

## ***Bharat Tex 2024 Unveils Strategic Alliances with Top Industry Players and Textile Associations to Foster Growth, Innovation, and Sustainability***

*~ Uttar Pradesh Joins as the 'Partner State' and Madhya Pradesh as the 'Supporting Partner State' For Bharat Tex 2024 ~*

*~ Leading Industry Giants - Aditya Birla Group, Reliance Industries Limited, Arvind Limited and Welspun Living, among others - partner for Bharat Tex 2024 ~*

**New Delhi, India, January 10, 2024:** "Bharat Tex 2024, India's premier global textile event, which will be held in New Delhi from February 26-29, 2024, at Bharat Mandapam and Yashobhoomi, is set to redefine industry standards. Under the esteemed patronage of the Ministry of Textiles, Government of India, and organised by a Consortium of Textile Export Promotion Councils, this event proudly announces strategic alliances with leading national and international textile associations, corporate entities and Indian states. These collaborations mark a significant leap forward, driving growth, innovation, and sustainability across the textile industry."

Bharat Tex 2024 is proud to announce **Uttar Pradesh** as the '**Partner State**' and **Madhya Pradesh** as the '**Supporting Partner State**'. Showcasing the regional textile heritage and progressive initiatives in the states, these partnerships are set to catalyse the textile industry, showcasing the legacy of textiles in these states. Bharat Tex 2024 onboard **Aditya Birla Group** as the '**Platinum Partner**', **Reliance Industries Limited** as the '**Gold Partner**', **Arvind Ltd**, **Indorama Ventures**, **Trident Group** and **Welspun Living** as '**Silver Partners**', **PDS Limited** as '**Fashion Partner**', **Shahi** as '**Sustainability Partner**', **Chargeurs PCC** as '**Associate Partner**' and **WGSN** as '**Trend Partner**'.

Recognized for their eminence in the textile industry across the world, the collaborations aim to reinforce the commitment of Bharat Tex 2024 to showcase innovation along with India's rich textile legacy and introduce sustainable practices for propelling the global textile industry.

With innovation, collaboration, and the '**Make in India**' spirit at its core, Bharat Tex 2024 is the embodiment of **Hon'ble Prime Minister Narendra Modi's 5F vision - Farm to Fibre to Factory to Fashion to Foreign**. The event is envisaged to be the biggest textile event at the global level, with 3000+ exhibitors and 40,000+ visitors from over 40 countries. Bharat Tex 2024 will be a comprehensive showcase of the entire textile industry value chain, right from showcasing India's rich cultural heritage and textile traditions to the latest technological innovations.

The domestic textile associations who have collaborated with Bharat Tex 2024 include the **Confederation of Indian Textile Industry (CITI)**, the **Southern India Mills' Association (SIMA)**, the **Tiruppur Export Association (TEA)**, the **Accessories and Trims Manufacturers Association (ATMA)**, and the **Clothing Manufacturers Association of India (CMAI)**, the **Brands and Sourcing Leaders Association (BSLA)**, **Yarn Ethically and Sustainably Sourced**, the **Southern Gujarat Chamber of Commerce and Industry (SGCCI)**, the **Garments Exporters and manufacturers Association (GMEA)**, **the Screen Printers' Association of India (SPAI)**, the **Polyester Textile Apparel Industry Association (PTAIA)**, the **Denim Manufacturers Association (DMA)**, the **Indian International Garment Fair (IIGF)**, and the **Hindustan Chamber of Commerce (HCC)**. Revered associations from international fronts include the **Bangladesh Garment Manufacturers and Exporters Association (BGMEA)** and the **International Textile Manufacturers Federation (ITMF)**.

**Mr H K Agarwal, Business Director, Aditya Birla Group**, expressed his gratitude for the partnership by stating: "I congratulate the Government of India for supporting a first-of-its-kind premier global event dedicated to the textile sector. We are proud of our association with Bharat Tex 2024 as 'Platinum

Partners' and look forward to a thriving future of our industry in this auspicious era of 'Azadi Ka Amrit Kaal.'

Commenting on their collaboration with the event, **Mr Rajan D. Udeshi, President- Polyester Chain, Reliance Industries Ltd**, said: *"We are delighted and privileged to be a key participant in the upcoming grand textile event set to unfold in India on a monumental scale. Our enthusiasm knows no bounds as we align ourselves with the 5F vision championed by our esteemed Prime Minister, a vision that is vividly coming to life through the auspices of Bharat Tex 2024."*

**Mr Narendra Goenka, Chairman, Bharat Tex 2024**, expressed his views on the new partnerships by saying: *"We extend our heartfelt gratitude to our esteemed domestic and international textile associations and corporate partners for their invaluable collaboration in making Bharat Tex 2024 a global success. Partnerships with Uttar Pradesh and Madhya Pradesh mark a significant milestone in transforming the textile landscape and their unwavering support fortifies the fabric of our shared vision, fostering innovation and excellence within the textile industry. Together, we weave a tapestry of boundless possibilities, shaping the future of textiles on a global scale."*

**Mr Bharesh Dodhia, Co-Chairman, Bharat Tex 2024**, appreciated the new partnerships by stating, *"As we gear up to converge at Bharat Tex 2024, our gratitude extends to all the esteemed associations and partners whose collaboration elevates this event to new heights. Their collective expertise and diverse perspectives infuse this platform with innovation and foster unparalleled growth opportunities. These collaborations will forge pathways that will not only enrich the showcase of Bharat Tex 2024 but also ripple across the global textile landscape, driving transformative advancements and inspiring industry evolution."*

Sharing his remarks on coming together for this mega textile event, **Mr Rakesh Kumar, General Secretary, Bharat Tex 2024**, said: *"Embracing the legacy of India's rich textile heritage and handicrafts, the Export Promotion Council of Handicrafts (EPCH) stands proud as a cornerstone of tradition and innovations. We aim to stitch a vibrant tapestry of creativity, craftsmanship, and commerce. Our commitment resonates through this showcase to foster a dynamic synergy that enriches the textile industry with cultural richness and economic growth."*

Bharat Tex 2024 stands as a testament to India's unwavering commitment to spearhead the textile revolution on a global scale. The partnerships established underscore the significance of this event as a beacon for fostering international collaborations, pushing boundaries, and propelling the textile industry into a new era of growth and sustainability.

Bharat Tex 2024 aims to catalyse advancements that transcend geographical boundaries and amplify India's standing as a powerhouse in the textile industry. With a focus on knowledge exchange, technological innovations, and sustainable practices, the collective efforts will redefine the landscape of the textile industry while nurturing an environment conducive to mutual growth and development. This partnership between Bharat Tex 2024 and the textile associations and leading corporate entities underscores its shared commitment to propel the textile sector towards a transformative trajectory.

Bharat Tex 2024 is a consolidated and unique platform to position and showcase India's entire textile value chain and highlight its strengths in fashion, traditional crafts and sustainability initiatives.

For more info, visit: [www.bharat-tex.com](http://www.bharat-tex.com)

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