



We Welcome you for

# 45<sup>TH</sup>

# INDIA CARPET EXPO

Uncover the Rich Heritage of Indian Handmade Carpets

8 - 11 October, 2023

**Bhadohi Carpet Expo Mart,  
Bhadohi, Uttar Pradesh (India)**

*The Show has established itself as one of Asia's biggest Handmade carpet shows with its ever-growing patronage from buyers all over the world*

### Package for Overseas Buyers:

- \* Airfare Reimbursement
- \* Complimentary Hotel accommodation upto 2 nights in Varanasi

For Registration and More Details Visit

[www.cepc.co.in/events](http://www.cepc.co.in/events)

### CARPET EXPORT PROMOTION COUNCIL

(Setup by Ministry of Textiles, Govt of India)

Address: 507, Copia Corporate Suites, Jasola, New Delhi - 110025 (India)

Email : [info@cepc.co.in](mailto:info@cepc.co.in) | Tel.: +91-11-45089420



Rugs of **india**  
THE BEAUTY IS IN THE WEAVE

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**45th INDIA CARPET EXPO, 8 - 11 October 2023 at “Bhadohi Carpet Expo Mart”  
Bhadohi, Uttar Pradesh (India).**

Dear Sir,

The Carpet Export Promotion Council (CEPC), set up by the Ministry of Textiles presents its compliments. CEPC is an apex body for the promotion of Handmade Carpets and other floor coverings. CEPC is pleased to update that the “**India Carpet Expo**” is our flagship event and has attained the status of Asia’s largest handmade Carpet Fair. India Carpet Expo started in the year 2000 and is a biannual fair that attracts hundreds of buyers of Handmade carpets, rugs, and other floor coverings from more than 60 countries of the world. More than 200 Exhibitors represent carpet-producing areas like Bhadohi, Mirzapur, Varanasi, Agra, Jaipur, Panipat, and Srinagar, etc., and exhibit their wide range and varieties of handmade carpets, rugs, and other floor-coverings in the Expo.

We are very pleased to share that the **45th Edition of the India Carpet Expo** is scheduled from, **8 - 11 October 2023** for the second time at “**Bhadohi Carpet Expo Mart**” at **Bhadohi, Uttar Pradesh (India)** under the aegis of the Government of India. Bhadohi District is known by the name ‘Carpet City’ and has also been awarded the “**Town of Excellence**” by the Government of India. It is home to the largest hand-knotted carpet weaving industry hubs in South Asia and is visited by a large number of buyers from domestic and overseas markets. **This year for the second time the India Carpet Expo is being organized at Bhadohi Carpet Expo Mart.**

We are pleased to share that under the aegis of the Government of India, the selected Overseas Buyers of Handmade Carpets/Rugs, etc. shall be provided the following complimentary package for attending the India Carpet Expo, 8-11 October 2023 at Bhadohi: -

**A. Reimbursement towards Airfare, as a Subsidy :**

1.	<b>Buyers from Argentina, Australia, Brazil, Canada, Chile, Colombia, Ecuador, Egypt, Guatemala, Kenya, Libya, Mauritius, Mexico, Morocco, Namibia, New Zealand, Nigeria, Peru, South Africa, U.S.A., Uruguay &amp; Zimbabwe.</b>	<b>US \$ 800.00</b>
2.	<b>Buyers from other countries</b>	<b>US \$ 600.00</b>

**B. Complimentary Hotel accommodation upto 2 nights (Room rent with breakfast) in Varanasi between 7th October to 11th October, 2023.**

**The Council will also provide Shuttle service from Hotel to Fair Venue during the Exhibition period.**

The Overseas Buyers can visit our website [www.cepc.co.in](http://www.cepc.co.in) and/or register at <http://cepc.co.in/buyer-registration>

Post-Show Report of the 43rd India Carpet Expo held from 15-18 October 2022 held in Bhadohi Carpet Expo Mart is enclosed herewith.

