategic initiative designed to schedule Mart days throughout the year, thereby ensuring a consistent influx of business for Mart owners. The inaugural Mart Days, which took place on the 29th and 30th of January, set the stage for a series of such events, with the subsequent edition taking place on the 26th and 27th of February 2024. During the Mart Days in January, we experienced a significant upswing in business, a result of the proactive efforts of over 100 Mart owners who welcomed buyers with open arms. This resilient and determined mindset is precisely what we anticipate from all Mart owners as we

strive to realize our vision for Mart's development.

The Mart days began with a thumping success as over 100 Marts opened at India Expo Centre & Mart on the 29th and 30th of January from 11 am to 6 pm. The Mart Days were inaugurated by Dr. Rakesh Kumar, Chairman IEML in the presence of Sudeep Sarcar, CEO, IEML; Sachin Sinha, CFO, IEML; Harbinder Singh, Programme Director - e-nurture; Vikas Bhardwaj Co-Convenor, Mart Promotion, IEML; Amrendra Rai DGM, Commercial and other esteemed Mart owners.

Dr. Rakesh Kumar, Chairman, IEML while addressing the inauguration ceremony of Mart Days said that this is just the beginning and we are going to mark many such milestones of success making the mart a year-round activity hub for sourcing. Also said that we all must keep pushing ourselves with the same spirit and it will take no longer to make the

mart the choicest place for the buyers. On the occasion, he also announced that there would be three markets held in April under the umbrella of Mart's big sourcing fair, April Fair Delhi 2024 from 20 to 22 April 2024. All the mart owners gave their nod to the name of the fair.

Yet, these developments merely scratch the surface of the transformative journey ahead. The most significant leap towards revitalizing the Mart into a bustling hub of activity is currently in the works with the upcoming April Fair Delhi. This event is poised to stand out as an exceptional fair, drawing in buyers globally thanks to its novel Tri-market format, which has already begun to stir excitement within the buying community. The fair's promotional efforts are being executed with precision and vigour, promising to translate into a remarkable convergence of tangible business transactions.





# GLIMPSES of INAUGURAL

Mart Days on 29 & 30 January 2024





# Message



## **Dr. Rakesh Kumar, Chairman, India Expo Centre & Mart**

April Fair is an initiative that marks the onset of what promises to be a series of successful milestones, transforming the Mart into a bustling hub for sourcing activities throughout the year. We all must continue to apply the same level of dedication and enthusiasm, as this will expediently position the Mart as the premier destination for buyers. Under the expansive banner of the Mart's grand sourcing event, the April Fair Delhi 2024, we will host not one, but three distinct markets in April. This decision has received unanimous approval from all mart owners, signalling a collective commitment to this ambitious endeavour. Besides, the introduction of Mart Days, slated to occur twice a month, is a strategic move to foster regular engagement between buyers and sellers. By doing so, we aim to cultivate a dependable

environment that buyers can rely on for their sourcing needs, bridging the gap between demand and supply more effectively. This regularity not only benefits the local economy but also positions our Mart as a pivotal player in the global sourcing landscape.

The April Fair Delhi 2024 stands as a beacon for what's possible, inviting prospective buyers to experience firsthand the breadth and quality of products on offer. This event is more than just a fair; it's a testament to our collective vision and hard work, promising to showcase a wider array of Mart owners and vendors, all eager to welcome and engage with a global audience. Through such initiatives, our goal is to make Expo Mart a year-round sourcing activity hub of India.

## April Fair Delhi – An Arena to Showcase Expansive Handcrafted Product Range

The April Fair Delhi is a significant endeavour to infuse vibrancy into the India Expo Centre & Mart. It is gradually taking shape, poised to emerge as distinctive fair drawing buyers from every corner of the globe. This one-of-a-kind Tri-market fair is already generating considerable excitement within the buyers' community. The promotional efforts are vigorous and strategic, aimed at ensuring it evolves into a remarkable platform for genuine business conversions.

