



APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/HO/EP/Pure London-2022/1356
29th April, 2022

AEPC's Participation in "Pure London" In Pure Origin at Olympia London, Hammersmith Road W14 8UX, London, United Kingdom (17-19 July, 2022)

Dear Member,

We are pleased to inform that AEPC is participating in Pure London Fair (Pure Origin) at Olympia London, Hammersmith Road W14 8UX, London, United Kingdom **from 17th July to 19 July, 2022.**

UK is one of the most important export destinations for readymade garments for India.

1. About the event:

"Pure Origin" is the UK's leading B2B fashion trade show for sourcing & garment manufacturing. Pure Origin is a part of Pure London Fair and is in the sourcing section of the Fair. Pure origin is the gateway for International manufacturers to break into the UK market. A market with strongest presence, within Europe, of multiple retailers and department stores that develop their own label ranges. Pure Origin will also be seen by brands as the ultimate destination to source new manufacturers.

A curated selection of International manufactures, Textiles producers and while labels to showcase to a captive audience of premium UK and Global Buyers and Brands.

2. Venue & Date:

Venue / City	Dates	Days
Olympia London, Hammersmith Road W14 8UX, London, United Kingdom	Set-up Day : 16th July, 2022 Fair Days : 17 – 19 July, 2022	(Saturday) (Sunday - Tuesday)

3. Why should you exhibit in Pure London at United Kingdom?

[Please Click Here PDF File to Know](#)

4. Avail benefit in participation fee on account of MAI grant from Ministry of Commerce:

Eligibility for financial assistance under Market Access Initiative (MAI) scheme: As per Notification no. K-11020/9/2021-E&MDA dated 19th July, 2021 of Ministry of Commerce & Industry, Department of Commerce (E&MDA) Division reg. eligibility for availing MAI grant with following conditions:

"a maximum of three participations in a particular trade fair/ exhibition would only be eligible for MAI assistance, i.e. members who have availed assistance three times (including past cases) for a particular fair / exhibition thereafter have to participate in that fair on their own. Further MAI funding support shall only be provided to a member for a maximum of three MAI events in a year. In case of exporter belonging to SC/ST/Women and the exporter is having FOB Value of exports less than Rs. 50 crore in a year, 5 participations in a particular event is allowed."

- MAI funding on approval from Ministry of Commerce & Industry will be eligible only for the first 15 companies applying for the participation with the completed application form and full payment to avail the MAI benefit on a First Come First Served basis. **Since the Official approval from Ministry of Commerce is still awaited, we are presently charging the full amount as being charged by the organizers of Rs.5,50,000/-.**

Reimbursement of airfare- On receipt of the approval from MoC, the Council shall accordingly arrange to reimburse the subsidy amount applicable under MAI to the first 15 eligible participants subject to the following important criteria:

- i). Those exporters who have already availed subsidized fee under MAI scheme for 3 or more times including past participation (through any Export Promotion Council) in this event are not eligible to get subsidy under MAI scheme for participation in this edition of **Pure London**, United Kingdom
- ii). An exporter can avail MAI benefit for participation in a maximum of 3 approved MAI events in a financial year.
- iii). Further, the participants who have completed 12 months of membership with the Council and having exports of FOB value upto Rs. 50 crore in preceding year will be entitled for air fare reimbursement for the travel of Regular Director / Partner / Proprietor or a regular officer of the company on senior managerial position. However Member with zero export in the last financial year will not be eligible and non-MAI Exhibitor shall not be eligible for reimbursement

The reimbursement will be upto Rs.75,000/- (economy class air travel) or actual (whichever is less) or a lump sum amount subject to the final approval received from the Ministry.

5. Participation Charges : *The participation charges does not include air-fare, hotel expenditure or any other kind of personal expenses (logistics etc.) :*

Particulars	Participation charges (Rs.)
Cost per booth of (size : 9 sqm.)	Rs. 5,50,000/-
Early Bird Discount (If payment is made on or before 31 st May, 2022)	(-) Rs. 10,000/- Rs. 5,40,000/-
After Early Bird Discount (If payment received after 31 st May, 2022)	Rs. 5,50,000/-
Token Money with application (Balance payment is to be remitted before the Draw of Lot. The applicants, who fail to make full payment will not be considered for allotment of booth)	Rs. 1,00,000/-
Kindly note, your application for a booth will be confirmed only after receipt of the full payment towards participation fee and complete application form on or before 15th June, 2022.	

