



Pragati Maidan, New Delhi
India

www.inmodaworldexpo.com



India's Premier Fashion Platform



An opportunity to shape the future success of your brand in India and South Asia

Advantage of connecting with top Indian Retailers, Franchisees, E-tailers, Department Stores, Fashion Retailers, Industry Stakeholders and more

India's first trade platform to showcase international and domestic brands and fashion accessories

Due to **relaxed FDI rules foreign brands** such as H&M, IKEA, Uniqlo, GAP, Massimo Dutti, Monnalisa, Migato and Evisu have entered India.

InModa is one of a kind B2B fashion event offering leading and emerging apparel and fashion accessories brands, labels, quality manufacturers and suppliers a curated environment to display their products to leading fashion buyers across India and South Asia. With a combined population of 1.8 billion which is increasingly accepting global fashion trends and styles, South Asia is one of the largest markets for international apparel and fashion accessories brands to be present.

THE INDIA ADVANTAGE

- The Indian retail market is expected to demonstrate a promising year-on-year growth of 6% to reach USD 865 billion by 2023, from the current USD 490 billion.
- Share of apparel & fashion accessories in India's organised retail market is 8%, corresponding to a value of USD 40 billion.
- India's USD 2.7 trillion economy continues to be one of the fastest growing major economies in the world (IMF).
- With the youngest working population in the world, India's consumption story will be huge in the next few years, driven by its 440 million millennial and 390 million Gen Z.
- The size of the Indian consumer market is forecast to increase from USD 1.9 trillion in 2019 to USD 3.6 trillion by 2025.
- India has jumped 79 positions to rank 63rd in 2019, in the 'World Bank's Ease of Doing Business Ranking 2020'.
- Online buyers to be 350 million by 2025 from existing 90million, with digital spending projected to increase to USD 550 billion & account for 35% of all retail sales by 2025.

FASHION & APPAREL

India has a huge appetite for apparel consumption. Indians spent USD 76 billion on buying clothes in 2018, a jump from the USD 27 billion they spent in 2010. India's apparel market is expected to grow at nearly 11% CAGR in 2017-21 period to reach USD 85 billion by 2021. India is close to becoming the world's sixth-largest fashion market with the number of international labels entering India growing year on year.



FASHION ACCESSORIES

The fashion jewellery market alone is worth USD 2.6 billion in India.

Bags & Accessories segment is expected to show growth of 18.8% (2019-2023), resulting in a market volume of USD 1,104 mn by 2023.

Accessories have evolved to become a mainstream independent category and is seeing organized penetration of 16% which is going up rapidly.

The sunglasses market in India is currently estimated at USD 440 million with nearly 3 million sunglasses sold annually across India.

The trade value of the Indian watch industry amounted to over USD 464 million in fiscal year 2019. Of these, imports accounted for a significantly larger share with about USD 380 million.

The Time is Right. The Time is Now.



FOOTWEAR

India's footwear market is quite under penetrated as its average per capita consumption is only 1.7 pair per annum as compared to global average of 3 pairs and developed countries average of 5 pairs.

The domestic footwear industry in India is valued at approximately USD 3.2 billion, projected growth at 11 – 12% p.a.

The footwear market in India is now dominated by men's footwear which contributes close to 58% of the total Indian footwear retail market and is expected to grow at a CAGR of 10% by 2020. The women's footwear segment, however, is projected to grow at a much faster CAGR of 20%.

India is one of the largest footwear importers in the world.



InModa will take you straight into the heart of the Indian market via targeted networking with leading buyers

Exhibit Profile



FASHION

Activewear

Apparel Brands

Athleisure

Beachwear

Casualwear

Denimwear

Designerwear

Fashion Labels

Formalwear

Intimate Apparels

Kidswear

Outerwear

Sleepwear

Sportswear

Streetwear





ACCESSORIES

- Beads & Stones
- Caps, Hats, Headgear
- Contemporary Bags
- Sunglasses and Fashion Eyewear
- Imitation and Fashion Jewellery
- Perfumes and Fragrances
- Scarves and Stoles
- Socks and Leggings
- Sports and Fashion Watches
- Studs, Pins & Cufflinks
- Ties and Neckwear
- Wearable Tech



LEATHER

- Footwear
- Leather Accessories
- Leather Clothing
- Luggage and Travel Accessories



ASEAN is not only a group of countries but a collective of top quality designs and products of the region.

The InModa ASEAN Ensemble is a curated showcase of the finest merchandise from the ASEAN region.

India & ASEAN have always shared deep cultural bonds and these ties have become stronger due to the bilateral Free Trade Agreement (FTA) between India and ASEAN. InModa offers you an opportunity to connect with the biggest and fastest growing major economy – India.

ASEAN Ensemble



Fashion

Urban Chic

Fashion Inspiration

Young Creativity



Focus Countries / Regions

- India
- Sri Lanka
- Bangladesh
- Thailand
- Vietnam
- Indonesia
- Philippines
- Singapore
- Malaysia
- China
- Korea
- Hong Kong
- Taiwan
- Japan
- Turkey
- Italy
- UK
- Spain
- and many more...

Buyer Profile

- Private Labels
- Brand Owners
- Fashion E-commerce (E-tailers)
- Department Stores
- Fashion Accessories Retailers & Wholesalers
- Fashion Boutique Stores
- Retail Chain Aggregators
- Indenters, Importers & Agents
- Garment Retailers & Wholesalers
- Master Franchisees
- Licensees
- Garment Importers
- Specialty Fashion Stores
- Marketing Consultants
- Mall Operators
- Pattern & Design Studios
- Trade Media
- Industry Associations & Chambers of Commerce

Concurrently with



Yarns • Apparel Fabrics • Denims • Accessories

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Publicity Promotion

- Digital Marketing
- Direct Mailing
- E-Flyers & E-mail Campaigns
- Electronic Media
- Online Trade Portals
- Press Releases
- Print Media
- SMS & WhatsApp Campaigns
- Social Media Marketing
- Trade Media Advertisements
- Tele-Marketing
- Trade Associations

Organised by



Industry Partners



Media Partners