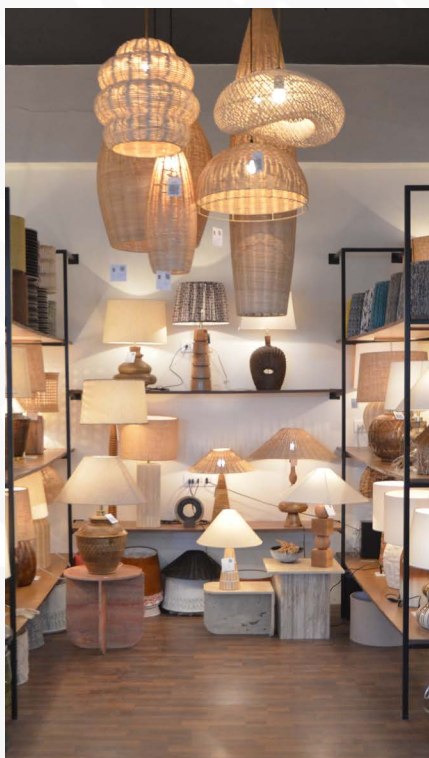
Under one expansive umbrella, the fair will host three distinct markets: the India International Gifts Show, the India International Home and Houseware Market, and the India International Textiles and Furniture Exhibition. Each of

# APRIL FAIR DELHI

INDIA EXPO CENTRE & MART, GREATER NOIDA

20 | 21 | 22 APRIL 2024

these markets based on their names will delve into diverse product categories, offering an extensive array of respective product lines and variables to cater to every discerning buyer's needs and preferences. Crafted to appeal to a global and domestic B2B audience, these specialized markets are undergoing extensive publicity campaigns across multiple platforms, ensuring high visibility. These campaigns aim to spotlight the distinct products and opportunities each event offers. Serving as dynamic centres for industry experts, these events offer a fertile ground for networking, collaboration, and discovery of the latest innovations in textiles, furniture, home and houseware, along with solutions for corporate and personal gifting.







# The India International Gift Show: A Congregation for Thoughtful Gifting

## 20, 21 & 22 April 2024



IIGS 2024 stands as a pioneering initiative, dedicated to championing the expansive gifting market both within India and on the global stage. In its inaugural edition, the event promises to unveil the rich tapestry of Indian art, craft, textiles, and handicrafts, positioning itself as the premier choice for domestic, corporate, and international buyers. This platform is poised to redefine the art of gifting and expressing courtesy and emotions through thoughtful gifts, uniting cultures and fostering a global appreciation for the unparalleled craftsmanship of India. Elaborating the segment of gifting solutions, innovative electronic gadgets, office & academic stationaries, confectionaries and gourmet is also part of the show. One can seize the opportunity to interact with international buying agents and overseas buyers across the world to display their range of products globally.



The exhibition encompasses a wide array of exhibitor categories from Customized and Promotional Gifting, Fashion Accessories, Luxury Gifts and Lifestyle Products to Trophies and Mementos, Gourmet Hampers, and Toys and Games. It also includes Gadgets and Electronics, Innovative Gifting Boxes, Premium and Luxury Gifting, Home and Kitchen Appliances, Beauty and Health Wellness, Home Décor and Handicraft Gifts, Stationery and Office Supplies, Aroma and Bouquet. This broad spectrum of categories offers a vibrant platform for showcasing innovative products and services, meeting the varied needs and preferences of a global audience and paving the way for unparalleled exposure and networking opportunities.





# The International Home & Houseware Market :

Transforming houses into cherished homes

**20, 21 & 22 April 2024**

This rare market marks India's inaugural yet most exhaustive sourcing exhibition for the Home Decor, Houseware, Kitchenware, Home Appliances, and Interior sectors. This unique platform reveals the newest, cutting-edge products that encapsulate Indian culture and traditions, crafted with exceptional skill and precision. It's a destination to discover unparalleled products created by adept artisans and craftsmen. Offering a chance to delve into a wide variety of distinctive items made by these talented individuals, the show serves as a conduit to connect with manufacturers and suppliers who comply with factory standards, opening doors to enriching business relationships and innovation in the industry.