With warm regards,

Yours faithfully

**Dr. Smita Nagarkoti**  
**Officiating Executive Director-cum-Secretary**

# REPORT

## 43<sup>rd</sup> India Carpet

# EXPO

### 15-18 Oct, 2022

### Carpet Expo Mart, Bhadohi (U.P.)



Rugs of **India**  
THE BEAUTY IS IN THE WEAVE



15<sup>th</sup> – 18<sup>th</sup> October, 2022



**CEPC**  
CARPET EXPORT PROMOTION COUNCIL, INDIA

Organised by:

**Carpet Export Promotion Council**

(Set up by Ministry of Textiles, Government of India)

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Sponsored by : Ministry of Commerce and Textiles (Government of India)

# Post Show Report

## 43<sup>rd</sup> India Carpet Expo, Bhadohi

**Carpet Export Promotion Council (CEPC)** organized its **43<sup>rd</sup> India Carpet Expo** from **15-18 October 2022** for the first time at **Carpet Expo Mart** in Carpet City Bhadohi, Uttar Pradesh with an aim to promote the exports of "Indian Handmade Carpets & other Floor Coverings".



Bhadohi District is known by the name '**Carpet city**' as it is home to the largest hand-knotted carpet weaving industry hubs in South Asia. A large number of buyers from domestic and overseas markets visit Bhadohi in connection with their import requirements. Bhadohi Holds 50% share of the Export of the Carpet Industry.

In view of export enhancement of the carpet sector, Government of UP has built a Carpet Expo Mart at Carpet City Bhadohi in 7.5 Acres of land for improving the vast potential of exporting Bhadohi Carpets. It is India's one of the state-of-the-art projects for the carpet sector. Carpet Expo Mart at Bhadohi is a Green Mart with Solar Power, having an exhibition area / Hall 7000 sq. mtr. 94 permanent shops for display of Handmade Carpets and other floor coverings. Mart is centrally air-conditioned with all other facilities of international standard.

India Carpet Expo has become very popular worldwide amongst the Overseas Carpet Importers, Chain Stores and Retailers. The 43<sup>rd</sup> Edition of the India Carpet Expo was visited by **213 reputed overseas carpet buyers**, from all over the world to do serious business with Indian Exporters/ Manufacturers. This Expo was having the participation of **239 exhibitors** of Handmade Carpets. This will ultimately benefit over two Million weavers/ artisans employed



in this highly labor intensive rural based cottage industry. This Expo will help **generate business of approx. Rs. 500 - 600 Crores.**

India Carpet Expo was inaugurated with lamp lighting by Chief Guest Smt. Anupriya Patel, Hon'ble Minister of State for Commerce & Industry, Government of India and Guest of Honour Shri Amit Mohan Prasad, Additional Chief Secretary MSME, Govt. of U.P. in the premises of Bhadohi Carpet Expo Mart in the gracious presence of Shri Ramesh Chand Bind, MP, Bhadohi, Shri Yogeshwar Ram Mishra, Commissioner, Vindhyachal Mandal, Shri Gaurang Rathi, DM Bhadohi, Shri Vipul Dubey, MLA Gyanpur, Dr. R.K. Patel, MLA Mariyahu, , Shri Umar Hameed, Chairman, CEPC, Shri Mukesh Kumar Gomber, Vice-Chairman, CEPC along with Members of the Committee of Administration, Shri Ravinder Nath Tripathi, EX-MLA Bhadohi, Shri Ashok Jaiswal, Chairman, Bhadohi, Shri Raza Khan, President, AICMA, prominent Members Exporters and Guests were also present.





Shri Virendra Singh Past, MP Ballia, Shri Zahid Beg, MLA Bhadohi congratulated the organizers and the participants. They expressed hope that this fair will open the new business avenues for the people of Bhadohi and adjoining areas. They said that Bhadohi's first carpet fair is a matter of great pride for the district and the exporters associated with the carpet industry would get a lot of benefits from the India Carpet Expo held in Bhadohi district.





**The Chairman of CEPC Shri Umar Hameed**, said after taking the feedback from participants, it is expected that after all the negotiations & orders are put in force within 5 – 6 Months the export generated from the fair will be to the tune of Rs. 500 – 600 Crores. Many buyers were also interested in procuring the ready stock of the participants. Buyers expressed great satisfaction with the varieties they found in the Expo, as the fair took place after the pandemic in Bhadohi.