6. Payment Mode:

- (i) Demand Draft or Pay Order in the name of “Apparel Export Promotion Council” (payable at Gurugram or New Delhi) may be sent to **Mr. S. Hari Krishnan, Addl. Director** (EP Department), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurugram-122003, Haryana, (India)
Tel: +91 124 2708108 (D), 2708000-003, Mobile: +91 95604 72244 Fax: +91 124 2708004
- (ii) Payment can also be made through NEFT/RTGS to the following account:
BENEFICIARY: APPAREL EXPORT PROMOTION COUNCIL
SAVING A/C NO: 180401000024000
IFS CODE: IOBA0001804
BANK: INDIAN OVERSEAS BANK
ADDRESS: BRANCH – APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA, GURUGRAM – 122003
No cheque payment will be accepted.
Also share the UTR Details in case of online payment.

7. Booth Packages:

Booth size / Type: – 9 sqms

Booth amenities:

1 Table, 2 Chairs, Fascia Name, Carpet, 3 Spot Lights, a Power Socket and a Dustbin

8. Guidelines for allotment of the booths:

- All participants who have paid the full participation fee on time would be considered for allotment of booths through draw of lot.
- No change in the booths, once allotted would be entertained under any circumstances.
- The decision of Chairman-EP (AEPC) / Chairman (AEPC) would be final and binding in case of any dispute.

4. The participation is on **FIRST-CUM-FIRST SERVED (FCFS)** till all booths are sold and the allotment of stalls shall be done through draw of lot basis.

9. Waitlist:

In case, applications are over-subscribed, a waitlist will be maintained, which would be considered on FCFS basis. Applicants are advised to ensure that they possess will obtain necessary visa to enter U.K.. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

10. Cancellation charges:

Terms & conditions for withdrawal will be as follows:

- Rs. 25,000/- charges will be forfeited if the exporter withdraws before the Draw of Lot.
- 100% forfeiture after Draw of Lot.

11. Application form:

The application form (with Annexure I) is enclosed herewith for your ready reference. The application may also be downloaded from AEPC's website www.aepcindia.com

Interested members may also apply using following link :

[Click Here to Apply Online](#)

For seeking more details, please contact:-

1. Mr. S. Hari Krishnan, Additional Director (EP Department)
Mobile No.+91 9560472244 Tel:+91 0124-2708108(D) / E-mail: shari@aepcindia.com
2. Mr. J.S. Rana, Joint Director (EP Department)
Tel : +91 124 2708191, Mobile : +91 9910035722 / Email : jsrana@aepcindia.com

You are requested to kindly send duly filled in application form with participation fee by way of Demand Draft/Pay Order/NEFT/RTGS in favour of APPAREL EXPORT PROMOTION COUNCIL" GURGAON. Similarly, exporters located at Mumbai, Ludhiana, Jaipur, Tirupur, Chennai and Bangalore may deposit the DD/Pay order at Local AEPC offices also. All others may send the Demand Draft/Pay Orders to Gurgaon office.

Post show obligation of the participant

The exporters shall submit Feedback Form duly filled in to the AEPC representative on 19th Jul, 2022 at the fair venue in United Kingdom.

Yours Sincerely,

(S. Hari Krishnan)
Additional Director

Enclosure: Application Form

***Disclaimer:** AEPC will not be responsible for the turnout of buyers/buying agents for any BSM/fair/show, etc. The Council will have no liability whatsoever for any kind of refund or payment in this regard. The Council shall not be responsible for booking of hotels, clearance of samples at the customs, for getting VISA & on certain complementary services provided by AEPC and organizational inability of fair organizers & other service providers.*

**APPLICATION FORM FOR PARTICIPATION IN “Pure Origin at Olympia London, Hammersmith Road
W14 8UX, London, United Kingdom”
(17 – 19 JULY, 2022)
(On the Company’s letterhead)**