For enthusiasts eager to immerse themselves in the harmonious rhythm of Indian culture, this exhibition stands as a critical platform for presenting products that mirror the nation's rich artistic heritage. Each manufacturer, adhering to the most stringent factory standards, is poised to engage in commerce within their specific domains. These domains span Houseware, Kitchen & Dining, Garden & Outdoor products, Eco-friendly Products for Home & Lifestyle, Candles & Potpourri, Home Decor, Home Utilities, Lamps & Lighting, Aroma & Incense, and Toys & Games, offering a year-round opportunity for trade and discovery. This event is a celebration of tradition and innovation, inviting visitors to explore a tapestry of products that are as diverse as India itself.



# India International Textile and Furniture Market:

Source Indigenous, Luxurious & Marvelous

**20, 21 & 22 April 2024**



The India International Textile and Furniture Market showcases a diverse array of textiles and furniture highly sought after in international markets. This initiative aims to introduce top-notch indigenous products to the Indian market, making them readily accessible to locals. The meticulously crafted furniture, carved from the finest wood, promises longevity and durability. These products carry the legacy of exquisite craftsmanship, handed down through generations over centuries. Similarly, the clothing and dressing materials, woven from fastidiously spun textiles, captivate attention with their timeless appeal and superior quality. This market serves as a platform for Indians to embrace and enjoy the best-in-class creations that reflect India's rich heritage and craftsmanship.



To celebrate and promote the extraordinary craftsmanship embedded in every piece, India International Textiles and Furniture Market is a significant platform for Buyers across the globe to experience and source the best quality home furnishings, Floor Coverings- Carpets Rugs and durries, aesthetically designed furniture for Home, Hotel & Restaurant Furniture, Handloom, Jacquard & Power Loom Fabrics, Cotton, Silk & Zari Fabrics, Fashion Accessories & Bags, Rattan, Bamboo & Wicker Floorings, Jute & Coir Floorings & Door Mats, Natural Fiber & Textiles for home, hospitality and business needs.





## Cross Border E-Commerce Conclave

21 & 22 April 2024

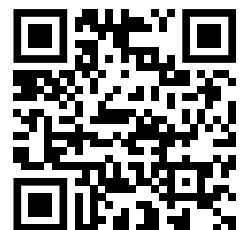
To support the major Market events and attract community interaction, networking, and fostering partnerships, a Cross Border E-commerce Conclave is being organized to coincide with the dates of the Markets. In alignment with our commitment to facilitating substantial market events and fostering a collaborative atmosphere, we are thrilled to announce the Cross-Border E-commerce Conclave scheduled for April 2024 in the mart premises. This strategic conclave is set to coincide with the dates of our major Market events, creating a synergistic platform for community interaction, networking, and the cultivation of impactful partnerships. Designed to complement the market activities, the conclave aims to explore and capitalize on the vast opportunities presented by cross-border e-commerce. This convergence of market events and the conclave is poised to enhance the overall experience for participants, providing a comprehensive and dynamic environment that fosters both business growth and global connections.

# MART DAYS 2024

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Tue 27	Tue 19	Tue 30	Tue 28	Tue 25
July 2024	August 2024	September 2024	November 2024	December 2024
Mon 29	Mon 26	Sun 29	Mon 25	Mon 30
Tue 30	Tue 27	Mon 30	Tue 26	Tue 31



Glimpses of

# 2nd MART DAYS

26th & 27th February 2024



## 2 DAYS OF BUSTLING

On February 26th and 27th, Second Mart Days attracted over five international buyer delegations, spotlighting the event as a hub for authentic Indian products known for traditional craftsmanship. The event also drew numerous domestic and individual buyers, all looking to connect with key manufacturers and exporters for year-round sourcing. Visitors were impressed with the product quality, aesthetics, and sustainability, showcasing Marts' commitment to being a leading sourcing destination throughout the year.



# Testimonials: Buyers

**Ahmed Ali,**  
Buyer, Libya



We are in India to explore potential business collaborations. This presents an excellent opportunity for us to connect and engage with local companies. Having the chance to meet and discuss in person has been invaluable. We extend an invitation to Indian companies to consider engaging in business ventures with us in Libya. The ambience here is welcoming, and the venue, along with the provided services, offers commendable hospitality.