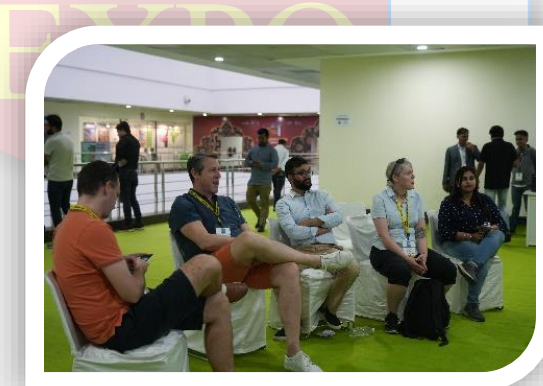
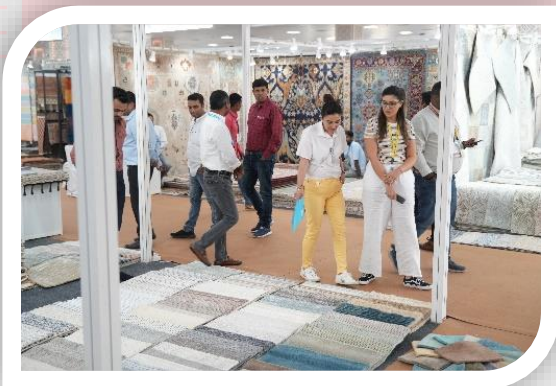
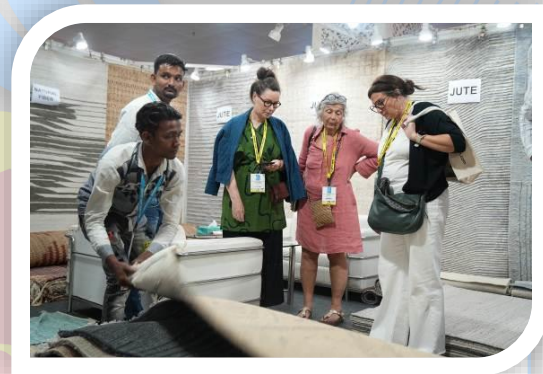


This expo will lead to opening up of new market opportunity for the industry and shall help small and Medium Indian carpet exporters in promoting their products to overseas countries.

