



POWERLOOM DEVELOPMENT & EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt. of India)

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पावरलूम विकास तथा निर्यात सम्वर्धन परिषद्

BEST OF INDIA- INDIA FASHION & LIFESTYLE FAIR **25TH - 27TH JUNE 2025** **MOSCOW, RUSSIA**

PDEXCIL MUM/For. Events MAI//92/2025-26/Part XIV/1

Date:02.04.2025

We are pleased to inform that Powerloom Development & Export Promotion Council (PDEXCIL) along with Wool & Woollens Export Promotion Council (WWEPC) is organising group participation in Best of India – India Fashion & Lifestyle Fair to be held at Moscow, Russia from 25.06.2025 till 27.06.2025. This exclusive Buyer-Seller Meet (BSM) will serve as a strategic gateway for Indian exporters to expand their presence in Russia and CIS markets by engaging directly with leading importers, wholesalers & retailers from Russia, Belarus and Kazakhstan

Why Russia? A Market of Unprecedented Opportunity for Indian Textiles: Russia's textile and apparel sector is undergoing a transformation, with high demand for winterwear, woollen and cotton-based products, home textiles and fashion apparel. Indian exporters are uniquely positioned to capitalize on this expanding market, driven by the following factors:

Surging Demand for Indian Textiles: With a population of over 145 million, Russia's consumers are increasingly seeking premium yet affordable textile products. Indian woollen shawls, stoles, yarn, fabrics and home textiles are widely appreciated for their craftsmanship, durability and competitive pricing.

High Potential for Winterwear & Seasonal Textiles: Russia's extreme winters create a huge demand for woollen coats, sweaters, thermals, knitwear and hosiery items, while its moderate summers drive demand for breathable cotton and blended fabrics. India's diverse textile range offers an unmatched advantage in catering to both seasonal needs.

Strategic Advantage Amid Geopolitical Shifts: With evolving trade dynamics and reduced textile imports from Europe and China, Russian buyers are actively seeking alternative sourcing options. Indian exporters can position themselves as reliable suppliers of high-quality textiles.

India-Russia Trade Relations at a Historic High: The strong diplomatic and economic ties between India and Russia, coupled with initiatives like the Rupee-Ruble Trade Mechanism, have made trade more seamless and financially viable for Indian exporters.

Expanding Retail & E-commerce Landscape: With Russia's retail and e-commerce sectors experiencing double-digit growth, Indian exporters have the chance to supply directly to major online platforms, departmental stores and boutique retailers.

Regional Offices

Erode: Basement No 1, Texvalley Main Mall Building, Gangapuram Post, Erode- 638 102, Tamil Nadu | **E-mail:** pdexcilia@gmail.com | **Tel Phone:** + 91 87785 82591

New Delhi: Flat No 511, 5th Floor, Indra Prakash Building, Plot No. 21, Barakhamba Road, New Delhi - 110 001 | **E-mail:** pdexcilrodelhi@gmail.com | **Tel Phone:** + 91 (11) 4305 3536

Name	Best of India – India Fashion & Lifestyle Fair	
Venue	Hall No. 55, 119/84, St. Prospect Mira, BDNKHA Park, Moscow, Russian Federation	
Date	25.06.2025 to 27.06.2025	
Exhibit Sectors	<ul style="list-style-type: none"> • Yarn & Fabrics – Wool, Cotton, Polyester, Blended Fabrics • Winterwear & Hosiery – Coats, Sweaters, Thermals, Knitwear, Hosiery Items • Fashion & Apparel – Garments, Activewear, Casual & Formal Wear • Shawls & Stoles – Wool, Pashmina, Cashmere, Silk-Blended Stoles • Home Textiles & Made-ups – Bed Linen, Blankets, Towels, Upholstery, Curtains • Handicrafts & Carpets – Handwoven Carpets, Embroidered & Decorative Textiles • Fashion Accessories – Scarves, Gloves, Caps, Bags • Technical Textiles 	
Business Visitors	300+ Importers, Retailers, Online Merchants, Buying Houses and Buying Agents	
Visa	WWEPC will issue the visa recommendation letter to the participants	
Participation charges	Booth Size	Without MAI
	9 SQM – Standard Booth Fully Furnished	Rs. 1,80,000/-
	Early Bird Discount of Rs 15,000/- till 30.04.2025	
	<ul style="list-style-type: none"> • The above booth cost are based on self-financing basis (Non-MAI) • Larger Booths: Available in multiple of 9 sqm. 	
Standard Booth Facilities	Display Setup (3 Shelves or Hangers), 1 Round Table, 1 Reception Desk, 3 LED Lights, Fascia Name, 3 Chairs, 1 Power Socket, 1 Dustbin and Listing in the Digital Show Directory.	
Booth Allocation	<ul style="list-style-type: none"> • Applications received will be treated on First-cum-First served basis due to limited availability of the space • The booth space will be allotted to participants who send in their complete application form and full payment on a First-cum-First served basis. 	

Payment Policy: Full and final amount is to be settled by 30.04.2025

Refund Policy: Only if National level travel bans happen from India to Russia or vice-a-versa or council cancel its participation in the event. In case of any individual travel and visa issue or any other case no refund will be given.

The participation fee is for stall only and all other expenses towards airfare, visa charges, hotel charges, foods, local travel expenses & any other incidental expenses will be borne by the participants by their own.

To book the stall please make full and final participation fees through RTGS/NEFT to below bank account on or before 30.04.2025 along with application form as attached.

NAME OF THE ACCOUNT	WOOL & WOOLLENS EXPORT PROMOTION COUNCIL
ACCOUNT NO	4821000100001243
ACCOUNT TYPE	SAVING ACCOUNT
BANK	PUNJAB NATIONAL BANK
BRANCH	ECE HOUSE, NEW DELHI-110001
IFS CODE	PUNB0112000

To ensure your participation, please send the filled application to PDEXCIL office by email/post/hand delivery and full participation fees. The application form can be sent on email id; pdexcilmumbai@gmail.com

In case you need any clarification, please feel free to contact us at:

PDEXCIL Head Office:- 022- 28502050/2060,

- Ms. Lavany Saxena, Assistant Director: +91 9892886912
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(MAHESH N. SANIL)
EXECUTIVE DIRECTOR