1. Company’s Name :
2. Name of the Contact Person with Mobile No. :
3. Address with PIN No. :
4. Telephone Number :
5. E-mail Address :
6. RCMC No. & Date (Renewal fee paid 2022-23 : Yes / No) :
7. IEC Number :
8. PAN Number :
9. TAN Number :
10. GST Number :
11. CIN Number (required for only Pvt. Ltd. Companies) :
12. Status of Company (Partnership / Proprietor / Pvt. Ltd. / Ltd. Co.:
13. Manufacturer / Merchant Exporter :
14. Whether belongs to MSME (Yes / No) :
15. Name of Participant (Director / Partner / Prop./Regular Officer at Sr. Level) with DIN No. :
16. Whether belongs to SC/ST/General/Woman :
17. Export Performance during the last three years : 2021-22 :
2020-21 :
2019-20 :
18. HS Codes in respect of the products being promoted/marketed by exhibitor :
(at least 6 HS Codes should be given)

S.N.	HS Code (6 digit level)	Product description
1		
2		
3		
4		
5		
6		

19. Main items of production :
20. Mention segment Knitted/Woven :
21. Present production capacity : _____ pcs. /month
22. Major brands & Fashion labels :

23. Major Countries of Exports :
24. Whether First Time to U.K : YES / NO
25. Please fill up the details of the Visiting Representative in the following format:

1	Name as appearing in Passport	
2	Passport Number	
3	Date of Issue	
4	Date of Expiry	
5	Date of Birth	
6	Place of Issue	
7	Whether has valid U.K. visa	YES / NO

26. Have you earlier participated in this event with AEPC or any other Council / Organization?
If Yes, Year (s) _____ No _____
27. Are you participating in any other event under MAI assistance in 2022-23 with other EPC's/Commodity Board/ Trade Bodies? YES / NO

If yes, please give details:

S.N.	Name of the Event/Country	Date of event	Name of the EPC's/Commodity Board/ Trade Bodies
1.			
2.			
3.			

Disclaimer: As Annexure – I (It's mandatory to fill up and be attach with the application form as its' a part of application form).

28. Participants Charges:

Pay order/ DD for Rs. _____ drawn on _____

payable at Gurugram/ New Delhi

OR (in case online payment):-

UTR Details : NEFT/RTGS No.....for Rs.....

Date..... Name of Bank.....

This is to certify that all information provided by me is correct to the best my knowledge and agree to abide by the same.

Date: -

Signature of Authorized Signatory _____

Name & Designation: _____

Company Seal : _____

Disclaimer

1. The participation is on FIRST-CUM-FIRST SERVED (FCFS) till all booths are sold.
2. All participants who have paid the full participation fee in time would be considered for allotment of booths through draw of lot.
3. No change in the booths, once allotted would be entertained under any circumstances.
4. The decision of Chairman-EP (AEPC) / Chairman (AEPC) would be final and binding in case of any dispute.
5. The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by AEPC. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security, deposit and cancellation of grant etc., paid to AEPC and debarring the participation from the future participation in AEPC's events.
6. AEPC will not be responsible for the turnout of buyers/buying agents for any Exhibition/fair/show/BSM etc. AEPC will have no liability whatsoever for any kind of refund or payment in this regard.
7. MAI Assistance shall be permissible to regular director/ partner/proprietor / regular officer of the company on senior managerial position. Assistance would not be available to exporter of foreign nationality or holding foreign passport. **Non-MAI Exhibitor shall not be eligible for MAI reimbursement of airfare as well.**
8. The representative would come back to India after the Event/Fair is over and would submit the proof of his/her departure/arrival, wherever necessary.
9. The Council shall not be responsible for booking of hotels, clearance of samples at the customs, for getting VISA & on certain complementary services provided by AEPC and organizational inability of fair organizers & other service providers.
10. Participants will be required to furnish complete information on orders booked, enquiries generated etc., in the form of Feedback form after the fair which is required by the Ministry as you are entitled for the grant/subsidy.
11. In case of default of any payment due from the participants, AEPC reserves the right to debar them from participation in AEPC's International fairs and bring to the notice of appropriate authority.

DECLARATION

We have studied the disclaimer for participation carefully and agree to abide by the same.

Date & Place :

Signature of Authorized Signatory_____

Name & Designation_____

Company Seal_____