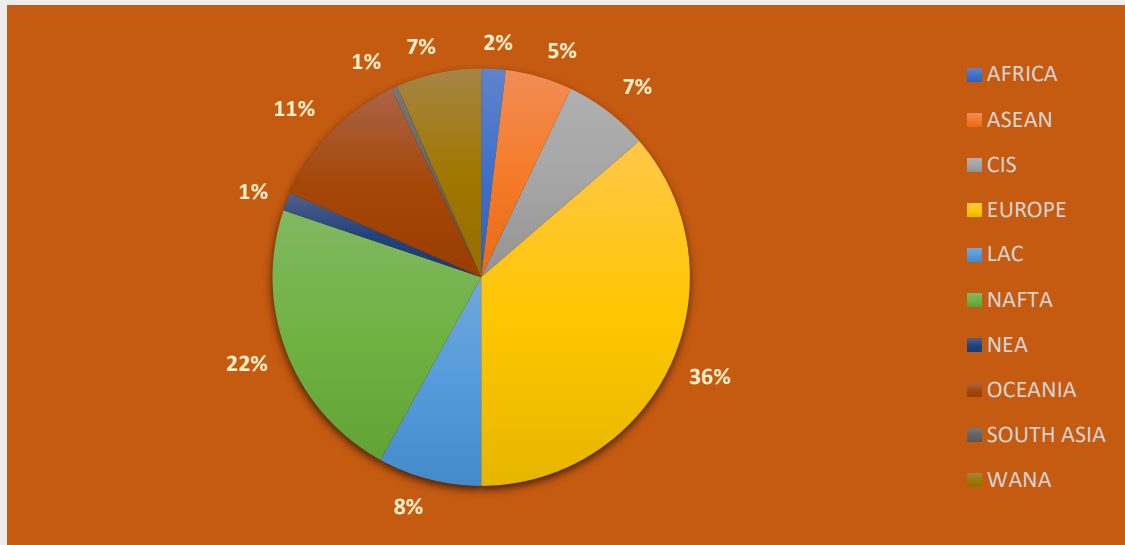




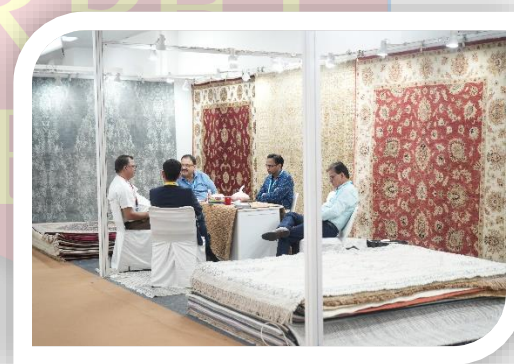
Eventually, this ongoing process, on a broader scale, is instrumental in projecting “**Make in India Brand**” in overseas markets. He further said India Carpet Expo is an ideal platform for International Carpet Buyers, buying houses, buying Agents, Architects and Indian Carpet Manufacturers & Exporters to meet and establish long term business relationship. **213 Overseas Buyers form Australia, Bahrain, Belarus, Belgium, Brazil, Canada, Chile, Colombia, Finland, France, Germany, Greece, Hungry, Israel, Italy, Jordan, Japan, Libya, Lithuania, Mauritius, Myanmar, Nepal, Netherlands, Oman, Palestine, Panama, Romania, Russia, Singapore, South Africa, Spain, Sweden, Tiawan, Thailand, Turkey, UAE, USA, Germany etc.** attended the India Carpet Expo. 207 Representatives of Overseas Buyers, Buying Houses, Designers, Architects etc. also visited the India Carpet Expo.



## REGION WISE PARTICIPATION FROM OVERSEAS BUYERS

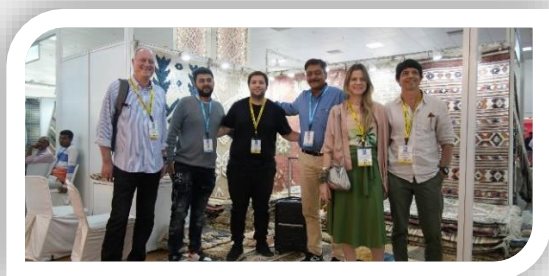


The Carpet Export Promotion Council showcased the products of 239 reputed small, medium and large manufacturer exporters from all over country viz U.P., Rajasthan, Haryana, Jammu and Kashmir, Punjab, Madhya Pradesh etc. It is the endeavor of the Council to provide exclusive business environment to the both carpet importers as well as manufacturer-exporters, which ultimately will benefit about 2 million weavers and artisans employed in this highly labour intensive rural based MSME cottage industry.

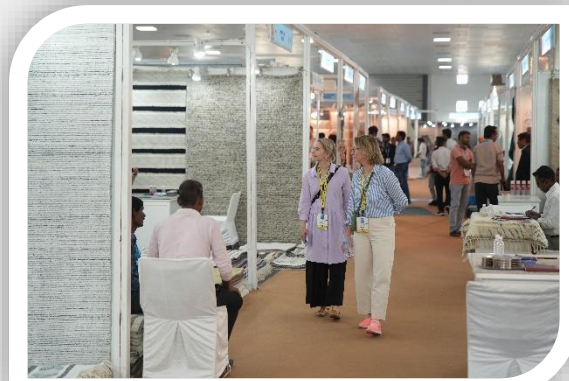
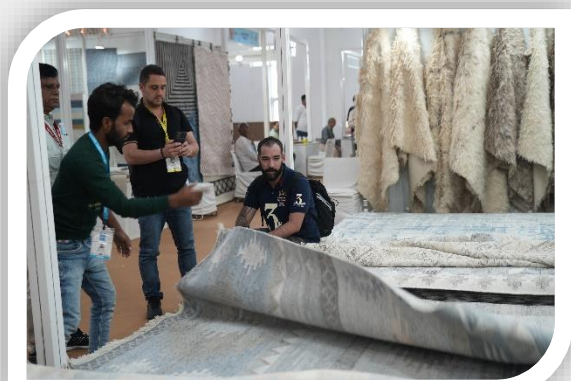




Buyers who visited the Expo were very much impressed with the display of various Handmade Carpets and other floor coverings and arrangements made by the Organizers and were shared their trends and requirements of their respective markets.