**Khalid Ifillah,**  
Buyer, Libya



On my second trip to India, I am once again astonished by the beauty and allure of this place. The locals are exceptionally charming, and the quality of their products is outstanding. I am impressed by the wide array of choices available here at India Expo Centre and Mart, which truly captivates my interest. I am hopeful and looking forward to the prospect of doing business with the people here.

**Zohr-al-Iyan,**  
Buyer, UAE



I have found some very good products here, especially the furniture and accessories. It's my fifth visit to India but I am visiting this mall (India Expo Centre & Mart) for the first time. I've discovered some exceptional products here for the first time, particularly in furniture and accessories. The quality of these items is impressively high, and the variety of goods on display is quite remarkable. I am eager and hopeful to establish meaningful business relationships with the people here, based on the excellent products I've explored.

**Kartik,**  
Domestic Buyer,  
Casa Kriti, India



For the last two years we've been focusing on selling made-in-India products. So, the Mart Days is a very good initiative for domestic wholesalers like us. It has proven to be immensely beneficial, providing us with the opportunity to explore and learn about a wide range of products. We're hopeful that the next Mart Days will see the opening of even more marts, allowing us to discover and engage with additional brands.

**Ritu Manchanda,**  
Domestic Buyer,  
Anokhee, India



Venturing into the India Expo Centre and Mart for the first time has been a delightful journey. The experience of navigating through the vast array of decor items available has been exhilarating. I've had the pleasure of discovering an impressive selection, each showcasing exceptional quality and intricate craftsmanship. The diversity and richness of products on display have certainly set a high expectation for future visits, making me eager to explore more and indulge in the unique offerings of the Mart.



# Testimonials: Mart Owners

**Rishi Soni,**  
Owner, Gayatri  
International  
Mart No. C 08/08



Mart Days have a transformative effect on our business. Our handcrafted products have captured the attention of markets both domestically and internationally, leading us to actively seek out and engage with global partners. The recent two-day event has been a morale booster for all our exporters, providing our dedicated artisans and workers with more opportunities for work and employment. Over these two days, I've achieved impressive sales with domestic buyers, reinforcing my optimism for future Mart Days. I am confident that in the next year or two, we will establish ourselves as a major marketplace, akin to a vast bazaar.

**Mohan Kapoor,**  
Owner, Kap's Loom  
'n' Craft, Mart no.  
D 09/12



We are dealing in wall hangings and wall decorations. 'Mart Days' has had a long pending demand since this Mart opened, but it is better late than never. This initiative, spearheaded by Dr. Rakesh Kumar, marks a promising step forward. I hope that the upcoming Mart Days will be way more vibrant than the previous editions. Now the seed has been sown and it will flourish to become a tree, that will become fruitful very soon. If all should open our Marts on a daily basis, if that's not possible then it must be opened on Mart Days. Any of the staff can be deputed for just Mart Days. If there is a willingness to open the Mart then, one will find the way as well.

**Satish Arora,**  
Owner, Arts Beauty  
Exports,  
Mart no.  
A 02/45, 47



Opening the marts for two days each month to both exporters and buyers is a commendable initiative. It has sparked interest among many Indian buyers in our products, which are gaining popularity locally. The awareness that the Marts are operational during these days encourages them to visit us repeatedly for their sourcing requirements. Gradually, Mart Days are building trust and confidence in the Mart as a go-to destination. We are on the brink of transforming this venue into a bustling hub for sourcing.

**Saleem Sultan  
Chandna,**  
CEO, HMI  
Manufacturing  
Co.,  
Mart no. C 08/45



Given the positive turnout at our Marts, it's worth considering regularizing this event. It's crucial to communicate our consistent presence at the Mart, highlighting that it's not just me but hundreds of others available as well. Hosting Mart Days bi-monthly is a feasible idea, though it requires diligent effort and time for implementation. Change is a gradual process. I warmly invite potential buyers to join us at the April Fair Delhi, scheduled from April 20 to 22, 2024, where numerous Mart owners, including myself, will be eager to greet and engage with them.

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