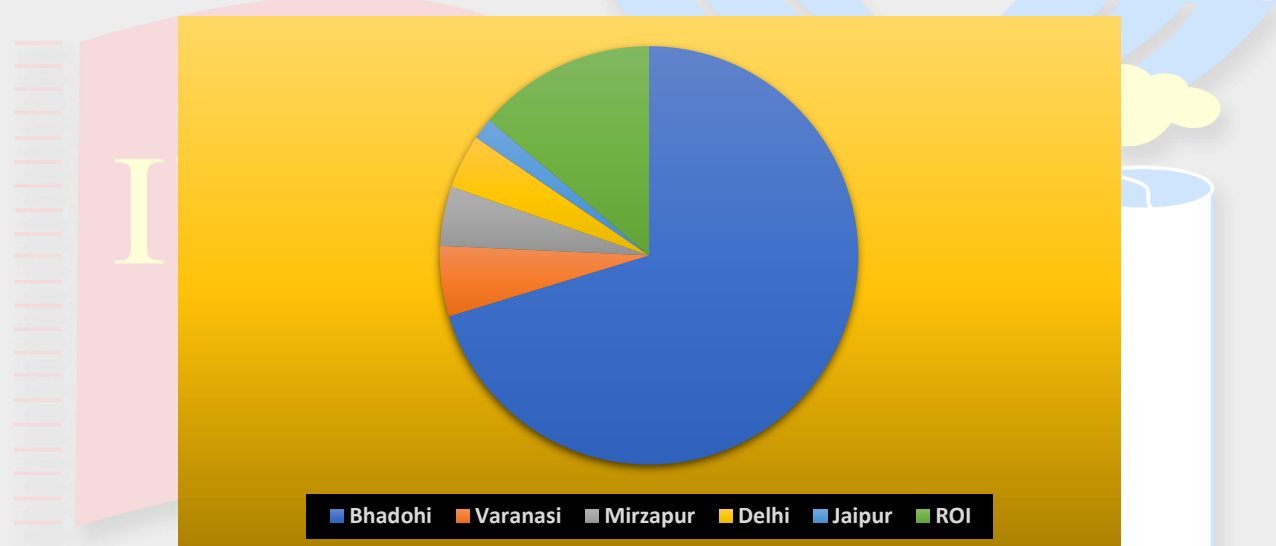
The "India Carpet Expo", upholding the prime motive of the Council is not only bringing the largest business opportunity to all segments of handmade carpet exporters, beginning from the smallest to the biggest exporter, but it "also provides 'unique pick and choose' business" opportunity including retailers and wholesalers and that too under one roof. Indian Carpet Sector is more than capable to make any design, quality to cater the demand of customers.



### Footfalls at ICE October, 2022 at Bhadohi

Total Covered Area	5,500 Sq. Mtrs.
Stand Area	5,290 Sq. Mtrs.
Exhibitors participated	239
Overseas Buyers attended	213
No of New Buyers	<b>78</b>
Buyers' participation from	<b>48 Countries</b>
Buyer's Rep attended	207
Nos. of Enquiry Received	<b>3000</b>
Business & Enquiries Generated	<b>RS. 500 - 600 Crores</b>

### REGION WISE PARTICIPATION OF 239 EXHIBITORS



**Shri Umar Hameed mentioned that he and his team is working for the growth of the industry and desire to organize Domotex in India –“DOMOTEX INDIA” to enable the participation of small Member Exporters who could not afford to participate in Domotex, Hannover (Germany).**

Shri Umar Hameed, Chairman, CEPC expressed that this event will be beneficial to the medium and small exporters who can't afford to display their products in overseas Exhibitions on the one hand and on the other hand show the capability of India in producing and supplying quality products in time. Chairman, Vice-Chairmen and other Members of the COA, CEPC expressed happiness and congratulated Dr. Smita Nagarkoti, Officiating Executive Director-cum-Secretary and all Officers and Staff of the Council for their strenuous and untiring efforts to make the fair a Grand Success.



# Glimpses of 43<sup>rd</sup> Edition of India Carpet Expo

**भारत के उपराष्ट्रपति**  
VICE-PRESIDENT OF INDIA

**MESSAGE**

I am pleased to learn that the Carpet Export Promotion Council is organizing the 43<sup>rd</sup> India Carpet Expo from October 15-18, 2022 at Bhadohi, Uttar Pradesh and a Fair Directory is being published on this occasion.

Our Country has a rich tradition of handicrafts and the popularity of Indian handmade carpets across the world is testimony to the excellence and mastery of our craftsmen who have refined their craft over generations. In this regard, even the India Expo is crucial not only bringing artisans and prospective buyers on a common platform but they also provide an excellent opportunity to showcase our rich cultural heritage and aesthetic sense of Indian weavers.

I am also happy to learn that the Government of Uttar Pradesh has built a state-of-the-art Carpet Expo Mart at Bhadohi with permanent shops to display handmade carpets. I trust that this facility will help manufacturers and exporters to market their products more effectively.

I extend my heartfelt greetings to all the participants and wish the 43<sup>rd</sup> India Carpet Expo all success.

*Jagdeep Dhamkar*  
(Jagdeep Dhamkar)

New Delhi  
30th September, 2022

**प्रधान मंत्री**  
Prime Minister

**MESSAGE**

It is a pleasure to learn about the 43<sup>rd</sup> India Carpet Expo at Bhadohi, Uttar Pradesh, from October 15-18, 2022. The Expo is an excellent platform for our weavers and artisans to showcase their skills and products. May this Expo further the vision of 'Vocal for Local' as well as 'Local for Global'.

Handicrafts have been an intrinsic part of our culture and traditions. Handicrafts products are not just eco-friendly, they also help reduce poverty by providing employment to the needy and underprivileged sections of the society.

With such a rich tradition of handicrafts, it is only natural that the products of our weavers, particularly from the carpet sector, reach different parts of the world and are globally appreciated. The intricate skills and work of our weavers are not only aesthetically appealing, but also of unmatched quality. The Expo is an occasion for the manufacturers in the sector to showcase their products to buyers within the country and across the world. This will not only benefit small and medium scale manufacturers, but will also provide a thrust to exports in the sector.

Our government's vision has been to nurture self-reliance through Micro, Small and Medium Enterprises (MSMEs) and the handicrafts sector, in particular. Today, India is among the largest carpet producing nations in the world. This has become possible due to the indefatigable efforts of our artisans.

The 25-year period of Aatmi Kaal (2017) is an opportunist to dedicate ourselves towards building a strong, self-reliant nation. Throughout this period, MSMEs and traditional crafts sectors have great potential to power our growth.

May the Expo be a huge success. I am sure that the Fair Directory being published on the occasion will provide the readers a holistic view of the carpet industry in our country, as also trace its global footprint.

*Narendra Modi*  
(Narendra Modi)

New Delhi  
संकेत 22, 18 अक्टूबर 2022  
14<sup>th</sup> October, 2022

**आनन्दिबन पाटिल**  
Governor, Uttar Pradesh

**MESSAGE**

I am glad to know that the Carpet Export Promotion Council is organizing its 43<sup>rd</sup> India Carpet Expo from 15<sup>th</sup> to 18<sup>th</sup> October, 2022. To mark the occasion a Fair Directory is also being published.

I hope this fair will provide an opportunity for boosting the exports of Handmade Carpets, Rugs and Floor Coverings apart from benefiting the artisans belonging to the weaker section of society. I wish this Expo a great success and extend my best wishes to the participants, overseas buyers, organizers and all others associated with this event.

I extend my best wishes for the successful publication of the 'Fair Directory'.

*Anandiben Patel*  
(Anandiben Patel)

5 September, 2022

Tel: 0522-2238497 Fax: 0522-2238448 Email: hgvaup@cau Website: www.uwgovernor.gov.in

**पियूष गोयल**  
Piyush GOYAL

**MESSAGE**

I am delighted to learn that the Carpet Export Promotion Council is organizing the 43<sup>rd</sup> India Carpet Expo from 15<sup>th</sup> to 18<sup>th</sup> October, 2022 for the first time at Carpet Expo Mart in Uttar Pradesh, under the aegis of the Government of India. The expo will provide an excellent opportunity to small and medium manufacturers and exporters to showcase their latest products to buyers under one roof.

I am also happy to note that the organizers are bringing out a fair directory on this occasion containing vital information about the industry which will enhance the image of the Indian handmade carpet industry globally, as a reliable and capable supplier of all types of handmade carpets and other floor coverings.

The Handmade Carpet Industry which produces exquisite carpets is highly labour intensive and is very important for our economy, as it provides gainful employment to lakhs of artisans in rural areas including women artisans. Developing this industry is in line with the Prime Minister Shri Narendra Modi's vision of 'Vocal for Local' and being Administrator in the Handmade sector.

It is a prerogative that gives the significant export enhancement of the carpet sector. The Government of India has built Carpet Expo Mart at Bhadohi near the Carpet City. The Mart is attractive and unique in its own way with many advantages which truly makes it a world class.

I hope that this edition of the Carpet Expo will provide an excellent opportunity for boosting the exports of handmade carpets, rugs and floor coverings. I wish all the stakeholders success and extend my best wishes for the successful culmination of the expo.

*Piyush Goyal*

Ministry of Commerce & Industry, New Delhi  
New Delhi-110001  
Tel: No. +91-11-22201011, 22201011 Email: anandiben@cau

**Yogi Adityanath**  
Chief Minister, UTTAR PRADESH

**MESSAGE**

I am happy to know that the Carpet Export Promotion Council is organizing the 43<sup>rd</sup> India Carpet Expo from 15<sup>th</sup> to 18<sup>th</sup> October, 2022 in Bhadohi.

Bhadohi is famous for its carpets. A large number of buyers from domestic and overseas markets visit Bhadohi in connection with business deals. With an objective of boosting the export of Bhadohi products, the Government of Uttar Pradesh has established Carpet Expo Mart in Bhadohi. It is commendable that for the first time this event is being organised at Carpet Expo Mart of Bhadohi.

I am confident that India Carpet Expo will provide a suitable platform to carpet manufacturers and exporters to showcase their latest range of products.

My best wishes for the entire endeavour.

*Yogi Adityanath*  
(Yogi Adityanath)

08 OCT 2022

75  
Azadi Ka Amrit Mahotsav  
Lok Sabha, Lucknow-226001  
No. 1

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**आनंदिबन पाटिल**  
Governor, Uttar Pradesh

**MESSAGE**

I am glad to note that the Carpet Export Promotion Council is organizing the 43<sup>rd</sup> India Carpet Expo from 15-18 October 2022 at Carpet Expo Mart, Bhadohi, Uttar Pradesh under the aegis of Govt. of India, Bhadohi District is known by the name 'Carpet City' as it is home to the largest hand-knotted carpet weaving industry hubs in South Asia. A large number of buyers from domestic and overseas markets visit Bhadohi in connection with business deals.

The Expo will provide an excellent opportunity to small and medium manufacturers and exporters to showcase their latest range of products to the overseas carpet buyers under one roof and will thus be a great help to the sector in boosting its exports. I am happy to know that the organizers are bringing out a Fair Directory on this occasion containing vital information about the industry which will enhance the image of the industry being a reliable and capable supplier of all types of Handmade Carpets and other floor coverings. The Handmade Carpet Industry which produces exquisite carpets is highly labour intensive and earns valuable foreign exchange for the country. The industry is thus very important for our economy in providing gainful employment to millions of artisans in rural areas within their own homes, including women artisans. Hence this fair will provide an opportunity for boosting the exports of Handmade Carpets, Rugs, and Floor Coverings apart from benefiting the artisans belonging to the weaker section of the society.

I wish this Expo a great success and extend my best wishes to the participants, overseas buyers, organizers, and all others associated with this event.

*(Som Parkash)*  
@somparkash

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Email: somp@up.gov.in, somparkash@gmail.com

**आणुष्मिका पाटिल**  
ANUSHIKA PATEL

**MESSAGE**

It is a heartening to know that Carpet Export Promotion Council is organizing the 43<sup>rd</sup> India Carpet Expo from 15-18 October 2022 at Carpet Expo Mart, Bhadohi, Uttar Pradesh.

The Handmade Carpet Industry which produces exquisite carpets is highly labour intensive and is very important for our economy, as it provides gainful employment to lakhs of artisans in rural areas including women artisans. The export of handicrafts products including handmade carpets in the current year has shown positive growth as compared to the previous years.

Bhadohi District also known as 'Carpet city' of India is home to the largest hand-knotted carpet weaving industry hubs in South Asia. I am happy to learn that the Government of Uttar Pradesh has built a State-of-the-art Carpet Expo Mart at Carpet City, Bhadohi in 7.2 Acres land for exhibiting the vast potential of exporting Bhadohi Carpets. With an exhibition area of 1700 sq.m. Carpet Expo Mart is equipped with all modern facilities.

I am confident that 43<sup>rd</sup> India Carpet Expo will provide an excellent opportunity to small and medium manufacturers and exporters to showcase their latest range of products to the overseas carpet buyers under one roof and will thus be a great help to the sector in boosting its exports. I am happy to know that the organizers are bringing out a Fair Directory on this occasion containing vital information about the industry which will enhance the image of the industry being a reliable and capable supplier of all types of Handmade Carpets and other floor coverings.

While appreciating the sincere efforts being made by the Carpet Export Promotion Council to tap the growth potential of the sector, I trust the organizers for all success of the event. I am confident that the fair will see a large number of exhibiting participants from India and the overwhelming response of the overseas buyers. I wish you all extend my best wishes to the participants, overseas buyers, organizers, and all others associated with this event.

With best wishes!

*Anushika Patel*  
(Anushika Patel)

01/10/2022  
New Delhi  
Office: Room No. 18, Vaidya Bhawan, New Delhi-110001 Tel: 91120318714, 22091814, 22091817  
Email: anandiben@cau

**दार्शनिका जार्दोश**  
DARSHANA JARDOSH

**MESSAGE**

I am glad to know that the Carpet Export Promotion Council is organizing the 43<sup>rd</sup> India Carpet Expo from 15-18 October 2022 for the first time at Carpet Expo Mart, Bhadohi, Uttar Pradesh, under the aegis of Govt. of India, Bhadohi District is known by the name 'Carpet City' as it is home to the largest hand-knotted carpet weaving industry hubs in South Asia. A large number of buyers from domestic and overseas markets visit Bhadohi in connection with business deals.

Carpet Expo Mart at Bhadohi is a Green Mart with Solar Power, having exhibition area / Hall 7000 sq.m., 94 permanent shops for display of Handmade Carpets and other floor coverings. The fair is expected to be a great success in view of the number of exhibiting participants from India and the overwhelming response of the overseas buyers confirming their visits to this Expo. The Expo will provide an excellent opportunity to small and medium manufacturers and exporters to showcase their latest range of products to the overseas carpet buyers under one roof and will thus be a great help to the sector in boosting its exports.

I am also happy to know that the organizers are bringing out a Fair Directory on this occasion containing vital information about the industry, which will enhance the image of the industry being a reliable and capable supplier of all types of Handmade Carpets and other floor coverings.

The Handmade Carpet Industry which produces exquisite carpets is highly labour intensive and earns valuable foreign exchange for the country. The industry is thus very important for our economy in providing gainful employment to millions of artisans in rural areas within their own homes, including women artisans. Hence this fair will provide an opportunity for boosting the exports of Handmade Carpets, Rugs, and Floor Coverings apart from benefiting the artisans belonging to the weaker section of the society.

I wish this Expo a great success and extend my best wishes to the participants, overseas buyers, organizers, and all others associated with this event.

*Darshana Jardosh*  
(DARSHANA JARDOSH)

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Residence: Bhagwati Park, 7, Lodi Estate, New Delhi-110002  
Email: somp@up.gov.in, somparkash@gmail.com

**ए.ए. सिंघ**  
A. A. SINGH

**MESSAGE**

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Bhadohi District is known by the name 'Carpet City' as it is home to the largest hand-knotted carpet weaving industry hubs in South Asia. A large number of buyers from domestic and overseas markets visit Bhadohi in connection with business deals.

I have been informed by the organizers that view of export enhancement of the carpet sector. Government of India has built Carpet Expo Mart at Carpet City, Bhadohi in 7.2 Acres of land for exhibiting the vast potential of exporting Bhadohi Carpets. With an exhibition area of 1700 sq.m. Carpet Expo Mart is equipped with all modern facilities, having an exhibition area of 1700 sq.m., 94 permanent shops for display of Handmade Carpets and other floor coverings, which is suitable for exhibiting the vast potential of exporting Bhadohi Carpets.

I am confident that 43<sup>rd</sup> India Carpet Expo will provide an excellent opportunity to small and medium manufacturers and exporters to showcase their latest range of products to the overseas carpet buyers under one roof and will thus be a great help to the sector in boosting its exports.

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I wish this Expo a great success and extend my best wishes to the participants, overseas buyers, organizers, and all others associated with this event.

*(A. A. Singh)*

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# INDIA









